

ABOUT THE CONFERENCE

THE CONFERENCE

UX in the City is a new, practical user experience conference coming to Oxford in 2016. Co-organised by the team behind UX Cambridge and UX Scotland, and the organisers of UX Oxford - a popular local meetup group - this will be a hands-on event designed specifically for the User Experience community

OUR VENUE

SAÏD BUSINESS SCHOOL

Oxford, UK
www.sbs.ox.ac.uk

Conference@OxfordSaïd is one of the leading conference, meeting and event providers in Oxford with high quality function and event spaces and superb bar and entertainment facilities.

WHAT OUR PARTICIPANTS SAY

WE AIM TO PROVIDE VALUABLE EXPERIENCES FOR EVERYONE WHO PARTICIPATES IN ONE OF OUR EVENTS.

HERE'S WHAT PEOPLE SAY:

"Thanks [#uxcam](#) for an exceptional conference. It seems to get better every year. [@UXCambridge](#)"

Alisan Atvur
SPEAKER, UX CAMBRIDGE 2015

"Thanks to [@UXScotland](#) for a great couple of days. Awesome speakers and fab, friendly attendees. Hope to return next year! [#uxscot](#)"

Katie Carnie
PARTICIPANT, UX SCOTLAND 2015

OUR PARTICIPANTS

120+

We're expecting at least 120 participants primarily from all over the globe with the majority attracted from the Midlands and South East England.

JOB TITLES REPRESENTED

WE ATTRACT THESE JOB TITLES TO OUR OTHER UX EVENTS AND ARE TARGETING THEM FOR THIS EVENT.



Head of Projects



Web Analyst



Creative Director



Designer



Information Architect



Head of Design

WHO ARE SOFTWARE ACUMEN?

OUR AIM IS TO PROVIDE **GREAT** EVENTS RATHER THAN **BIG** EVENTS

Software Acumen is a small team of passionate professionals operating in Cambridge, UK. We pride ourselves on being user-focussed, designing then refining all our events to ensure our participants want to come back every year. We run a range of events across the UK including: **Agile Cambridge**, **Agile Manchester**, **UX Scotland**, **UX Cambridge** and **Service Design in Government**.

	SOCIAL EVENING 2 AVAILABLE*	BRONZE ∞ AVAILABLE	SILVER LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	PLATINUM 2 AVAILABLE
PACKAGE PRICE (EXCL. VAT)	FROM £600	£500	£1500	£2500	£3500
EXHIBITION SPACE	Banner at Social Evening	-	2m x 1m space	2m x 1m space	• 2m x 1m space • Banner at Social Evening
SPEAKING SLOT DURATION	2 minute welcome/intro at Social Evening	-	-	30 minutes	90 minutes (or 2 x 45 mins)
TICKETS INCLUDED	-	-	2	3	5
DISCOUNT ON SUBSEQUENT TICKETS	15%	15%	20%	25%	30%
PERSONNEL TICKET (NO ACCESS TO SESSIONS)	-	-	-	1	2
PARTICIPANT LIST (INCLUDES EMAILS WHERE AVAILABLE)	✓	-	✓	✓	✓
WEBSITE HOMEPAGE	-	-	-	• Logo & Link	• Logo & Link
WEBSITE SPONSOR PAGE	• Logo & Link	• Logo & Link	• Logo & Link • 150 word bio	• Logo & Link • 200 word bio	• Logo & Link • 250 word bio • PDF Link
TWEET OUTS (MIN)	2	4	6	8	10
PARTICIPANT BOOKLET	• Logo on Sponsor Page	• Logo on Sponsor Page	• Logo on Sponsor Page	• Logo on Sponsor Page • Full Page Advert	• Logo on Sponsor Page • 2x Full Page Advert or 2 Page Spread
PARTICIPANT PACK INSERTS	1	1	1	1	2 (or e.g. t-shirts etc)
SOCIAL EVENT GIVEAWAYS (OPTIONAL)	✓	-	-	-	✓
OPENING & CLOSING REMARKS	• Logo on closing slide	• Logo on closing slide	• Logo on closing slide	• Logo on closing slide • Verbal thanks	• Logo on closing slide • Verbal thanks

ADD SOCIAL EVENING SPONSORSHIP to any package for £400. This will subsidise the refreshments available and you receive all the additional benefits of that package. If you have a bigger budget then we can do more to delight. See *Add Delight*.

Add Delight

Sponsors help us provide something extra. We welcome all opportunities to surprise, delight, and lift a participant above their expected experience at one of our events.

Cara would be very pleased to help create an agreement that works for you.

For example you could be thinking about offering:

- a constructive activity like a lego build,
- giveaways like pens, cups, t-shirts etc
- social activities like a photo booth, lego firewalk, graffiti-ing t-shirts, or a social photo wall with polaroid cameras.

We are always interested in adding something that will get people talking and make their experience truly memorable.

Noteworthy

We would like all potential sponsors to know that we will be finalising the programme by mid December 2015.

If you would like a package including a session we will need to confirm your session details by **1 December 2015**.

Tickets

Ticket allocation includes speakers. Discount is applied to any additional tickets purchased.

A limited number of stand personnel tickets are available at £80/day. These do not allow access to the conferences but do include all refreshments and the social evening. Contact us for more information.

Lanyards/Bags

We have two available additions to any of the packages at no extra charge. If you would like to supply branded lanyards to hold the name badges, or branded bags for the participant packs, please express your interest when confirming your sponsorship. Each offer is on a first come, first served basis.

Next Steps

If you have any questions, are keen to book, would like to discuss the packages, or create something specific, please do get in touch: cara@software-acumen.com You can also contact our hotline 01223 900107 or tweet us @UxintheCity

If the packages are too prescriptive, don't offer the right fit, or if you just have an idea you'd like to try out, please call: Cara Hanman - 07789846153, cara@software-acumen.com