



User Experience Lisbon 2012  
16 to 18 May 2012

**Sponsor Pack**



# Presenting UX Lx

UX Lx is a unique three-day User Experience event set in sunny Lisbon, Portugal from 16 to 18 May 2012. A premier event for User Experience Professionals, Designers, Information Architects and Usability Practitioners, UX Lx will bring together 500 professionals from around the world. Coupled with a set of world renowned speakers, all of them published authors and leading experts in their fields, UX Lx is the largest event of its kind in Europe, attracting attendees from dozens of different countries.



With 10 thought-provoking talks, 16 hands-on workshops and 16 slots for self-proposed talks, UX Lx will present the latest knowledge in the field, giving attendees the information and techniques they will need to push their work forward. Workshops themes range from research to design and strategy, enabling newcomers and seasoned professionals alike to hone up their skills and techniques. Talks will present all the latest topics in a thought-provoking fashion and are set to be starting points for discussion and further investigation. Self-proposed sessions will be open for anyone to apply to and will be curated by the organising committee, enabling up and coming professionals to show their knowledge and gain recognition. A range of networking events and side activities is also being laid out so that everyone can have a great time at UX Lx.

This year's speakers will include **Bill Buxton, Peter Morville, Jesse James Garrett, Dave Gray, Ginny Redish, Steve Portigal, Kim Goodwin, Joshua Porter, Indi Young, Mike Kuniavsky, Rachel Hinman, Cennydd Bowles, Debra Gelman, Arnie Lund, Derek Featherstone, Andrea Resmini, Nate Bolt** and **Gerry McGovern**. Such an outstanding set of industry leading speakers are not usually found in European Conferences, forcing most people to fly over to the United States, with all of the added expenses in travel and accommodation.

UX Lx is aimed at an European audience, so tickets will be competitively priced. A UX Lx ticket, with all the travel and accommodation costs included will be cheaper than the typical price of a single ticket in a similar US event. The organisation already signed exclusive airline and hotel deals that the attendees will be able to take advantage of, further lowering the cost of attending.

UX Lx is presented by:





# Our Speakers

We signed up a fantastic range of industry leading speakers, most of them published authors. Their fields of expertise span across the entire range of disciplines under the User Experience umbrella.



Speakers who already confirmed their presence at UX Lx 2012 include:

**Bill Buxton:** Principal Researcher at Microsoft Research, author of “Sketching User Experiences”.

**Kim Goodwin:** Worked at Cooper, author of “Designing for the Digital Age”

**Peter Morville:** Author of several books, including the famous “Polar Bear” book, “Information Architecture for the World Wide Web”

**Ginny Redish:** Author of "Letting Go of the Words"

**Jesse James Garrett:** President of Adaptive Path, author of “The Elements of User Experience”

**Mike Kuniavsky:** Founder of Adaptive Path , author of “Observing the User Experience”

**Indi Young:** Founder of Adaptive Path, author of “Mental Models”

**Joshua Porter:** Author of the “Designing for the Social Web”

**Rachel Hinman:** Senior Researcher at Nokia, author of “The Mobile Frontier”

**Gerry McGovern:** Author of “Killer Web Content” and “The Stranger’s Long Neck”

**Arnie Lund:** Principal UX Lead at Microsoft, author of User Experience Management”

and also **Steve Portigal, Debra Gelman, Cennydd Bowles, Derek Featherstone, Nate Bolt and Andrea Resmini.**



UX Lx is directed at the European User Experience market, both to individual practitioners but mainly to employees of large agencies and consultancies. We expect professionals from all sorts of User Experience related disciplines as well as professionals from related activities willing to evolve their skills into the User Experience field.

We had close to 500 people attending each of our previous two events, coming from more than 30 different countries. They were attracted by our top line of speakers and the favourable weather that creates a good opportunity to tour the city of Lisbon before and after the conference. Our planned range of side-activities encourages this as well. We already made arrangements with local industry associations in a wide range of European countries to promote the event locally.

Companies that were present at the first and second editions include: **Google, Yahoo, Microsoft, Adobe, Amazon, Nokia, Intel, Shell, Saab, United Nations, BBC, Deutsche Telekom, Vodafone, BBC, EuroRSCG, FullSix, LBi, Best Buy, Indra, Santander, Novabase, EDP, Critical Software, Optimus, SAPO, Portugal Telecom, CGD** and **Millennium BCP**.

#### **Some of the job titles we attracted include:**

Business Analyst  
Chief Experience Officer  
Chief Technical Officer  
Experience Manager  
Head of Online Channels  
Information Architect  
Interaction Designer  
Interface Designer  
Marketing Manager  
Product Manager  
Project Manager  
Usability Analyst  
Usability Consultant  
User Experience Architect  
User Experience Designer  
User Interface Designer  
User Researcher  
Visual Designer



We signed up a fabulous venue for the event in the heart of the new Lisbon Business District and facing the magnificent river Tagus (one of the largest in Europe).



The Venue can accommodate **up to 500 people** and is set with world class facilities and fully accessible to attendees with conditioned mobility. Participants will be provided with fully catered lunches, showcasing a range of dishes from the rich and varied Portuguese cuisine. International alternatives, as well as vegetarian and vegan options will also be provided.

Coffee breaks showcasing Portuguese pastries will be served in every intermission. Free wi-fi and power sockets will be provided to all attendees.



The conference will take place in a large auditorium filled with natural light and presentations will be displayed on a 130 square feet (12m<sup>2</sup>) screen. Workshops will take place in four different rooms, all of them holding more than 50 people comfortably.

A small User Experience book fair will take place in the venue hall. We already signed up all the top UX publishers to be present.



# Why Sponsor UX Lx?

By sponsoring UX Lx you are attaching your brand to top industry leaders and exposing it to decision makers in top agencies and consultancies. We can also facilitate your recruiting efforts if your organisation is looking to attract the best people in the UX field.

We can increase your brand exposure and recognition by showcasing it in all sorts of different ways (depending on the sponsorship level):

- Naming of the conference rooms.
- Exposure through all sorts of marketing efforts that will be conducted to promote the conference within other industry's events and social networks.
- Placement of stands inside the conference venue hall where you can demonstrate your products and reach the attendees directly.
- Distribution of assorted marketing material with the attendees' Welcome Pack.
- Exposure within all our marketing material and press releases.

Companies that sponsored the event in the past: **Microsoft, Adobe, Nokia, Booking.com, UserZoom, 23 Video, Novabase, UXPin, Log, Cacao, Loop11, HotGloo, O'Reilly, Rosenfeld Media, Pearson, Morgan Kaufmann, Elsevier, Tobii, Axure, Usabilla, SMI, Balsamiq, Moo.com**, and the **London User Research Centre**.

As we mentioned before, we've also set up a European wide network within industry's organisations and public groups that will help us in our marketing efforts, advertising the conference (and its sponsors) on their local and national networks.

Most of all, we're here to help you and we can cater to your specific needs, so if you have your own ideas for promotion, talk to us.



# Sponsorship Levels

We offer several sponsorship levels, so no matter what your budget is, there's always a way to expose your brand to the top industry leaders and decision makers. Levels include:

	Main Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
	€ 10.000 2 spots available	€ 5.000 4 spots available	€ 2.500 6 spots available	€ 1.000 12 spots available
Branding	Association with the conference name on all marketing efforts Naming of the main conference room	Naming of one of the workshops' rooms		
Stands & Banners	4 m <sup>2</sup> stand on the venue hall, with power and internet connection	1 vertical banner on venue hall (with optional power for screens)		
	2 stand passes	1 hall pass		
Logo Placements and Merchandising	Big logo on conference badge	Medium logo on conference badge		
	Very big logo on website	Big logo on website	Medium logo on website	Small logo on website
	1 page ad on the event programme	1/2 page ad on the event programme	1/6 page ad on the event programme	1 line ad on the footer of the event programme
	1 min Video Ad on the internal conference TV channel	20 sec Video Ad on the internal conference TV channel	Free-standing logo on screen during breaks	Shared logo (with other Silver Sponsors) on screen during breaks
	Distribution of large items or free offers in the Welcome Pack	Brochure in the Welcome Pack	Small brochure (up to 4 pages) or leaflet in the Welcome Pack	
Tickets	4 free Platinum tickets	2 free Platinum tickets	1 free Gold ticket	1 free Silver ticket
	2 tickets to the exclusive Speakers Dinner			

You can also choose to sponsor a specific event or conference item. Exposure will not be as widespread but since it will be very focused and it's exclusive, there will be a lot of recognition for your brand.

These include: **Pre-Conference Party, Speakers Dinner, Coffee Breaks, Lunches, After Party, Lanyards, Paper Pads, Pens, Stickers**, etc... Just talk to us to find more about their associated costs.



We are here to help your company reach its marketing goals. UX Lx is a fantastic place to expose your brand to the User Experience industry leaders and decision makers. Please consider this Sponsor Pack as a starting point. We are more than happy to discuss your ideas and we're going to do our best to accommodate them.

## **Talk to us.**

You can reach the conference curator, Bruno Figueiredo, at:

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