

workspace

DESIGN AWARDS

24 February 2027
Business Design Centre





About the Workspace Design Awards

Introducing the **Workspace Design Awards** – a brand-new initiative spotlighting the most inspiring and impactful workplace design projects.

Taking place on **24 February 2027** at the **Business Design Centre, London** as part of the Workspace Design Show, this ceremony will bring together the most creative minds in workplace interiors – architects, designers, developers,

and occupiers – to celebrate projects that go beyond design to truly shape how we work.

Rooted in the credibility of Workspace Design Show and judged exclusively by senior corporate occupiers, this is not just another industry award. It's a powerful new platform where real-world project impact meets real-world recognition.



Who Attends

The awards take place within the main event – **Workspace Design Show** – attracting a highly curated audience of professionals deeply embedded in workplace design and strategy.

This is where decisions are made, specs are shortlisted, and visibility truly matters.

You'll meet and influence:

- › Architects & Interior Designers
- › Workplace & Real Estate Directors
- › Design & Build Firms
- › Occupiers – from FTSE 100 companies to innovation-led startups
- › Project Managers & Procurement Leads
- › Fit-out Specialists & Consultants
- › Property Developers

An Overview of Expected Attendees



Categories

The awards are purely project-based, covering innovative, functional, and future-forward workplace spaces.



**UK Office Design
of the Year**
(under 3000 sqm)



**UK Office Design
of the Year**
(over 3000 sqm)



**Best Workplace
Retrofit Project
of the Year**



**Workplace
Experience
Design of the
Year**



**Best Coworking
or Flexspace
Design of the
Year**



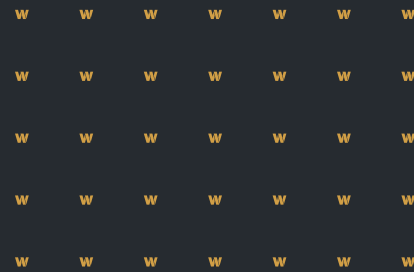
**Sustainable
Workplace
Design of the
Year**



**Best Concept
Workplace
Project of the
Year**

Each category offers alignment opportunities for sponsors seeking relevance and reach.





Why Sponsor

Because this isn't just about putting your logo on a stage backdrop.

Sponsoring the **Workspace Design Awards** puts your brand at the centre of a celebration that's **smart, strategic, and widely seen**. You'll be part of an exciting new chapter in design recognition – one that's fuelled by content, creativity, and community.

You get:

- Access to high-quality, high-intent design and workplace professionals
- Brand exposure before, during, and after the show – across digital and physical touchpoints
- Association with meaningful work and forward-thinking conversations
- An excuse to network and celebrate with your current and future clients

Plus: It's new, it's fresh, and it's built on the legacy of a show that has consistently delivered.

Campaign Reach

Workspace Design Show has always been more than a trade show – it's a multi-platform ecosystem built for engagement.

Here's what your brand taps into:

5 million+
social media
reach

1 million+
digital ad
reach

92K+
website
visitors

100K+
email newsletter
database

Plus:

- ➔ High-value PR and press outreach with international and UK media
- ➔ A community of returning exhibitors and loyal attendees



Awards Judges



Sponsorship Categories

HEADLINE SPONSOR (Exclusive) – £10,000

SOLD

The headline sponsor gets top-tier visibility, full association with the awards, and exclusive marketing presence.

INCLUDES:

Pre-event

- › Recognition as **Headline Sponsor** across all awards-related promotions
- › Dedicated announcement post across all **Workspace Design Show** digital channels
- › Logo featured on all **social media creatives and email campaign banners**
- › Featured **partner profile** in the newsletter (100K+ database)
- › Logo placement on the **awards entry form** and **entry confirmation emails**
- › Logo displayed alongside the **shortlisted finalists** of your sponsored category in social media announcements
- › Opportunity to host an **Instagram or LinkedIn takeover** (content subject to approval by the Workspace Design Show team; no direct sales content permitted)
- › Opportunity to include a **quote from your CEO** in one awards press release, with brand credit featured in all awards-related media announcements
- › Data scanning app will be provided for the sponsor to scan the data of the award attendees
- › Opportunity to organise a lunch with some of the judges before the awards event

At the event

- › **Exclusive logo placement** on the awards stage and main holding screen
- › **Verbal recognition** by the host during the ceremony
- › Opportunity to **present one award category of your choice**
- › A **10-second brand video** featured on the stage screen during the ceremony (video to be provided by sponsor)
- › One **branded element within the networking area** – options may include gift bags, giveaways, or a dedicated activation zone (to be agreed with the Workspace Design Show team)

Post-event

- › Brand featured in the **awards winners announcement email**
- › **Logo and mention** on the Workspace Design Show website post-event, with a link to your site
- › **Logo placement** in the post-event report shared with attendees and press
- › Logo displayed alongside the **winner of your sponsored category** in social media announcements



CATEGORY SPONSOR – £2,500 per category

AVAILABLE

Perfect for brands looking to associate with a specific theme or project category.

INCLUDES:

Pre-event

- › Logo included in all **awards-related social media and email promotions**
- › Logo featured alongside your **sponsored category during the entry period**
- › Announcement post on social media recognising your brand as a **Category Sponsor**
- › Company name listed on the **Workspace Design Awards webpage**
- › Logo placement alongside the **shortlisted finalists** of your sponsored category in social media announcements

At the event

- › Logo displayed on screen during the **presentation of your sponsored category**
- › Logo placement alongside the **shortlisted finalists** of your sponsored category in social media announcements

Post-event

- › Logo included in all **awards-related social media and email promotions**
- › Logo featured alongside your **sponsored category during the entry period**
- › Announcement post on social media recognising your brand as a **Category Sponsor**
- › Company name listed on the **Workspace Design Awards webpage**
- › Company name listed on the **Workspace Design webpage**



TROPHY SPONSOR (Exclusive) – £2,500

AVAILABLE

Support the celebration by sponsoring the trophies – this is a high-impact, high-visibility opportunity with a sustainable twist.

INCLUDES:

Production & Branding

- › Your logo co-branded with the **Workspace Design Show logo** on all trophies
- › Sponsor will be responsible for designing and producing the trophies, with the design and materials subject to approval by **Workspace Design Show**

Brand Visibility

- › Logo featured in the **winners announcement email** (100K+ database)
- › Logo included on the **awards webpage** with “Trophy Sponsor” credit
- › Recognition in a **social media post** highlighting your role in supporting sustainable awards production
- › Mention in **on-stage script** when trophies are presented
- › Optional: **Display of one branded message card or insert** in trophy packaging (if applicable)



Get In Touch

To sponsor a category or the full awards experience, reach out to:

sales@workspaceshow.co.uk

workspaceshow.co.uk/awards