UX

LONDON

28–30 May 2014

SPONSOR PACK

What is UX London?

UX London is an eclectic and distinctly original event for UX professionals. A conference that provides 3 days of inspiration, education and skills development, with a mix of stimulating talks and hands-on workshops from some of the biggest names in the industry.

Even the venue is unique. Last year we moved to Trinity Laban in Greenwich - the perfect (RIBA award-winning!) setting for our attendees to immerse themselves in the world of User Experience design.

Each day is scheduled around a theme - Products on Day One, People on Day Two and Platforms on Day Three - with every day including both talks and workshops, all for the price of a single ticket. As we now offer day passes, delegates have the option to attend the whole conference, or just the days that best match their role. This means we have a higher number of delegates across the event - even more fantastic people for you to meet!

Attending UX London gives our delegates the practical skills needed to do their jobs better, whether they are budding information architects, seasoned practitioners or user experience designers. With top names including **Oliver Reichenstein**, **Aza Raskin**, **Scott Jenson** and **Luke Wroblewski**, no other event outside of the US comes close to this level of training.

UX London takes place on 28th-30th May 2014 and Early Bird tickets are priced at £795 + VAT for three days, and £325 + VAT for single day passes.

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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 are mostly from the UK and Europe. The event capacity is 400 people and tickets usually sell out well in advance of the event.

Job titles include:

CTO (Chief Technical Officer)	Product Manager	Usability Consultant
CXO (Chief Experience Officer)	Senior Information Architect	Interaction Designer
Head of Online	Senior Analyst	Interface Designer
UX Manager	User Experience Architect	User Experience Designer

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Speakers

Clearleft attracts some of the top speakers in the industry to present at UX London... and we're always as excited as our attendees to hear their wisdom!

Here are just some of those who'll be taking part:

Luke Wroblewski	Author of *Mobile First*
Aza Raskin	CEO of Massive Health
Aarron Walter	Author of *Designing for Emotion*
Oliver Reichenstein	Founder of Information Architects (iA)
Daniel Burka & Jake Knapp	Design partners at Google Ventures
Dan Hill	CEO of Fabrica
Stephanie Rieger & Bryan Rieger	Designers and founders of Yiibu
Scott Jenson	UX strategist and designer
Erika Hall	Founder of Mule Design
Kevin Cheng	Co-founder of Incredible Labs
Jeff Gothelf	Managing Director at NEO
Rory Sutherland	Vice Chairman of the Ogilvy Group UK
Younghee Jung	Designer researcher at Nokia UK

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Why Sponsor UX London?

Sponsoring UX London connects 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 the ideal place to recruit new staff.

Clearleft can promote your company 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.

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Sponsorship Opportunities

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

Premier	Executive	Associate
£6,000 (2 places available)	**£4,000** (2 places available)	**£2,000** (6 places available)
Introduce keynote speaker		
Exhibition space with power and internet connection for full event	Exhibition space with power and internet connection for full event	
2 stand passes	2 stand passes	
3 one day event passes (subject to availability)	2 one day event passes (subject to availability)	1 one day event pass (subject to availability)
Listed as premier sponsor on all marketing collateral		
Top sponsor logo placement on website	Logo on website	Logo on website
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
Company promotional material in antendee goodie bag	Company promotional material in antendee goodie bag	Company promotional material in antendee goodie bag
Two guest invitations to the exclusive speakers' dinner		
First refusal of party sponsorship	Second refusal of party sponsorship	

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Individual sponsorship

Food cart

We're serving some of the UK's best street food at UX London, so why not sponsor one of the food carts? You choose which cart you want to sponsor and tailor the selection to your message. So if you're a San Francisco based start-up, why not buy everybody burritos? As well as having pop-up banners next to your chosen cart, we'll ask the servers to wear your corporate t-shirt.

Sponsorship of one of the lunchtime food carts - £1,000 per day

Coffee cart

UX people love good coffee so this is a great opportunity to win the thanks of our attendees. It's also a very economical sponsorship opportunity as Clearleft are covering 50% of the costs. You can flank the cart with pop-up banners, and ask the baristas to wear your company T-shirt!

~~Sponsorship of the coffee cart - £2,625 for the whole event~~

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Workshop presentation

Does your organisation have skills and knowledge that you'd like to present in a hands-on workshop for our delegates? If you have a session you think could benefit our attendees, have a chat with us about bringing that to the UX London schedule.

~~Contact us for details~~

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Other sponsorship opportunities

- Party sponsorship
- Speakers' dinner
- Refreshment breaks
- Conference lanyards
- Event t-shirts
- Notepads, pens, stickies

CONTACT

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