

UX FEST

June 2021

SPONSOR PACK

**Come and
support your
community**

What is UX Fest?



UX Fest is an online celebration of digital design, taking place throughout June 2021.

UX Fest takes place on:

Conference

1st, 2nd & 3rd June 2021

Masterclasses (Tuesdays)

8th, 15th & 22nd June 2021

Festival (Thursdays)

10th, 17th & 24th June 2021

Ticket prices (Early Bird):

Conference Pass

£330

Festival Pass

£330

Conference & Festival Combo

£600

Masterclasses

£120

Until we can comfortably and safely gather together, we're taking our annual UX London conference online. But rather than just another 'lift-and-shift' event, we've designed something that makes the best of the medium, while fitting around our audience's busy lives. We've all had enough of back-to-back Zoom calls so we're doing something a bit different. We're extending the event over a whole month, introducing a range of activities and giving it a bit of a festival vibe - after all we were once called the 'Glastonbury of UX'!

We'll be kicking things off with a Conference spread over three afternoons (or mornings in the US). It'll be a combination of around a dozen short talks, live Q&As, and panel discussions, with plenty of breaks away from the screen.

This will be followed by Masterclass sessions each Tuesday of the month and more talks and other activities on Thursdays.

The schedule allows our audience to dip into what they want to, live, or catch up with sessions they've missed on replay. Attendees can choose to attend just the conference, pick specific masterclasses, or buy a pass that gives unlimited access to the whole festival.

This event aims to give our attendees the practical skills needed to do their jobs better, whether they are budding information architects, seasoned practitioners or user experience designers.

Sponsoring UX Fest connects your brand with designers across the globe and makes you a key part of an industry-leading experience.

A programme tailored for our audience



1st - 3rd June 2021

Conference

The three-day conference is centered squarely around interaction and product design, so is perfect for designers of all levels. There will be talks on everything from user research and product strategy through to UX writing, multi-variant testing and growth design.

Every Tuesday June 2021

Masterclasses

We've created a programme of 90-minute masterclasses on some of the most in-demand topics in our field. Led by industry experts, this is an opportunity for you and your team to learn a host of new skills, like running better workshops, becoming more strategic, growing your influence and more.

Every Thursday June 2021

Festival

Each Thursday in June we have a conference focused on a big-picture topic like increasing the impact of design, creating an inclusive design culture and building the future we all want (and need). Perfect for a more senior practitioner, manager or those looking to progress our industry as a whole.

Our audience

We have an overall capacity of 2,000 on our virtual events platform, we're anticipating around 850 - 1,000 attendees.



Attendees are mostly from the UK and Europe, but in the last couple of years we've seen an increased international presence, including delegates from the US, Australia and the Far East.

The range of job titles listed below are most prominent in our audience. However, we also expect to see other disciplines represented, including product teams looking to improve the experience of their applications, and existing designers interested in progressing their careers in the UX field.

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 UXFest?

Sponsoring UX Fest 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 Fest 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, InVision, Spotify, SapientNitro, Ubuntu, LBi, Mailchimp, Balsamiq and cpartners.

The following pages detail our sponsorship tiers and individual sponsorship options. Take a look at these - we'd be very happy to discuss them with you further so we can tailor a package to suit your needs. And we look forward to seeing you online in June!

Sponsorship opportunities

Three levels of sponsorship are available, with opportunities for additional sponsorship. Sponsorship places are strictly limited.



Premier £10,000 (2 places available)	Executive £8,000 (3 places available)	Associate £3,000 (6 places available)
Host two official festival/fringe events	Host one official festival/fringe events	
10 x Conference Passes	6 x Conference Passes	
6 x Festival Passes	2 x Festival Passes	Logo on event website
Logo on event website	Logo on event website	Logo on event holding slides
Logo on event holding slides	Logo on event holding slides	Event host to thank you as a sponsor
Event host to thank you as a sponsor	Event host to thank you as a sponsor	Logo on key slide of recorded talks
Logo on key slide of recorded talks	Logo on key slide of recorded talks	Logo / mention in event newsletter
Logo / mention in event newsletter	Logo / mention in event newsletter	New sponsor announcement on Twitter, Instagram and email
New sponsor announcement on Twitter, Instagram and email	New sponsor announcement on Twitter, Instagram and email	Company promotional material in attendee virtual goodie bag
Company promotional material in attendee virtual goodie bag	Company promotional material in attendee virtual goodie bag	

Contact



Contact

To discuss sponsorship and any of the individual opportunities, please contact Christianne Beck at Clearleft.

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