



Sponsorship Opportunities

August 23-26 2011

Mission Bay Conference Center at UCSF
San Francisco, California

www.uxweek.com

What is UX Week?

UX Week, hosted by Adaptive Path, is the premier user experience conference, now in its ninth year. The conference takes place over four days and offers amazing main stage talks and discussions, two full days of hands-on workshops offering take away skills to implement on the job, and lots of opportunity to connect with fellow conference goers.

WHY SPONSOR UX WEEK?

UX Week 2011 builds on eight years of credibility as the must-attend event among the user experience community. Thought leaders and experts from many industries and from both within and outside the field of experience design come together to share their experiences with an engaged audience of individuals seeking inspiration and tools to take their practice to the next level. Partnering with UX Week aligns your brand with an industry-respected conference that offers valuable resources and a great time.

One of the best things about UX Week is its size. At 400 - 500 attendees, it's not so huge that you're a tiny dot on a massive trade show floor. We limit the number of sponsors so you and your team can enjoy great visibility and access. In addition to onsite opportunities to engage with attendees, sponsors receive exposure to of a vast network of user experience professionals through the web, social media and email marketing.

We offer many levels of sponsorship giving you the flexibility to showcase your brand in a unique way that achieves your goals within your budget.

WHO ATTENDS?

UX Week is for experience design professionals of all levels and company big wigs who think user experience is crucial to the success of their product or business. UX practitioners from all over the world and from all kinds of industries come together to find community, get inspiration and learn new things.

Attendees identify themselves as interaction designers, information architects, design strategists, design researchers, product and project managers, engineers, analysts, visual designers directors, VPs and CEOs too.

I got everything I hoped for out of UX Week – practical strategies and an abundance of mind-expanding inspiration. Thanks Adaptive Path.

– John Hawbaker, via Twitter



Premier Sponsorship Opportunities

	PLATINUM SPONSOR \$25,000 <i>(1 available)</i>	GOLD SPONSOR \$15,000 <i>(2 available)</i>	SILVER SPONSOR \$10,000 <i>(4 available)</i>
Company profile on UXWeek.com	200 words	100 words	100 words
Logo, name, and link on UXWeek.com	Top Placement	✓	✓
Listed as sponsor in Adaptive Path Newsletter (25,000+ subscribers)	✓	✓	✓
Listed as sponsor in event alumni email (6,000+ subscribers)	✓	✓	✓
Adaptive Path tweet about sponsorship (12,000+ followers)	✓	✓	✓
Full conference passes (includes workshops)	5	2	1
Lunch sponsorship (includes 20 minute presentation)	✓	-	-
Exhibit space on sponsor floor	✓	✓	-
Refreshment break sponsorship	-	✓	-
Logo displayed on onsite signage	✓	✓	✓
Ad placement in conference guide	Full Page	1/2 Page	1/4 Page
Company logo on main stage sponsor slide	✓	✓	✓
Evening reception sponsor	First Refusal	-	-
Literature at registration desk	✓	✓	✓



A la Carte Sponsorship Opportunities

Pick and choose one or any combination that works best to achieve your goals.

A LA CARTE SPONSORSHIPS INCLUDE:

- Logo and 50 word description on uxweek.com
- Recognition in conference guide
- Logo on sponsor signage and main stage sponsor slide

Evening Reception

\$8,000

UX Week receptions are excellent opportunities for you and your team to showcase your brand while attendees network in a fun, casual atmosphere. Include a small booth display, demo kiosk, pop-up signage, or have an on-site activity. We are happy to help plan additional activities and entertainment. *(Food and beverage is included)*

Lunch Presentation

\$6,000

A great way to engage everyone at once. Give attendees food for thought with a presentation or lunchtime activity. Demo your products and services with 20 minutes of dedicated stage time.

Water Bottle & Hydration Stations

\$5,000

Effective, eco-friendly and everywhere. High quality stainless steel water bottles with your logo are distributed during registration and used all week. Your logo also appears on signage at refill stations throughout the venue.

Lunch Focus Group

\$4,000

UX Week attendees are smart, creative and can offer insightful feedback on your products and services. Take advantage of all of this brain power under one roof by hosting a 45-60 minute focus group. *(Lunch provided. Room capacity 20.)*

Exhibit Space Sponsor

\$3,500

The sponsor area offers great visibility in a highly-trafficked area of the conference. The number of Exhibit Space Sponsors is limited so you can experience the greatest amount of interaction during morning registration, breaks, lunch and on-site evening receptions.

Each Exhibit Space sponsorship comes with (2) exhibitor passes, (1) 5' table, (2) chairs, electricity and wireless internet. Additional charges may apply depending on your set-up.

Refreshment Break

\$2,500

Revitalize attendees during breaks with copious amounts of coffee, tea and high-energy snacks. Refreshment breaks are a great time to register folks for prizes, raffles and giveaways. We can help facilitate.

Associate Sponsor

\$1,000

A simple, effective way to get involved. Your company logo on uxweek.com sponsor page, event signage and main stage sponsor slide.



Which Companies Attend?

3M	Electronic Arts	Motorola Labs	Twitter
American Airlines	Expedia	MTV Networks	VeriSign
Adobe	Facebook	National Park Service	Virgin America
Apple	Fidelity	New York Life	Visa
Bank of America	Gap Inc.	New York Times	Walmart
Best Buy	Genentech	Nickelodeon	WebEx
Boeing	General Mills	Oracle	Wells Fargo
Charles Schwab	Google	Palm	Wired
Cisco	Hewlett-Packard	Salesforce	Xerox
CNN	Human Rights Campaign	Samsung	Yahoo!
Comedy Central	Intel	Skype	YouTube
Continental Airlines	Intuit	Sony Ericsson	Zappos
Dell	Liberty Mutual	Target	Zipcar
eBay	Microsoft	The World Bank	

Other Sponsorship Opportunities

- Wifi Sponsor - \$3,000
- Registration Scholarship for Student Attendee - \$2,500
- Pre-conference Activity
- Evening Activity (ex. SF MOMA, SF Giants Baseball Game, City Tour, etc.)

Didn't see anything that quite fits the bill? Let's talk. We'll work with you to find a unique way to get your brand in front of the UX Week audience within your budget.

Media Partnerships

We're looking for partners to help spread the word and document UX Week. Please contact us to discuss how we can work together.

Services:

- Videography and Photography
- Advertising and Promotion
- Audio Visual Equipment
- Daily Multimedia Coverage

In-kind Sponsorships

We are pleased to offer a limited number of in-kind sponsorship opportunities for product/service displays and giveaways. Please contact us for more details. (*Minimum \$1,000 value required*)

Alumni Sponsors



Microsoft



facebook

About Adaptive Path

We help companies create meaningful experiences with their products and services through our consulting services. We push the practice of experience design forward with our public conferences and workshops. We share our ideas through writing, speaking and teaching. We have global reach but call San Francisco, Austin, Texas and Amsterdam home.

Contact

Contact Analisa Lono at analisa@adaptivepath.com or 415-495-8270 with questions and for more details on sponsorship opportunities.

Visit uxweek.com for more information

