

BENEFITS OF SPONSORSHIP

Join us as a sponsor at PRIMER, the Speculative Futures conference, and connect with professionals and visionaries from many industries. We're seeing interest in this field surge, participation at workshops hit capacity and our community grow exponentially, so we expect tickets will sell out and we'll continue to drive momentum for future conferences. At PRIMER you'll take part in the growing interest in the future, engage with today's—and tomorrow's—professionals, and expose them to your brand. You'll promote your company in all marketing and event materials and achieve prominent impressions and engagement across several channels before and during the event.

Walk with us to pioneer an important message for the future.

Expected Attendance: Approximately 200-250 ticket holders, plus staff, volunteers and participating sponsors

CONFERENCE SPONSORSHIPS

| | PLATINUM \$5000 | GOLD \$2500 | SILVER \$1000 | SUPPORTER \$500 |
|--|----------------------------|------------------------|--------------------------|----------------------------|
| Number of Available Sponsorships | 3 | 5 | 10 | unlimited |
| Complimentary Event Tickets and Lunch | 4 | 2 | 1 | |
| Booth/Table | x | x | x | |
| Banner Placement Opp: Keynote Room, Registration | x | | | |
| Speaker: 3-Minute Pre-Keynote Slot | x | | | |
| Branding: Email Communications | x | | | |
| Branding: Projection Between Speakers | x | x | | |
| Branding: Speaking Venues | x | x | | |
| Branding: Badge Company | x | x | | |
| Branding: Venue Wayfinding | x | x | x | |
| Branding: Registration | x | x | x | x |
| Branding: Website | x | x | x | x |
| Social Media Impressions | x | x | x | x |

IN-KIND SPONSORSHIPS*

Provide non-cash donations of goods and services to effectively expose your company and brand. If you'd like to donate any of the following, please contact us at theprimerconference@gmail.com and we'll work out the details.

In-kind donations might include:

- Swag
- Notebooks
- Printing Services
- T-shirt Production
- Catering, Snacks and Beverages
- AV Equipment and Services
- Transportation
- Hotel Accommodations
- Photography Services
- Videography Services

EVENT SPONSORSHIPS*

Event Sponsors impact some of the most memorable moments at the conference. You'll connect with guests on a personal level and enjoy exclusive brand presence at these events.

| | |
|--|-----------------|
| Speaker Dinner (20 people) | \$3000 |
| (For 1st-Tier Speakers, 1hr+ Workshop Leaders) Branding: Banners Branding: Menu Branding: Invitations | |
| Closing Reception | \$12,500 |
| Branding: Banners and Badge Introduction and Welcome Speech | |
| Breakfast | \$5,000 |
| Branding: Banners and Badge Introduction and Welcome Speech | |
| Lunch | \$7,000 |
| Branding: Banners and Badge Introduction and Welcome Speech | |
| Happy Hour | \$10,000 |
| Branding: Banners and Badge Introduction and Welcome Speech | |

**Some sponsorship opportunities may have already been claimed. Check with your sponsorship contact about availability.*

THE SPECULATIVE DESIGN DISCIPLINE

Speculative and Critical Design investigates and imagines possible futures through the experiential use of designed artifacts and scenarios. By illuminating possibilities and the inherent choices they engender, speculative futurists help organizations, institutions and society share richer conversations about the futures they wish to create, the ones they want to avoid—and make better decisions about both.

This practice enables versatile thinking and serves as a creative frame to discover, explore and increase awareness, to craft right futures—to design and build for the well-being of all life, human and otherwise.

SF SPECULATIVE FUTURES

San Francisco Speculative Futures is a meetup community that focuses on work and practice in the fields of speculative and critical design, design fiction, strategic foresight—any approach for designing for the future. Established in 2015 by Phil Balagtas, the group has already grown to almost 700 members. SF Speculative Futures regularly hosts practitioners and educators from a variety of fields at monthly meetings, and delivers talks and workshops at conferences throughout the United States.

SPECULATIVE FUTURES' LATEST INITIATIVE: PRIMER 2017

People at our events always walk away hungry.

Participants are inspired by the projects we present and energized by the challenging social, cultural, ethical and environmental issues we confront. We've observed great passion and interest for the field, particularly in the SF Bay Area, but also in almost every major city or region where we speak. People want to learn more about speculative and critical design, and to bring its approach, methodologies, tools and perspectives to their work, communities and careers. Established practitioners come eager to share their knowledge, learn from others in the field and hone their skills. There's a clear desire to expand and deepen this work for the benefit of all our futures.

We want to give this community more.

In January 2017, SF Speculative Futures will host a conference in San Francisco, gathering designers, artists, futurists and industry professionals from around the world to speak about their work and process. With specific themes threaded through keynotes and breakout workshops, we will explore and imagine the future through a variety of lenses, employing disciplines such as architecture, interaction design, graphic design and business strategy. This will be our first large-scale conference and we want you to be a part of it!

CONFERENCE CHAIRS

Phil Balagtas, Founder Speculative Futures

Phil has been a Visual and UX Designer since 2001 and has designed across a variety of devices and platforms within non-profit, retail, advertising and enterprise software organizations. He is currently a Senior Designer and Researcher for General Electric Aviation Digital Solutions, working with airlines to use big data to improve operational and fuel efficiency. An educator and futurist, he organizes and leads design skill programs and is founder of SF Speculative Futures, which focuses on the cultural and social impact of design for the future.

Susan Worthman, Associate Chair, DMBA

A member of the SF Speculative Futures meetup, Susan has extensive experience in business development, program development and management, fundraising and event management. Over the arc of her career, she has planned, managed and executed dozens of regional and national conferences, both single and multi-city, with budgets ranging from \$250k to over \$3m, for nonprofits, Fortune 500s, the Federal government and more, serving upwards of 2000 attendees from all over the world.