



World Usability Day Sponsorship Opportunities



Theme: Communications
November 11, 2010

The sixth annual World Usability Day (WUD) will be celebrated globally on November 11, 2010. More than 200 programs will be organized worldwide to increase the public's awareness of the need to make the services and products important to human life easier to access and simpler to use. Sponsors of WUD 2010 will enjoy extensive worldwide exposure and visibility.

The tremendous WUD 2009 community held over 150 events in more than 42 countries! Your company can help make the world work better by sponsoring this important initiative of the Usability Professionals' Association (UPA).

Welcome vendors!

Welcome to World Usability 2010! Now, more than ever, we have increasing options to communicate with one another. The race to create the next popular communication device changes daily. What will be next when we move beyond cell phones, internet, email, and social media? How will we communicate? Why do we still thirst for face-to-face human interaction? Come join us as we explore these issues as part of World Usability day 2010. - Elizabeth Rosenzweig, founder World Usability Day.

Gold Sponsorship

Welcome Video \$10,000USD

Gain tangible exposure worldwide by embedding a 10 second flash introduction to the official 2010 welcome video.

Gold benefits: Company logo/link on the UPA, World Usability Day & UPA Conference websites, logo & link embedded in the 2010 World Usability Day Welcome Video, logo on UPA 2010 Conference marketing collateral, and promotion via social media.

Bronze Sponsorship

Email or Press Release Sponsor \$2,000USD

Our most popular option in 2009 - reach over 7,000 email contacts per email by sponsoring your choice of two available 2010 World Usability Day marketing email. Exclusive anchor advertisement with company link on up to two email.

Bronze benefits: Company logo/link on the UPA, World Usability Day & UPA Conference websites, company logo/link embedded in two 2010 World Usability Day email, logo on UPA 2010 Conference marketing collateral, and promotion via social media.

Bronze Sponsorship

Conference Tote Promo Packet Sponsor \$2,000USD

Reach all 2010 Munich Conference attendees by sponsoring the World Usability Day promotional guide inserted into 600+ registrant totes.

Bronze benefits: Company logo/link on the UPA, World Usability Day & UPA Conference websites, company logo/link printed in the 2010 World Usability Day promo packet, logo on UPA 2010 Conference marketing collateral, and promotion via social media.

Communication is key...

People need to connect with each other. We have more means than ever to communicate: phones, Internet, messaging and the printed medium. Technology that facilitates communication between people must be intuitive to use. It should have instructions that are easy to understand, and knobs, dials and buttons that do not require constant tuning.

Silver Sponsorship

Conference Reception Sponsor \$7,500USD

(Wednesday opportunity post Conference sessions)

Silver benefits: Company logo/link on the UPA, World Usability Day & UPA Conference websites, logo printed on exclusive reception signage onsite in Munich, registration tote insert, logo on UPA 2010 Conference marketing collateral, and promotion via social media.

Silver Sponsorship

Volunteer T-Shirt Sponsor \$6,500USD

One of World Usability Day's most critical assets: its volunteers. Capture the attention of thousands of participants by sponsoring the Volunteer T-Shirts.

Silver benefits: Company logo/link on the UPA, World Usability Day & UPA Conference websites, logo & link printed on the 2010 World Usability Day Volunteer T-Shirt, logo on UPA 2010 Conference marketing collateral, and promotion via social media.

Bronze Sponsorship

Web Sponsor \$2,000USD

Bronze benefits: Company logo/link on the UPA, World Usability Day & UPA Conference websites, logo & link embedded in the 2010 World Usability Day Welcome Video, logo on UPA 2010 Conference marketing collateral, and promotion via social media.

