

THE SGD CONFERENCE

BETWEEN A ROCK AND A SOFT PLACE
pushing hard for a lighter impact

Spring Sponsorship & Exhibition Packages

at the Royal Geographical Society
1 Kensington Gore, South Kensington, London SW7 2AR
Saturday 27 April 2024



SOCIETY OF
GARDEN
DESIGNERS

Leading the way in excellence and innovation

BETWEEN A ROCK AND A SOFT PLACE pushing hard for a lighter impact

The Speakers: TBC

This conference delves into the fascinating world of the interface between mineral, vegetal and animal, with some emphasis on how and why inorganic materials impact on what plants grow and wildlife can thrive.

Hard and soft landscaping are often approached as different facets and phases of transforming a site; but shouldn't we start connecting the two and thinking creatively from a more informed, holistic perspective? In so doing **Between a Rock and a Soft Place** aims to inspire new ways to design, cost and realise gardens and landscape by using a range of scales, skills and budgets.

THE BUYING POWER AND INFLUENCE OF THE SGD



Credit - Designer: Ann-Marie Powell FSGD & Client: Sopwell House



Credit - Cherry Mills MSGD - Private Residence

The Society of Garden Designers® (SGD) has been championing excellence in garden and landscape design for over 40 years.

It is the **only professional association** for garden designers in the UK. Through its accreditation procedures, conferences, **award winning Garden Design Journal** and regional groups, the SGD is the bridge between the wider professional industry and the people on the ground.

The SGD's members are specifiers with an estimated combined turnover of over **£93 million pa** and this does not include their role as specifiers to the landscapers.

The average SGD member works on **13 projects a year**.

It is via the SGD members that you can tap directly into the UK gardening industry which contributes **£42 billion pa and rising** to the UK economy – bigger than accountancy and aerospace.

The renowned conferences are your chance to reach this huge market.

THE BENEFITS OF EXHIBITING AT AN SGD CONFERENCE

FACE TO FACE

Exhibiting at one of the Society of Garden Designers conferences is one of the few opportunities to present your products and services in person direct to members of the SGD.

An SGD designer typically works on 13 projects across the year and the SGD conferences are usually attended by around 300 delegates - mainly pre registered, members, fellows or friends of the society - meaning you are meeting in person the designers who have the power to repeat specify your products or services in their projects.

The conferences are the ideal opportunity to engage face to face with existing clients and network with new potential clients.



EXHIBITION PACKAGE

24 x Exhibition Stand Packages

Cost: £1,150 + VAT

Please note - SGD Affiliated Business Partners qualify for early booking and 5% discounted exhibition rate among the many other benefits of partnership. To find out more about joining the SGD as an Affiliated Business Partner please e-mail affiliates@sgd.org.uk or visit the SGD website and use the drop down 'join the SGD' and then select 'Affiliated Business Partner'.



Includes 2 tickets to attend the conference to network with delegates from your trade stand during breaks and lunch



1x Exhibition stand space at the RGS (2mx1m)



Each exhibitor has a presentation slide on the rolling slide show that appears in the theatre pre-conference and during the breaks for delegates including those joining virtually



Half page with your logo, an image, up to 50 words and web link in the delegates' virtual conference brochure sent out prior to the event and on the day



To encourage delegates to visit our exhibitors we provide them with a "prize draw" card for them to collect a stamp from at least half the exhibitors. Those that qualify go into a prize draw at the end of the day. The first prize is two tickets, second prize is one ticket to another SGD conference within the next 12 months.

For further Exhibition information please contact the SGD team at events@sgd.org.uk

INFO ABOUT EXHIBITING AT AN SGD CONFERENCE

Exhibitors will be provided with refreshments prior to the agenda breaks so they are free to concentrate on wooing the delegates

- Prior to delegates' arrival at 8:45 exhibitors will have coffee and bacon baps at around 7:30
- Exhibitors' morning break will include coffee/tea and biscuits
- Exhibitors' lunch will include meat and cheese etc sandwiches/wraps plus fruit
- Exhibitors' afternoon break will include coffee/tea and cake

Exhibitors are free to pack up their stands and leave after all the delegates have returned to the theatre after their afternoon break, around 16:30. Please note NO exhibitor's stand is to be removed prior to this time.

Comments received from exhibitors at the February Conference

David Austin Roses

“Exhibiting at the SGD Conference allows us to both connect with existing customers and to also introduce our trade service to potential new customers. It's an invaluable opportunity to promote our range of 100+ garden roses to a professional audience and ensure we can advise on the best varieties for client settings”.

Arbour Landscape Solutions

“This is our first event here. We were recommended to come. We are an affiliated supplier of the SGD. We've really enjoyed interacting with the landscape architects and garden designers here – lots of great feedback. We'd definitely be interested in signing up for 2024.”

CONFERENCE DELEGATES' BROCHURE

Advert in the Delegates' Virtual Brochure

Cost: £198 + VAT



Your half page advert in the conference delegates' virtual brochure

- E-shot to delegates prior to the event & for reference during the event
- Retained on the SGD website after the event for reference and
- Available as part of the package sold to on-demand purchasers of the speakers' recordings.

For further Exhibition information please contact the SGD team at events@sgd.org.uk

SPONSORING an SGD Conference

An exhibition stand is integral to the sponsorship package which brings additional opportunities



THE BENEFITS OF SPONSORING AN SGD CONFERENCE

UNIQUENESS

These are the only conferences dedicated solely to the landscape and garden design industry for inspirational projects and speakers.

BRAND AFFINITY

The conferences present you with the best opportunity to identify your brand with the very best practices, products and services in the garden design industry.

CONNECTIVITY

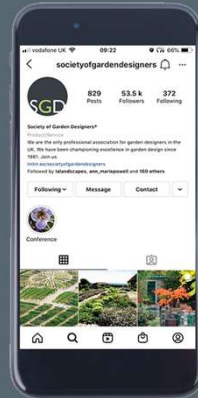
Through our live events connect directly with our **300 delegates** and our wider membership of **2000+** via all SGD communication channels and our award winning *Garden Design Journal*.



SPONSOR ONE OF OUR HIGHLY ACCLAIMED SGD CONFERENCES



Branding on SGD Conference website, marketing, promotional material and e-newsletter

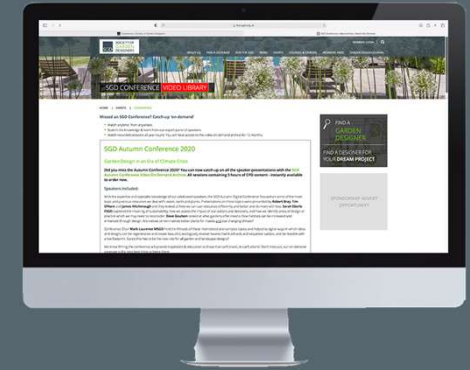


Connection through our social media network before, during and after the event

**combined following of 70k*



Inclusion in the Society's flagship magazine *Garden Design Journal*



Presence on our On Demand platform and Library

What will you gain?

The opportunity for your brand or organisation to be associated with design excellence in the garden and landscape design profession

Connectivity and networking with the membership though our live events

Promotion across the year through the SGD's On Demand Platform open to entire membership and public

SPONSORSHIP PACKAGES

HEADLINE SPONSOR

Headline Sponsor Package

Cost of sponsorship: £8,000 + VAT

NOT AVAILABLE



Includes 2 tickets to attend the conference and network with delegates from your trade stand



2x 10 minute presentations to delegates



Quarter page ad in our award winning Garden Design Journal worth nearly £450



Branding on SGD Conference events page, booking page and holding graphic on the day



Three social media communications on all channels, Twitter, Instagram and Facebook



Dedicated mail shot to SGD membership and conference delegates



Year round presence through On Demand purchases and viewings



1x Exhibition stand space at the RGS (2mx1m)

OR

For further Sponsorship information please contact Andy Barringer at sponsors@sgd.org.uk

SPONSORSHIP PACKAGES

MAIN SPONSOR

2 x Main Sponsor Packages

Cost of sponsorship: £4,000 + VAT



Includes 2 tickets to attend the conference and network with delegates from your trade stand



1 x 10 minute presentation to delegates



Branding on SGD Conference events page, booking page and holding graphic on the day



Two social media communications on all channels, Twitter, Instagram and Facebook



1x Exhibition stand space at the RGS (2mx1m)



Dedicated mail shot to SGD membership and conference delegates



Year round presence through On Demand purchases and viewings

For further Sponsorship information please contact Andy Barringer at sponsors@sgd.org.uk

THE SGD AND THE FUTURE

Sustainability & The Environment

As a society, design practices and individual designers, we need to be fully aware of the deepening climate crisis that is occurring and our part in it, no matter how small that may seem. We have the possibility of creating either negative or positive consequences in the world as a result of our design and material choices.

Given the on-going and escalating climate crisis, the SGD must understand and guide the role our profession plays within this context and ensure it is a positive one. Whilst much of what we as designers do has a positive impact, it can also have a negative one, especially in terms of carbon footprint, with regards to our selection and use of materials.

From 1 January 2020 the SGD took a lead on this promoting only environmentally benign practices, methods and materials for the development of a space. This means that certain products and practices which clearly have a negative environmental effect will not be allowed promotion through the various channels which the society has, namely advertising and sponsorship. Conversely, products which can demonstrate a genuine positive impact will be encouraged and promoted.

As potential supporters and sponsors of the SGD and our events we kindly ask that you review our [Sustainability policy](#) and [Associated documents](#) on our website to ensure there is no conflict of interest.

Our team would be more than happy to discuss this in more detail so please do contact us if you have any questions.