

SURFACE DESIGN SHOW

BUSINESS DESIGN CENTRE
LONDON – 5-7 FEB 2019
www surfacedesignshow.com

Sponsorship Opportunities

The Opening Night Live Debate, 5 Feb 2019

The Opening Night is the 'blue ribbon' event of Surface Design Show and features the well-attended Live Debate, hosted in association with NLA and RIBA in 2018 and discussed the topic: A crisis for the next generation- is London just for the wealthy?

Attended by just under 1,000 architects, designers and industry VIP's, the night features heavily in our pre and post show promotions and is the event to which we invite the architectural and design press.

Previous presenters have included: *RIBA Presidents Ben Derbyshire, Sunand Prasad and Angela Brady; former London Mayor Ken Livingstone; Patrik Schumacher of Zaha Hadid Architects; Zohra Chiheb of Levitt Bernstein; Eleanor Young, Editor of RIBA Journal; George Saumarez Smith of Adam Architecture and Peter Murray of New London Architecture.*



The Opening Night Sponsor will benefit from:

Pre-Event

- Company name and brand on all our publicity material associated with the Opening Night and Live Debate including;
 - o E-mail campaigns to 50,000 A+D contacts
 - o Show Preview News posted to 20,000 A+D contacts
- High levels of press coverage – featured in over 10 printed publications and 15 online publications in 2018 including;
 - o Architects Datafile, read by 15,000
 - o Dezeen, read by 2.6M
 - o Evening Standard, read by 1.7M
 - o FX Magazine, read by 45,000
 - o Mix Interiors, read by 58,000
- Logo and company description, linking to your website on dedicated sponsors page, additional to a logo in the footer of all website pages
- 5 tweet inclusions of your sponsorship when promoting the Opening Night, to our 7,000+ followers

At the Event

- 10 VIP tickets to the Live Debate with reserved seating and access to the VIP lounge for you and your guests
- Prominent branding on the Live Debate stage and on the introduction and closing slides of the presentation
- Mention of your sponsorship from the Live Debate host
- Branding in the Surface Design Show Official Show Guide

Post-Event

- Further press coverage – featured in 5 printed and 5 online publications in 2018 including;
 - o A1 Retail, read by 6,000
 - o Dezeen, read by 2.6M
 - o FX Magazine, read by 45,000
 - o KBB Daily, read by 86,000
 - o SPACE Magazine, read by 10,000
- Logo in the Post Show Report

This is an exclusive opportunity for one company.

Package: £3000

PechaKucha Evening, 6 Feb 2019

PechaKucha is a simple but very effective presentation format. A panel of architects and designers show 20 images, each one for 20 seconds - keeping it concise and moving at a rapid pace. The 2018 PechaKucha Evening attracted around 1,000 architects, designers, industry VIP's and press.



The PechaKucha Evening Sponsor will benefit from:

Pre-event

- Company name and brand on all our publicity material associated with the PechaKucha Evening including;
 - o E-mail campaigns to 50,000 A+D contacts
 - o Show Preview News posted to 20,000 A+D contacts
- High levels of press coverage – featured in over 10 printed publications and 15 online publications in 2018 including;
 - o Architecture Today, read by 42,000
 - o FX Magazine, read by 45,000
 - o Inform, read by 42,000
 - o Mix Interiors, read by 58,000

- Logo and company description, linking to your website on dedicated sponsors page, additional to a logo in the footer of all website pages
- 5 tweet inclusions of your sponsorship when promoting PechaKucha, to our 7,000+ followers

At the Event

- 10 VIP tickets to the PechaKucha Evening with reserved seating and access to the VIP lounge for you and your guests
- Prominent branding around the stage and on the introduction and closing slides of the presentation
- Mention of your sponsorship from the PechaKucha host
- Branding in the Surface Design Show Official Show Guide

Post-Event

- Further press coverage – featured in 5 printed and 5 online publications in 2018 including;
 - o A1 Retail, read by 6,000
 - o Architects Choice, read by 11,000
 - o Interior Design Today, read by 58,000
 - o KBB Daily, read by 86,000
- Logo in the Post Show Report

This is an exclusive opportunity for one company.

Package: £3000

The Main Stage

The home of the headline acts - hosting over 10 presentations from leading industry professionals across the 3 days. The Main Stage seats approximately 120 guests with standing room for a further 40. We estimate around 1,000 visitors attended The Main Stage in 2018.

Headline Acts on The Main Stage have included: *Peter Murray of New London Architecture; Rab Bennetts, Bennetts Associates Architects; Annalie Riches, Mikhail Riches; Phil Coffey, Coffey Architects; Oliver Heath, Heath Design; Guy Smith, Arcadia; Maxwell Hutchinson PPRIBA; Helen Berresford, Sheppard Robson; Mark Ridler, BDP; Sarah Featherstone, Featherstone Young; Ken Livingstone, Mayor of London.*



The Main Stage Sponsor will benefit from:

Pre-Event

- Branding on all Surface Design Show website pages with a link to your website
- Branding on all seminar programme emails to over 50,000 A+D contacts
- Branding in Show Preview posted to 20,000 architects and designers

- Logo and company description, linking to your website on dedicated sponsors page, additional to a logo in the footer of all website pages
- Mention in the press release announcing The Main Stage speaker programme
- 5 tweet inclusions of your sponsorship when promoting The Main Stage presentations, to our 7,000+ followers

At the Event

- 10 VIP tickets per day for you and your guests to attend Surface Design Show
- Access to the VIP lounge for you and your guests
- Prominent branding on The Main Stage, the heart of Surface Design Show, visible to over 5,000 architects and designers, across all 3 days of the show
- Branding in the Official Show Guide

Post-Event

- Recognition in the post-show press releases
- Logo in the Post Show Report

This is an exclusive opportunity for one company.

Package: £4000

VIP Lounge

Put your brand in front our VIP architects, designers, specifiers and press- we estimate around 600 attendees visited the VIP lounge in 2018.



The VIP Lounge Sponsor will benefit from:

Pre-Event

- Branding on VIP email invites and all other communications to VIP members
- Branding in Show Preview posted to 20,000 architects and designers
- Logo and company description, linking to your website on dedicated sponsors page, additional to a logo in the footer of all website pages
- Tweet announcing your sponsorship of the VIP Lounge, to our 7,000+ followers

At the Event

- 20 VIP tickets per day for you and your guests
- Branding in the VIP Lounge and on wayfinding signage throughout Surface Design Show
- The opportunity to site a pop up banner or to distribute leaflets in the VIP lounge

Post-Event

- Logo in the Post Show Report

This is an exclusive opportunity for one company.

Package: £2500

The CPD Hub / Stone Hub

The Centre for Learning

All professionals need to keep their Continuing Professional Development updated. The Hub provides a programme of CPD and stone seminars for professionals to keep abreast of industry innovations. 15 presentations were hosted in the Hub in 2018



The CPD / Stone Hub Sponsor will benefit from:

Pre-Event

- Branding on all Surface Design Show website pages with a link to your website
- Branding on all seminar programme emails to over 50,000 A+D contacts
- Branding in Show Preview posted to 20,000 architects and designers
- Logo and company description, linking to your website on dedicated sponsors page, additional to a logo in the footer of all website pages
- 5 tweet inclusions of your sponsorship when promoting The CPD / Stone Hub presentations, to our 7,000+ followers

At the Event

- 10 VIP tickets per day for you and your guests to attend Surface Design Show, with access to the VIP lounge
- Branding on the walls of the CPD / Stone Hub
- Logo on the CPD / Stone Hub presentation holding slides
- Branding in the Official Show Guide

Post-Event

- Recognition in the post-show press releases
- Logo in the Post Show Report

This is an exclusive opportunity for one company.

Package: £1000

Surface Spotlight Live

Surface Spotlight Live is located in the centre of Surface Design Show and is a display of innovative and exciting materials, whilst also featuring the latest trends and colours for materials.

Curated by different industry experts, Surface Spotlight Live is always informative, often quirky and definitely fun.

In 2018 Surface Spotlight Live was curated by:

- Sally Angharad - colour and trend consultant
- Treniq – an online interiors network
- ColourHive – trend and colour forecasters



The Surface Spotlight Live Sponsor will benefit from:

Pre-Event

- Branding on all Surface Design Show website pages with a link to your website
- Branding on all Surface Spotlight Live emails to over 50,000 A+D contacts
- Branding in Show Preview posted to 20,000 architects and designers
- Logo and company description, linking to your website on dedicated sponsors page, additional to a logo in the footer of all website pages
- High levels of press coverage – featured in over 5 printed publications and 10 online publications in 2018 including;
 - Dezeen, read by 2.6M
 - FX Magazine, read by 45,000
 - Hospitality Interiors, read by 34,000
 - Mix Interiors, ready by 58,000
 - SPACE Magazine, read by 10,000
- 5 tweet inclusions of your sponsorship when promoting Surface Spotlight Live, to our 7,000+ followers

At the Event

- 10 VIP tickets for you and your guests to attend Surface Design Show, with access to the VIP Lounge
- Branding on the walls of the Surface Spotlight Live feature
- Branding in the Official Show Guide on the Surface Spotlight Live page

Post-Event

- Further press coverage – featured in 5 printed and 5 online publications in 2018 including;
 - A1 Retail, read by 6,000
 - Architects Choice, 11,000
 - Interior Design Today, 58,000

- Retail Focus, read by 33,000
- This section of the show is also highly covered on blogs including Material Lab, Trend Bible, Johnson Tiles, BCFA and more
- Recognition in the Post Show Report

This is an exclusive opportunity for one company.

Package: £2000

Additional Sponsorship

Other sponsorship opportunities for Surface Design Show include, but are not limited to the following:

- **Surface Design Awards category** – 6 categories are available for sponsorship, gaining branding throughout the entry process, at the Awards Presentation and on both Surface Design Show and Surface Design Awards websites.
- **Registration sponsor** – key branding on our registration page seen by over 10,000 architects, designers and specifiers.
- **Show Preview** – key branding on our Preview posted to 20,000 architects and designers in January.
- **Drinks Sponsorship** – available for either, or both, of our late nights. Including the Opening Night Live Debate and PechaKucha Evening.
- **USB sticks** – logo embossed into wooden USB stick, available to all press and VIPs from the VIP Lounge, providing them with further information about exhibitors.

Previous sponsors include:



Please contact for more information and bespoke packages:

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