



UX WEEK 2010

Mission Bay Conference Center at UCSF
San Francisco | August 24 - 27

I got everything I hoped for out of UX Week – practical strategies and an abundance of mind-expanding inspiration. Thanks Adaptive Path.

– John Hawbaker, via Twitter

What is UX Week?

UX Week, hosted by Adaptive Path, is the premier user experience conference, now in its seventh year. The conference takes place over four-days and offers amazing main stage talks and discussions, two full days of hands-on workshops offering take away skills to implement on the job, and lots of opportunity to connect with fellow conference goers.

Who Attends?

UX Week is for user experience professionals of all levels and company big wigs who think user experience is crucial to the success of their product or business. UX practitioners from all over the world and from all kinds of industries come together to find community, get inspiration and learn new things.

Attendees identify themselves as interaction designers, information architects, design strategists, design researchers, product and project managers, engineers, analysts, visual designers and everything in between. There are managers, directors, VPs and CEOs too.

Companies attending *(not a complete list)*

3M	Facebook	National Park Service	Walmart
American Airlines	Fidelity	New York Life	Wells Fargo
Apple	Gap Inc.	New York Times	Wired
Bank of America	Genentech	Nickelodeon	Xerox
Best Buy	General Mills	Oracle	Yahoo!
Boeing	Google	Palm	YouTube
Charles Schwab	Hewlett-Packard	Salesforce.com	Zappos
Cisco, WebEx	Human Rights Campaign	Samsung	Zipcar
CNN.com	Intel	Skype	Intuit
Comedy Central	Intuit	Sony Ericsson Mobile	Liberty Mutual
Continental Airlines	Liberty Mutual	Target	Microsoft
Dell	Microsoft	The World Bank	Mint.com
eBay	Mint.com	VeriSign	Motorola Labs
Electronic Arts	Motorola Labs	Virgin America	MTV Networks
Expedia	MTV Networks	Visa	

About Adaptive Path

Adaptive Path helps companies create products and services that deliver great experiences that improve people's lives. At Adaptive Path, our ideas are driven by the work we do. We do consulting for user interface and user experience design, and offer conferences, training and education for UX practitioners.



2010 SPONSORSHIP OPPORTUNITIES

One of the great things about UX Week is its size. At 400 - 500 attendees, it's not so huge that you're a tiny dot on a massive tradeshow hall floor. And we limit the number of sponsors so you and your team can enjoy great visibility and access. We invite you to participate in the conference goings-on as much or as little as you like.

Have a look at some of the options. If you don't see something that sounds right for you, let's talk about what might be right for you.

PLATINIUM \$30,000 *(one available)*

At UX Week

- < 6 full conference passes
- < double-sized exhibit space on sponsor floor
- < recognition on onsite signage
- < full page ad in program guide
- < your logo on sponsor slide, shown from stage
- < a lunch sponsorship, includes 20 minute presentation
- < opening night reception sponsorship
- < insert in attendee welcome packet
- < raffle off your product or service

Leading Up to UX Week

- < name/logo/100 word description on www.uxweek.com
- < inclusion in Adaptive Path newsletter (25,000 subscribers)
- < inclusion in attendee and alum email blasts

After UX Week

- < name/logo/100 word description remains on www.uxweek.com
- < one time inclusion in attendee email blast

GOLD \$20,000 *(two available)*

Leading Up to UX Week

- < name/logo/100 word description on www.uxweek.com
- < inclusion in Adaptive Path newsletter (25,000 subscribers)
- < inclusion in attendee email blasts

At UX Week

- < 4 full conference passes
- < exhibit space on sponsor floor
- < recognition on onsite signage
- < half-page ad in program guide
- < your logo on sponsor slide, shown from stage
- < one workshop materials sponsorship
- < insert in attendee welcome packet

After UX Week

- < name/logo/100 word description remains on www.uxweek.com

SILVER \$13,500 *(four available)*

Leading Up to UX Week

- < name/logo/50 word description on www.uxweek.com
- < inclusion in Adaptive Path newsletter (25,000 subscribers)
- < inclusion in attendee email blasts

At UX Week

- < 2 full conference passes
- < exhibit space on sponsor floor
- < recognition on onsite signage
- < quarter-page ad in program guide
- < your logo on sponsor slide, shown from stage
- < one day's refreshment break sponsorship
- < insert in attendee welcome packet

After UX Week

- < name/logo/50 word description remains on www.uxweek.com



A LA CARTE SPONSORSHIP OPPORTUNITIES

Pick and choose the combination that works best to achieve your goals. Each a la carte opportunity includes:

- < one full conference pass
- < your logo on sponsor slide, shown from stage
- < your name/logo/50 word description on www.uxweek.com
- < recognition in conference guide and onsite signage

EXHIBIT SPACE SPONSOR \$5,000*

- < exhibit/display space on the sponsor floor
- < great visibility in a well trafficked area
- < brand your space

* basic furnishings and electricity supplied. Additional charges may apply depending on your set up.

RECEPTION SPONSOR \$3,500-7,500

- < host an official UX Week evening event
- < pricing based on the level of food and beverage desired

LUNCH SPONSOR \$7,500

- < sponsor one of three lunches
- < includes 20-minutes of stage time during lunch

REFRESHMENT BREAK SPONSOR \$1,500+

- < sponsor one or more refreshment breaks
- < choose between morning or afternoon, or both!

WATER BOTTLE/STATION SPONSOR \$5,000

- < your logo on a cool aluminum water bottle
- < your logo at water refill stations throughout the event

IN-KIND SPONSORSHIP

Have a product or service you want our attendees to know about?

- < raffle off your goods throughout the event
- < insert in attendee welcome packet
- < product samples on display



Let's talk about what we can do together at UX Week! Contact Analisa Lono at 415.495.8270 or contactus@adaptivepath.com