



Sponsoring WUC18

Build the bridge between your business
and the relevant people.

The World Usability Congress is a hotspot for international professionals.
Our sponsoring packages are the key to reach them.



What is the
World Usability Congress?

Application-oriented, economic and a holistic approach.

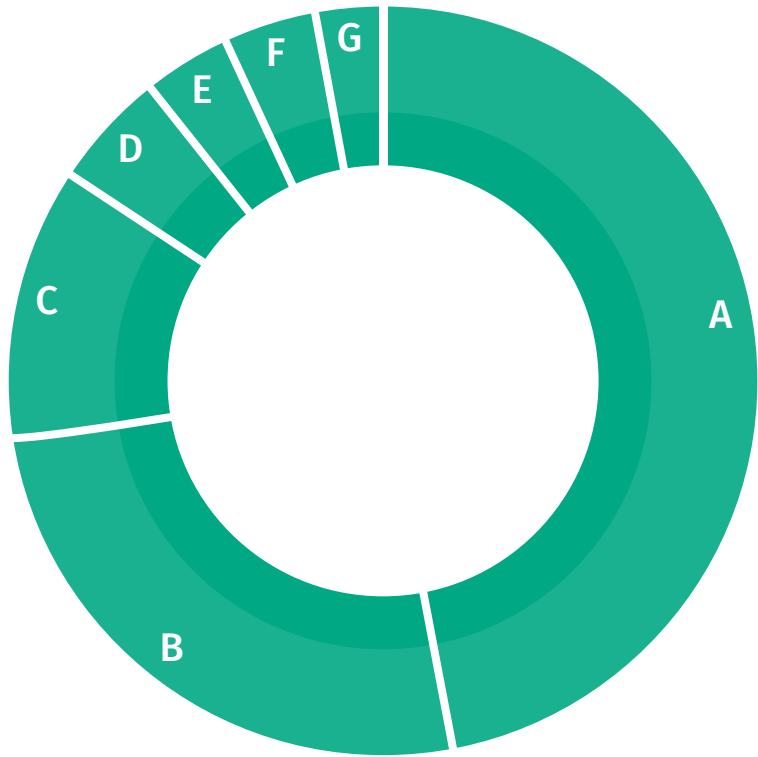
This makes the WUC one of a kind on a global scale.

We talk about Usability, User Experience (UX), Virtual Reality, Customer Experience Management (CX) and various other topics.



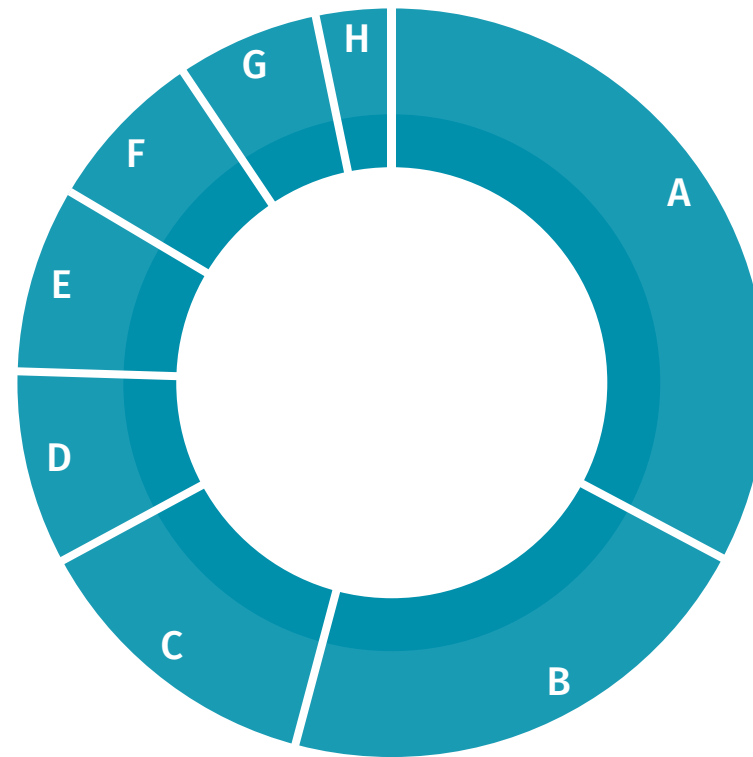
Meet our **attendees.**





ATTENDEES BY **INDUSTRY**

- A** 46% Software
- B** 26% Producing
- C** 12% Finance
- D** 5% Uni/Reserach
- E** 4% Federal & State Government
- F** 4% Student
- G** 3% Consulting



ATTENDEES BY **ROLE**

- A** 32% Product/Senior Manager
- B** 21% CEO/CFO/CIO/CMO
- C** 13% UX Engineer
- D** 8% Software Engineer
- E** 8% Marketer
- F** 7% Designer
- G** 6% Other
- H** 3% Developer



Interested in particular **companies?**



The Director & Head of Design for
Google Cloud \ Speaker



OEM Sales & Marketing \ Speaker



Senior Technology Evangelist \ Speaker



Manager Innovation Lab \ Speaker



Creative Director \ Speaker



IT & Innovation Manager \ Attendee

d.lab

Senior Product + Visual Designer &
Design Manager \ Attendee

Sage

UX Architect, Product Design &
Expierience \ Attendee

T-Mobile Austria

Specialist E-Business & Online Product
Design \ Attendee

Alphabet International

User Experience Specialist \ Attendee

HolidayCheck Solutions

UX Manager \ Attendee

Daimler AG




Manager Online Platforms \ Attendee

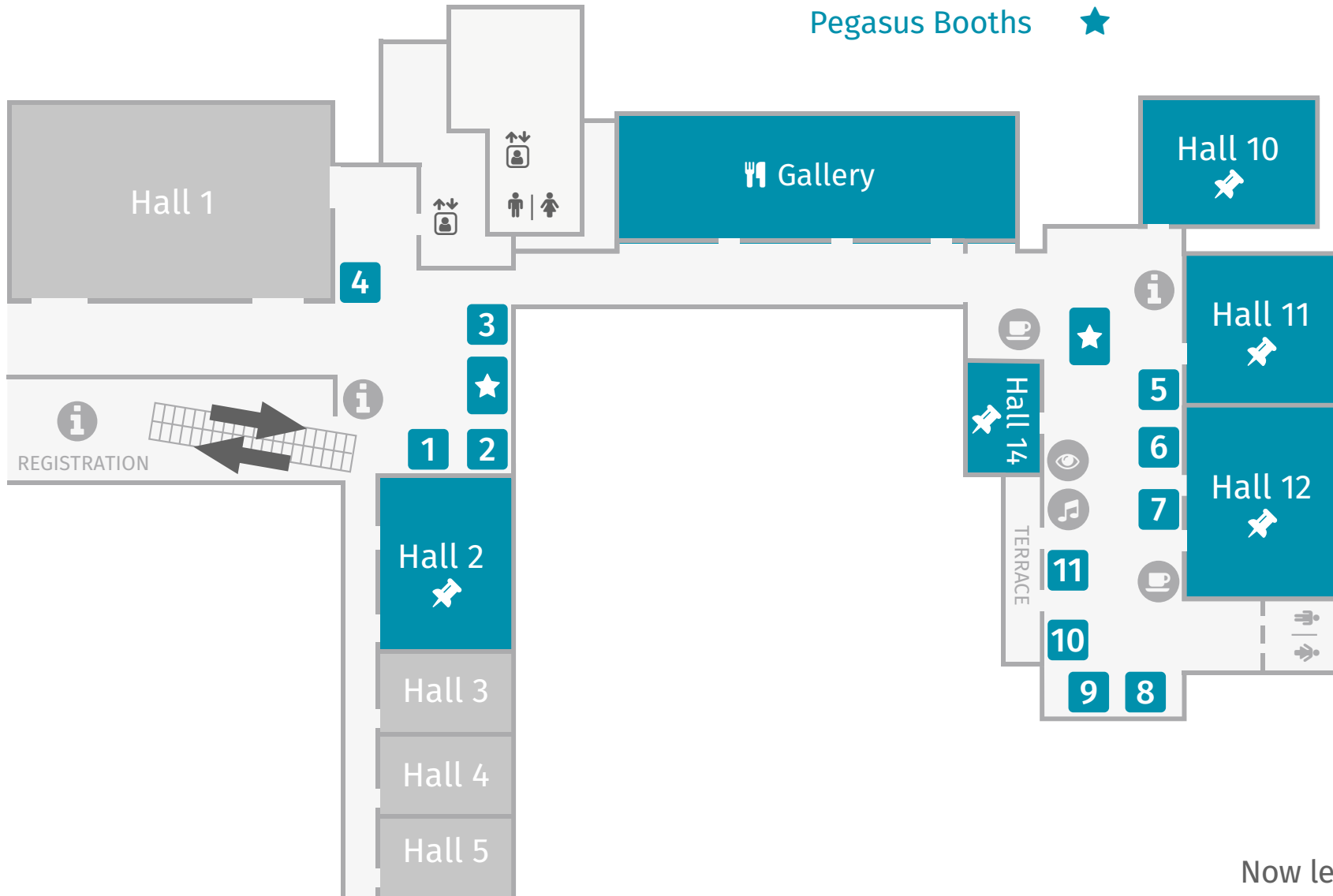
SPEAKERS & ATTENDEES OF THE WUC17



Want to see the **location?**

OVERVIEW OF THE LOCATION

- Room Partner 
- Lunch Partner 
- Regular Booths 1-11 
- Pegasus Booths 



Now let's have a look at our **sponsoring packages.**

	Perseus 1.500 €	Poseidon 4.500 €	Pegasus 9.500 €
Presence of your company on the WUC website through placement of your company logo (linked to your website).	✓	✓	✓
Presence of your company with a Roll-Up	✓		
Full Congress Ticket	1x	2x	4x
Presentation of your company logo on the newsletter.	✓	✓	✓
Presence of your company with a booth for the duration of the entire congress. (Booth 1-12)		✓ 3x3 m booth	✓ 5x5 m booth
Ticket Package Option: 1 ticket for 865€ per ticket instead of 948€ 3 or more tickets for 825€ per ticket instead of 948€		✓	✓
Digital Gift Bag		✓	✓
Speakers Dinner invitation		✓	✓
Experience Tour invitation			✓
All relevant fields of communication (PR) include your company logo and present your company as Gold Sponsor.			✓
Your company logo will be visible in the key presentations in the main hall.			✓
Participant list (name, company, e-mail address) of the World Usability Congress 2017, sent by mail.			✓

If the packages don't offer the right fit, or if you have an idea you'd like to try out, please contact:
pegasus@worldusabilitycongress.com

OVERVIEW OF OUR MAIN PACKAGES



Interested in **special sponsoring packages?**

OUR SPECIAL PACKAGES

Digital Gift Bag

€ 500,-

You can decide what you want to offer in the EverThere's Digital Bag.

www.everthere.co/resources/event-sponsors-resources

Last year nearly 150 participants used the vouchers, discounts and free software licences of the gift bag.

Atmosphere Sponsoring

€ 1.500,-

Apple-Branding (apples with your company logo) and your company logo on the snack cards.

Placement of your company logo on the World Usability Congress website (linked to your company web site).

Gala Dinner Sponsoring

€ 2.500,-

Roll-Up placement during the aperitif.

Bottle-Branding (Wine bottles with your company logo +12 bottles after the congress).

Your company logo on the menu cards.

Placement of your company logo on the World Usability Congress website (linked to your company web site).

Lunch Partner

€ 3.000,-

Roll-Up placement in the lunch area.

Placement of your company logo on the World Usability Congress website (linked to your company web site).

1x Full Congress Ticket

Room Partner

€ 5.000,-

Roll-Up placement on both sides of the stages in the hall.

Placement of your company logo on the World Usability Congress website (linked to your company web site).

2x Full Congress Ticket

Share your idea or personal requirements with us:
pegasus@worldusabilitycongress.com

Ready to **grow your brand awareness**
and **build valuable relationships?**



Please select the sponsoring packages of your choice:

Main sponsoring packages

Perseus 1.500€	Poseidon 4.500€	Pegasus 9.500€
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Additional sponsoring packages

Digital Gift Bag	500 €
Atmosphere Sponsoring	1.500 €
Gala Dinner Sponsoring	2.500 €
Lunch Partner	3.000 €
Room Partner	5.000 €

**Our additional sponsor packages can be chosen without choosing a main package.*

First & Last Name _____

Company _____

Address _____

Country _____

E-Mail _____

Phone Number _____

Place, date

Company stamp, signature of the person responsible

Send us the **filled out form** to:

pegasus@worldusabilitycongress.com

We are looking forward to hear from you.

WE WOULD LOVE FOR
YOU TO **GET INVOLVED.**