



uxpa
international
conference

Amsterdam
2025



Postillion

Amsterdam, The Netherlands

June 16-19, 2025

uxpa2025.org

2025 UXPA Sponsorship Prospectus

sponsorship@uxpa.org



About UXPA International

Founded in 1991 (formerly as UPA), UXPA has evolved to become the hub for user experience professionals worldwide. With over 50 chapters around the world, we help build local design/research communities with local events and meetups for networking and knowledge sharing.

UXPA is internationally recognized as an authoritative source of knowledge on the practice of usability, user-centered design, and user experience.

Our Goals

- Serve as the authoritative source on the practice of usability, user-centered design (UCD), and UX.
- Facilitate professional development and education within the UX field.
- Promote the business value of UX, research, design and evaluation to business and other entities.
- Foster a community of user experience professionals through knowledge sharing and networking.
- Provide effective industry governance.
- Enhance and provide the value of membership in UXPA International.

Benefits of Sponsorship

UXPA sponsorship offers unique benefits, including:

- **Recruiting** - network with talented UX professionals for your growing team.
- **Brand Awareness** - be further recognized as a supporter of the UX community.
- **Target audience** - engage with qualified sales leads seeking UX products & services.
- **Audience feedback** - garner user feedback, perception, and insight about your product.
- **Channel marketing** - increase contact lists and social media engagement to promote your organization, product, & services.
- **Product Development** - exchange ideas with UX practitioners to further new product development.





Who attends UXPA International?

Each year user experience professionals come together to be inspired by world-class speakers, nurture their networks, and engage with some of the most brilliant and creative people in UX.

As a UXPA conference sponsor, you will be able to connect with forward thinkers and key influencers in UX from both industry and academia.

300-400

In-Person Attendees

28% work in
UX Research roles

46% work in
UX Design roles

26% work in
UX Manager/Supervisory roles

15-20

Countries represented

Over 150

Companies represented

25%

of attendees are decision
makers for purchases - 2024

UXPA Conference Title Sponsor - €33K

Includes all items in **Diamond Sponsorship** plus the **Closing Cocktail Hour** and the following items:

Badge Lanyards

Highly visible sponsor logo on the badge lanyard of all conference attendees.



Volunteer T-shirts

Your logo on all conference volunteer t-shirts. Highly visible to attendees as the more than 30 volunteers are active in all areas of the conference venue.

Meal Sponsor

Your logo on tables and buffet serving area signage during meals.

Registration Booth

Your logo on registration booth signage.

Course & Session Sponsor

Your logo on welcome slide for each course and session.

Lightning Talks (right before closing reception)

Your logo on signage for lightning talks.

Discount on Opening Reception Sponsorship

Add the opening reception sponsorship for an additional \$5k.

| Sponsorship Levels | Diamond €11,300 | Platinum €6,500 | Gold €4,700 | Silver €3,750 | Bronze €2,300 |
|---|--------------------|--------------------|----------------|------------------|------------------|
| Acknowledgement in UXPA Newsletter | X | X | X | X | X |
| Logo on UXPA conference website & app | X | X | X | X | X |
| Acknowledgement on UXPA Social Media | X | X | X | X | X |
| Ads run in UXPA monthly newsletter | 12 months | 6 months | 1 month | | |
| Pre-conference sponsor reception | X | X | X | X | X |
| Recognition at Keynote address | X | X | X | X | X |
| Free Conference Passes | 2 | 2 | 2 | 2 | 1 |
| Discounted Conference Passes | 3 | 3 | 2 | 2 | 1 |
| Booth Space | 20 x 10 | 10 x 10 | 10 x 10 | | |
| Discounted additional sponsorship opportunities | 15% | 5% | | | |
| Access to Interview Scheduler | X | X | | | |
| Access to interview space | X | X | | | |
| Discount on 2026 conference sponsorship | X | X | | | |
| Lunch-time keynote address | X | | | | |
| Earliest selection on booth location | X | | | | |
| Placement in highest traffic area | X | | | | |

Postillion Exhibit Hall

Postillion Convention Centre
Amsterdam
Begane grond

Zij ingang

Booth locations

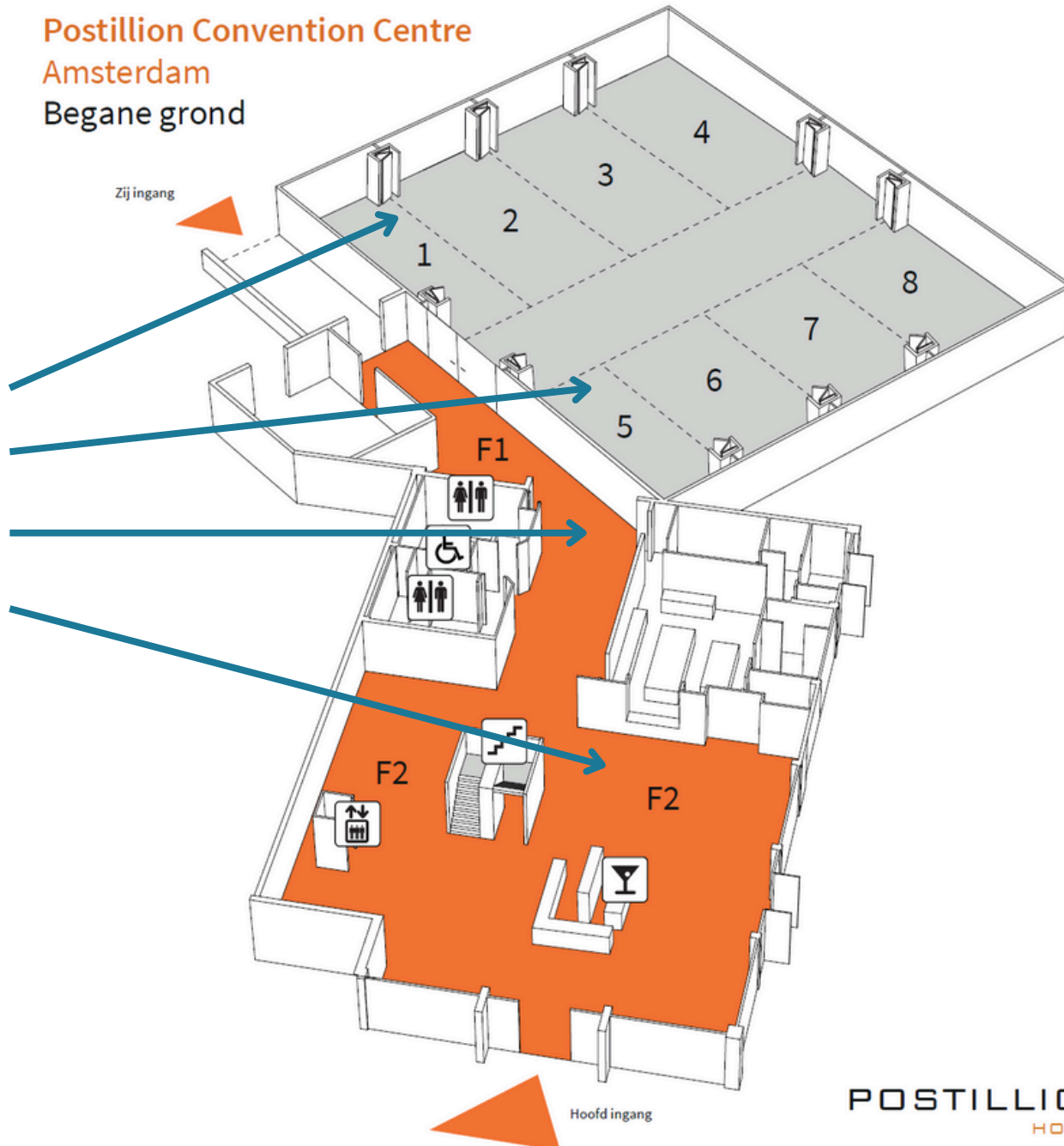
F1

F2

F2

Hoofd ingang

POSTILLION
HOTELS



University & Educational Sponsor Opportunities

Our 2026 conference includes sponsor opportunities for university and educational entities that are looking for increased exposure to the UX community. This sponsorship will include an education forum at UXPA featuring one representative for each sponsor in this group. The discounted sponsorship is €3,500 and includes the following:

- 2 conference passes
- Acknowledgement in UXPA Newsletter
- Logo on UXPA conference website & app
- Acknowledgement on UXPA Social Media
- Pre-conference sponsor reception
- €500 discount on each additional ticket

Past University & Educational Sponsors



Additional Sponsorship Opportunities

Opening Cocktail Hour

Your company's logo will be on the signage in reception area, cocktail bars, and on napkins used in the reception.

€9,400

(+ cost of napkins)

Closing Cocktail Hour

Your company's logo will be on the signage in reception area, cocktail bars, and on napkins used in the reception.

€7,500

(+ cost of napkins)

Portfolio Review

Your company's logo will be on the signage in portfolio review area, Sponsor supplies at least 3 Sr. UX professionals, and UXPA supplies at least 3 UX professionals.

€4,700

"Speed-dating" job interview practice session

Your company's logo will be on the signage in interview room for attendees in the job interview practice session

€4,700

Interview Room Sponsorship

Your company's logo will be on the signage in interview room.

€2,300

Headshot Sponsorship

Your company's logo will be on the signage in the headshot area for attendees.

€4,700

Additional Sponsorship Opportunities

Wi-Fi Sponsorship

Your company's logo will be on the signage for connecting to the conference Wi-Fi.

€4,700

Coffee Breaks

Your company's logo will be on the signage in coffee break area.

€6,300

Closed Captions

Your company's logo will be on the signage for closed captions for conference session recordings.

€2800

Your Sponsorship Journey

Below you will find the timeframe for your sponsorship recognition on the UXPA conference website, social media, and other communication channels as well as helpful notes on items we'll need from your team before, during, and after the conference.

Before the Conference

8 weeks before -
provide all logos and
sponsor assets to
UXPA

6 weeks before -
logistics discussion w/
Director, UXPA
Sponsorships

5 weeks before -
ensure all requests are
submitted to event
management staff

4 weeks before -
message to UXPA's
35k+ social media
followers

At the Conference

2 to 3 days before -
arrival of exhibitor
setups and materials

1 day before - UXPA
sponsorship setup and
thank-you reception

Recognition during
opening & closing
keynote events

Messaging to UXPA's
35k+ social media
followers

After the Conference

Sponsor "Thank You"
to UXPA's 35k+ social
media followers

Sponsor "Thank You"
to UXPA's monthly
newsletter subscribers

Sponsor "Thank You"
to UXPA's monthly
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Other items and customized sponsorship opportunities are available that include: book signings, social networking and recruiting events.

Email us at **sponsorship@uxpa.org**, and let us know how we can help promote your organization.
