

Sponsoring Exposé



The UXCamp Switzerland is a non-profit event organised by volunteers from and for the swiss user experience community. The Interaction Design Association (IXDA) Zurich partners for the third time with 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, to host the camp at the re-opened Toni Areal. The UXCamp Switzerland will be a one day event happening on **May, 21st 2016** and we expect about 150 user experience people that gather for knowledge sharing in multiple sessions and for networking throughout the day.

User Experience 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, customer experience, design strategy, information architecture, interaction design, prototyping, usability, visual design or frontend and interface development. A view beyond the Tellerrand in directions like product design, programming or marketing in relation to user experience is also welcome.

BarCamp.

Unlike a traditional conference, a BarCamp 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.

Support for the UX Camp.

We seek out to you as a company or organisation to support us in making this third edition of UX Camp Switzerland a success. There are several ways in which you can support us:

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.

Be a Title, Gold or Silver sponsor.

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.

Title sponsor.

You are a real evangelist of great UX! You will get a table/space to present your company or organisation at the event. We will put your logo on top and print it on all material that UX Camp Switzerland is giving to the participants. Your logo will be visible on <http://www.uxcamp.ch> and we will provide a page to present yourself. We will also make sure that you will get up to five tickets for the event. This main package is only available once.

Your contribution to the UX Camp will be CHF 3'000.-

Please contact connect@uxcamp.ch to be a part!

Gold sponsor.

You are a main pillar to make this event happen! You will get a table/space to present your company or organisation at the event. We will print your logo on all material that UX Camp Switzerland is giving to the participants. Your logo will be visible on <http://www.uxcamp.ch> and we will provide a page to present yourself. We will also make sure that you will get up to three tickets for the event. There are 5 gold packages available.

Your contribution to the UX Camp will be CHF 1'500.-

Please contact connect@uxcamp.ch to be a part!

Silver sponsor.

We will print your logo on all material that UX Camp Switzerland is giving to the participants. Your logo will be visible on <http://www.uxcamp.ch> and we will provide a page to present yourself. If you provide us information and marketing material then we make sure there is a place where it is visible to the participants. We might, if there's budget and enough sponsors, hand out a bag of those collected goodies. 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 connect@uxcamp.ch to be a part!

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.

The Rules of UXCamp.

You do talk about UXCamp Switzerland! You do blog about UXCamp Switzerland! 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's 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 UXCamps have been anything from "Live Wireframing" and "From post-its to personas" to "Visual Note Taking" and "A Hitchhikers guide to Gamification".

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 Switzerland's vibrating user experience community,

Daniel Demel,

IxDA Zurich & UX Camp Switzerland

Contact:

UX Camp Switzerland

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<http://uxcamp.ch/>