



UXPA Cleveland World Usability Day 2017 Conference Sponsorship Overview

Established in 2003, UXPA Cleveland is the official Northeast Ohio chapter of the international User Experience Professionals Association (UXPA), designed to educate, motivate, and promote usability and user experience design throughout Northeast Ohio. UXPA is a growing international organization with 70 chapters around the world, and members in 60 countries.

The 12th annual World Usability Day (WUD) event will be celebrated globally on November 9, 2017. This year's theme is 'Inclusion through User Experience'. Programs will be organized in more than 40 countries around the world. Sponsors of World Usability Day in Northeast Ohio enjoy targeted promotion in Northeast Ohio and surrounding areas as supporters of this important message—making technology easier to use. More than 2,000 people from the UXPA Cleveland database are made aware of the local World Usability Day contributors, alongside our aggressive PR and social media outreach, including LinkedIn, Facebook and Twitter.

By sponsoring the Northeast Ohio World Usability Day conference, you will demonstrate a commitment to usability and user experience design. In addition, you will be reaching out to group of 2,000 usability, user experience design, customer experience, user research, and interactive design enthusiasts and professionals.

Platinum Sponsorship - \$1,500

- Your company name, URL and logo (where applicable), and Platinum Sponsorship status on the UXPA Cleveland website until September 2018
- Mentions on UXPA Cleveland social media groups, event literature and signage, where applicable
- Recognition of Platinum Sponsorship at opening announcements at the UXPA Cleveland World Usability Day event
- Recognition and URL on UXPA Cleveland World Usability Day promotional emails, 4 free job postings on the UXPA Cleveland website and via email until Nov. 2018 (a \$600 value)
- 4 free 1-year UXPA Cleveland memberships (a \$240 value)
- 1 free registration for World Usability Day (a \$130 value)
- A dedicated table at the event, *Please note: table must be staffed until end of conference.

Gold Sponsorship - \$1,000

- Your company name (where applicable) and Gold Sponsorship status on event literature and signage
- Mentions on UXPA Cleveland social media, where applicable
- Recognition of Gold Sponsorship at opening announcements at the UXPA Cleveland World Usability Day event
- Recognition and URL on UXPA Cleveland World Usability Day promotional emails
- Recognition in UXPA Cleveland World Usability Day press release
- 2 free job postings on the UXPA Cleveland website and via email until Nov. 2018 (a \$300 value)
- 2 free 1-year UXPA Cleveland memberships (a \$120 value)
- A dedicated table at the event, *Please note: table must be staffed until end of conference.

Silver Sponsorship - \$500

- Your company name (where applicable) and Silver Sponsorship status on event literature and signage
- Mentions on UXPA Cleveland social media, where applicable
- Recognition of Silver Sponsorship at opening announcements at the UXPA Cleveland World Usability Day event
- 1 free job posting on the UXPA Cleveland website and via email until Nov. 2018 (a \$150 value)
- 1 free 1-year UXPA Cleveland membership (a \$60 value)
- Distribution of company literature and giveaways may be provided at the UXPA Cleveland World Usability Day event (no dedicated table)

Bronze Sponsorship - \$250

- Your company name (where applicable)
- Mentions on UXPA Cleveland social media, where applicable
- 1 free job posting on the UXPA Cleveland website and via email until Nov. 2018 (a \$150 value)
- Distribution of company literature and giveaways may be provided at the UXPA Cleveland World Usability Day event (no dedicated table)

In Kind Sponsorship

- Your company name (where applicable)
- Mentions on UXPA Cleveland social media, where applicable
- Distribution of company literature and giveaways may be provided at the UXPA Cleveland World Usability Day event (no dedicated table)

Yes, we want to be UXPA Cleveland World Usability Day 2017 Sponsor!

Your signature signifies you agree to the terms and your commitment to pay for selected sponsorship, as stipulated herein:

Desired sponsorship level (please check one):

Platinum – \$1,500 Gold – \$1,000 Silver – \$500 Bronze – \$250 In Kind

Organization: _____

Signature: _____

Printed: _____

Title: _____

Date: _____

COMPLETE AND RETURN to UXPA Cleveland

Email: worldusabilityday@uxpacleveland.org

Email submissions should be a scanned copy of this form

Mail: UXPA Cleveland
P.O. Box 31545
Independence, OH 44131

Deadline: October 20, 2017

PAYMENT

Please submit payment via the UXPA Cleveland website at uxpacleveland.org/donations by October 20, 2017 and indicate your sponsorship level in the comments field. Additional payment options are available upon request.

LOGOS

Sponsor is responsible for submitting high-resolution logo for inclusion in conference materials. Please email logo to worldusabilityday@uxpacleveland.org.

CANCELLATION & PAYMENT POLICY

This document serves as a contract. All sponsorship and/or exhibitor requests are final. Execution of this Commitment Form signifies assumption of legal responsibility to pay for sponsorship(s) as stipulated on the form. Full payment must be received within 30 days of receipt of signed Commitment Form. Payment must be made in U.S. dollars drawn on a U.S. bank. UXPA Cleveland reserves the right to cancel a request in the case of non-payment by the deadline unless UXPA Cleveland has agreed to alternate payment arrangements.

CONTACT INFORMATION

Thank you for your interest in sponsoring this year's event. If you have any questions, please contact us directly:

UXPA Cleveland World Usability Day Planning Committee
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