

# User Experience (UX) & User Interface (UI) Summit

July 21-23, 2015 at the San Diego Convention Center

## User Experience (UX) & User Interface (UI) Hub

Tuesday July 21, 2015 9:00 a.m. - 6:00 p.m.  
Wednesday July 22, 2015 9:00 a.m. - 6:00 p.m.  
Thursday July 23, 2015 9:00 a.m. - 1:30 p.m.  
Lower Level, Hall A  
San Diego Convention Center

## User Experience (UX) & User Interface (UI) Exchange

Wednesday July 22, 2015 6:00 p.m. - 8:30 p.m.  
South Tower, Level 3, Salon E, F, & G  
San Diego Marriott Marquis & Marina Hotel  
(open to all UX & UI related community groups,  
as well as local universities and colleges)

## Interactive Research Lab

Saturday - Thursday July 18-23, 2015  
1:30 p.m. - 3:00 p.m.  
Upper Level, San Diego Convention Center

The User Experience (UX) & User Interface (UI)  
Summit is an opportunity for attendees to:

- o Explore the latest best practices and emerging trends in visual design, interaction, information architecture, and user experience.
- o Discover how starting with a "people first" approach can benefit mapping applications and location-enabled apps.
- o Participate in a workshop to gain firsthand experience with brainstorming and ideation techniques.
- o Hear Lightning Talk presentations that will cover a variety of disciplines to benefit anyone from developers to project managers.



Understanding our world.

Please contact **Frank Garofalo**  
([fgarofalo@esri.com](mailto:fgarofalo@esri.com)) to become a sponsor.

<b>Platinum Sponsor</b>	<b>\$5,000</b>	<b>3 registrations</b>	<b>6 options</b>
<b>Gold Sponsor</b>	<b>\$3,000</b>	<b>2 registrations</b>	<b>4 options</b>
<b>Silver Sponsor</b>	<b>\$1,500</b>	<b>1 registration</b>	<b>2 options</b>

### All sponsors receive:

- Full-conference UC registrations (including the plenary, all scheduled sessions, workshops, meals, beverage breaks, Monday Map Gallery, and Thursday Night Party. UC registrations are limited for use exclusively by direct company employees. Registrations may not be transferred to anyone, including but not limited to contractors, consultants, family members, partners, clients, or other Esri clients or partners without express written consent from Esri. This provision is intended to be interpreted in its broadest sense and will be strictly enforced. Quantity varies per sponsor level.)
- Company logo featured on UX & UI Hub agenda, Hub recognition signage, Hub slide, UX/UI and GeoNet web sites, and Interactive Research Lab recognition signage
- 50 word corporate description on UX/UI and GeoNet web sites
- Tabletop recognition sign for use at your UC booth (if exhibiting)

### Sponsor Options:

- **UX & UI Hub:** One 6' skirted table, two chairs, 10 amps of electricity, and access to free wi-fi (3 available, (1) Tuesday, (1) Wednesday, (1) Thursday, limit 1 per organization) **plus** one 15-minute demo theatre speaking opportunity (published in the UC online agenda and UX & UI Hub agenda, limit 3, platinum and gold sponsors only, one per organization)
- **UX & UI Exchange:** One cocktail round with ID sign (pull up graphics welcome, no popups allowed)
- **UX & UI Exchange:** One 5-minute speaking opportunity to all attendees (limit 3, one per organization)
- **UX & UI Hub and UX & UI Exchange:** Promotional 16:9 PPT slide to display in during breaks (subject to Esri approval, one per organization)
- **Interactive Research Lab:** Company logo on desktop wallpaper **and** opportunity to provide 50 branded mouse pads and/or promo giveaways to participants (subject to Esri approval)
- Social media promotion (2 tweets, content provided by sponsor, subject to Esri approval, 140 character count per tweet including event hashtag: #EsriUC)