User Experience Professionals Association International Conference

Sponsorship Opportunities

Westin Kierland Resort & Spa
June 25-27, 2019
Scottsdale, Arizona
About the Conference

A tradition going back nearly three decades, the Annual UXPA International Conference is the premier conference for UX professionals, both new and seasoned. Every year, we gather to share research and design innovations, and each conference is packed with teaching, learning, and growing - from the best UXers in the world. The upcoming 2019 conference at the Westin Kierland Resort and Spa in Scottsdale, Arizona will be the 28th.

Attendees

People come from all over the world and from different disciplines. At recent UXPA conferences, attendees represented nearly 30 countries, with backgrounds in HCI, psychology, research, design, and development. Seasoned and mid-career professionals, newbies, and students all contribute to creating a friendly atmosphere of knowledge sharing - and we have loads of fun!

Why Sponsor or Exhibit?

Join more than 600 attendees as they gather for three days of keynotes, presentations, and networking opportunities. 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

Phone Charging Stations in the Exhibition Hall

Badges Lanyards

Booths in the Exhibition Hall

Volunteer T-Shirts

Sponsor Logos at Reception

Thank you to our Sponsors
We can’t do it without you!

Diamond
amazon

Targeted ad on UXPA Events page

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

Printed Marketing Collateral
<table>
<thead>
<tr>
<th>Sponsorship Benefit</th>
<th>Visionary</th>
<th>Innovator</th>
<th>Partner</th>
<th>Contributor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thanks on Social Media (Twitter, LinkedIn, Facebook) and in newsletters leading up to conference</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo on UXPA 2019 Conference Website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo on UXPA Organization Website for 1 year</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Logo in Conference Mobile App</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Facebook “Public Thanks” targeted ads – boosted every day leading up to conference</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Logo shown on large displays at the beginning of each day</td>
<td>✔️</td>
<td></td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Advertisement in UXPA magazine for 3 months</td>
<td></td>
<td></td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition posters at breakfast, lunch and pre-conference course meals, plus a 5-minute lunch time sponsor talk</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UXPA 2019 3-Day General Registration</td>
<td>3 registrations</td>
<td>2 registrations</td>
<td>1 registration</td>
<td></td>
</tr>
<tr>
<td>Additional UXPA 2019 3-Day General Registrations</td>
<td>$300 off</td>
<td>$200 off</td>
<td>$100 off</td>
<td></td>
</tr>
<tr>
<td>Exhibit Booth</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Premier</strong> (as available)</td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td><strong>$500 discount</strong> (as available)</td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>$12,500</td>
<td>$8,500</td>
<td>$4,500</td>
<td>$2,500</td>
</tr>
</tbody>
</table>
Items below include the following benefits:

- Logo on UXPA 2019 Website
- Logo in Conference Mobile App
- Social Media “Thank you”
- Two 3-Day UXPA 2019 Conference General Registrations
- Up to three additional $200 DISCOUNTS on UXPA 2019 3-Day General Registrations

$12,000  Qty. available: 1

**Session Recordings**

Includes sponsor “thank you” and 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.

- Tools & Techniques
- Career Development & Management
- Design Psychology
- UX Strategy
- Innovation & Future Technology
- Interaction Design
- Visual Design

$6,500  Qty. available: 1

**Opening Reception**

Logo on the signage at reception and public “thank you” by UXPA chairs.

$8,500  (+ cost of lanyards)  Qty. available: 1

**Badge Holders**

Highly visible sponsor logo on the badge lanyard of all conference attendees.

$6,500  Qty. available: 1

**Closing Reception**

Logo on the signage at reception and public “thank you” by UXPA chairs.

$7,500  Qty. available: 1

**Portfolio Review***

Logo on the signage outside of the event room and a mention in morning announcements.

*Sponsor supplies at least 3 Sr. UX professionals, and UXPA supplies at least 3 UX professionals.
Printed Marketing Collateral

Collateral will be given to each attendee in the conference welcome package. Max. item size: 8.5x11, single page, no thicker than card stock. Sponsor will deliver at least 600 pieces to UXPA, 4 weeks before conference.

Does not include the other benefits listed on top of this page

A la Carte

Items below include the following benefits:

- Logo on UXPA 2019 Website
- Logo in Conference Mobile App
- Social Media “Thank you”
- Up to three $100 DISCOUNTS on UXPA 2019 3-Day General Registrations

* Not included with the Printed Marketing Collateral item below

$2,500 (+ cost of collateral)
Qty. available: 2

**Volunteer T-shirts**

Sponsor's Logo on all conference volunteer T-shirts. Highly visible to attendees as the more than 30 volunteers are active in all areas of the conference venue.

$2,500
Qty. available: 1

**Charging Stations**

Sponsor logo and recognition on a sign next to phone charging stations in the lobby or exhibit hall. UXPA supplies the stations.

$500 (+ cost of collateral)
Qty. available: 20

**On-site UX Event**

Conference attendees will be invited to attend a hosted UX event of your choice at the conference hotel. Includes one 3-Day UXPA 2019 Conference General Registration.

$5,000 (+ cost of food/beverage)
Qty. available: 3
A la Carte

Items below include the following benefits:
- Logo on UXPA 2019 Website
- Logo in Conference Mobile App
- Social Media “Thank you”
- Up to three $100 DISCOUNTS on UXPA 2019 3-Day General Registrations

**Travel Coffee Mugs**
Sponsor’s logo (along with UXPA logo) included on 300 travel mugs distributed to conference attendees as part of registration packet. Highly visible - in an effort to reduce waste at the conference attendees are encouraged to use these mugs for coffee/tea throughout the event.
*Item style and design subject to UXPA approval

**Travel Water Bottles**
Sponsor’s logo (along with UXPA logo) included on 300 travel water bottles that will be distributed to attendees as part of registration packet. Highly visible - in an effort to reduce waste at the conference attendees are encouraged to use these for water throughout the event.
*Item style and design subject to UXPA approval

**Pre-conference Course Notebooks**
Attendees of Pre-conference courses will receive notebooks with conference and sponsor logos. Quantity: 350
*Item style and design subject to UXPA approval

**Pre-conference Course Pens**
Attendees of Pre-conference courses will receive pens with conference and sponsor logos. Quantity: 350
*Item style and design subject to UXPA approval

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**Qty. available:**

- **Travel Coffee Mugs:** 2
- **Travel Water Bottles:** 2
- **Pre-conference Course Notebooks:** 1
- **Pre-conference Course Pens:** 1

**Cost:**

- **Travel Coffee Mugs:** $2,500 (+ cost of pens)
- **Travel Water Bottles:** $3,500 (+ cost of bottles)
- **Pre-conference Course Notebooks:** $2,500 (+ cost of notebooks)
- **Pre-conference Course Pens:** $2,500 (+ cost of pens)
UXPA Exhibitors will Receive $100 off the 3-Day General Registrations.
## Exhibitor Packages

<table>
<thead>
<tr>
<th>Feature</th>
<th>Premier</th>
<th>Corner</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Features</strong></td>
<td>Highest visibility and traffic area</td>
<td>Higher visibility hallway area</td>
<td>Hallway area</td>
</tr>
<tr>
<td><strong>Booth Size</strong></td>
<td>10' wide x 8' deep</td>
<td>10' wide x 8' deep</td>
<td>10' wide x 8' deep</td>
</tr>
<tr>
<td><strong>Logo on the UXPA 2019 Website</strong></td>
<td>➕</td>
<td>➕</td>
<td>➕</td>
</tr>
<tr>
<td><strong>Logo in Conference Mobile App</strong></td>
<td>➕</td>
<td>➕</td>
<td>➕</td>
</tr>
<tr>
<td><strong>160 character write-up in Conference Mobile App</strong></td>
<td>➕</td>
<td>➕</td>
<td>➕</td>
</tr>
<tr>
<td><strong>Acknowledgement in Social Media</strong></td>
<td>➕</td>
<td>➕</td>
<td>➕</td>
</tr>
<tr>
<td><strong>Exhibitor Passes (includes conference meals and access to exhibit floor ONLY)</strong></td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>Additional Exhibitor Passes (includes conference meals and access to exhibit floor ONLY)</strong></td>
<td>$650 per person</td>
<td>$650 per person</td>
<td>$650 per person</td>
</tr>
<tr>
<td><strong>Discount off of Conference-only Registrations (up to two)</strong></td>
<td>$300 off</td>
<td>$200 off</td>
<td>$100 off</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>$5,500</td>
<td>$4,500</td>
<td>$3,750</td>
</tr>
</tbody>
</table>
Exhibition Space Map

- #1 Booth reserved for Visionary Sponsor
- #2–5 Premier booths
- #6–16 Standard booths
- #17–18 Corner booths (couches)

- Meals
- Snacks and coffee
- ~6 Partner tables
- UXPA booth

Keynotes

Sessions

6 7 8 9 10 11 12 13 14 15 16 17 18
For more sponsor and exhibitor info: sponsorship2019@uxpa.org