



# UX LONDON

20–22 May 2015



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. The conference is now based at 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 - and as we now offer single day passes in addition to three-day tickets, 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 Kim Goodwin, Karen McGrane, Jon Kolko, and Des Traynor, no other event outside of the US comes close to this level of training.

**UX London** takes place on 20th-22nd May 2015 and Super Early Bird tickets are priced at £745 + VAT for three days, and £325 + VAT for single day passes.

# who is our 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)  
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



# our 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:

**Adam Connor**

Experience Design Director at Mad\*Pow



**Angel Anderson**

Experience Design Director at CP+B

**Brad Frost**

Independent web designer

**Cecilia Weckstrom**

Global Head of LEGO.com  
and Consumer Experience at the LEGO Group

**Chris Noessel**

Design Fellow at Cooper

**Cyd Harrell**

UX lead and Product Director for  
Code for America

**Des Traynor**

Co-founder of Intercom

**Jeff Patton**

Author of User Story Mapping

**Jenna Marino**

Co-founders of design  
studio Hanerino



**John Willshire**

John Willshire

**Jon Kolko**

Author and Vice President of Consumer  
Design at Blackboard

**Julie Zhuo**

Director of Product Design  
at Facebook

**Karen McGrane**

Author of Content Strategy  
for Mobile

**Kim Goodwin**

Author of Designing for  
the Digital Age

**Meng To**

Designer and author of  
Design+Code

**Patrick Haney**

Co-founders of design  
studio Hanerino



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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 BBC, Spotify, Ubuntu, LBi, Mailchimp, Balsamiq and cxpartners.



# sponsorship opportunities

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

<b>Premier</b>	<b>Executive</b>	<b>Associate</b>
<b>£6,000</b> (2 places available)	<b>£4,000</b> (2 places available)	<b>£2,000</b> (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
Logo on name badge/programme	Logo on name badge/programme	Company name on name badge/programme
Company promotional material in attendee goodie bag	Company promotional material in attendee goodie bag	Company promotional material in attendee goodie bag
Two guest invitations to the exclusive speakers' dinner		
First refusal of party sponsorship	Second refusal of party sponsorship	



# 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, provide branded cup cleaves, or ask the baristas to wear an apron bearing your company logo!

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

## 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

### Other sponsorship opportunities

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

## CONTACT

Please email Kate Bulpitt at:  
[kate@clearleft.com](mailto:kate@clearleft.com)

or telephone:  
+44 (0)845 838 6163