



**uxpa**  
international  
conference

☀ San 20  
Diego 22

June 21-23, 2022

[uxpa2022.org](http://uxpa2022.org)

# Sponsorship & Exhibitor Prospectus

[sponsorship@uxpa.org](mailto:sponsorship@uxpa.org)



## About UXPA International

Founded in 1991, UXPA has evolved to become the hub for user experience professionals worldwide. With over 50 chapters around the world, we help build local design/research communities with local events and meetups 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.

## Our Goals

- Serve as the authoritative source on the practice of usability, user-centered design (UCD), and UX.
- Facilitate professional development and education within the UX field.
- Promote the business value of UX, research, design and evaluation to business and other entities.
- Foster a community of user experience professionals through knowledge sharing and networking.
- Provide effective industry governance.
- Enhance and provide the value of membership in UXPA International.

## Benefits of Sponsorship

Our annual international conference connects people who research, design, and evaluate the user experience of products and services. Sponsoring our conference offers unique benefits, including:

- **Target audience** - engage with qualified sales leads seeking UX products & services.
- **Brand Awareness** - be further recognized as a supporter of the UX community.
- **Audience feedback** - garner user feedback, perception, and insight about your product.
- **Channel marketing** - increase contact lists and social media engagement to promote your organization, product, & services.
- **Recruiting** - network with talented UX professionals for your growing team.
- **Product Development** - exchange ideas with UX practitioners to further new product development.



30%

Researchers

26%

Designers

44%

Other UX Professionals

Numbers based on past attendance  
(does not include student attendees)

*"Awesome job, UXPA team! This was my first UXPA, and a conference to remember. The opening reception was perfect-- loved that there were tables to sit and talk with folks for hours!"*



# Branding Opportunities

All branding, sponsorships, and exhibitors (except printed collaterals) include:

- Logo on our UXPA 2022 Website & Conference Mobile App
- Social Media 'Thank You'
- 'Thank You' in the UXPA Newsletter
- Up to three \$100 discount on UXPA 2022 General Registrations



## Badge Lanyards

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

**\$3,000**

(+ cost of lanyards)

## Volunteer T-shirts

Your 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**

(+ cost of t-shirts)

## Printed Marketing Collateral

Collateral will be given to each attendee in the 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.

**\$500**

(+ cost of material)



## Branding Opportunities

### All sponsorship on this page include:

- Logo on UXPA 2022 Website
- Logo in Conference Mobile App
- Thanks on Social Media and Newsletter
- Sponsor announcements
- 2 General Conference Registrations

### Opening Reception

Sponsor the kick off of UXPA 2022, helping us welcome all attendees on *Tuesday evening*. Networking is effortless at this fun event! See your options.

### Exclusive Step and Repeat (S&R) sponsorship

S&R banner, a publicity backdrop with your logo and UXPA's only, to welcome attendees to the reception and have great photo opportunities as they enter the reception #instagramworthy.

**\$10,000**

(+ cost of material)

### Opening Reception - Cocktail sponsorship

Your company's logo will be on the signage in reception area, cocktail bars and on napkins used in the reception.

**\$5,000**

(+ cost of material)

# Branding Opportunities

## All sponsorships on this page include:

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- Social Media “Thank You”
- 'Thank You' in the UXPA Newsletter
- Up to three \$100 discount on UXPA 2022 General Registrations



## Closing Reception

Join us as we round off UXPA 2022, helping us feed all attendees on *Thursday evening*. Your company's logo will be on the signage at reception. As a special benefit included in this sponsorship, you get a **free conference registration** for your organization.

**\$5,000**

(+ cost of signage)

## Unconference Event

This special lightning session will be branded as “Presented By [your company name]”. Sponsor the session and meet new colleagues.

**\$1,000**

(+ cost of signage)

## Recruiting & Networking

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- Logo in Conference Mobile App
- Social Media “Thank You”
- 'Thank You' in the UXPA Newsletter
- Up to three \$100 discount on UXPA 2022 General Registrations



### On-site UX Event

Conference attendees will be invited to attend a hosted UX event of your choice at the conference hotel. Food/drinks are not included.

**\$5,000**

### Portfolio Reviews

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.

**\$2,500**



# Sponsorship Packages

## Visionary

## Innovator

## Contributor

**Price**

\$10,000

\$5,000

\$2,500

**Tickets to conference**

8

4

2

**Additional Tickets**

\$300 off

\$200 off

\$100 off

**Exhibitor Booth**

\$1000 off

\$800 off

\$200 off

**Ad in UXPA magazine**

3 months

1 month

**Ad in monthly newsletter**

12 months

6 months

Sponsor logos will be specially displayed at the conference and featured on the conference website and mobile app



## Exhibitor Packages

Showcase your products and services to key decision makers in UX and engage with talented professionals looking for resources, services and tools.

### All exhibits packages include:

- 2 exhibitor passes - for conference meals and access to exhibit floor **only**
- Logo on the UXPA 2021 website and conference mobile app
- Special 'thank you' blurb on the UXPA Newsletter
- Acknowledge in social media and during the conference

|                    | Elite*    | Premier   | Standard  |
|--------------------|-----------|-----------|-----------|
| Price              | \$5,000   | \$4,000   | \$3,000   |
| Additional Tickets | \$300 off | \$200 off | \$100 off |

\*Highest visibility and traffic area



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Other items and customized sponsorship opportunities such as book signing event, sponsored meals, social networking and recruiting events are also available.

Email us at [sponsorship@uxpa.org](mailto:sponsorship@uxpa.org), and let us know how we can help promote your organization.

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