Baltimore
Aug 30th-Sep 2nd, 2021

SPONSORSHIP
OPPORTUNITIES

uXpa
international
conference

2021
Baltimore

sponsorship@uxpa.org

UXPA International connects and supports people who research, design, and evaluate the user experience of products and services. Since its birth in 1991, UXPA has become the organization of choice for user experience professionals worldwide.
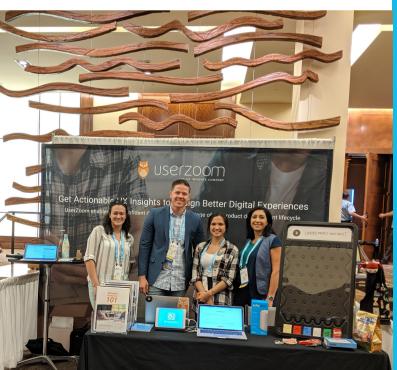
UXPA currently has over 50 chapters around the world, each helping build local design/research communities for networking and knowledge sharing. UXPA is internationally recognized as an authoritative source of knowledge on the practice of usability, user-centered design, and user experience.

WHY SPONSOR

Engage with over 600 UX professionals looking for resources, services and tools.

Reveal the uniqueness of your products and services.

Exchange ideas with UX practitioners and also garner user feedback, perception and insight about your product.

600+
Attendees

50+
Sessions

15+
Courses

Numbers based on UXPA 2019 attendance

Increase awareness of your brand through professionals from different countries.

Meet pratitioners around the world

Build and maintain market awareness of your products and services.

Network with talented professionals for your growing team

Be recognized as a supporter of a global and diverse UX community.

uxpa2021.org

30%

Researchers

26%

Designers

44%

Other UX Professionals

Numbers based on UXPA 2019 attendance

"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!"

SOME OF OUR PAST SPONSORS

Adobe	iMotions	Smart Eye
Amazon	Marketing Systems	Stickermule
AnswerLab	Measuring U	Tek Sustems
Balsamiq	Mediabarn	The Creative
Brilliant Expereince	Microsoft	Group
Capital One	O'Reilly	Tobiipro
Dscout	Optimal Workshop	Ultimate Software
Facebook	Phase5	User Testing
Focus Suites	Rosenfeld	Userzoom
IBM	Sketch	

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Sponsorship Packages

	Visionary	Innovator	Contributor
Price	$12000	$8000	$3000
Tickets to main conference	3	2	1
Additional Conference Tickets (up to 2)	$300 off	$200 off	$100 off
Exhibits booth if available	$1000 off	$800 off	$200 off
Ad in UXPA magazine*	For 3 months	For 1 month	-
Your company featured in the UXPA monthly newsletter*	2	1	-

- Broadcast your offerings to a broader audience of UX professionals before or/and after the UXPA 2021 conference

Also included in all packages: Thanks on all UXPA Social Media channels. Sponsor logos will be specially displayed at the conference and featured on the conference website and mobile app

Exhibits

For 3 days, we will feature meals, snacks, and breaks to increase your exposure. Exhibits are great for engaging with talented professionals looking for resources, services and tools.

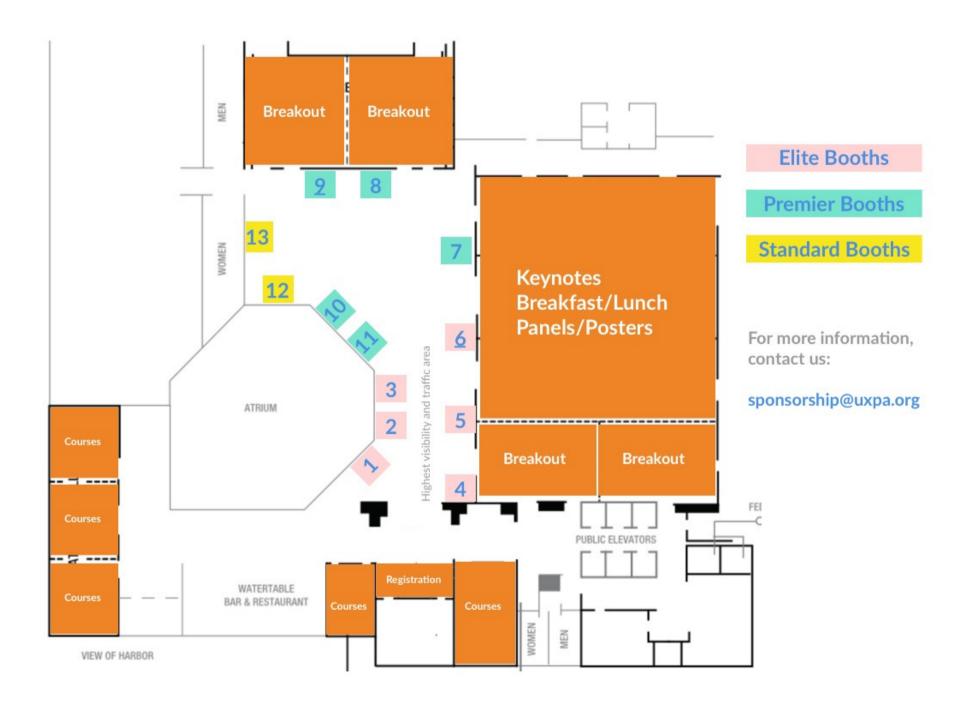**All exhibits packages include:**

- 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
Discount off of conference registrations (up to 2)	$300 off	$200 off	$100 off
Price	$5500	$4500	$3500

- Highest visibility and traffic area

Exhibit Floor Plan
Subject to change based on safety guidelines

MEN

Breakout   Breakout

9   8

WOMEN

13

12

10

11

ATRIUM

Highest visibility and traffic area

3

2

1

6

7

5

4

Keynotes
Breakfast/Lunch
Panels/Posters

Breakout   Breakout

Courses

Courses

Courses

WATERTABLE
BAR & RESTAURANT

Courses

Registration

Courses

WOMEN   MEN

PUBLIC ELEVATORS

FEI

VIEW OF HARBOR

Elite Booths

Premier Booths

Standard Booths

For more information,
contact us:

sponsorship@uxpa.org

Branding

All sponsorships (except printed collaterals) include:

- Logo on UXPA 2021 Website
- Logo in Conference Mobile App
- Social Media 'Thank You'
- 'Thank You' in the UXPA Newsletter
- Up to three $100 discount on UXPA 2021 General Registrations

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

$6000
(+ cost of lanyards)

Sponsored Conference Swag
You choose the swag and cover the cost of materials and shipping. Your logo (along with UXPA's logo) will be included on the swag you chose and distributed to attendees as part of registration packet.

$3000
(+ cost of swag item)

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.

$2500
(+ 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.

$2500
(+ cost of t-shirts)

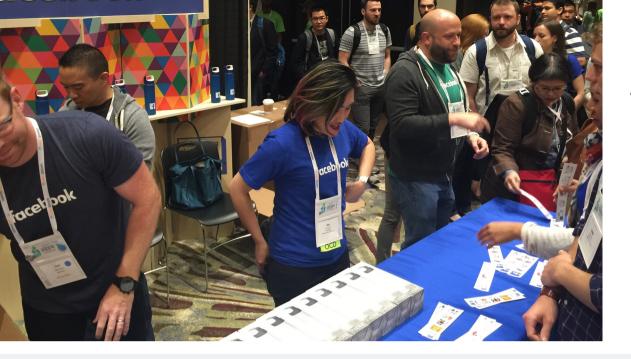# Recruiting & Networking

All sponsorships on this page include:
- Logo on UXPA 2021 Website
- Logo in Conference Mobile App
- Social Media "Thank You"
- 'Thank You' in the UXPA Newsletter
- Up to three $100 discount on UXPA 2021 General Registrations

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.

$5000

Speed Networking Event
Guided speed networking session will enable conference attendees to make new connections during the period of 1 hour. By sponsoring this event, you will have a special thank you during the event and will help organize it to increase your recruiting and networking opportunities.

$3500

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.

$3500

Branding & Networking

All sponsorship on this page include:

- Logo on UXPA 2021 Website
- Logo in Conference Mobile App
- Thanks on Social Media and Newsletter
- Sponsor announcements
- 2 General Conference Registrations

Opening Reception at the National Aquarium in Baltimore

Sponsor the kick off of UXPA 2021, helping us welcome all attendees on *Tuesday evening*. Networking is effortless at this fun event! See your options.

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.

$15000

Cocktail sponsorship
Your company's logo will be on the signage by cocktail bars and on napkins used in the reception.

$20000

Exclusive sponsorship
S&R banner with your logo and UXPA's, branded napkins and signage by cocktail bars

$30000

Branding & Networking (cont.)

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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 2021 General Registrations

Closing Reception
Join us as we round off UXPA 2021, 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** to bring someone from your company.

$5000

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

$2000

uXpa international conference | 2021 Baltimore

Other items and customized sponsorship opportunities such as book signing event, sponsored meals, social networking and recruiting events are also available. Connect with us to know more.

sponsorship@uxpa.org