Clearleft presents

UX LONDON

SPONSOR PACK

What is UX London?

UX London is three days of education, inspiration and skills development in the heart of the city. Bringing together some of the leading practitioners in usability, information architecture and user experience design, this conference will be a mix of inspirational talks and practical half day workshops. UX London will equip attendees with the practical skills needed to do their jobs better, be they budding IAs, experienced practitioners or UX managers.

For the price of a single ticket, attendees will get to see some of the biggest names in the industry and choose from eight practical, hands-on workshop sessions. These will be spread across three tracks (*UX Fundamentals*, *Advanced Skills*, *UX Strategy and Management*) and cover everything from the basics of web usability and form design, through to advanced topics like Agile UXD, interactive wireframe creation and UX meeting facilitation.

Jared Spool, UIE (speaker, 2009)

With top names including **Alan Cooper, Lou Rosenfeld, Robert Fabricant** and **Kate Rutter**, there are no comparable events in the UK. For this level of training you normally have to fly to the US, making it prohibitively expensive for most teams; until now.

UX London is on the 13 - 15 April 2011 and early-bird tickets are priced from £795+VAT.

Audience

UX London is primarily aimed at experienced UX professionals in large corporations or agencies. However we also expect to see a range of other disciplines including product managers looking to improve the experience of their applications, and existing designers interested in progressing their careers in the UX field.

Attendees will largely be from the UK, although we also anticipate a significant number of European delegates. The event capacity is 300 people and tickets are expected to sell out well in advance of the event.
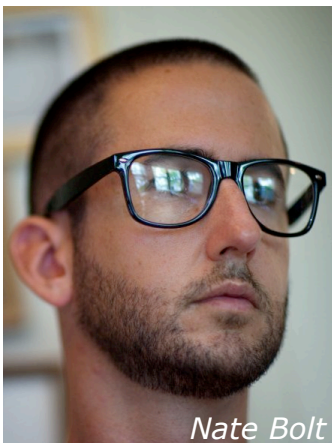
Job titles will include.

- CTO (Chief Technical Officer)
- CXO (Chief Experience Officer)
- Head of Online
- UX Manager
- Product Manager
- Senior Information Architect

- Senior Analyst
- User Experience Architect
- Usability Consultant
- Interaction Designer
- Interface Designer
- User Experience Designer

Speakers

Clearleft has attracted some of the top speakers in the industry to present at UX London, and we're still adding more to the line-up. Here are just a few who are already confirmed.

- Alan Cooper (Cooper, *"About Face", "The Inmates Are Running the Asylum"*)

- Lou Rosenfeld (Rosenfeld Media, *"Information Architecture for the World Wide Web"*)

- Robert Fabricant (Frog Design)

- Kate Rutter (Adaptive Path)

- Kim Goodwin (Cooper, *"Designing for the Digital Age"*)

- Matt Jones (BERG)

- Bryan Rieger (Yiibu)

- Sunni Brown (BrightSpot ID, *"GameStorming: A Playbook for Rule-breakers, Innovators and Changemakers"*)

- Todd Zaki Warfel (Messagefirst, *"A Practitioner's Guide to Prototyping"*)

- Nate Bolt (Bolt | Peters, *"Remote Research"*)

- Russ Unger (Happy Cog, *"A Project Guide to UX Design"*)

- Giles Colbourne (CXPartners, *"Simple and Usable Web Mobile and Interaction Design"*)

- Josh Porter (Bokardo, *"Designing for the Social Web"*)

- Kevin Hoffman (Happy Cog)

Nate Bolt

Lou Rosenfeld

Robert Fabricant

Kevin Hoffman

Why sponsor UX London?

Sponsoring UX London will connect your brand with some of the most influential UX practitioners, organisations and thought leaders in the industry. This is the perfect opportunity for any organisation working in the usability, information architecture or user experience space. With such a high concentration of senior UX practitioners, UX London is also the ideal place to recruit new staff.

The two main ways in which Clearleft can promote your company are by creating brand visibility and networking opportunities at the event. There are three different levels of sponsorship, giving you the flexibility to showcase your services and demonstrate your commitment to the UX community in a way that best fits your needs.

Our conferences attract sponsorship from a wide variety of companies including Adobe, Yahoo, BBC, LBi, and Flow Interactive.

Sponsorship opportunities

Three levels of sponsorship are available, along with additional opportunities for individual sponsorship. Sponsorship places are strictly limited.

Premier Sponsor £8,500 (2 places available)	Executive Sponsor £6,000 (6 places available)	Associate Sponsor £2,500 (6 places available)
Introduce keynote speaker		
Large exhibition space with power and internet connection for full event	Medium exhibition space on day one of the event	
2 stand passes	2 stand passes	
Listed as premier sponsor on all marketing collateral		
Company listing in press releases		
Top sponsor logo placement on website	Logo on website	Logo on website
Logo on print adverts	Logo on print adverts	
Logo on screen during breaks	Logo on screen during breaks	Logo on screen during breaks
2 pop-up banners in conference track on day one	1 pop-up banner in conference track on day one	
Logo on name badge/ programme	Logo on name badge/ programme	Company name on name badge/programme
Two guest invitations to the exclusive speakers' dinner		
First refusal of party sponsorship	Second refusal of party sponsorship	

Other sponsorship opportunities

- Post-event party
- Speakers' dinner
- Refreshment breaks
- Conference lanyards
- Event t-shirts
- Notepads, pens, stickies

Contact

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