User Experience Professionals Association
International Conference

Sponsorship Opportunities

Wyndham Rio Mar Resort
June 26-28, 2018
Rio Mar, Puerto Rico
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://uxpa.org/about/sponsors to see how your company/organization can get involved as a UXPA sponsor.

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 2018 conference at the Wyndham Rio Mar in Puerto Rico will be the 27th.

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?

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

Sponsorship Examples

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

Diamond

Amazon


Booths in the Exhibition Hall

Volunteer T-Shirts

Sponsor Logos at Reception

Printed Marketing Collateral

Mission:

engaging people.

UXPA Conference 

Puerto Rico 2018

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

Online shopping from the earth’s leading selection of books, magazines, music, CDs, videos, videos games, software, appliances & accessories. Store...
## Sponsor Packages

<table>
<thead>
<tr>
<th></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 2018 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>
</tr>
<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 2018 3-Day General Registration</td>
<td></td>
<td>3 registrations</td>
<td>2 registrations</td>
<td>1 registration</td>
</tr>
<tr>
<td>Additional UXPA 2018 3-Day General Registrations</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Exhibit Booth</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Sponsorship Price</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
</tbody>
</table>
### A la Carte

<table>
<thead>
<tr>
<th>Price</th>
<th>Qty. available</th>
<th>Description</th>
</tr>
</thead>
</table>
| $15,000 | 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 |
| $7,500 | 1 | **Opening Reception**  
Logo on the signage at reception and public “thank you” by UXPA chairs. |
| $7,500 | 1 | **Closing Reception**  
Logo on the signage at reception and public “thank you” by UXPA chairs. |
| $7,500 | 1 | **Badge Holders**  
Highly visible sponsor logo on the badge lanyard of all conference attendees. |

All items below include the following benefits:  
- Logo on UXPA 2018 Website  
- Logo in Conference Mobile App  
- Social Media “Thank you”  
- Two 3-Day UXPA 2018 Conference General Registrations  
- Up to three additional $200 DISCOUNTS on UXPA 2018 3-Day General Registrations
All items* below include the following benefits:

- Logo on UXPA 2018 Website
- Logo in Conference Mobile App
- Social Media “Thank you”
- One 3-Day UXPA 2018 Conference General Registration
- Up to three additional $100 DISCOUNTS on UXPA 2018 3-Day General Registrations

* Except the Printed Marketing Collateral option

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.

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

On-site UX Event
Conference attendees will be invited to attend a hosted UX event of your choice at the conference hotel.

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

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

$3,500
Qty. available: 2

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 700 pieces to UXPA, 4 weeks before conference.

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

*Does not include free conference registrations or other discounts.
All items below include the following benefits:

- Logo on UXPA 2018 Website
- Logo in Conference Mobile App
- Social Media “Thank you”
- One 3-Day UXPA 2018 Conference General Registration
- Up to three additional $100 DISCOUNTS on UXPA 2018 3-Day General Registrations

**Game: Corn Hole**

$3,500  
Qty. available: 1  
Includes a sign with sponsor logo and “thank you” message next to the game in the exhibit hall. Price of game included.

**Game: Mini Golf**

$3,500  
Qty. available: 1  
Includes a sign with sponsor logo and “thank you” message next to the game in the exhibit hall. Price of game included.

**Game: Velcro Darts**

$3,500  
Qty. available: 1  
Includes a sign with sponsor logo and “thank you” message next to the game in the exhibit hall. Price of game included.

**Game: Giant Jenga**

$3,500  
Qty. available: 1  
Includes a sign with sponsor logo and “thank you” message next to the game in the exhibit hall. Price of game included.

**Massage Chairs/Tables**

$3,500 (+ cost of service)  
Qty. available: 2  
Sponsor logo and “thank you” message will be posted on a sign next to massage chairs/tables at the conference hotel. Sponsor will cover the cost of the massage service.
Exhibition Space

UXPA Exhibitors will Receive $100 off the 3-Day General Registrations.
Exhibitor Packages

<table>
<thead>
<tr>
<th>Premier Booth (1-5)</th>
<th>Ocean View Booth (6-14)</th>
<th>Standard Booth (15-20)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Features</th>
<th>Highest visibility and traffic area</th>
<th>High-traffic ocean view area</th>
<th>Hallway area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth Size</td>
<td>10’ x 8’</td>
<td>10’ x 8’</td>
<td>10’ x 8’</td>
</tr>
<tr>
<td>Logo on the UXPA 2018 Website</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo in Conference Mobile App</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>160 character write-up in Conference Program</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Acknowledgement in Social Media</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Exhibitor Passes (includes conference meals and access to exhibit floor ONLY)</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Additional Exhibitor Passes (includes conference meals and access to exhibit floor ONLY)</td>
<td>$650 per person</td>
<td>$650 per person</td>
<td>$650 per person</td>
</tr>
<tr>
<td>Discount off of Conference-only Registrations (up to two)</td>
<td>$300 off</td>
<td>$200 off</td>
<td>$100 off</td>
</tr>
<tr>
<td>Price</td>
<td>$5,500</td>
<td>$4,500</td>
<td>$3,500</td>
</tr>
</tbody>
</table>
Recent Sponsors

amazon
OPTIMAL WORKSHOP
Marketing Systems Group
CapitalOne
facebook
TANG
Ergoweb
UX in Canada, English and French, ergoweb.ca
Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos

Partially Obscured Logos
For More Sponsor and Exhibitor Info: sponsorship2018@uxpa.org