



# UX LONDON

18–20 May 2016

**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.



UX London takes place on  
**18-20 May 2016**

## **Super Early Bird tickets**

£745 + VAT for three day passes

£325 + VAT for single day passes

Even the venue is unique. The conference is 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, which for 2016 will be Design Strategy on Day One, Product Design on Day Two and Design Practice on Day Three. As we 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 Erika Hall, Marc Rettig, Christina Wodtke and Peter Merholz, no other event outside of the US comes close to this level of training.

# 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:



**Abby Covert**  
Information Architect



**Cennydd Bowles**  
Digital Product Designer



**Christina Wodtke**  
Start-up coach and author



**Dan Klyn**  
Information Architect



**Erika Hall**  
Co founder of Mule Design and author



**Jim Kalbach**  
Author of Designing Web Navigation and Mapping Experiences



**Jonathon Colman**  
Product UX & content strategy at Facebook



**Leah Buley**  
Analyst at Forrester Research



**Louise Downe**  
Head of Design for the UK Government, GDS



**Marc Rettig**  
Managing Principal at Fit Associates



**Melissa Perri**  
Product Manager, UX Designer, CEO of ProdUX Labs



**Peter Merholz**  
Product Manager and Design Executive

# 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

# 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 **Google**, **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.

Premier <b>£6,000</b> (2 places available)	Executive <b>£4,000</b> (2 places available)	Associate <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

## Simulcast Room

Last year we introduced the hugely popular Simulcast Room. From the comfort of a sofa-filled studio, attendees were able to enjoy the morning talks via live broadcast. A great space for those wanting to spread out with their laptop (though everyone seemed to enjoy settling down in there!), sponsoring the Simulcast Room is a new, unique way to meet delegates and make your mark at the conference.

**Contact us for details**

## 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 sleeves, or ask the baristas to wear an apron bearing your company logo!

**Sponsorship of the coffee cart - £2,850 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**

## Sponsor a student place

Is your company keen to nurture up-and-coming design talent? Then talk to us about opportunities for the next generation to be part of UX London, thanks to you.

## Other sponsorship opportunities

- After Party
- Refreshment breaks
- Speakers' dinner
- Conference lanyards

... though if you have any other ideas, let us know, we'd love to hear from you!

## CONTACT

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

or telephone:  
**+44 (0)845 838 6163**