

BE COME A PART NER

mcbw2023



bayern design
is the international center of excellence
for knowledge transfer and collaborations
in the field of design in Bavaria.
Our projects seek to highlight the
the relevance of design, as design without
doubt has a key impact on managing the
economical and social transformation towards
sustainability.

bayern design GmbH is the organiser of the
munich creative business week (mcbw).

Design connects themes, disciplines, industries and perspectives.

design
connects
design
parts

As Germany's largest design event, the munich creative business week showcases the creative and design industries on international scale.

It's a must in the design industry's calendar!

We proudly look back at more than a decade of inspiration and innovation brought to the mcbw by our program partners. The challenges of our recent times have made us realise more than ever the importance of stimulus and a cross-discipline exchange for creatives, for the economy and for society at large.

In the coming year, we seek to continue building on this program in cooperation with all of you.

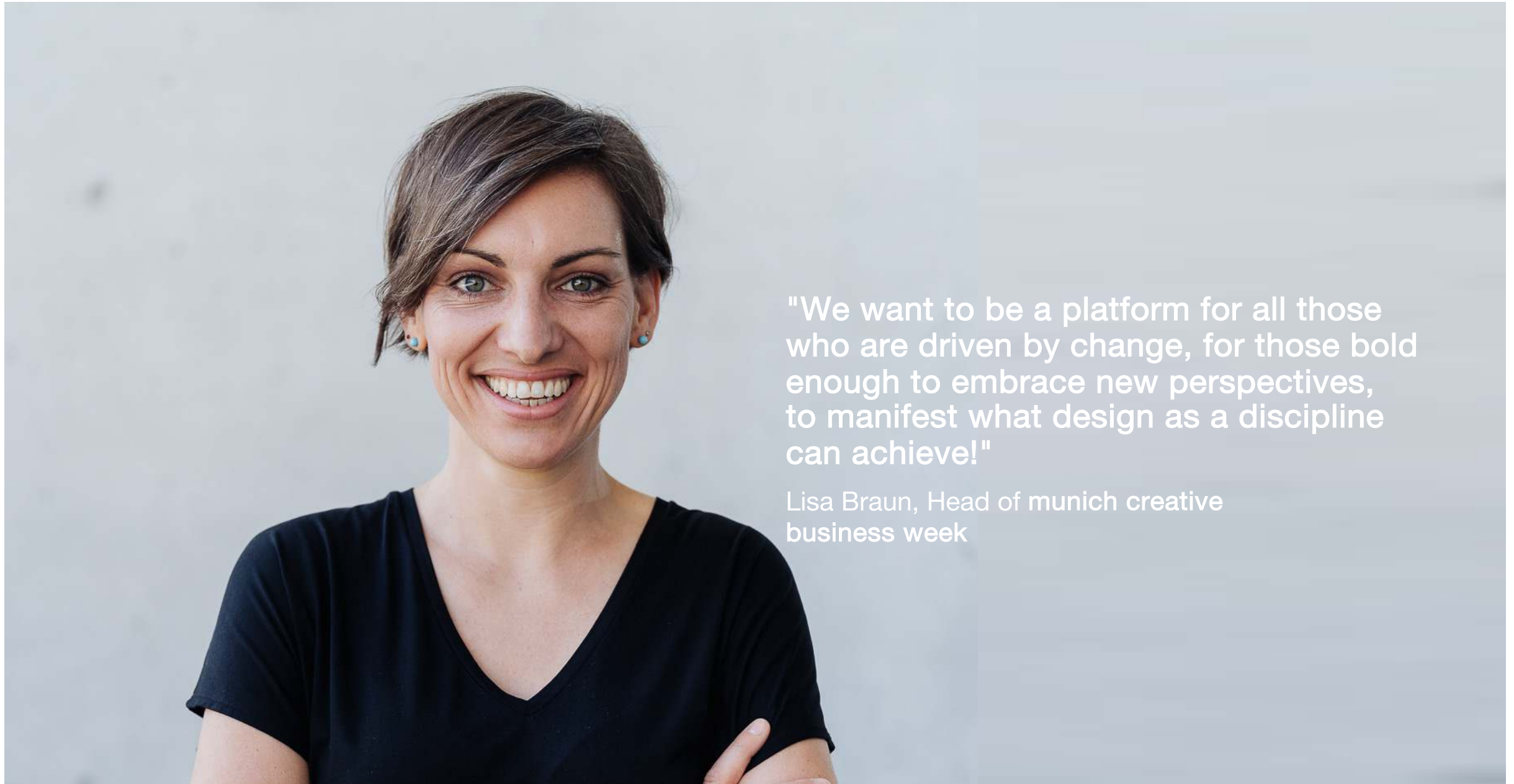
Despite the Covid pandemic, last year's mcbw attracted 160 program partners and over 250 international speakers to provide inspiration in 200 events.



"Our mcbw embodies a basic notion of design: bringing people and disciplines together to collaboratively create new ideas and opportunities."

Nadine Vicentini, Managing Director,
bayern design GmbH





"We want to be a platform for all those who are driven by change, for those bold enough to embrace new perspectives, to manifest what design as a discipline can achieve!"

Lisa Braun, Head of munich creative business week

The world is in a state of of disruption. And we know it.

Yet there will be no "back to normal", as politicians, industry stakeholders and society keep calling and hoping for.

At the same time, the most radical shifts have always yielded the greatest opportunities for something new to emerge.

We need people and enterprises willing to take a fresh angle and find the courage to break new ground. We want to be a platform for all those who are driven by this transformation.

We want to facilitate encounters, cultivate exchange and offer inspiration.

And we hope for a thousand responses to the notion:



**WHY
DISRUPTION
UNLEASHES
CREATIVITY**

Your benefits as a partner



Increase your own **exposure** by joining in the **largest German design show** with a live event on site – both hybrid or purely digital.



Create **momentum** and actively shape the future of the design community. Position your own company, expand your **network**, engage with new target groups and customers and build sustainable partnerships.



Share **knowledge and expertise** and enable the public to experience and witness the potential of design in all areas.

Generate exposure



Before and during the design week, **urban advertising** will run throughout the entire Munich **city centre**. In addition to posters, advertising pillars and flags, **mcbw** info material will be available at several outlets in Munich and the region.



Our main **communication** activities happen **digitally** via website, social media channels (Instagram, LinkedIn, Facebook) and the **mcbw** newsletter. The **mcbw** program is published exclusively **online**. The search and filter functions have been optimised.



In addition to the digital media, we also offer a printed **mcbw** mag, where companies, agencies and creative professionals can share **inspiring insights** into the world of creative work to match the theme of the year.

Join in now!



Participate as:

Company, Retailer, University,
Museum, Association, Publishing
House, Theatre, Designer, Agency,
Trade Fair, Creative Industry
Institution, Consultant ... and more

Choose one of the following design disciplines:

Architecture and Urban Planning,
Design and Innovation Management,
Interior Design, Furniture Design,
Branding and Communication Design,
Art and Design, Service Design,

Trade Fair and Exhibition Design,
Fashion and Accessories, Product and
Industrial Design, Universal Design,
User Experience and Interface Design,
Animation and Film, Stage Design, etc.

The mcbw as your platform



Choose the most suitable partnership:

Retail Partner, Program Partner or Sponsor.



Benefit from the **wide range** of event formats **online or offline ...**

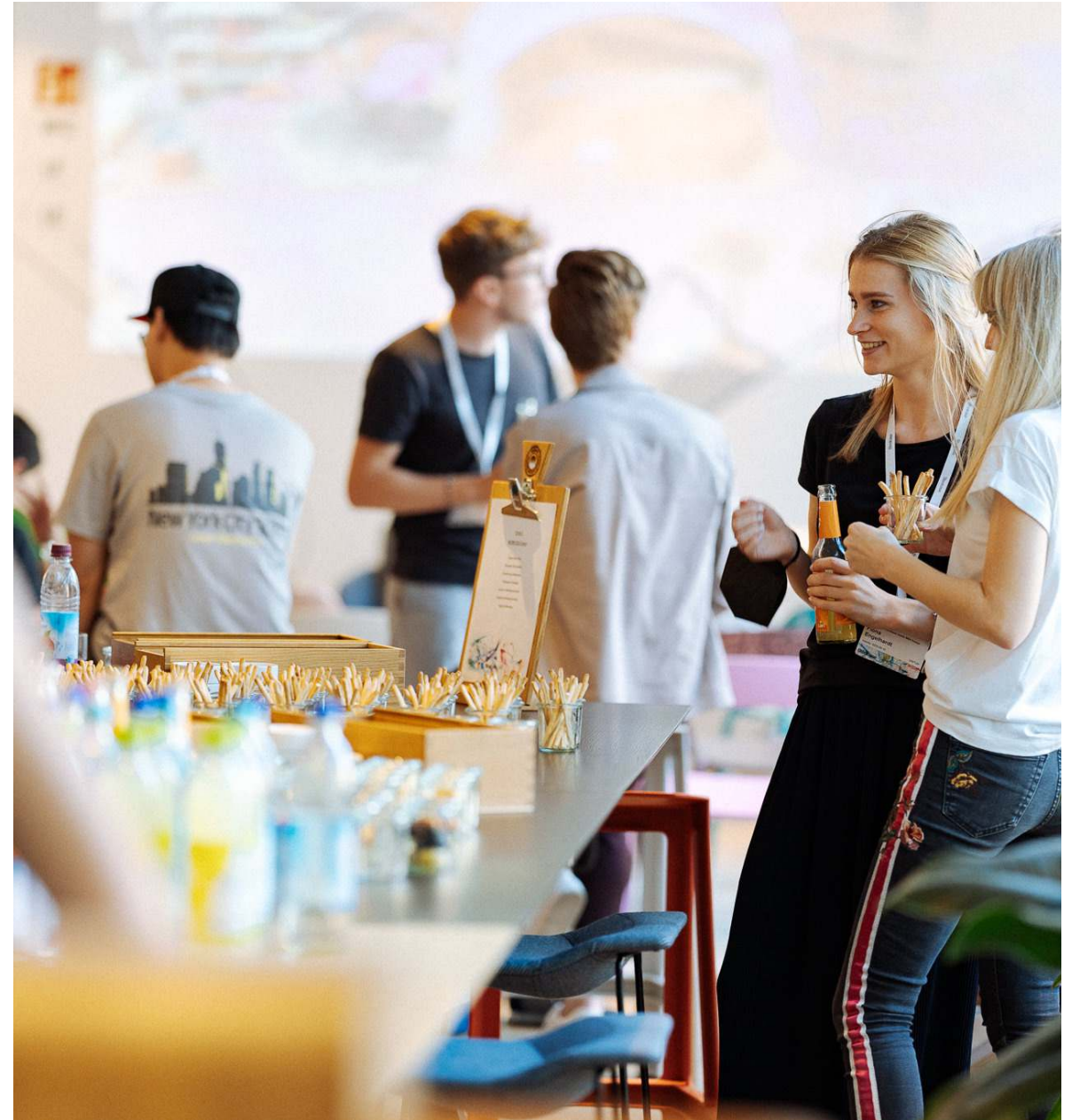


Campaign, Exhibition, Film, Guided tour, Conference, Panel discussion, Award ceremony, Speech, Coaching, Vernissage/Finissage, Workshop, Fair and Design market, Session, Recruiting and Matchmaking ... and more

Become a Partner!

The **mcbw** is network, platform and multiplier. It raises the profile of companies, agencies and designers. With your own events, exhibitions and campaigns, you can take a stand and add significantly to the diversity of the event.

The annual **mcbw** theme serves as a common thread for all registered events and thus creates a coherent and cohesive context.



Partner Packages



20% discount for all
bayern design Forum
e.V. members
for an annual fee
starting at 250 euros

In addition to bayern design's proprietary formats for the **munich creative business week**, our program partners' projects add significantly to the diversity of the event. So, in 2023, we once again hope to welcome plenty of partners who will bring stimulating content to the design week.

Prospective partners can apply for a partner package between **12 October 2022** and **1 March 2023**. The **mcbw** team will curate the program partners' submissions during that application phase.

All our partner packages include the participation in the **mcbw** design week along with the listing in our full program on the website. Depending on the package, partners are also entitled to additional services such as social media posts or an editorial contribution in the **mcbw mag**.

For an enrolment by 24 November 2022, we grant a 10% discount on your participation.

Program Partner Package S (Basic)



Services

- Placement in the **mcbw online program** (including company and speaker profiles)
- Community profile on the bayern design website

Rate:

EUR 300.- (plus VAT)

Additional events EUR 200.- each (plus VAT)

Enrolment by 1 March 2023

Program Partner Package M (Standard)



Services

- Placement in the **mcbw online program** (including company and speaker profiles)
- Community profile on the bayern design website
- Social media communication for the event;
1 stand-alone post (channel depending on target group: Facebook, Instagram, LinkedIn)
- Social media placement in themed carousel (subject to change)
- Invitation for **one person** to the exclusive mcbw meet & greet

Rate:

EUR 600.- (plus VAT)

Additional events EUR 300.- each (plus VAT)

Enrolment by 1 March 2023

Program Partner Package L (Advanced)



Services

- Feature in the **mcbw mag** (2 pages) including editing loop
 - Social media communication for the event;
2 stand-alone posts (channel depending on target group:
Facebook, LinkedIn, Instagram)
 - Instagram Story possible
 - Invitation for two to the exclusive **mcbw meet & greet** and
talk & connect events
- + Services Package M/Standard

Rate:

EUR 1,500.- (plus VAT)

Additional events EUR 300.- each (plus VAT)

Application by 8 December 2022

Program Partner Package XL (Premium)



Services

- Feature in the **mcbw mag** including editing loop (4 to 5 pages with an editorial piece and photo spread)
- Feature also as contribution in the digital magazine for the **mcbw** (also visible on the front page)
- Linking of the digital articles and events
- Social media communication for the event; 2 stand-alone posts (channel depending on target group: Facebook, LinkedIn, Instagram)
- Instagram Story possible
- Placement in an **mcbw newsletter**

- Invitation for **four** people to the exclusive **mcbw meet & greet** and **talk & connect** events
- + Services Package M/Standard

Rates:

EUR 2,500.- (zzgl. MwSt.)

Additional events EUR 300.- each (plus VAT)

Application by 8 December 2022

Become a Retailpartner!

The retail industry is an important component of the design industry in Munich and thus also a multiplier for the **munich creative business week**.

We offer partners from this segment their participation at a preferential price. Even without an event during the design week, partners will receive a placement as a "Design Shop" on the **mcbw website** and a large branding package for the shop windows throughout the **mcbw**.

In addition to the preferential price, the participating shops will be included in the online communication right after their enrolment.



Retail Package



20% discount for all
bayern design Forum
e.V. members
for an annual fee
starting at 250 euros

With the **retail partner packages**, we offer placement on the **mcbw website** as a "Design Shop" with opening hours, contact details and a link to the shop, as well as the inclusion in the **mcbw design week**.

Prospective partners can apply for a retail package between **13 October 2022** and **1 March 2023**.

For an enrolment by **24 November 2022**, we grant a **10% discount** on your participation.

Retail Package



Services

- Increased exposure of the participating shops during the **mcbw** design week (through design walk or city map city map with curated walks)
- Placement on the **mcbw website** as "Design Shop with opening hours, contact details and link to the shop"
- Integration into the **mcbw** design week via window labelling
- Distribution points for the **mcbw mag / info flyer**
- Social media contribution throughout the year
- No event required during **mcbw**
- Cooperation with bayern design also possible throughout the year (upon arrangement)

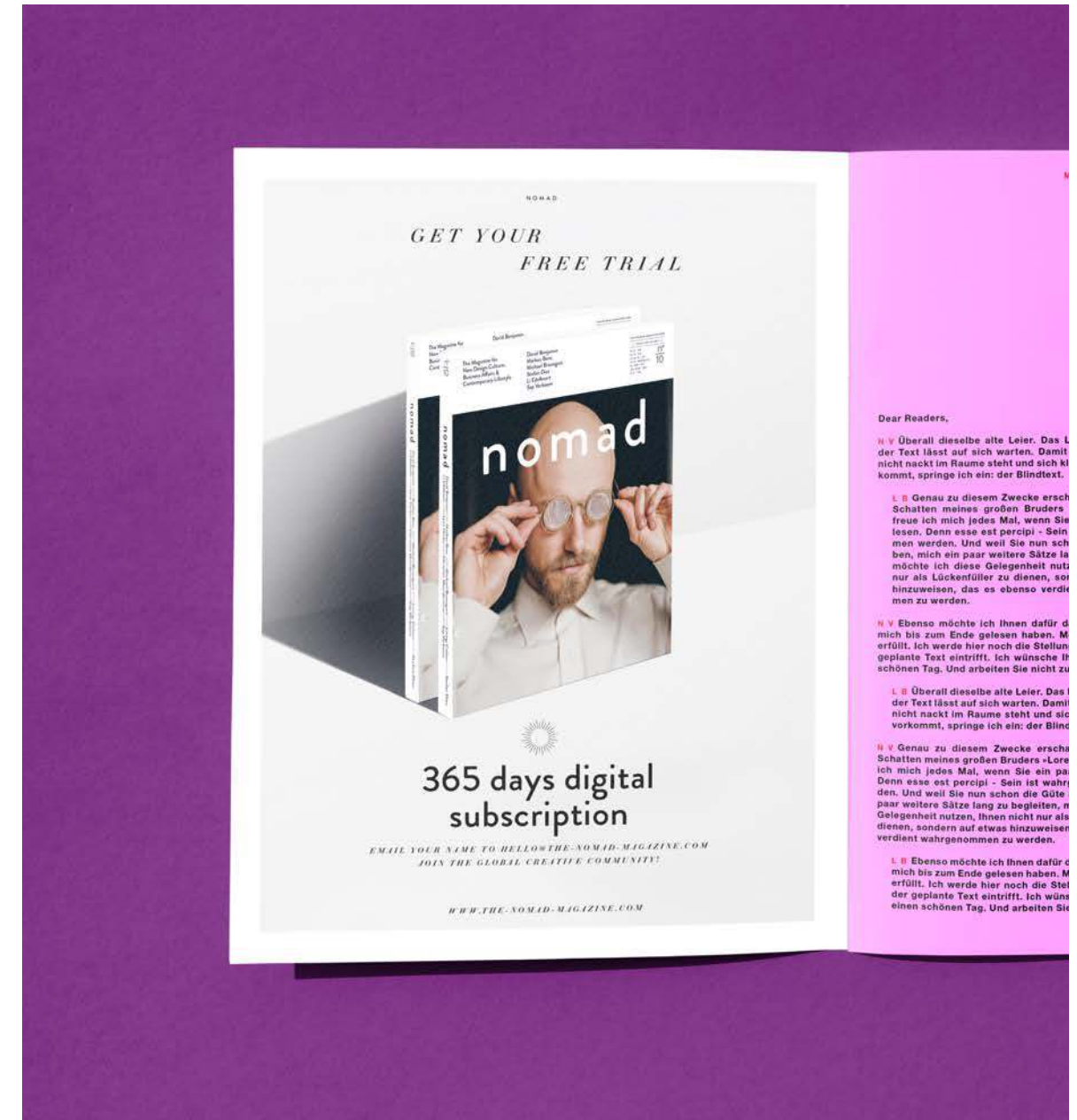
Rate:
EUR 95.- (plus VAT)

Enrolment by 1 March 2023

Get exposure!

Place ads

Companies, agencies and designers need exposure. With its advertisement offer, the **mcbw mag** provides the ideal framework to put your content and messages in the limelight.



Ad (Print)



Limited
number

20% discount for all
bayern design Forum
e.V. members
for an annual fee
starting at 250 euros

Services

- 1/1 ad in mcbw mag
(booking independent of the partner package)
Ad to be submitted by 1 February 2022
- No event during the mcbw required

Rate:

EUR 1,000.- (plus VAT)

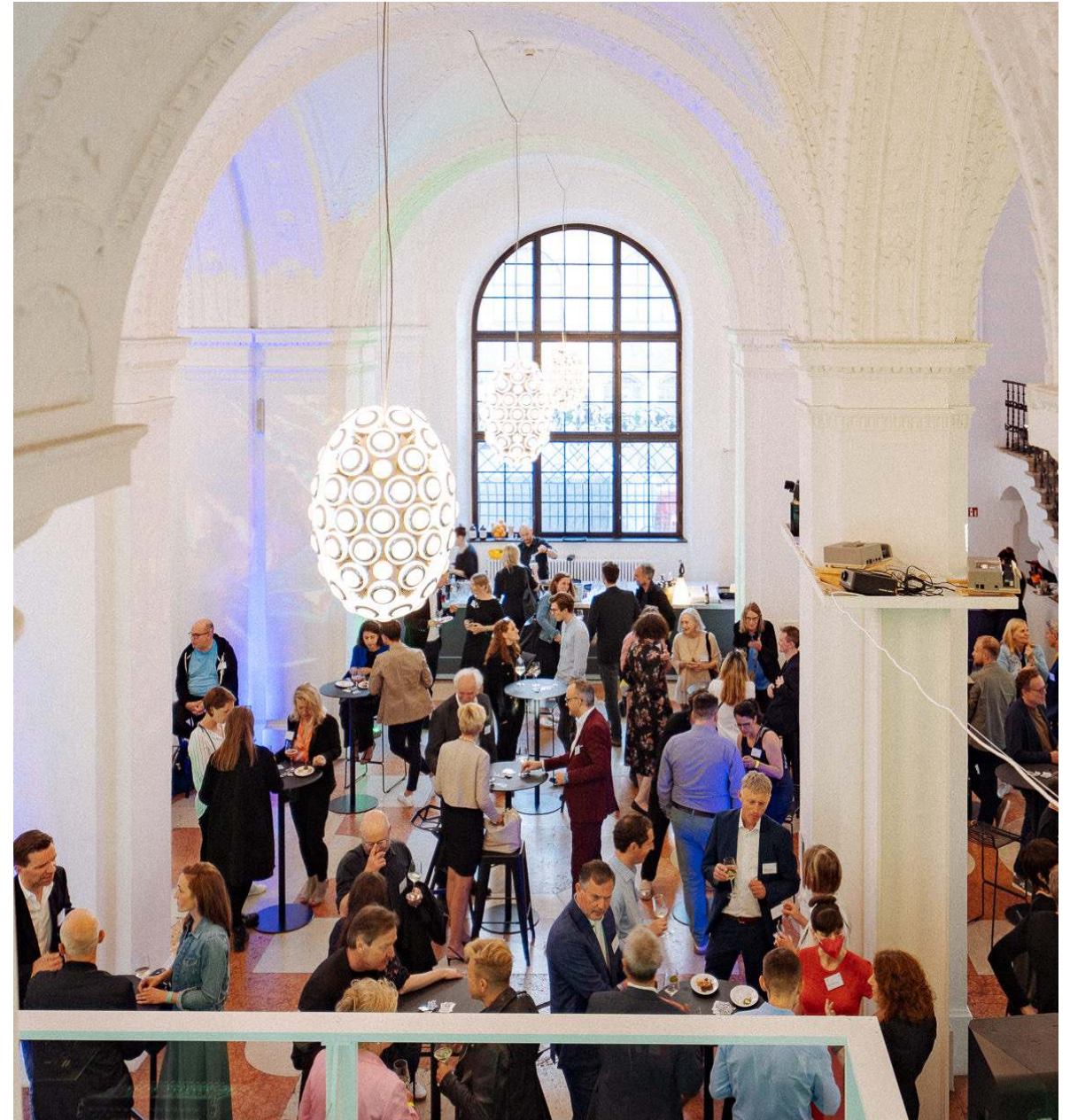
Enrolment by 1 March 2023

Become a Sponsor!

We will advise you on selecting the right partner package as well as on the concept for your event and provide recommendations for its optimal implementation. It raises the profile of companies, agencies and designers. As **mcbw sponsor**, you will gain from the charisma of Germany's largest design event and significantly boost the visibility of the creative industries.

Feel free to contact us directly so that we can draw up an individual package with you.

Application by 8 December 2022





Support us!

Become a member of the bayern design Forum e.V., a media or network partner or provide a location.

Are you interested in supporting bayern design and the mcbw?

Get in touch now!

Phone +49 89 520356-61

contact@mcbw.de

mcbw team 2023



We are here to help!

With the selection of the right partner package and with the conception of the event, as well as with recommendations for the ideal realisation of the event. The bayern design team is happy to answer all of your questions concerning the mcbw:

Phone +49 89 520356-61

contact@mcbw.de

Timings

Proceed to enrolment

www.mcbw.de

20% discount for all bayern design Forum e.V. members
Earlybird enrolment until 24 November 2022
(10% discount, ads excluded)

Apply as a sponsor by 8 December 2022

Apply for Partner Packages L and XL by 8 December 2022

Apply for ads by 8 December 2022

Enrolment for Partner Packages S and M and
Retail Package by 1 March 2023

Final entry of all data for the website by 1 March 2023

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