



Sponsor kit

Creating Delightful User Experiences
2 days / 8 talks / 8 workshops



uxlausanne.com



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What is UX Lausanne

UX Lausanne is the biggest conference held in Switzerland focusing on User Experience Design. Gathering worldwide specialists of the field, our mission is to increase the density of connections and exchange between local and international actors of user experience design. There are no comparable events in the western part of Switzerland and for this level of training, you normally have to send people overseas or to specific conferences across Europe.

Our mission

- Enable professionals, researchers and freelancers to meet
- Exchange and get inspiration from our varied workshops and talks
- Benefitting from the wide networking opportunities
- Increase the visibility of User Experience Design
- Draw attention to Switzerland and its industry on the map of creativity, design and interaction

Key Facts 2014

100	Attendees (Switzerland, France, Germany, United Kingdom)
14	Speakers (Europe, US, Switzerland)
15	Sponsors
30	Staff

Reasons people came in 2014

30%	Inspiration
25%	Learning UX
20%	Networking
25%	Following trends in the field

A few comments on the 2014 edition

(survey carried out by :ratio, may 2014)

“Great set of speakers with lot of inspiring talks and with a lot of diversity”

“I met very interesting people, gained insight and inspiration from many of the speakers and returned home fully motivated to continue working in and learning about this field”

“I just wanted to say: Great initiative ! We want more conferences like UX Lausanne in Romandie”

“It was small, compact and valuable each minute spent”

“Well organized, inspiring talks, great workshops, awesome food and snacks, awesome organizing team”

The 2015 edition



How

A 2 days program offering 8 talks and 8 half-day workshops (held in english).

What

Interaction design, information architecture, content strategy, storytelling.

When

4th & 5th June 2015.

Where

- **4th June** - Conference hall of the «Palais Rumine», in the city center of Lausanne.
- **5th June** - Studios of the Arsenic theater, in the city center of Lausanne.

Who

Speakers

Worldwide leaders of the UX community

Attendees

UX design practitioners with job titles including :

- User Experience Manager
- Brand Manager
- Product Manager
- Senior Analyst
- Usability Consultant
- User Experience Designer
- User Experience Architect
- Interface Designer
- Interaction Designer
- Marketing Specialist
- Senior Web Developer / Programmer

For this coming edition, we are expecting 300 attendees for the conference day.

Speakers

The full line-up of international & local speakers is currently being compiled for the 2015 edition.



Antonio De Pasquale

Senior Interaction Designer and
information architect

Milano, Italy



Donna Lichaw

Digital Product Strategist,
Speaker, Instigator

New York City, USA



Johanna Kollmann

Director

London, UK



Andrea Resmini

Information architect, researcher,
and teacher

New York City, USA



Benoit Pointet

Experience Designer

Fribourg, Switzerland



Inken Petersen

Digital Product Designer and
Founder

Hamburg, Germany



Sarah Horton

UX Strategy Lead

Durham, New Hampshire, USA



David Sloan

User Experience Research Lead

Dundee, Scotland

Why sponsor UX Lausanne

Being part of UX Romandie, we are specialists of User Experience Design in western Switzerland. We also benefit from a strong experience in organising UX conferences, with already 29 editions of medium-scale events in Lausanne.

1.

UX Lausanne is the only large-scale event in western Switzerland dedicated to User Experience Design.

2.

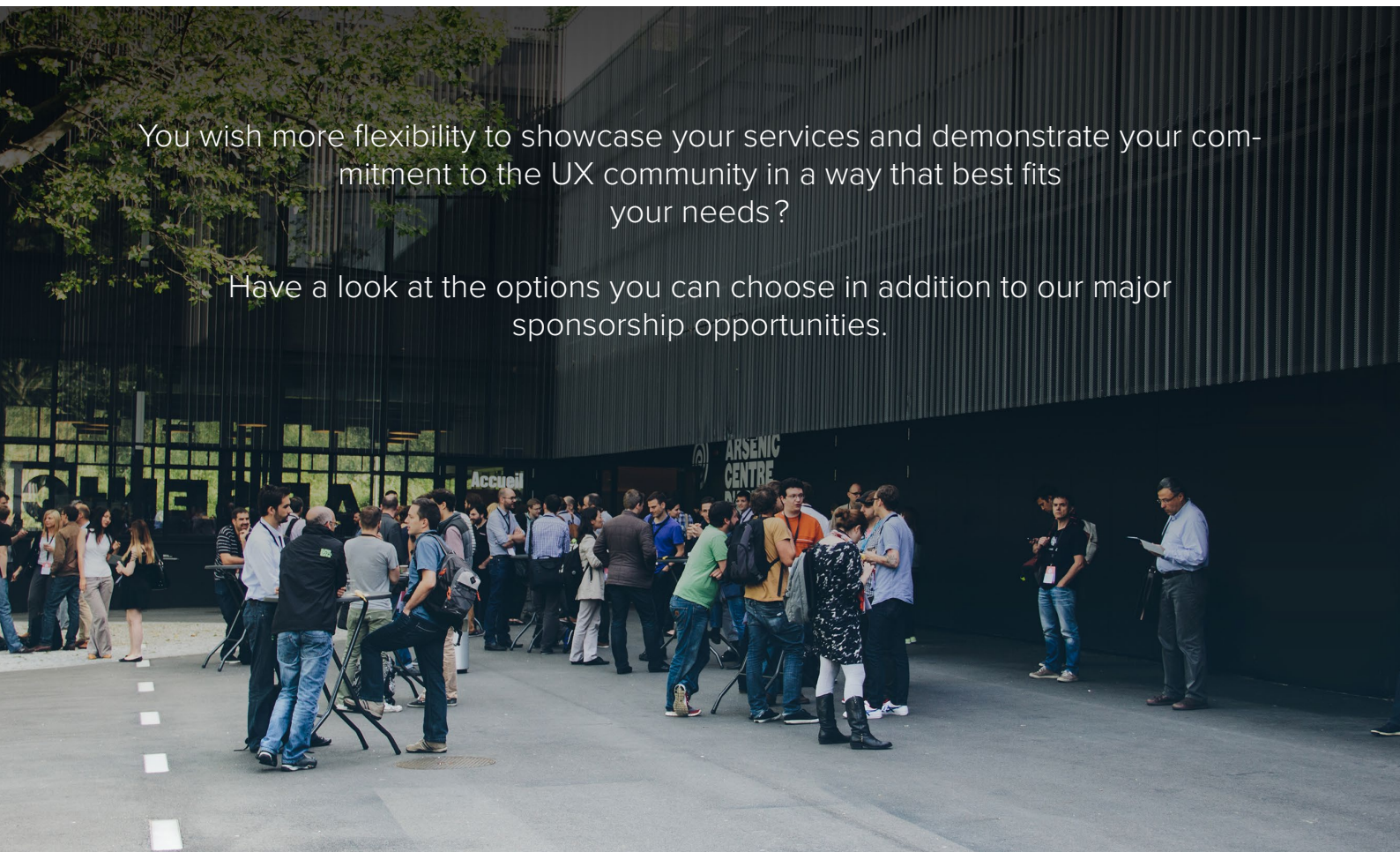
UX Lausanne gives your organization an opportunity to connect with major UX actors, leaders and talented developers and designers.

3.

UX Lausanne is a unique opportunity to promote your brand, by creating an optimal visibility and networking options.

You wish more flexibility to showcase your services and demonstrate your commitment to the UX community in a way that best fits your needs?

Have a look at the options you can choose in addition to our major sponsorship opportunities.



Sponsorship opportunities

LEAD SPONSOR* CHF 10'000.- 1 place available	MAJOR SPONSOR* CHF 5'000.- 5 places available	EXECUTIVE SPONSOR* CHF 2'000.- 8 places available
Listed as premier sponsor on ALL marketing collateral (website, social media, flyers, posters, badges...)	--	--
Company listing in press releases	--	--
Two guest invitations to the exclusive speakers' dinner	Two guest invitations to the exclusive speakers' dinner	--
Logo on banner next to conference screen	Logo on banner next to conference screen	--
Top logo placement and description on website	Linked logo on website	Small linked logo on website
3 full conference passes	2 full conference passes	1 full conference pass
Logo on conference screen during breaks	Logo on conference screen during breaks	Small logo on conference screen during breaks
Logo, URL and description in the programme	Logo and URL in the programme	Company name and URL in the programme

Other sponsorship opportunities

Food & Beverage

DAY 1

- Breakfast and morning & afternoon refreshment breaks: CHF 2'000
- Lunch: CHF 4'500

DAY 2

- Breakfast and morning & afternoon refreshment breaks: CHF 2'000
- Lunch: CHF 4'500

Events*

You have the possibility to complete your sponsor partnership by organizing an event within the UX Lausanne conference:

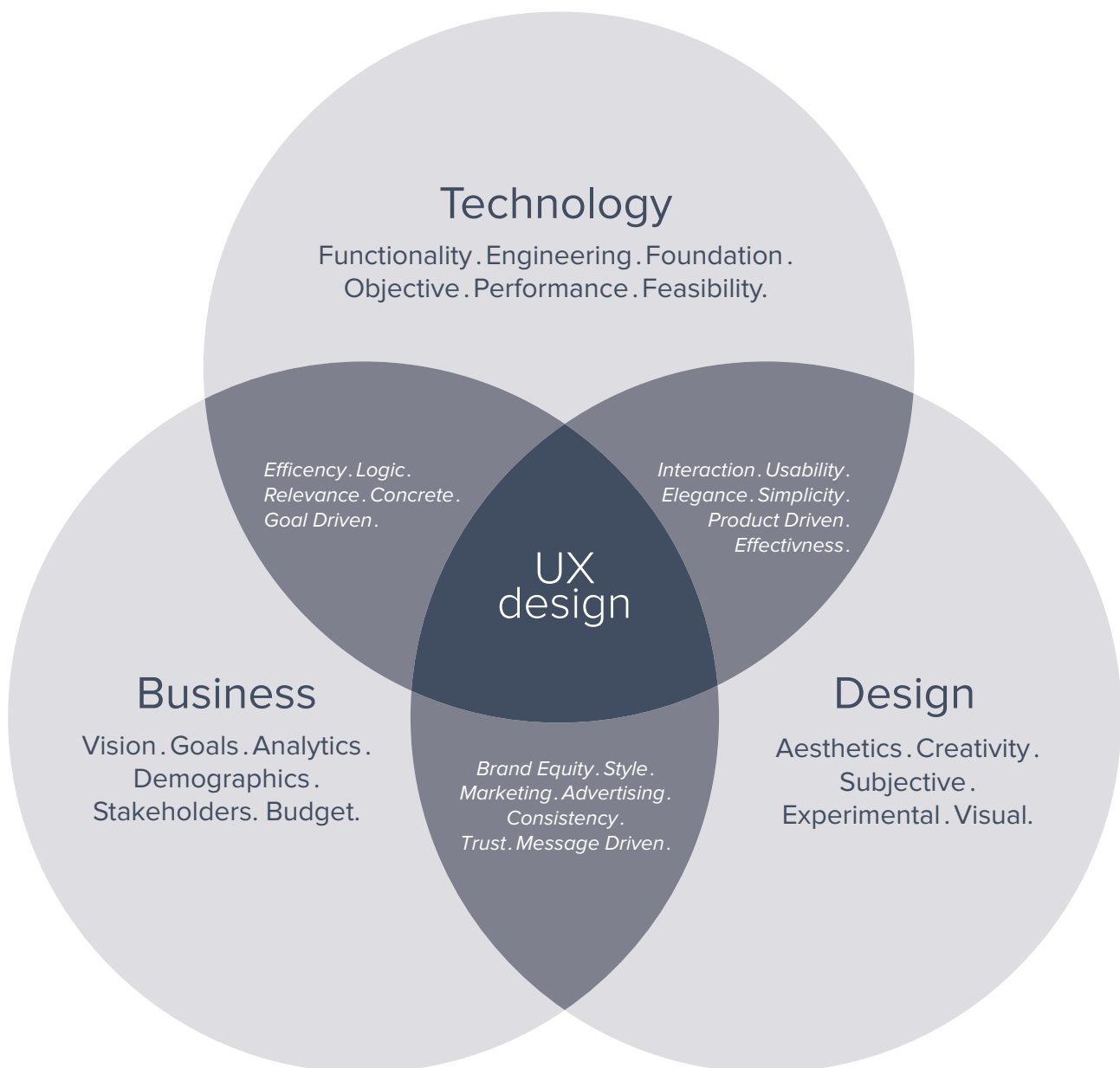
- Pre-event aperitive: CHF 3'000
- Post-event party: CHF 4'000

What is User Experience Design

User experience design is a field where users and their needs are seen as the core concern, especially in interactive products such as software, websites, mobile apps and their interfaces.

When you find apps or systems particularly pleasant to use or fluid, chances are User Experience Designers were involved at different stages of their development.

User Experience Design (often abbreviated UX) is crucial for clarity and intelligibility of apps, software and systems.



Who we are

UX Lausanne 2015 is presented by **:ratio**, a web user experience agency based in Lausanne.

Passionate about sharing ideas and innovation as much as creating interactions within the UX community, a few members of the team have founded UX Romandie (uxromandie.ch), a bi-monthly enthusiastic and free event, that became in a very short time one of the highlights of the UX calendar in the french speaking area.



For any additional information and precisions please contact
Caroline Altevogt at uxlausanne@8ratio.ch

www.8ratio.ch

