SPONSORING

SERVICE DESIGN
GLOBAL CONFERENCE

02-03 November 2017 Madrid
Exclusive SDN Members Event 01 Nov.

SDN∞

SERVICE DESIGN NETWORK

Service Design is crucial for all private and public organisations that want to innovate and improve their service strategies, offerings and their user experiences. It has been practiced on a global level for more than ten years. Ever since there have been more and more organisations creating successful results using service design. As a young and emerging field, service design facilitates a joint effort, leveraging knowledge, competences and methods across management, marketing, research and design disciplines.

The **Service Design Network (SDN)** is the platform to connect with like-minded, passionate service designers from companies, agencies and universities, as well as curious innovators who embrace and apply this approach in order to improve their organisations and for people.

The main purpose of SDN is to **build awareness and "hunger"** for service design in the public and private service sector and in the world of politics.

We strongly believe that by creating a pull from the market for Service Design we will also strengthen our agencies, we will strengthen the opportunities for our academic members, and we will strengthen the relevance of service design in industries.

The impact that the SDN has as a lobbying organisation is strengthening the discipline of service design and this impact is becoming bigger with our growing number of members and local chapters all over the world. The annual global conference is an outstanding opportunity to get the latest knowledge, discover innovative practices and connect to an open-minded and enthusiastic crowd of change-makers.

**We are looking for companies, agencies and young academics
that are doing great things that want to connect with our
global network of service designers, businesses and academics.**

The Service Design Network is bringing the **10th Service Design Global Conference to Madrid**. SDN would like to celebrate with you the event anniversary in 2017 in the majestic capital of Spain and is looking forward to more than 600 participants from all over the world coming together to learn, share and network with business partners, designers and academics. The exchange of experiences, ideas and different perspectives with the open-minded and creative service design community is the highlight of the service design year! Side-events such as the **Exclusive Members Event** and **reception** or the **Young Talents Day** make this a must for anyone interested in innovation for services in the private and public sector. This annual get together of thinkers, doers and leaders offers two buzzing and vibrant days of inspiring talks and intense breakout sessions plus the Service Design Award Ceremony on **2nd and 3rd of November 2017.**

Curated by SDN, the **Service Design Award** is the premier international award for service design that recognises work of an exceptional standard and high impact in the field of service design by both students and professionals. The aim of the Service Design Award is to recognise outstanding work in the field of service design in commercial, public and academic categories. It is open to any organisation or individual worldwide and the work will be judged by a jury of internationally recognised professionals.

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SDGC in Detail

Attendees:
600+ Professionals

International:
42+ Countries

One Network:
Empower change through Service Design

Premier International Award:
Recognising exceptional work by students and professionals

Thought Leaders:
Selected Keynote Speakers sharing ideas

Unique Experience:
24+ hrs of workshops and talks

Business Roles:
Senior Leaders, Managers, Middle Managers, Executives and Junior Employees

Sponsoring Opportunities:
Get in touch with the community and potential clients

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Previous Partners
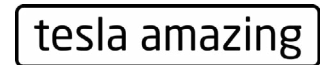
Sponsorship Benefits

	Bronze Level	Silver Level	Gold Level	Gold Plus Level
Conference Tickets	✔ 1 free full conference tickets	✔ 2 free full conference tickets	✔ 3 free full conference tickets	✔ 5 free full conference tickets
SDGC Website and signage	✔ small approx. 300x300px logo on landing page ✔ company profile information on general sponsors subpage ✔ small approx. 300x300px logo on all signage	✔ medium approx. 400x400px logo on landing page ✔ company profile information on general sponsors subpage ✔ medium approx. 400x400px logo on all signage	✔ large approx. 500x500px logo on landing page ✔ detailed company profile on individual, separate subpage ✔ large approx. 500x500px logo on all signage	✔ large approx. 500x500px logo on landing page ✔ detailed company profile on individual, separate subpage ✔ large approx. 500x500px logo on all signage
Digital Promotion	✔ company profile introduction in SDGC16 newsletter ✔ social media promotion	✔ company profile introduction in SDGC16 newsletter ✔ social media promotion	✔ company profile introduction in SDGC16 newsletter ✔ social media promotion ✔ 5 questions interview promoted in SDN Insider highlight section and on SDN website	✔ company profile introduction in SDGC16 newsletter ✔ social media promotion ✔ 5 questions interview promoted in SDN Insider highlight section and on SDN website
SDN Membership			✔ Corporate Membership – personal profiles and access to our resources for up to 5 people	✔ Corporate Plus Membership – personal profiles and access to our resources for up to 10 people
Presentation Slot			✔ 10 minutes speaking slot during 1 conference day	✔ 1 presentation slot during break-out sessions on 1 conference day
Touchpoint				✔ 4 pages of exclusive advertorial

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Sponsorship Packages

Bronze Level

Small Exhibition Booth | 3.000 €

Get a dedicated Exhibition Booth to boost your presence at SDGC 2017 and have direct and exclusive contact with attendees. Dimensions 2x2m.

*Furniture not included.

Pens | 3.210 €

Your company's logo will be displayed like a walking advert all over the conference.

SD Impact Report "Health" Chapters | 5.000 €*
*only 5 left

Co-edit a chapter of the annual Impact Report along with the editorial board. Be part of the Exclusive SDN Members Day onstage when the report is launched.

Event App | 5.210 €

Your company's logo and hyperlink will be located prominently within the conference's mobile app, which will be a valuable resource for all attendees.

Tote bags | 5.210 €

Your company's logo will be displayed like a walking advert all over the conference.

Large Exhibition Booth | 5.500 €

Get a dedicated Exhibition Booth to boost your presence at SDGC 2017 and have a direct and exclusive contact with attendees. Dimensions 3x3m.

*Furniture not included.

Power Banks | 5.710 €

People love to take their mobile devices with them. Provide them with non-stop power and receive great brand exposure.

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Sponsorship Packages

Bronze Level

Cable Turtle | 7.000 €

Make the SDGC attendees lifes easier with the cable turtle, the award winning cable organizer that takes care of your excess and bulky cabling.

Masterclasses | TBD

* 2 masterclasses already sold

Deliver a Masterclass with a topic curated in collaboration with SDN.*

* Tickets will be sold by SDN.

Merchandising | TBD

Make a choice out of different production options to deliver personalised and useful gifts to our friendly audience (e.g. coffee cups; USB sticks; Mint tins; etc.)

SOLD

Booklets

You get strong conference exposure, plus post-event visibility as attendees return to their offices all around the world.

SOLD

Lanyards

The badge lanyard goes to every SDGC attendee, ensuring that your brand and message are literally part of the fabric of the conference.

SOLD

Branded Wifi

The free wifi internet connection will certainly be used by all conference attendees.

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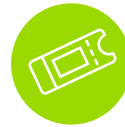
Sponsorship Packages

Silver Level

Relax Lounge | 10.000 €

Host a 'Yoga & Meditation Zone' where attendees can stretch their legs and recharge their batteries.

10 Free Student Tickets | 10.000 €

Make 10 students happy by granting them free access through sponsored tickets. Host an interesting process fuelled by Social Media and have a great reach to the best young talents.

Service Design Impact Report "Health" | 11.420 €

Sponsor the third Impact Report of Service Design to reach a large audience of thousands of Service Design enthusiasts during and after the conference.

Your Personal Idea

Do you have any other ideas you would like to realise at the conference? We are eager to hear about it!

SD Award Exhibition and Ceremony

SOLD

We've got outstanding projects to judge, we have winners. Use the chance to be our partner for the award ceremony and exhibition.

Sponsorship Packages

Gold Level

Young Talents Day | 12.000 €

YTD provides a platform for your company to meet your future employees.

Members Reception | 12.000 €

Be the host for 250 of the most engaged SDN Members and have the chance to promote your organisation though brand presence and a speech during that evening.

Lunch | 12.420 € per Day*

*2 partnerships available

Conference attendees will always look forward to lunch. Increase your visibility by sponsoring the attendee meals.

Exclusive Members Event | 14.000 €

Be on stage, participate in curating the content for the event dedicated to SDN members arriving one day prior to the conference.

VIP Dinner | 15.000 €

Use the opportunity to network and share insights with a selected group of conference attendees.

SDGC Reception | 15.000 €

Assure a highly visible presence at the SDGC reception at the end of conference day 1.

Your Personal Idea

Do you have any other ideas you would like to realise at the conference? We are eager to hear about it!
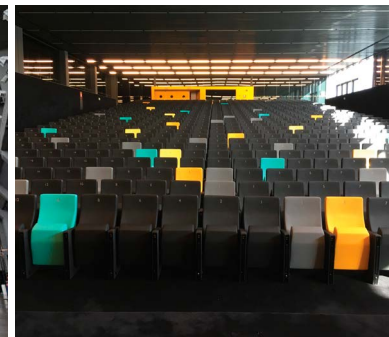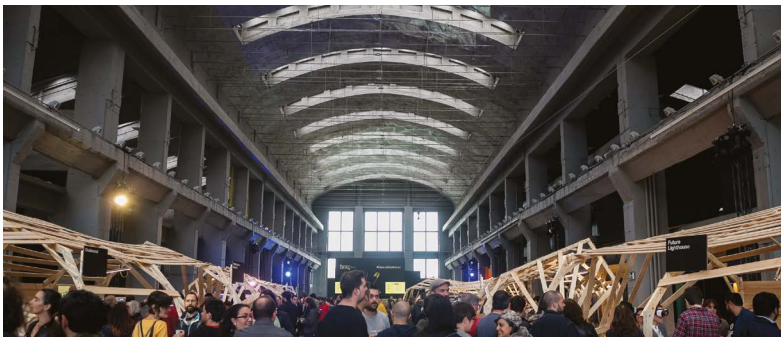
Gold Plus Level

CUSTOMIZED

RESERVED

Select the Gold Plus sponsorship package and your company will be the main conference sponsor. This package is customisable according to your favourite features and needs.

The 9th Service Design Global Conference returned to the Netherlands. The event took place from 27th to 28th of October 2016 in Amsterdam's Westergasfabriek. 670 professionals from all around the world joined the event to explore and exchange the theme Business as Unusal.

The conference offered great keynote talks and sessions. To name but a few of the highlights including **Holger Hampf** from **BMW** talking about the digitalization and analog touchpoints, **Oliver King** from **Engine** on design-led change, **Erin Muntzert** from **Google** gave a presentation on designing for the living city and **Katie Koch** from **Spotify** talked about service tools for product teams. **Dominic Wilcox** held the closing talk about the search for ideas, inspiration and delight and how this connects to the field of Service Design.

Overall the conference enjoyed a truly global spirit and vibrant sharing and networking atmosphere.

We are looking forward to partner with you to discuss your individual sponsoring options for the Service Design Global Conference.

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