uxpa international conference | Puerto Rico 2018

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:

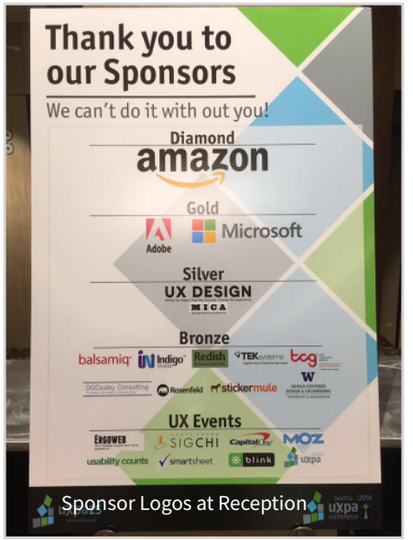
- Gain industry access
- Reach your very best customers
- Engage with potential new employees
- Build and maintain market awareness of your products and services
- Support those who promote and advance the development of usable products and services

Sponsorship Examples

Badge Lanyards

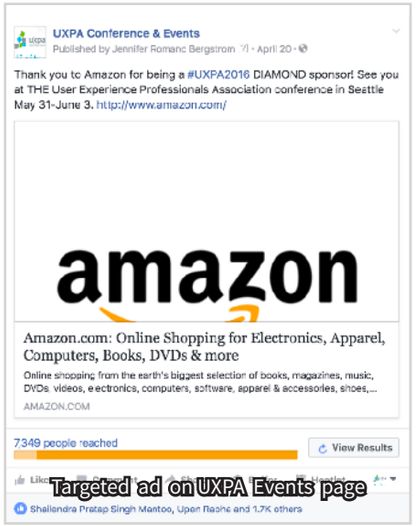
Booths in the Exhibition Hall

Volunteer T-Shirts

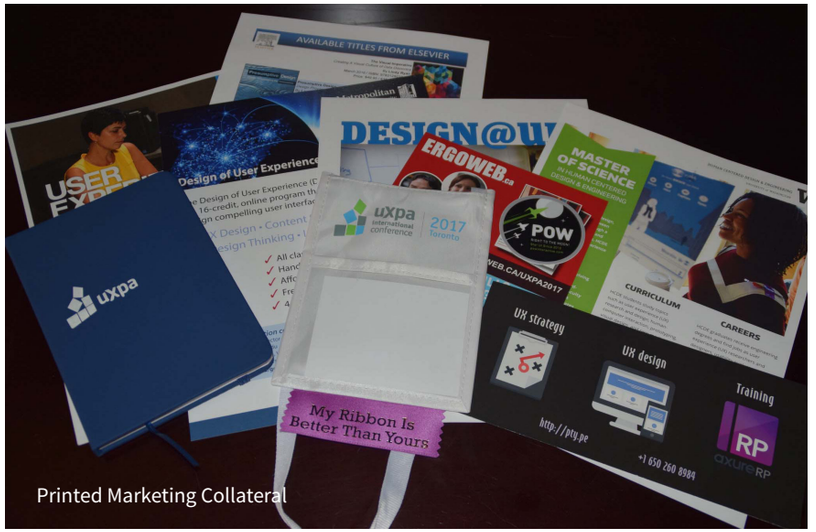


Sponsor Logos at Reception

Phone Charging Stations in the Exhibition hall



Targeted ad on UXPA Events page



Printed Marketing Collateral

Sponsor Packages

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	Visionary	Innovator	Partner	Contributor
Thanks on Social Media (Twitter, LinkedIn, Facebook) and in newsletters leading up to conference	✔	✔	✔	✔
Logo on UXPA 2018 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 2018 3-Day General Registration	3 registrations	2 registrations	1 registration	
Additional UXPA 2018 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**

A la Carte

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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

$15,000 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

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

Opening Reception

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

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

Closing Reception

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

$7,500
(+ 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.

A la Carte

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 Marketng Collateral option

$5,000
(+ 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.

$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.

$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 700 pieces to UXPA, 4 weeks before conference.

*Does not include free conference registrations or other discounts.

$3,500

Qty. available: **2**

Charging Stations

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

A la Carte

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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

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

Game: Corn Hole

Includes a sign with sponsor logo and “thank you” message next to the game in the exhibit hall. Price of game included.

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

Game: Mini Golf

Includes a sign with sponsor logo and “thank you” message next to the game in the exhibit hall. Price of game included.

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

Game: Velcro Darts

Includes a sign with sponsor logo and “thank you” message next to the game in the exhibit hall. Price of game included.

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

Game: Giant Jenga

Includes a sign with sponsor logo and “thank you” message next to the game in the exhibit hall. Price of game included.

$3,500
(+ cost of service)

Qty. available: **2**

Massage Chairs/Tables

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

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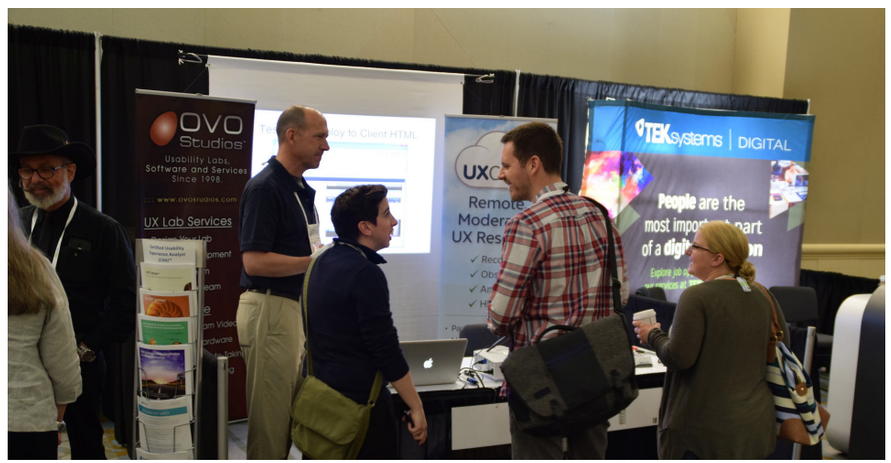
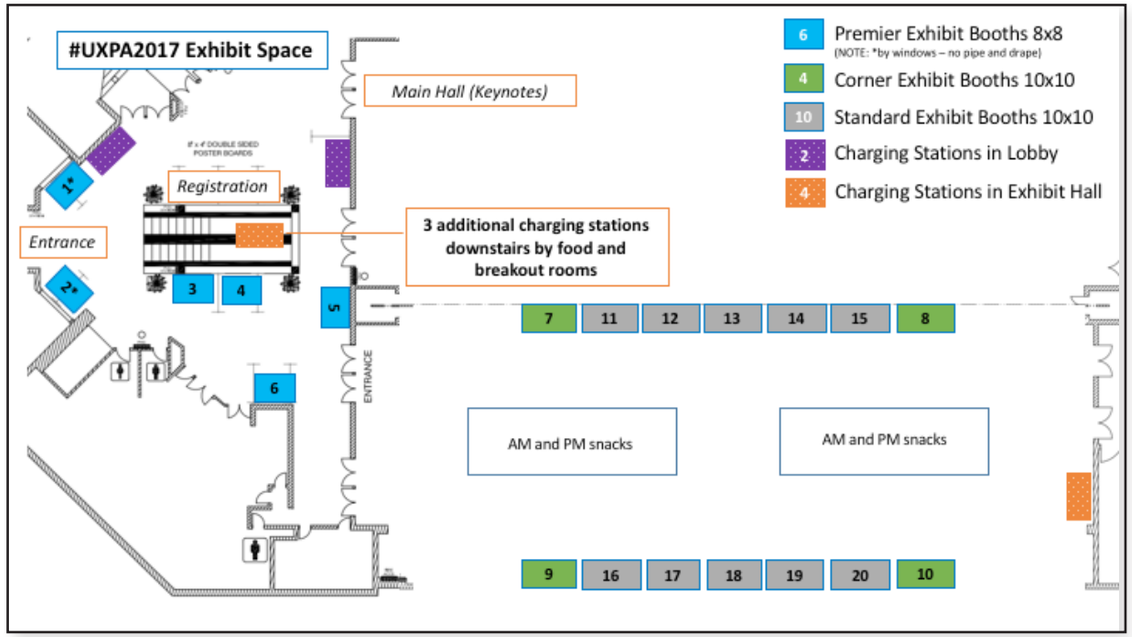
UXPA Exhibitors will Receive **$100 off** the 3-Day General Registrations.



Exhibitor Packages

	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	10x10 (in main area)	10x10	10x10
Logo on the UXPA 2018 Website	✔	✔	✔
Logo in Conference Mobile App	✔	✔	✔
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	**$6,500**	**$5,000**	**$3,500**
Early bird discount (Before Feb. 15, 2018)	*$5,500*	*$4,500*	*$3,000*



*The above map is for reference only and will be updated to reflect the layout at UXPA 2018.

Recent Sponsors

For More Sponsor and Exhibitor Info: **sponsorship2018@uxpa.org**

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