



uxpa
international
conference

2019
Scottsdale

User Experience Professionals Association International Conference

Sponsorship Opportunities

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



Overview



About UXPA International

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 International 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 internationally recognized as an authoritative source of knowledge on the practice of usability, user-centered design, and user experience. Please have a look at <http://uxpa2019.org>. More info will be added to the website as it becomes available.

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!

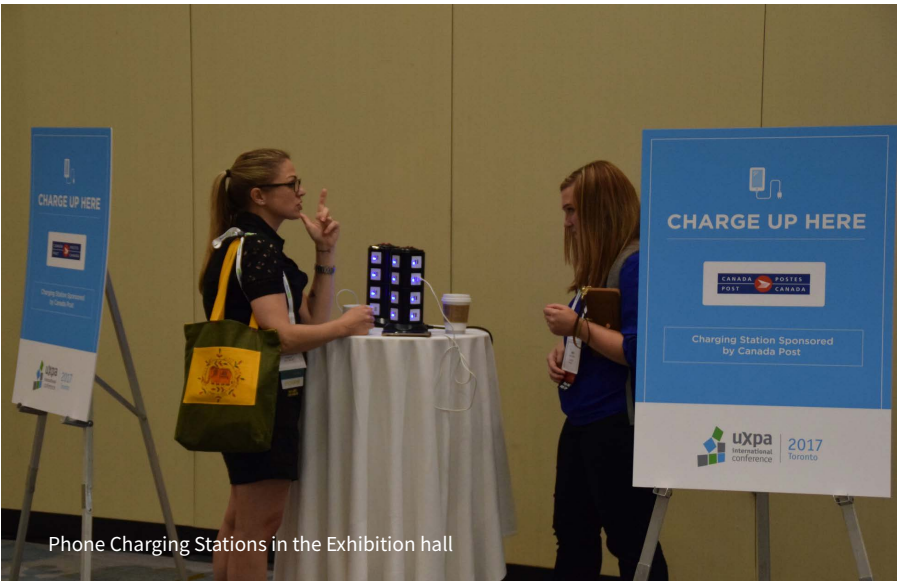
Why Sponsor or Exhibit?

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

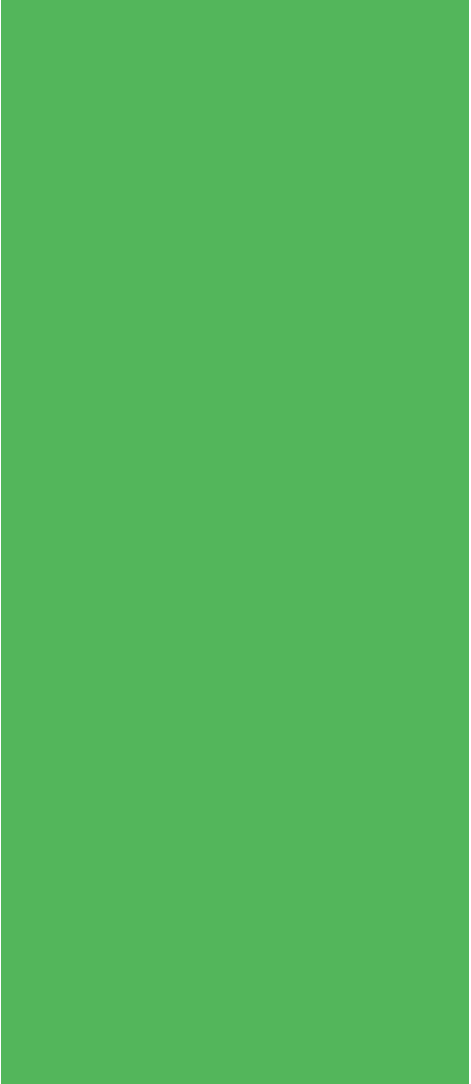


Sponsorship Examples



Sponsor Packages

	Visionary	Innovator	Partner	Contributor
Thanks on Social Media (Twitter, LinkedIn, Facebook) and in newsletters leading up to conference	✓	✓	✓	✓
Logo on UXPA 2019 Conference Website	✓	✓	✓	✓
Logo on UXPA Organization Website for 1 year	✓	✓	✓	✓
Logo in Conference Mobile App	✓	✓	✓	✓
Facebook “Public Thanks” targeted ads – boosted every day leading up to conference	✓	✓	✓	
Logo shown on large displays at the beginning of each day	✓	✓		
Advertisement in UXPA magazine for 3 months	✓			
Sponsor recognition posters at breakfast, lunch and pre-conference course meals, plus a 5-minute lunch time sponsor talk	✓			
UXPA 2019 3-Day General Registration	3 registrations	2 registrations	1 registration	
Additional UXPA 2019 3-Day General Registrations	\$300 off	\$200 off	\$100 off	
Exhibit Booth	✓ Premier (as available)	✓ (as available)	\$500 discount (as available)	
Price	\$12,500	\$8,500	\$4,500	\$2,500



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.

Includes the following tracks:

- 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.

\$6,500

Qty. available: **1**

Closing 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.

\$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.

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 T-shirts)

Qty. available: **1**

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: **2**

Charging Stations

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

\$5,000
(+ cost of food/beverage)

Qty. available: **3**

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.

\$500
(+ cost of collateral)

Qty. available: **20**

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

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



\$3,500
(* cost of mugs)

Qty. available: 2

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

\$3,500
(* cost of bottles)

Qty. available: 2

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

\$2,500
(* cost of notebooks)

Qty. available: 1

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

\$2,500
(* cost of pens)

Qty. available: 1

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

Exhibition Space

UXPA Exhibitors will Receive **\$100 off** the 3-Day General Registrations.



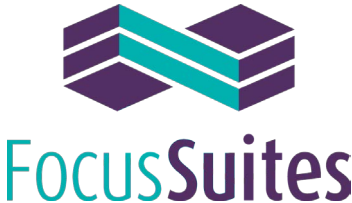
Exhibitor Packages

	Premier	Corner	Standard
Features	Highest visibility and traffic area	Higher visibility hallway area	Hallway area
Booth Size	10' wide x 8' deep	10' wide x 8' deep	10' wide x 8' deep
Logo on the UXPA 2019 Website	✓	✓	✓
Logo in Conference Mobile App	✓	✓	✓
160 character write-up in Conference Mobile App	✓	✓	✓
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 (up to two)	\$300 off	\$200 off	\$100 off
Price	\$5,500	\$4,500	\$3,750

Exhibition Space Map



Recent Sponsors





For more sponsor and exhibitor info: sponsorship2019@uxpa.org



uxpa
international
conference

2019
Scottsdale