

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 is growing 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. We'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 \$6000	GOLD \$3000	SILVER \$1500	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:

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

EVENT/MATERIAL 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.

Conference After Party	\$5000
Branding: Banners and Badge Introduction and Welcome Speech	
Breakfast	\$2500
Branding: Banners and Badge Introduction and Welcome Speech	
Lunch	\$3500
Branding: Banners and Badge Introduction and Welcome Speech	
Opening Night Happy Hour	\$3500
Branding: Banners and Badge Introduction and Welcome Speech	
Speaker Swag Bag	\$750
Branding: on bag includes any promotional collateral provided by brand	
Badge/Lanyards	\$550
Branding: on badge	

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

THE DESIGN FUTURES INITIATIVE

The Design Futures Initiative is a nonprofit 501c3 organization based in San Francisco, CA governed by design industry experts and entrepreneurs. Our mission is to provide a platform for events & workshops as inspiration and educational training toward understanding the role and impact of design in the future. Our events employ the use of Speculative Design (Critical Design, Futurism, Design Fiction, Discursive Design, Strategic Foresight and similar lenses) to investigate and imagine possible futures through the use of research, frameworks, artifacts, experiences and scenarios. By illuminating the 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. Our collective practice enables versatile thinking and serves as a creative framework to discover, explore and increase awareness, to craft right futures—to design and build for the well-being of all life, human and otherwise.

SPECULATIVE FUTURES MEETUPS

Founded in 2015, Speculative Futures is a community of meetups in San Francisco, Austin, TX, New York and Berlin. Each chapter is founded, organized and managed by local leaders and is growing everyday. Meetups are events where they host speakers and workshops with the intent of building local and regional communities and showcasing innovative work in art, design, technology, sciences and business strategies—speculating on their trajectories and participation within our potential futures.

PRIMER

In February 2017, we organized our first conference, PRIMER, a conference about speculative futures and to prime the citizens of today for the potential world of tomorrow. We invited speakers from around the world for a 3-day event in San Francisco and had an amazing time. We featured talks on the future of cities, autonomous cars, synthetic biology, virtual reality, AI, robotics and conducted a full day of workshops that put tailored frameworks to practice. We were truly honored to have such creative and talented people sharing their work and were elated to see our attendees connecting and realizing that they weren't alone in sharing a fascination for the future. The 2017 theme, "Emergent Pathways" sewed a thread of talks and workshops that represented some of the most fundamental aspects of Speculative & Critical Design. Other exhibitors included work from the local university, California College of the Arts, Sensoree bio-sensing wearables, Virtual Reality by Hyphen Labs and Joshua-McVeigh Shultz (InCase).

Check out last years conference www.primerconference.com/2017