



**uxpa**  
International  
conference

2017

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## User Experience Professionals Association International Conference

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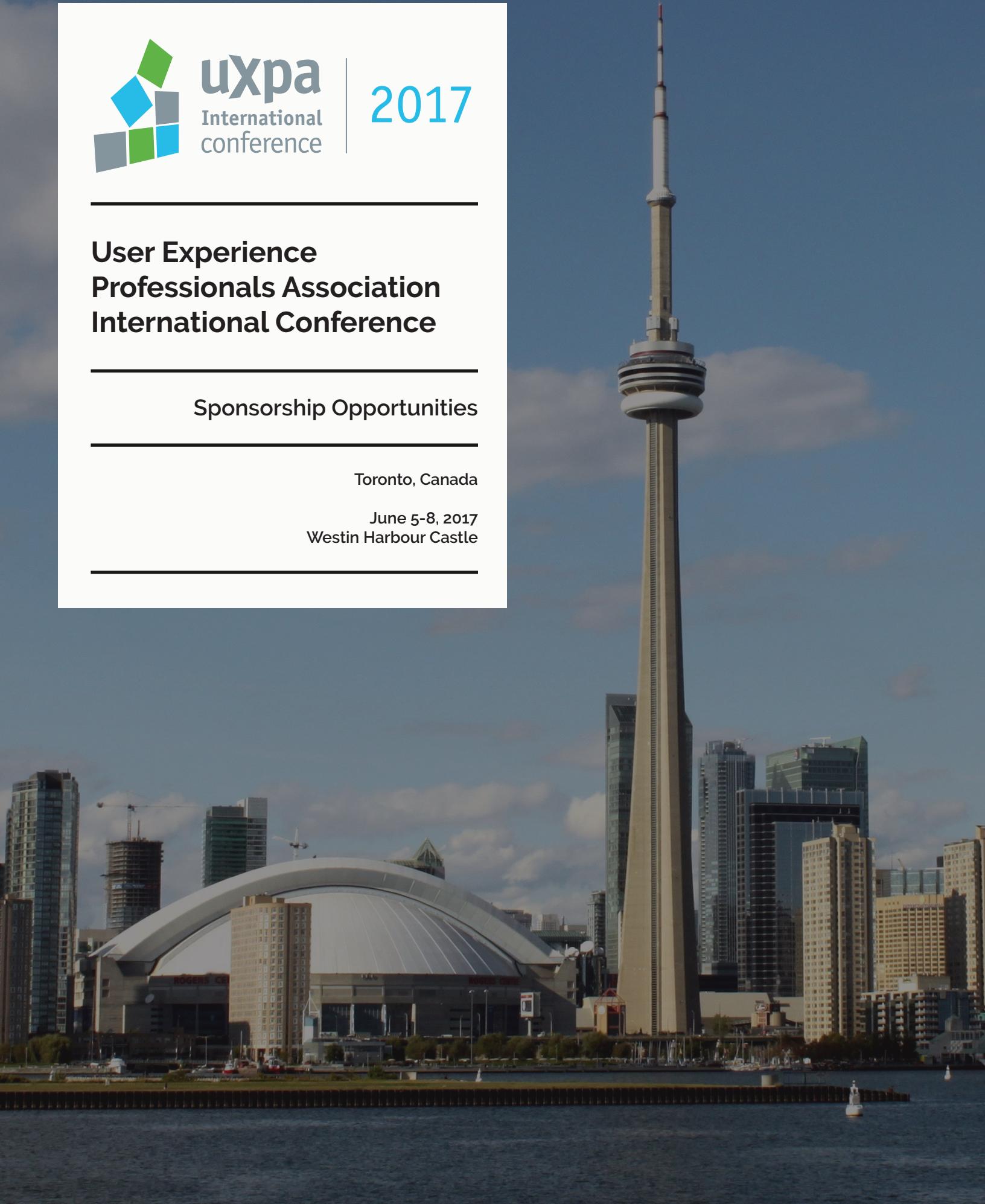
### Sponsorship Opportunities

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Toronto, Canada

June 5-8, 2017  
Westin Harbour Castle

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# 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/>

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7,349 people reached

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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)	
<b>Sponsorship Price</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>

# Sponsor Options



## A la carte

<p><b>\$7,500</b> Qty. available: <b>1</b></p> <h3>Opening Reception</h3> <p>Logo on the signage at reception and public thanks by UXPA chairs.</p> <ul style="list-style-type: none"><li>✓ UXPA 2017 3-Day General Registration: <b>2 free registrations</b></li><li>✓ Additional UXPA 2017 3-Day General Registrations: <b>\$200 discount</b></li><li>✓ Logo on UXPA 2017 website</li><li>✓ Logo on the program</li><li>✓ Logo shown on event location</li><li>✓ Social Media thank you</li></ul>	<p><b>\$7,500</b> Qty. available: <b>1</b></p> <h3>Closing Reception</h3> <p>Logo on the signage at reception and public thanks by UXPA chairs.</p> <ul style="list-style-type: none"><li>✓ UXPA 2017 3-Day General Registration: <b>2 free registrations</b></li><li>✓ Additional UXPA 2017 3-Day General Registrations: <b>\$200 discount</b></li><li>✓ Logo on UXPA 2017 website</li><li>✓ Logo on the program</li><li>✓ Logo shown on event location</li><li>✓ Social Media thank you</li></ul>	<p><b>\$5,000</b> Qty. available: <b>1</b></p> <h3>Pre-conference Course Meals (breakfast and lunch)</h3> <p>Logo on the signage by food stations.</p> <ul style="list-style-type: none"><li>✓ UXPA 2017 3-Day General Registration: <b>1 free registration</b></li><li>✓ Additional UXPA 2017 3-Day General Registrations: <b>\$100 discount</b></li><li>✓ Logo on UXPA 2017 website</li><li>✓ Logo on the program</li><li>✓ Logo shown on event location</li><li>✓ Social Media thank you</li></ul>
<p><b>\$5,000</b> Qty. available: <b>3</b></p> <h3>Lunch for Main Conference</h3> <p>Logo on the signage by food stations and a 5-minute sponsor talk during the meal.</p> <ul style="list-style-type: none"><li>✓ UXPA 2017 3-Day General Registration: <b>1 free registration</b></li><li>✓ Additional UXPA 2017 3-Day General Registrations: <b>\$100 discount</b></li><li>✓ Logo on UXPA 2017 website</li><li>✓ Logo on the program</li><li>✓ Logo shown on event location</li><li>✓ Social Media thank you</li></ul>	<p><b>\$5,000</b> Qty. available: <b>3</b></p> <h3>Breakfast for Main Conference</h3> <p>Logo on the signage by food stations and a 5-minute sponsor talk during the meal.</p> <ul style="list-style-type: none"><li>✓ UXPA 2017 3-Day General Registration: <b>1 free registration</b></li><li>✓ Additional UXPA 2017 3-Day General Registrations: <b>\$100 discount</b></li><li>✓ Logo on UXPA 2017 website</li><li>✓ Logo on the program</li><li>✓ Logo shown on event location</li><li>✓ Social Media thank you</li></ul>	<p><b>\$5,000</b> Qty. available: <b>5</b></p> <h3>UX Event / Company Tour</h3> <p>Conference attendees will come to your hosted presentation / company tour.</p> <ul style="list-style-type: none"><li>✓ UXPA 2017 3-Day General Registration: <b>1 free registration</b></li><li>✓ Additional UXPA 2017 3-Day General Registrations: <b>\$100 discount</b></li><li>✓ Logo on UXPA 2017 website</li><li>✓ Logo on the program</li><li>✓ Logo shown on event location</li><li>✓ Social Media thank you</li></ul>

# 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>

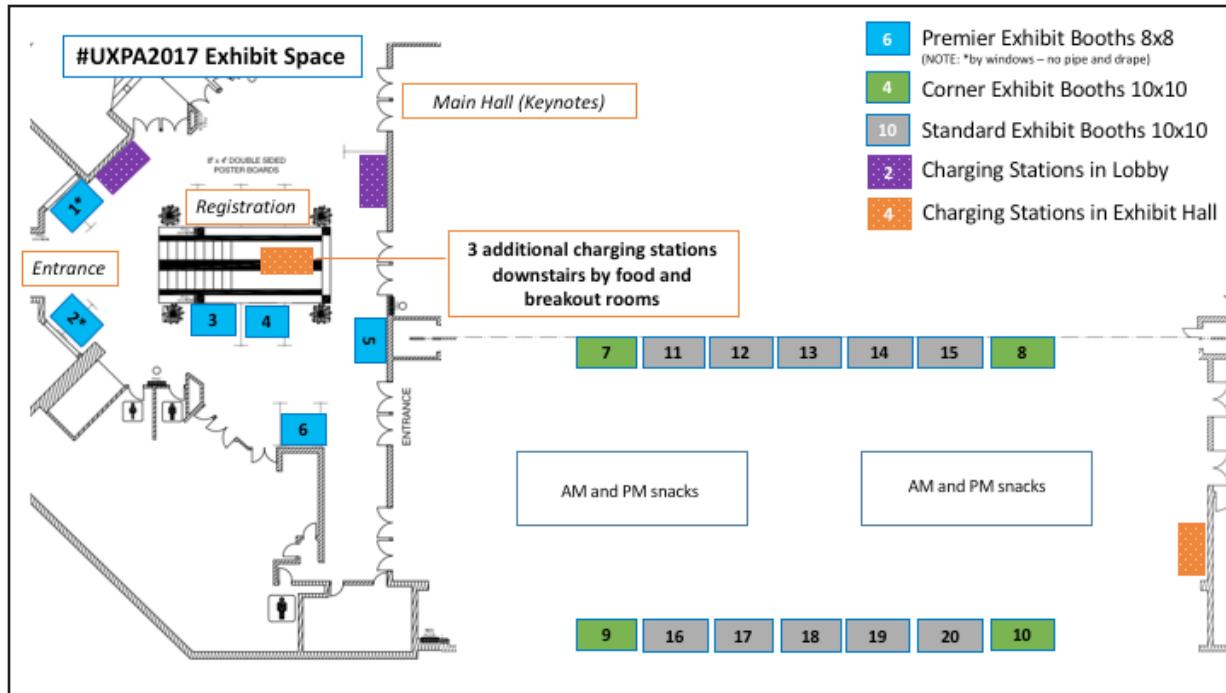
# Exhibit Space



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	8x8 (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
Full-Price Sponsorship	<b>\$6,500</b>	<b>\$5,000</b>	<b>\$3,500</b>
Early Bird Discount (Before Feb. 15, 2017)	\$5,500	\$4,500	\$3,000

# 2016 Sponsors



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MARYLAND INSTITUTE COLLEGE OF ART

TEKsystems  
Digital and Creative Services

Human Factors  
International

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zooming in on the user experience

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ptype  
UX Consultancy and Axure Training

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BIOMETRIC RESEARCH PLATFORM

Redish  
& Associates Inc.



## Contact Info

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