

# UX Camp Switzerland

The Swiss unconference focused on user experience design

24. May 2014 – Zürcher Hochschule der Künste

[www.uxcamp.ch](http://www.uxcamp.ch)

## Sponsor kit

**About.** The UX Camp Switzerland is a non-profit, free-of-charge event organized by volunteers from and for the Swiss user experience community.

It will take place at the Zürcher Hochschule der Künste, a school with deep tradition in the education of design and one of the first German speaking schools that started an interaction design program. The UX Camp Switzerland will be a one day event happening on 24. May 2014 and we expect at least 100 user experience people that gather for knowledge sharing in multiple sessions and for networking throughout the day.

**Audience.** The focus of the UXCamp Switzerland is User Experience Design.

User experience professionals as well as students give talks and discuss on topics like user research, design strategy, information architecture, interaction design, prototyping, usability, visual design or front-end and interface development. A view beyond the Tellerrand in directions like product design, programming or marketing in relation to user experience is also welcome.

**Camp – a unconference.** Unlike a traditional conference, a Bar Camp is an event, which is shaped by the attendees. Rather than having a day of scheduled speakers, you are given the opportunity to present yourself. The goal is to share what you know, learn from others and ignite discussion. If you want to present, you just write your topic in an available slot on the timetable at the event.

Get involved! We want everyone who attends to participate, whether that is giving a talk, having discussions or asking questions, it's up to you.

You create the schedule: at the start of the day anyone who wants to has the opportunity to sign up for a speaking slot. What you want to talk about is up to you! Sessions on other UX Camps have been anything from "Live Wireframing" and "From post-its to personas" to "Visual Note Taking" and "A Hitchhikers guide to Gamification".

**Support for the UX Camp.** We seek out to you as a company or organization to support us in making this first edition of UX Camp Switzerland a success.

There are several ways in which you can support us:

**Spread the word.** Let your colleagues, friends and partners that work in the field of User Experience know that this camp is taking place and that they can be part of it!

All information can be found at our website <http://www.uxcamp.ch> and we are using the hashtag #uxcampch when we tweet

## Title Sponsor

## Gold Sponsor

## Silver Sponsor

### You are a real evangelist of great UX!

Your logo will be visible on <http://www.uxcamp.ch> and we will provide a page to present yourself.

We will put your logo on top and print it on all material that UX Camp Switzerland is giving to the participants.

You will get a table/space to present your company or organization at the event.

We will also make sure that you will get up to three tickets for the event.

This main package is only available once.

**Your contribution to the UX Camp will be CHF 2'500.-**

### You are a main pillar to make this event happen!

Your logo will be visible on <http://www.uxcamp.ch> and we will provide a page to present yourself.

We will print your logo on all material that UX Camp Switzerland is giving to the participants.

You will get a table/space to present your company or organization at the event.

We will also make sure that you will get up to two tickets for the event.

There are 5 gold packages available.

**Your contribution to the UX Camp will be CHF 1'000.-**

### You are the foundation for the UX Camp Switzerland

Your logo will be visible on <http://www.uxcamp.ch> and we will provide a page to present yourself.

We will print your logo on all material that UX Camp Switzerland is giving to the participants.

If you provide us information and marketing material then we make sure there is a place where it is visible to the participants.

We will also make sure that you will get one ticket for the event.

**Your contribution to the UX Camp will be CHF 500.-**

Please contact [info@uxcamp.ch](mailto:info@uxcamp.ch)  
if you consider a sponsorship

**Be a Title, Gold or Silver sponsor.** Sponsoring the first UX Camp Switzerland will give you the opportunity to connect to professionals and uprising talents in the field of user experience practice.

By sponsoring the event you will be visible throughout our communication. Depending on the sponsoring package we will place your logo on the website, give you a place on the website to present yourself, mention you in our opening presentation, put your logo on all material that we are handing out, provide you a table/space at the event to promote your company or organization whether it is for project opportunities or recruiting. The community might even thank you for sponsoring free drinks at either the UX Happy Hour that will take place the evening before the UX Camp happens or at the evening party. Most UX professionals are always happy if you provide them sketchbooks and pencils or other useful thing for their daily work.

**Other sponsoring.** If you would like to contribute through e.g. sponsoring drinks at the UX Happy Hour or the closing party, t-shirts that we would like to give out to the participant or hosting a design competition than we are more than happy to speak to you.

Sponsorship for UX Happy Hour will be CHF 750.-  
Sponsorship for Closing Party will be CHF CHF 1'250.

**Organisation.** The camp is organized by volunteers. Initiators of the event are Thomas Link, Creative Director at Namics and Daniel Demel, Principal Interaction Designer at Namics and Local Leader of the Interaction Design Association in Zurich. Please see the whole team at <http://uxcamp.ch/>

On behalf of the UX Camp Switzerland I invite you to be part of the vibrating user experience community,



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