



**USER EXPERIENCE LISBON**

2016

4 days of training and  
inspiration for UX Pros

**SPONSOR PACK**

# What is UXLx?

Going on its 7th year, UXLx is a unique four-day User Experience event set in sunny Lisbon, Portugal from 24 to 27 May 2016. A premier event for User Experience Professionals, Designers, Information Architects and Usability Practitioners, UXLx 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, UXLx is the largest event of its kind in Europe, having attracted in past editions attendees from over 40 countries all around the world.

With 11 thought-provoking talks, 2 full-day and 20 half-day hands-on workshops, UXLx will present all the latest knowledge in the field, giving attendees the information and techniques they need to push their practice forward.



## Key Facts about UXLx

**480** Attendees, from junior to senior, to upper management

**38** Countries from 4 different continents represented in the audience

**20** Speakers, most of them published author or world renown experts

**22** Workshops, from full-day to half-day, all hands-on

**9** Talks to inspire and spark industry debates

**2** Case study presentations to show best-practices in the field

# Our Speakers

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



**Alan Cooper**

*Founder of Cooper*



**Dan Klyn**

*Co-founder, Information Architect at The Understanding Group*



**Nathan Curtis**

*Founder and Principal at EightShapes, LLC*



**Val Head**

*Designer and Web Animation Consultant*



**Abi Jones**

*Designer at Google*



**Amber Case**

*Cyborg Anthropologist and UX Designer*



**Jaime Levy**

*Author of UX Strategy*



**Adam Connor**

*VP of Organizational Design at Mad\*Pow*



**Christopher Noessel**

*Design Fellow at Cooper*



**Melissa Perri**

*CEO of ProdUX Labs*

Such an outstanding set of industry leading speakers is not usually found in European Conferences, forcing most people to fly over to the United States, with all of the paperwork and added expenses in travel and accommodation. UXLx is the most cost-effective way for companies to train their UX teams.



**Verónica Faulkner**

Still digesting the information. It has been three intense-amazing days **#uxlx**, we aren't alone in this, we are creating together.



**Adrian Howard**

Really excellent thought provoking session with **@lwelchman**. Recommended. **#uxlx**

# Our Audience

We attract attendees from a diverse range of fields and dimensions, including:



Our attendees have a wide range of job titles and expertise, such as:

- 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



**Chris Baldock** 

**#uxlx** I'm a bit late on this, but thanks for a brilliant event, and some truly inspirational speakers



**Brian Thurston** 

Muito obrigado, **@uxlx!** I had an awesome time and met some amazing people from around the world. **#uxlx**

# The Venue



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

The Venue can accommodate up to 500 people and is set with world class facilities, fully accessible to attendees with conditioned mobility. Participants will be provided with fully catered, 3 course lunches, showcasing a range of dishes from the rich and varied Portuguese cuisine. International alternatives, as well as vegetarian, vegan and other limited diet options will also be provided.

Coffee breaks showcasing Portuguese pastries will be served in every intermission. Free, unlocked wi-fi and numerous 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 15m<sup>2</sup> (160 square feet) screen. Workshops will take place in five different rooms, holding from 50 to 60 people comfortably.

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

# Why sponsor UXLx?

1

## Brand Exposure

UXLx is globally recognized as one of the top events in the industry and the largest in Europe, gathering great attention from the media.

2

## Increase Sales

Your brand will be showcased to top industry practitioners and decision makers, leading to increased sales and recognition in this growing industry.

3

## Recruit New Talent

With 500 attendees from over 40 countries, from junior to senior practitioners, it's a great opportunity to hire fresh new talent for your growing team.

Companies that sponsored the event in the past include:



Josh Clark

Heading home, with new friends and fresh ideas. Thanks Lisbon and #uxlx! You've been marvelous.



Hugo Froes

Feeling a bit overwhelmed with all the #ux content after just 2 days of #uxlx. Feel like a kid in a candy store. Wish I was going tomorrow.

# 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
LOGO PLACEMENT & MERCHANDISING			
Very big logo on website	Big logo on website	Medium logo on website	Small logo on website
2 pages ad on the event programme	1 page ad on the event programme	1/2 page ad on the event programme	1/6 page ad on the event programme
1 min Video Ad on the internal conference TV channel	20sec 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 merchandising items in the Welcome Pack	Distribution of medium merchandising items in the Welcome Pack	Distribution of small merchandising items in the Welcome Pack	Distribution of small merchandising items in the Welcome Pack
Big logo on conference badge	Medium logo on conference badge		
STANDS & BANNERS			
3 stand passes	2 stand passes	1 hall pass	
6m <sup>2</sup> (60sq ft) stand on the venue hall, with power and internet connection	3m <sup>2</sup> (30sq ft) stand on the venue hall, with power and internet connection	1 vertical banner on venue hall (with optional power for screens)	
TICKETS			
4 free Platinum tickets	2 free Platinum tickets	2 free Silver tickets	1 free Silver ticket
2 tickets to the exclusive Speakers Dinner	1 ticket to the exclusive Speakers Dinner		
BRANDING			
Association with the event on all marketing efforts Naming of the main conference room	Naming of one of the workshops' rooms		
<b>€ 15.000</b> 1 spot available	<b>€ 10.000</b> 2 spots available	<b>€ 5.000</b> 4 spots available	<b>€ 2.500</b> 8 spots available

You can also choose to sponsor a specific side event or swag bag item.

Starting at € 500, it's a cost-effective way to expose your brand. Please contact us for details.

# Talk to Us

We are here to help your company reach its marketing goals. UXLx 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.

Reach the conference curator at:

## Bruno Figueiredo

*Co-founder, Director of User Experience  
at Ideias e Imagens / Curator of UXLx*

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