



uxpa
International
conference

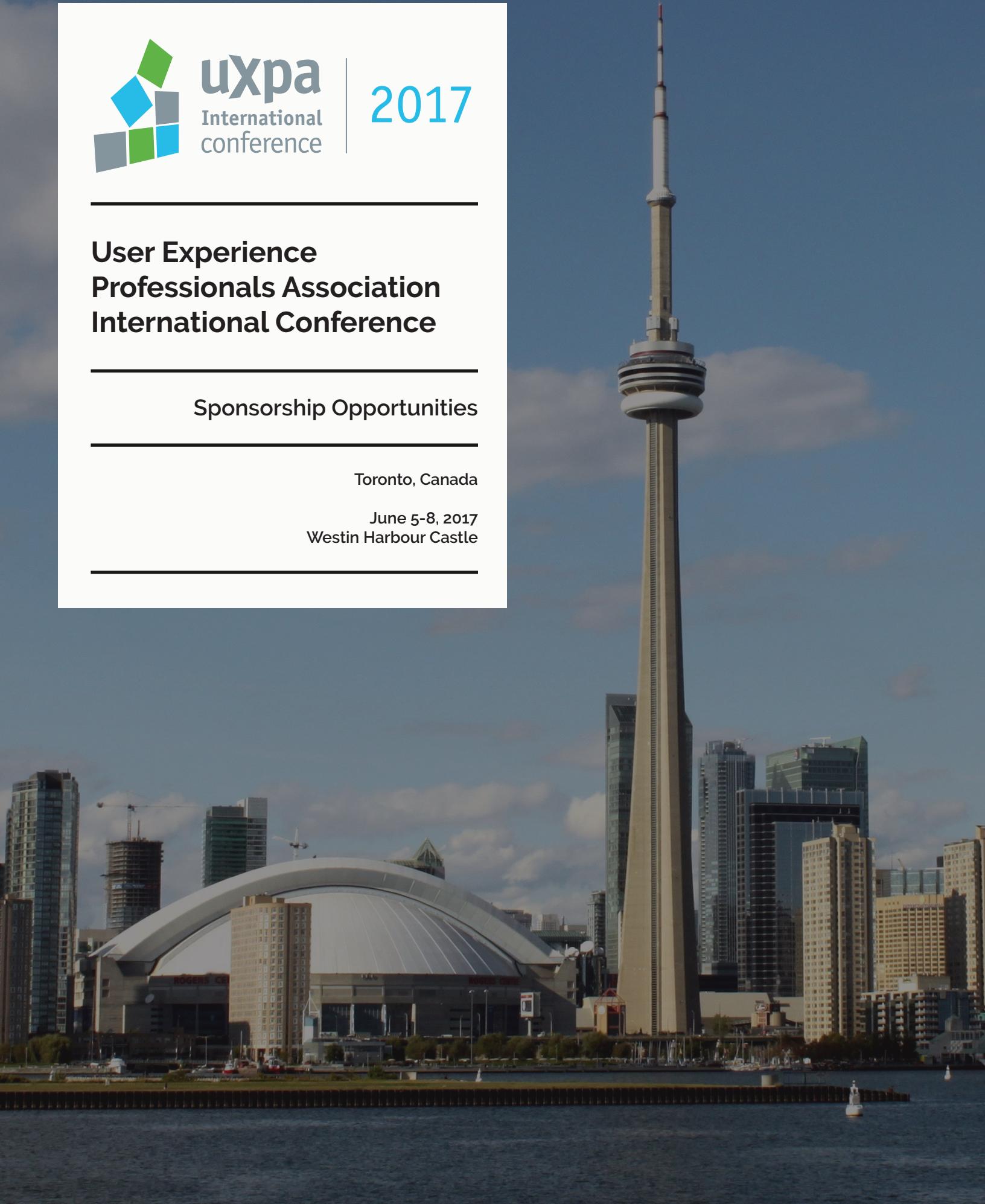
2017

User Experience Professionals Association International Conference

Sponsorship Opportunities

Toronto, Canada

June 5-8, 2017
Westin Harbour Castle



Overview



About UXPA

The User Experience Professionals Association (UXPA) connects and supports people who research, design, and evaluate the user experience of products and services. Since its birth in 1991, UXPA has become the organization of choice for user experience professionals worldwide. UXPA currently has over 50 chapters around the world, each helping build local design/research communities for networking and knowledge sharing. UXPA is recognized as an authoritative source of knowledge on the practice of usability, user-centered design (UCD), and user experience. A tradition going back nearly two decades, UXPA holds yearly international conferences. The upcoming 2017 conference in Toronto will be the 17th UXPA International conference.

About the Conference

The UXPA Annual International Conference is the premier conference for UX professionals, both new and seasoned. Every year, we gather to share research and design innovations. Each conference is packed with teaching, learning, and growing from the best UXers in the world.

Attendees

People come from all over the world and from different disciplines. At the most recent UXPA conference, 37 countries were represented, with backgrounds in HCI, psychology, research, design, and development. Seasoned and mid-career professionals, newbies, and students all contribute to create a great atmosphere of knowledge sharing - and we have loads of fun!

Why Sponsor?

Join more than 700 attendees as they gather for four days of premium courses, presentations and networking. Sponsoring our annual conference will enable you to:

- Gain industry access
- Reach your very best customers
- Engage with potential new employees
- Build and maintain market awareness of your products and services
- Support those who promote and advance the development of usable products and services

Sponsorship Examples



Cell phone charging kiosks with lockers



Sponsor logos at reception



Charging Station in the Exhibition Hall



Sponsor logos by food stations

Exhibitor Booths



Targeted ad on UXPA Events page

UXPA Conference & Events
Published by Jennifer Romane Bergstrom · ? · April 20 · 0

Thank you to Amazon for being a #UXPA2016 DIAMOND sponsor! See you at THE User Experience Professionals Association conference in Seattle May 31-June 3. <http://www.amazon.com/>

amazon

Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more

Online shopping from the earth's biggest selection of books, magazines, music, DVDs, videos, electronics, computers, software, apparel & accessories, shoes,...

AMAZON.COM

7,349 people reached

View Results

Like Comment Share Buffer Hootlet

Shailendra Pratap Singh Mantoo, Open Rabha and 1.7K others

Sponsor Packages



| | Visionary | Innovator | Partner | Contributor |
|--|--------------------------------|---------------------|----------------------------------|----------------|
| Thanks on Social Media (Twitter, LinkedIn, Facebook) and in newsletters leading up to conference | ✓ | ✓ | ✓ | ✓ |
| Logo on UXPA 2017 Conference Website | ✓ | ✓ | ✓ | ✓ |
| Logo on UXPA Organization Website for 1 year | ✓ | ✓ | ✓ | ✓ |
| Logo in the Program | ✓ | ✓ | ✓ | ✓ |
| Logo shown on large displays at the beginning of the day | ✓ | ✓ | | |
| Advertisement in UXPA magazine for 3 months | ✓ | | | |
| Facebook “Public Thanks” targeted ads – boosted every day leading up to conference | ✓ | ✓ | ✓ | |
| UXPA 2017 3-Day General Registration | 3 registrations | 2 registrations | 1 registration | |
| Additional UXPA 2017 3-Day General Registrations | \$300 off | \$200 off | \$100 off | |
| Exhibit Booth | ✓ Premier (as available) | ✓ (as available) | \$500 discount (as available) | |
| Sponsorship Price | \$15,000 | \$10,000 | \$5,000 | \$2,500 |

Sponsor Options



A la carte

| | | |
|---|---|--|
| \$7,500 Opening Reception Logo on the signage at reception and public thanks by UXPA chairs. <ul style="list-style-type: none">✓ UXPA 2017 3-Day General Registration: 2 free registrations✓ Additional UXPA 2017 3-Day General Registrations: \$200 discount✓ Logo on UXPA 2017 website✓ Logo on the program✓ Logo shown on event location✓ Social Media thank you | \$7,500 Closing Reception Logo on the signage at reception and public thanks by UXPA chairs. <ul style="list-style-type: none">✓ UXPA 2017 3-Day General Registration: 2 free registrations✓ Additional UXPA 2017 3-Day General Registrations: \$200 discount✓ Logo on UXPA 2017 website✓ Logo on the program✓ Logo shown on event location✓ Social Media thank you | \$5,000 Pre-conference Course Meals (breakfast and lunch) Logo on the signage by food stations. <ul style="list-style-type: none">✓ UXPA 2017 3-Day General Registration: 1 free registration✓ Additional UXPA 2017 3-Day General Registrations: \$100 discount✓ Logo on UXPA 2017 website✓ Logo on the program✓ Logo shown on event location✓ Social Media thank you |
| \$5,000 Lunch for Main Conference Logo on the signage by food stations and a 5-minute sponsor talk during the meal. <ul style="list-style-type: none">✓ UXPA 2017 3-Day General Registration: 1 free registration✓ Additional UXPA 2017 3-Day General Registrations: \$100 discount✓ Logo on UXPA 2017 website✓ Logo on the program✓ Logo shown on event location✓ Social Media thank you | \$5,000 Breakfast for Main Conference Logo on the signage by food stations and a 5-minute sponsor talk during the meal. <ul style="list-style-type: none">✓ UXPA 2017 3-Day General Registration: 1 free registration✓ Additional UXPA 2017 3-Day General Registrations: \$100 discount✓ Logo on UXPA 2017 website✓ Logo on the program✓ Logo shown on event location✓ Social Media thank you | \$5,000 UX Event / Company Tour Conference attendees will come to your hosted presentation / company tour. <ul style="list-style-type: none">✓ UXPA 2017 3-Day General Registration: 1 free registration✓ Additional UXPA 2017 3-Day General Registrations: \$100 discount✓ Logo on UXPA 2017 website✓ Logo on the program✓ Logo shown on event location✓ Social Media thank you |
| | | |

Sponsor Options



A la carte

\$5,000 each Qty. available: **2**

Morning Announcement

Introduction by UXPA chairs and 2 minute sponsor talk to the morning audience in the main hall.

- ✓ UXPA 2017 3-Day General Registration:
1 free registration
- ✓ Additional UXPA 2017 3-Day General Registrations:
\$100 discount
- ✓ Logo on UXPA 2017 website
- ✓ Logo on the program
- ✓ Logo shown on event location
- ✓ Social Media thank you

\$8,000 Qty. available: **1**

Wi-Fi

Sponsor name is set as the password.

- ✓ UXPA 2017 3-Day General Registration:
2 free registrations
- ✓ Additional UXPA 2017 3-Day General Registrations:
\$200 discount
- ✓ Logo on UXPA 2017 website
- ✓ Logo on the program
- ✓ Social Media thank you

\$5,000 Qty. available: **1**

UX Design Challenge

UX professionals will solve your company's problem throughout the conference and present on stage on Day 3 of the conference to attendees (10 minutes). 3 Sr. UX professionals guaranteed.

- ✓ UXPA 2017 3-Day General Registration:
1 free registration
- ✓ Additional UXPA 2017 3-Day General Registrations:
\$100 discount
- ✓ Logo on UXPA 2017 website
- ✓ Logo on the program
- ✓ Logo shown on event location
- ✓ Social Media thank you

\$5,000 Qty. available: **1**

Portfolio Review*

Logo on the signage outside of room and a mention in morning announcements. (*Sponsor supplies at least 3 Sr. UX professionals and UXPA supplies at least 3 UX professionals.)

- ✓ UXPA 2017 3-Day General Registration:
1 free registration
- ✓ Additional UXPA 2017 3-Day General Registrations:
\$100 discount
- ✓ Logo on UXPA 2017 website
- ✓ Logo on the program
- ✓ Logo shown on event location
- ✓ Social Media thank you

\$7,500 Qty. available: **1**

Badge Holders (lanyards)

Logo on the badge lanyard.

- ✓ UXPA 2017 3-Day General Registration:
2 free registrations
- ✓ Additional UXPA 2017 3-Day General Registrations:
\$200 discount
- ✓ Logo on UXPA 2017 website
- ✓ Logo on the program
- ✓ Logo shown on event location
- ✓ Social Media thank you

\$5,000 Qty. available: **1**
(+ cost of T-shirts)

Volunteer T-shirts

Logo on the t-shirt.

- ✓ UXPA 2017 3-Day General Registration:
1 free registration
- ✓ Additional UXPA 2017 3-Day General Registrations:
\$100 discount
- ✓ Logo on UXPA 2017 website
- ✓ Logo on the program
- ✓ Social Media thank you

Sponsor Options



A la carte

\$5,000

Qty. available: **2**

Charging Stations in the Lobby

Logo on the charging station's large LCD screen.

- ✓ UXPA 2017 3-Day General Registration:
1 free registration
- ✓ Additional UXPA 2017 3-Day General Registrations:
\$100 discount
- ✓ Logo on UXPA 2017 website
- ✓ Logo on the program
- ✓ Logo shown on event location
- ✓ Social Media thank you

\$3,000

Qty. available: **4**

Charging Stations in the Exhibit Hall

Logo on the charging station's large LCD screen.

- ✓ UXPA 2017 3-Day General Registration:
1 free registration
- ✓ Additional UXPA 2017 3-Day General Registrations:
\$100 discount
- ✓ Logo on UXPA 2017 website
- ✓ Logo on the program
- ✓ Logo shown on event location
- ✓ Social Media thank you

\$500

(+ cost of items)

Qty. available:
Unlimited

Printed Marketing Collateral*

Items will be given to each attendee. (*The items will need to be delivered 4 weeks before conference.)

Sponsor Options



Recorded Tracks

All tracks include sponsor thanks and a logo at the beginning and end of each video. Recordings will be sold with registration and will be available for purchase after the conference, on the UXPA website.

\$10,000 Qty. available: **1**

Recorded Track: Tools & Techniques

- ✓ **21 presentations**
- ✓ Additional UXPA 2017 3-Day General Registrations: **\$200 discount**
- ✓ Logo on UXPA 2017 website

\$5,000 Qty. available: **1**

Recorded Track: Career Development & Management

- ✓ **8 presentations**
- ✓ Logo on UXPA 2017 website

\$4,000 Qty. available: **1**

Recorded Track: Innovation & Future Technology

- ✓ **5 presentations**
- ✓ Logo on UXPA 2017 website

\$5,000 Qty. available: **1**

Recorded Track: Design Psychology

- ✓ **8 presentations**
- ✓ Logo on UXPA 2017 website

\$3,500 Qty. available: **1**

Recorded Track: Interaction Design

- ✓ **4 presentations**
- ✓ Logo on UXPA 2017 website

\$5,000 Qty. available: **1**

Recorded Track: UX Strategy

- ✓ **7 presentations**
- ✓ Logo on UXPA 2017 website

\$2,000 Qty. available: **1**

Recorded Track: Visual Design

- ✓ **2 presentations**
- ✓ Logo on UXPA 2017 website

UXPA Non-Conference Opportunities

\$1,200 Qty. available: **Unlimited**

Advertisement in UXPA Magazine for 1 year

- ✓ 291px wide x 113 px high
- ✓ <http://uxpamagazine.org/advertise-in-ux-magazine/>

\$1,200 Qty. available: **25**

Webinar Sponsor

- ✓ <http://uxpa.org/event/webinars>

\$100 Qty. available: **Unlimited**

Consultant's Directory Listing for 1 Year

- ✓ <http://uxpa.org/consultants-directory>

\$100 Qty. available: **Unlimited**

Job Posting on UXPA Website for 3 Months

- ✓ <http://uxpa.org/job-bank>

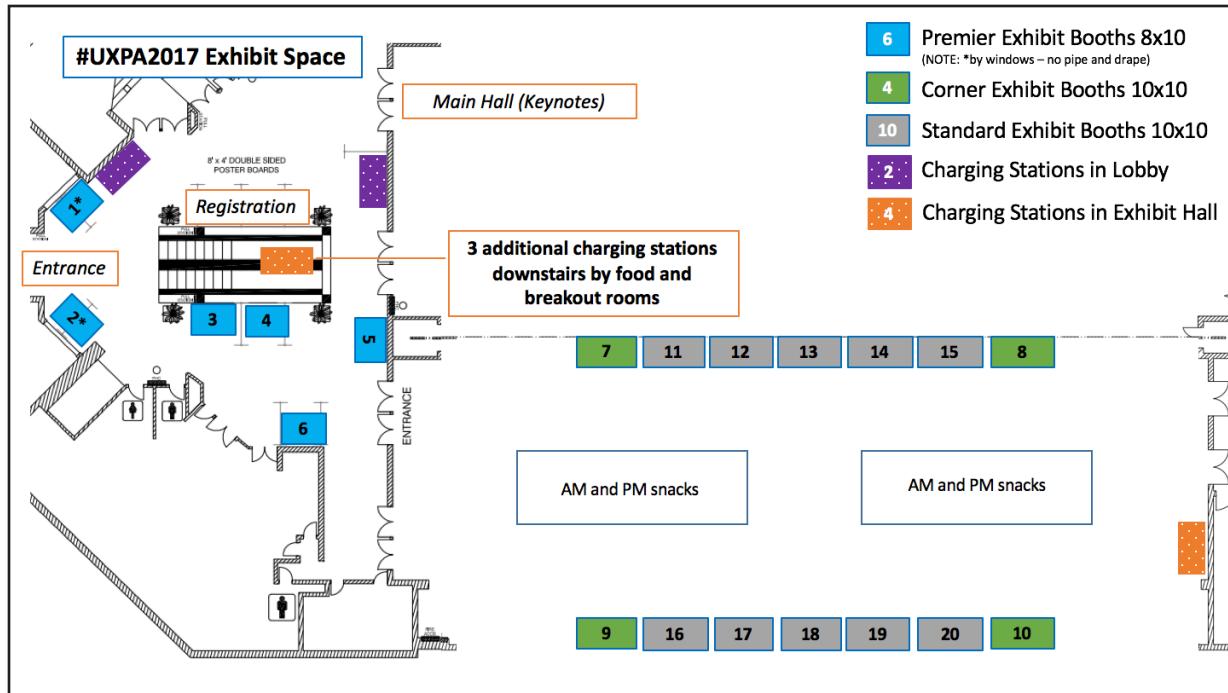
Exhibit Space



UXPA exhibitors will receive **\$100 off** the conference-only registrations.



Exhibitor Packages



*The map is subject to change.

| | Premier (6 available) | Corner (4 available) | Standard (10 available) |
|--|--------------------------------------|---|---|
| Special Features | Booth is in the main conference area | Booth is exposed to aisles on two sides | Booth has only one side exposed to an aisle |
| Booth Size | 8x10 (in main area) | 10x10 | 10x10 |
| Logo on the UXPA 2017 Website | ✓ | ✓ | ✓ |
| Logo in Conference Program | ✓ | ✓ | ✓ |
| 160 character write up in Conference Program | ✓ | ✓ | ✓ |
| Acknowledgement in Social Media | ✓ | ✓ | ✓ |
| Exhibitor Passes (includes conference meals and access to exhibit floor ONLY) | 2 | 2 | 2 |
| Additional Exhibitor Passes (includes conference meals and access to exhibit floor ONLY) | \$650 per person | \$650 per person | \$650 per person |
| Discount off of Conference-only Registrations | \$100 off | \$100 off | \$100 off |
| Price | \$6,500 | \$5,000 | \$3,500 |
| Price with Early Bird Discount (Before Feb. 15, 2017) | \$5,500 | \$4,500 | \$3,000 |

Exhibition Services

Each booth will be set with side dividers, one black-skirted table, two side chairs, and a booth identification sign.

Freeman Exhibit Transportation is the official exhibition services contractor for UXPA 2017. You may order their products (such as additional furniture) and services (including shipping and customs clearance services). More information will be found in the exhibitor manual.

2016 Sponsors



OPTIMAL
WORKSHOP

O'REILLY®



facebook

CapitalOne®

amazon

TANG

BLIZZARD®
ENTERTAINMENT



FILTER
PLACING PEOPLE. FIRST.

ERGOWEB

UX in Canada. English and French.
ergoweb.ca

Indigo™
STUDIO

AQUENT | vitamin T

Rosenfeld

balsamiq®

UX DESIGN
Define the Need | Test the Concept | Create the Experience
MICA
MARYLAND INSTITUTE COLLEGE OF ART

TEKsystems
Digital and Creative Services

Human Factors
International

userzoom
zooming in on the user experience

Adobe

W
HUMAN CENTERED
DESIGN & ENGINEERING
UNIVERSITY of WASHINGTON

SMART EYE®

FocusSuites

ptype
UX Consultancy and Axure Training

tobii pro

IMOTIONS®
BIOMETRIC RESEARCH PLATFORM

Redish
& Associates Inc.



Contact Info

Allan Luik, Sponsorship Chair
sponsorship2017@uxpa.org

Janaina Pantoja, Exhibitor Chair
exhibits2017@uxpa.org

