

# **DCUX CONFERENCE 2019**

## Sponsorship Prospectus

**November 8th – 9th**  
The Washington Marriott @ Metro Center

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# About DCUX

We design for users. We design for devices. We design for capabilities.

How do you navigate among these three? Join the inaugural DCUX Conference to explore how experience design connects the who, what, and where for products, services, and communities.

This inaugural conference was born from the joining of two DC regional organizations: DCUX, an expertly curated collection of the District's UX, design, and creative news + events; and UXPA DC, the DC regional chapter of the international User Experience Professionals Association (UXPA) that is dedicated to bringing innovative UX-related programming to its members and the larger DC community and the organization behind this conference's predecessors: UXDC and User Focus Conference. Together, the combined membership exceeds 1,500 design community practitioners and draw talent, thoughtful discussion, and ongoing engagement across 3 social media platforms.

A large, dark purple graphic element resembling a stylized envelope or a house shape. Inside this shape, the text 'DCUX' is written in a bold, white, sans-serif font.

**DCUX**

# DCUX Conference 2019

The DCUX Conference provides a welcoming environment for practitioners of experience design at all levels to learn, teach, network and grow together over the course of 2 days. It is the DC area's premier event for the experience design community that regularly brings in over 400 attendees. In 2019 we will offer a 2 day format starting with a conference covering a variety of talks, panels and keynotes, followed by a deeper dive into the content with workshops on the second day.

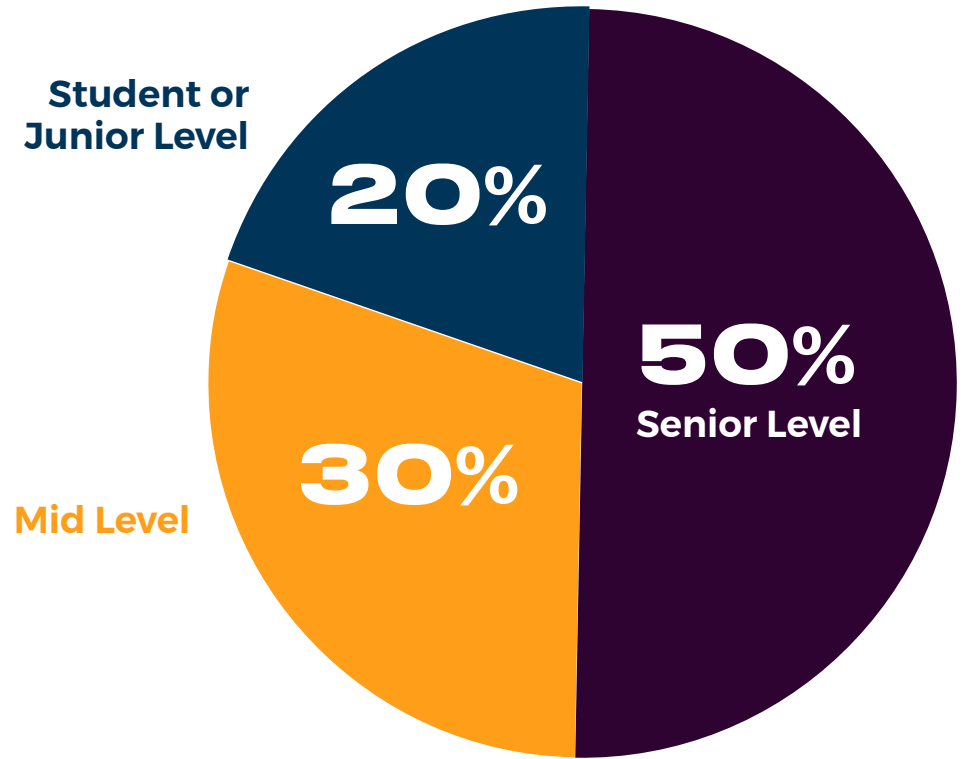
We couldn't put on this conference without the generous support of our sponsors. We have a variety of sponsorship tiers to ensure that your organization will get the most benefit possible for your support. If you don't see something that would work for your needs, please contact us and we can discuss additional options.

Learn more about DCUX 2019: <http://dcux.org/>



# A Look Back

Past regional conferences have drawn a diverse range of audiences and speakers as the industry evolves:



## Venue and Logistic info

Spread out among two floors with an on-site business center and Starbucks available in between, the Marriott at Metro Center is our best conference venue yet. Easily accessible via public transportation with parking options available as well, attendees will enjoy delicious local catering, wifi and charging stations throughout the space, as well as beautiful views of the bustling downtown cityscape.



## Highlights from Former Speakers



**CHRISTINA  
WODKE**

Author, Professor and Speaker



**DAN  
BROWN**

Web designer, teacher, author  
and information architect.



**MONA  
PATEL**

Professor, speaker, author and  
CEO of Motivate Designs.

# We need you!

The User Experience Professionals Association DC Chapter is a 100% volunteer run non-profit association that puts on the DCUX conference every 2 years which is also run by a 100% volunteer team. Every dollar you provide in support of this conference will go directly into making it the best two days of workshops, talks, and events celebrating practice & community in the greater Washington area. Sponsoring will solidify your organization's image as a place that supports the field and those who work in it.

## Recruitment

The DCUX conference is the place for the best local design talent to learn, speak and grow their network. Previous iterations of this event has drawn over 500 talented UX practitioners from across the region and the eastern seaboard, including a sizable student population eager to apply their new skills and enthusiasm at your organization.

## Exposure

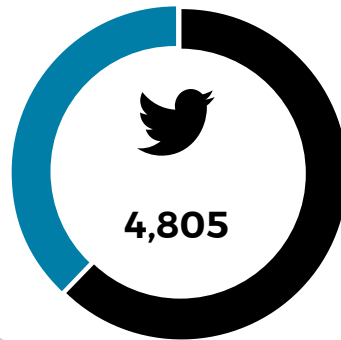
Be seen by potential clients and colleagues alike who attend this conference. With an anticipated foot traffic over the course of the 2 day conference of 500 people, and a digital membership reach of over 10K+, your message is sure to be seen!

## Support

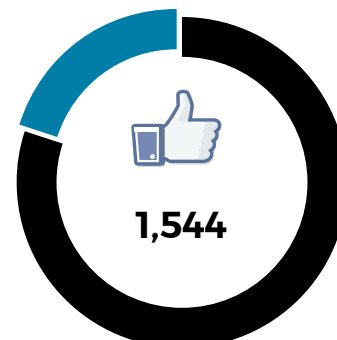
Associate your organization's name with this volunteer-run community that helps local designers grow their craft and career. Supporting this community ultimately leads to better design results in your own organization.

**POTENTIAL REACH**

**10,191**



■ UXPA DC  
■ DCUX



■ UXPA DC  
■ DCUX



■ UXPA DC Meetup  
■ UXPA DC Email



## Sponsorship Levels

**\$10,000**

### **PLATINUM SPONSORSHIP**

Prominent Digital and Print Promotion

Option for Product Showcase

All Gold level benefits

4 complimentary passes

**\$5,000**

### **GOLD SPONSORSHIP**

Brief public address during the conference

Option for expert panel participation

All Silver level benefits

3 complimentary passes

**\$3,000**

### **SILVER SPONSORSHIP**

Special mention during opening remarks

All Bronze level benefits

2 complimentary passes

**\$1,700**

### **BRONZE SPONSORSHIP**

Exhibit table in sponsor area

Digital and Print Promotion

1 complimentary pass

## Other Sponsorship Items



### WI-FI Sponsorship | 1 spot

All Gold Sponsorship benefits  
Choice of Wi-Fi password  
Digital and Print Promotion



### Happy Hour Sponsor | 2 spots

Logo on happy hour signage  
Public thanks during happy hour  
Digital and Print Promotion  
3 conference passes





**\$300**  
**\$1,000**

## **Presentation Room Sponsor | 5 spots**

Logo at entrances to room identifying you as sponsor  
Digital and Print Promotion  
Additional benefits available depending on contribution

## Other Sponsorship Items



### Lunch Sponsorship | 1 spot

Logo on Lunch signage  
Digital and Print Promotion  
Additional benefits available depending  
on contribution

### Breakfast Sponsorship | 2 spots

Logo on breakfast signage  
Digital and Print Promotion  
Additional benefits available depending on contribution





## **Coffee/Snack Sponsorship | 4 spot**

Logo on food-break signage

Digital and Print Promotion

Additional benefits available depending on contribution

## Other Sponsorship Items



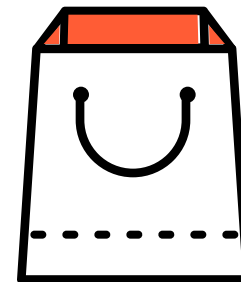
### **Lanyard Sponsorship** + lanyard production cost

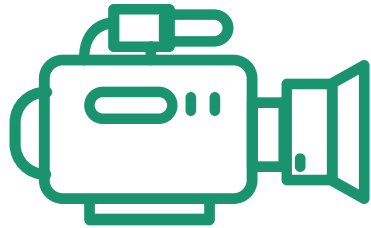
Your company branded lanyard will hold conference name tags – included in all swag bags  
Lanyards provided by you or DCUX  
Digital and Print Promotion



### **Swag Bag Sponsorship** + bag production cost

UXPA DC will produce the bags and include your logo with the conference logo  
Digital and Print Promotion





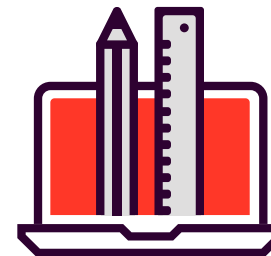
**RECORDING**

Digital and Print Promotion



**GRAPHIC FACILITATION**

Digital and Print Promotion



## Other Sponsorship Items



**Varies**

### **Accessibility**

**ASL, Captioning, etc are options**

**Digital and Print Promotion**

**Additional benefits available depending on contribution**

**Custom Options Available -**

**In-Kind, Service Donation, or Swag Bag Items**

**Additional benefits available depending on contribution.**



**Want to learn more?  
Contact us!**

**CHRISTINE STEIFFER**

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DCUX Sponsorship Chair

**ASHA SINGH**

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UXPA DC Treasurer

**DCUX  
CONFERENCE  
2019**