



PARTNERING

SHAPING TOMORROW

**SERVICE DESIGN
GLOBAL CONFERENCE**

22-23 October 2020 Copenhagen

WELCOME TO SDGC20

A Message From Our President



Birgit Mager
SDN President

Service design is a dynamic industry that is continually evolving. New methods, tools and insights coupled with technological advances that include the likes of artificial intelligence and augmented reality are reshaping how our practice will play out in the future. The SDN is confronting these fluctuating times head-on, staying on the cutting edge and bringing the community together via important occasions that help everyone to learn, advance and grow.

The Service Design Global Conference 2020 (SDGC20) is one such opportunity.

SDGC20 stands as the leading event committed to innovation within the service design industry. Pushing conventional boundaries, our 800+ person conference will effectively demonstrate what is possible when global practitioners, academics and engaged stakeholders come together to create value and incite transformation across public and private sectors.

Would you consider helping us bring these ambitions to fruition?

Operating as a small, non-profit organisation, it is only through the generous support of our partners that we can host this annual conference and welcome our worldwide audience to our two-day event. Having compiled within this brochure a thoughtful assortment of compelling sponsorship packages, we strongly believe that they offer real value and can effectively support your business's long-term goals and objectives. Please take the time to review our offering to see what might spark your interest to sign on board!

In closing, I'd like to thank you in advance for your time and consideration. As organisational leaders, you have the vision, the knowledge and the wherewithal to help us pave our way into a bright and promising future where service design stands as the new normal.

Sincerely,

Birgit Mager

ABOUT

Who We Are

Service Design Network (SDN) is the leading non-profit organisation committed to global growth, development and innovation within the practice of service design. Through the activation of events, publications and advocacy, our network brings together agencies, businesses and government with the aim of strengthening the impact service design has on both the public and the private sector.

We foster creativity, embrace open-mindedness and work tirelessly in pursuit of a world where service design is adopted as the new normal.

[SDN website](#) 

Service Design Global Conference

Service design began making its mark in Denmark around 2011 and since that time has experienced steady growth and acceptance in both the private and public sectors. Committed to continuing this momentum and standing as a strong advocate for the transformational nature of our practice, we are pleased to be partnering with the SDN's local Denmark chapter in bringing the 13th edition of the Service Design Global Conference (SDGC20) to the community.

Because Copenhagen is a city teeming with culture, history and architectural charm, it makes for an alluring setting for SDGC20. Taking place from October 22-23 (exclusive SDN Members Event occurring October 21), we are looking forward to returning to Europe and welcoming our global audience to experience all we have on offer. Presentations and workshops led by some of the industry's finest, coupled with multiple opportunities to meet up, network and have a good time, make this event a significant addition to every service designer's calendar.

SDGC AT A GFGGLANCE



Date:

October 22-23, 2020

Exclusive Side Events:

October 21, 2020



Over a decade active:

12 years, 11 cities, 10 countries and edition number 13 in Copenhagen



Attendee Profile:

800+ public and private sector professionals, including senior management, academia, SMEs, customer service and business development



Awards Presentation:

Recognising professional and academic excellence in service design



Location:

Lokomotivværkstedet
(Copenhagen, Denmark)



One Network:

Empowering transformational change and innovation



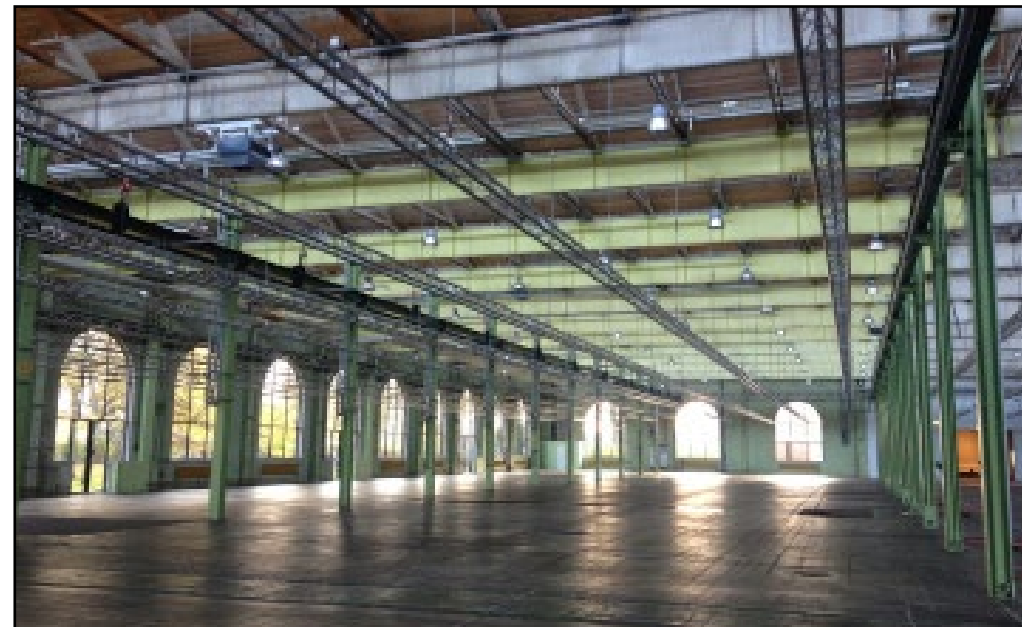
Lokomotivværkstedet

All aboard!

A throwback to the golden age of rail travel is what awaits you when you enter Lokomotivværkstedet, the impressive location selected for our 2020 global conference. Construction of this vintage locomotive workshop began in 1907 in response to the high level of train traffic in and out of Denmark. Today, this rough and rustic locale makes for an environment teeming with creativity and imagination; thereby setting the perfect stage for our upcoming event.

Upon entering Lokomotivværkstedet, you will immediately be struck by its vast nature. Consisting of 9,000 square metres of space, the hall offers us unlimited possibilities to customise learning and maximise your networking opportunities.

Direct access to 6,500 square metres of undisturbed gardens makes taking a break outside well worth the trip.



SPONSORSHIP REACH

We at the SDN are committed to placing our sponsors at the forefront of our over **18,000 worldwide members and followers** by engaging in a series of compelling activities pre, during and post-event that are thoughtful, genuine and deliberate.

No matter your level of sponsorship, you are guaranteed visibility in our newsletter, lively Slack channel and the full range of our highly active social media channels. We intend to work with you directly to ensure we communicate the most compelling elements you wish to share with our community.

Our goal is to drive awareness and excitement around your sponsorship, guaranteeing your name becomes a trending topic throughout our channels!

Our Online Reach:

 **The SDN Insider (newsletter):**
Followers: 6,000+

 **Instagram:**
Followers: 9,000+

 **Facebook:**
Likes: 19,000+

 **LinkedIn:**
Followers: 30,000+

 **Twitter:**
Followers: 20,000+

 **YouTube:**
Subscribers 4,000+



THE BENEFITS OF SPONSORSHIP



Are you interested in placing your brand front and centre at the most critical event service design professionals will attend all year?

The Service Design Global Conference (SDGC) is designed to build capacity and awareness of service design as a profession and to ensure that participants can tap into an emerging network of people and resources as they advance in their careers. Every year, we are pleased to bring together a diverse mix of people from across industries, regions and sectors: seasoned practitioners, academics, young professionals and students just starting their careers, to create real change!

This compelling mix of attendees provides you, in turn, with a meaningful occasion in which to recruit up-and-coming service design talent, network with potential clients and vendors and showcase your overall commitment to the service design sector.

Take the time to review our assortment of attractive sponsorship packages—all designed to bring the highest level of attention to your brand. We have built them to be flexible and customisable, so let's talk!

SPONSORSHIP PACKAGES

Sponsorship of SDGC20 is one of the best ways to help elevate your brand among our 800+ SDGC20 attendees. Our compelling list of packages are filled with a number of exciting benefits that are both thoughtful and comprehensive. Because we believe that sponsorship is truly about collaboration, we are happy to customise any of our packages to ensure your objectives are truly met. Just ask!

PARTNER PACKAGES

Platinum
35,000 Euro

Gold
25,000 Euro

Silver
20,000 Euro

Bronze
15,000 Euro

EVENT PACKAGES

Members Event
15,000 Euro

Conference Reception
15,000 Euro

Service Design Award
15,000 Euro

Other Opportunities
15,000 Euro

MARKETING PACKAGES

Conference Amenities
10,000 Euro

Merchandise
3,000 Euro

EXHIBITION PACKAGES

Large Booth
7,000 Euro

Medium Booth
5,000 Euro

Small Booth
3,000 Euro

ADDITIONAL PACKAGES

Brain Fuel
25,000 Euro

Coffee Break
15,000 Euro

Smoothie Station
10,000 Euro

Other Opportunities
4,000 Euro

PARTNER PACKAGES

Generate maximum exposure for your business by signing on board to be an official SDGC20 partner. Our assortment of high-value opportunities have been carefully selected to ensure your brand gets and stays noticed. Select the package that best fits with your objectives and your budget.

PLATINUM | 35,000 Euro | (1) available



- ✓ (15) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Extra large-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ Full-page ad in the 2020 edition of our Touchpoint Journal
- ✓ (6) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint



- ✓ Receive a 30-min slot on the main stage (non-commercial content)



- ✓ 3x3 metre space exhibition booth

PARTNER PACKAGES

GOLD | 25,000 Euro | (2) available



- ✓ (10) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Large-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ 1/2 page ad in the 2020 edition of our Touchpoint Journal
- ✓ (4) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint



- ✓ Receive a 20-min slot on the main stage (non-commercial content)



- ✓ 2.5x2.5 metre space exhibition booth

PARTNER PACKAGES

SILVER | 20,000 Euro | (3) available



- ✓ (7) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Medium-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ 1/4 page ad in the 2020 edition of our Touchpoint Journal
- ✓ (2) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint



- ✓ Receive a 15-min slot on the main stage (non-commercial content)



- ✓ 2x2 metre space exhibition booth

PARTNER PACKAGES

BRONZE | 15,000 Euro | (6) available



- ✓ (5) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ $\frac{1}{4}$ page ad in the 2020 edition of our Touchpoint Journal
- ✓ (1) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint



- ✓ Receive a 10-min slot on the main stage (non-commercial content)

EVENT PACKAGES

This annual get-together is exclusively reserved for our active SDN members and typically attracts around 400 participants. It includes an afternoon session with a high-profile speaker, followed by an evening reception for guests to share insights and create opportunities to collaborate. Become our sponsor and align your business with some of the true visionaries of our industry.

MEMBERS EVENT | 15,000 Euro | (1) available



- ✓ (5) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Receive a 10-min slot for the Members Event opening (non-commercial content)



- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ 1/4 page ad in the 2020 edition of our Touchpoint Journal
- ✓ (1) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint

EVENT PACKAGES

The conference reception is a vibrant networking event that attracts up to 800 participants. Your brand will enjoy particular prominence on all communication related to this exclusive evening.

CONFERENCE RECEPTION | 15,000 Euro | (1) available



- ✓ (5) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Receive a 10-min slot for the SDGC Reception opening (non-commercial content)



- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ 1/4 page ad in the 2020 edition of our Touchpoint Journal
- ✓ (1) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint

EVENT PACKAGES

The Service Design Award is one of the highlights of our annual conference. Recognised as the only international award honouring service design excellence on both the professional and academic levels makes this a highly-coveted recognition. Help make our 2020 finalists and ultimate winners feel how special they are by supporting us in bringing this event to the SDGC20 stages.

SERVICE DESIGN AWARD | 15,000 Euro | (1) available



- ✓ (5) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Small-scale logo in all media
- ✓ Promotion on the awards website, during the semi-finalists on-site exhibition and during the awards ceremony



- ✓ Receive a 10-min slot for the Service Design Award opening (non-commercial content)

- ✓ Pre- and post-event social media announcements
- ✓ 1/4 page ad in the 2020 edition of our Touchpoint Journal
- ✓ (1) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint

EVENT PACKAGES

It is thanks to the high-quality speakers that we invite to our conference that our event continues to be the principal meeting point for service designers all year. We love to celebrate these leaders and this year we want to do so in the grandest of fashion. Be the sponsor of our Speakers' Reception and rub elbows with the critical voices that bring our conference to life. Offering you loads of visibility, we feel confident that owning this sponsorship package will be the winning combination of benefits and recognition for your company.

SPEAKERS' RECEPTION | 15,000 Euro | (1) available



- ✓ (5) tickets to SDGC20
- ✓ (5) seats at the Speakers' Reception
- ✓ 1-year SDN Corporate Membership



- ✓ Receive a 10-min slot for the Speakers' Reception opening (non-commercial content)



- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ 1/4 page ad in the 2020 edition of our Touchpoint Journal
- ✓ (1) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint



EVENT PACKAGES

Does the idea of creating an opportunity where young talent comes together to work collectively on a challenge, discuss an industry-wide issue, or learn important insights concerning your brand sound interesting? We are pleased to offer one lucky sponsor the ability to tap into our network of young talent by hosting a day program with 80-100 participants during our conference. We handle the ticketing and promotion which leaves you exclusively focused on content. What better way than this to recruit, inspire and motivate the next generation of service design talent.

YOUNG TALENTS DAY | 15,000 Euro | (1) available



- ✓ (5) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Receive a 10-min slot for the Young Talents Day opening (non-commercial content)



- ✓ Small-scale logo in all media
- ✓ Promotion on the awards website, during the semi-finalists on-site exhibition and during the awards ceremony
- ✓ Pre- and post-event social media announcements
- ✓ 1/4 page ad in the 2020 edition of our Touchpoint Journal
- ✓ (1) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint



MARKETING PACKAGES

Memories, moments and more will be captured during the days of our conference. Recording, producing and distributing this critical content is essential to our promotional activities, and we want you to take part. Have all eyes on you as the presenting sponsor of this compelling visual package.

VIDEO | 25,000 Euro | (1) available



- ✓ (10) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership

- ✓ Large-scale logo in all media and videos
- ✓ Pre- and post-event social media announcements



- ✓ 2.5x2.5 metre space exhibition booth

- ✓ 1/2 page ad in the 2020 edition of our Touchpoint Journal
- ✓ (4) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint

MARKETING PACKAGES

Reinforce your position as a partner of SDGC20 by sponsoring our event app. We are pleased to have the Brella app back as the go-to networking source during our conference. This valuable tool will help you to elevate your visibility, source valuable data and make more meaningful connections with attendees. The event program, speakers and conference news are all communicated via this app! And guess what? Your brand will be at the centre of it all!

EVENT APP

12,500 Euro | (1) available



- ✓ (4) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership
- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ Event app branded with your logo
- ✓ Ability to set up face-to-face meetings in our exclusive networking area
- ✓ Sponsored ads which allow you to further communicate your brand proposition

MARKETING PACKAGES

Everyone needs a little downtime during even the most compelling of conferences which is why we make this Chill Out Lounge the place to do just that. Be the brand that takes ownership of this space and find your name attached to moments of relaxation, networking and exchange. Let's partner in making this place the go-to site for everyone looking to take a break (Size of the lounge is approx. 5x5 metres).

CHILL OUT LOUNGE | 10,000 Euro | (1) available



- ✓ (3) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ Branded lounge space

MARKETING PACKAGES

The world unfortunately does not stand still when our attendees join us for SDGC20 which is why we need to make sure they stay connected. You can be the life-line that holds it all together! Sign on to be our WiFi sponsor and your brand will take premium positioning as the name everyone sees when they go online.

WIFI PROVIDER | 7,500 Euro | (1) available



- ✓ (2) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ Branded WiFi access

MARKETING PACKAGES

We welcome being able to provide attendees with the kinds of extras that make our event stand out; and that is what this assortment of packages is all about. Enjoy strong visibility and brand exposure by taking advantage of one of our premium packages that make all the difference. Bonus offer:
We take care of all production and design!

LANYARDS

8,000 Euro | (1) available

As our lanyard sponsor, your brand will hang around the necks of every one of our 800+ conference attendees. We see that as high-visibility with premium gain.

- ✓ (2) tickets to SDGC20
- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ Lanyards branded with your logo

NOTEBOOKS

10,000 Euro | (1) available

Service designers can be pretty particular about their notebooks, so be assured that the ones we deliver at SDGC20 come with much forethought. Be the proud presenter of this must-have, take-home item and be guaranteed your brand will travel far and wide.

- ✓ (3) tickets to SDGC20
- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ Notebooks branded with your logo
- ✓ 1-year SDN Corporate Membership

PENS

3,000 Euro | (1) available

What is a service design event without loads and loads of Sharpies?! Celebrated for their bold and non-bleeding nature, Sharpies are truly “the” workshop pen. Ownership of this package means your brand is top-of-mind when our guests are their most creative.

- ✓ (1) ticket to SDGC20
- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ Sharpies branded with your logo

EXHIBITION PACKAGES

SDGC20 is the leading platform for the global community of service design professionals to come together to learn, connect and grow. Take center stage with these professionals by taking advantage of being a participant on our exhibition floor. High-visibility and exposure guarantees you plenty of engagement.

LARGE

7,000 Euro | (1) available

- ✓ (1) ticket to SDGC20
- ✓ 3x3 metre space exhibition booth
- ✓ SDN will provide you with the physical booth plus two barstools and a hightop table.
- ✓ As a sponsor, you will be responsible for all branding materials necessary for exhibition.

MEDIUM

5,000 Euro | (1) available

- ✓ (1) ticket to SDGC20
- ✓ 2.5x2.5 metre space exhibition booth
- ✓ SDN will provide you with the physical booth plus two barstools
- ✓ As a sponsor, you will be responsible for all branding materials necessary for exhibition.

SMALL

3,000 Euro | (1) available

- ✓ (1) ticket to SDGC20
- ✓ 2x2 metre space exhibition booth
- ✓ SDN will provide you with the physical booth plus one barstool.
- ✓ As a sponsor, you will be responsible for all branding materials necessary for exhibition.

ADDITIONAL PACKAGES

The youth are our future. It stands to reason then that the knowledge they acquire and the relationships they foster now, will set the stage for a promising tomorrow. That is why we are excited to warmly welcome service design students to SDGC20 and invite you to help us get them there. Become our generous Student Ticket Sponsor and pave the way for 15 students from around the world to attend our conference. Connect and spend valuable time with the young minds shaping the future of the industry by calling this package yours.

STUDENT TICKET SPONSOR | 25,000 Euro | (1) available



- ✓ (10) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Pre- and post-event social media announcements



- ✓ Small scale logo in all media
- ✓ Large scale logo in all media
- ✓ 1/2 page add in the 2020 edition of our Touchpoint Journal
- ✓ (4) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint



- ✓ 2.5x2.5 metre space exhibition booth

ADDITIONAL PACKAGES

Did somebody say lunch? We sure did and that is what this sponsor package is all about. Be the one to feed our attendees' bellies and their brains by taking over this opportunity. Packed with plenty of occasions to enhance your visibility, we guarantee your brand will not only be noticed but remembered.

BRAIN FUEL | 25,000 Euro | (1) available



- ✓ (10) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Pre- and post-event social media announcements



- ✓ Small-scale logo in all media
- ✓ Prominent branding of lunch break space
- ✓ 1/2 page add in the 2020 edition of our Touchpoint Journal
- ✓ (4) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint



- ✓ 2.5x2.5 metre space exhibition booth

ADDITIONAL PACKAGES

Morning Joe, Java, Caffeine Infusion... however one may refer to their coffee, there is one thing for sure; it is a morning must! Be the brand that ensures our guests have ready access to the essential fuel that starts their day and keeps it in motion.

COFFEE BREAK | 15,000 Euro | (1) available



- ✓ (5) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Pre- and post-event social media announcements



- ✓ Large-scale logo in all media
- ✓ Prominent branding of coffee break space
- ✓ 1/4 page ad in the 2020 edition of our Touchpoint Journal
- ✓ (1) page feature article about your organisation in the 2020 edition of our Touchpoint Journal
- ✓ (3) free copies of the designated issue of Touchpoint

ADDITIONAL PACKAGES

A nutritious and tasty smoothie makes for a great “pick-me-up” in between SDGC20 learning sessions. Claim it as yours, and we assure you that attendees will not be able to get enough of your brand.

SMOOTHIE STATION | 10,000 Euro | (1) available



- ✓ (3) tickets to SDGC20
- ✓ 1-year SDN Corporate Membership



- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ Branded smoothie station

ADDITIONAL PACKAGES

Become an SDGC20 partner with one of the listed packages and enjoy strong visibility throughout all conference days.

SHUTTLE SERVICE

10,000 Euro | (1) available

We want to make things comfortable for attendees of SDGC20 by making sure their transportation needs are met. That is why we are pleased to offer a convenient shuttle service designed to transport them back and forth from the local rail station. Want to be the name they see when they climb aboard? Seize this opportunity, and you can be the brand that keeps everything in motion.

- ✓ (3) tickets to SDGC20
- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ Branded shuttle
- ✓ 1-year SDN Corporate Membership

PHONE CHARGING STATION

10,000 Euro | (1) available

Standing in the middle of a conference with a dead cellphone and no way to charge it makes for a very bad day. Put a smile back on that attendee's face when they see the phone charging station you have sponsored mere steps away. Help attendees stay connected by taking over this package today.

- ✓ (3) tickets to SDGC20
- ✓ Small-scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ Branded charging station
- ✓ 1-year SDN Corporate Membership

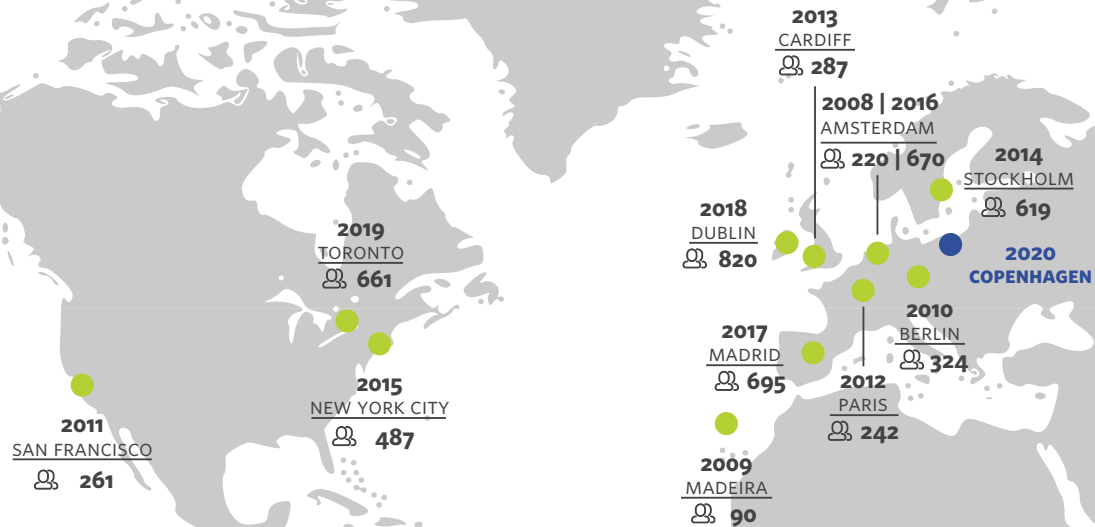
RAFFLE

4,000 Euro | (1) available

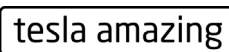
Take a spin for your chance to win! Our new raffle program is an exciting addition to our conference, and we are looking for the right sponsor to claim it as theirs. For 2020, we are excited to offer our attendees the chance to win a free ticket to next year's global conference, and we think your name should be the one to bring this opportunity to light. Because our raffle will take place during our conference on stage, you can be guaranteed to have the light shine bright on your brand.

- ✓ (1) ticket to SDGC20
- ✓ Small scale logo in all media
- ✓ Pre- and post-event social media announcements
- ✓ 2x2 metre space exhibition booth
- ✓ Official presenter of raffle winner

SDGC HISTORY



PAST PARTNERS



WE LOOK FORWARD TO HEARING FROM YOU!



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Global Events
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