



IUE2010 SPONSOR PROSPECTUS

Welcome to Internet User Experience 2010!

July 24 – July 29, 2010, Ann Arbor, Michigan

The Internet User Experience Sponsor Prospectus offers your company a unique opportunity to connect with a very special group of professionals which include:

- Web Site Developers including User Experience Designers, Information Architects, Visual and Graphic Designers, and Web Developers.
- Marketing and Advertising Agency professionals including Art Directors, Project Managers, and the Web Site Developers listed above.
- Web Site Stakeholders.
- System and Business Analysts.

The Internet User Experience (IUE) conference has been held annually since 2005. It has grown both in size and in scope. It started by providing programs and training primarily for User Experience professionals and Web Site Developers, and it has expanded to also include branding, strategy and visual design, and it is now also of great interest to marketing professionals, interactive agencies, and advertising agencies.

The Internet User Experience Conference goal is to foster improving today's web site user experience. Each year, industry speakers, practitioners, and authors are organized to provide the most complete package of Internet user experience design training, case studies, business success stories, and real-world examples assembled anywhere.

Given the targeted attendees, we hope that you choose a level of sponsorship that fits your needs. It is a fertile ground for advertising, selling, or recruiting talented individuals in any of the categories listed above.

Sincerely,
Dave Mitropoulos-Rundus
IUE2010 Conference Director

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



IUE2010 SPONSOR PROSPECTUS

Internet User Experience 2010 offers companies a rare opportunity to promote their company and its products and services to a group of highly-motivated professionals by making a corporate sponsorship contribution to IUE2010.

IUE2010 is a conference aimed at fostering the exchange of ideas, technology, techniques and experience between user experience designers, web developers, and marketing and advertising professionals working on extranets, intranets, and marketing and advertising campaigns in a range of businesses. This conference is a collaborative effort between user group communities and user experience companies in the region. We anticipate at least 300 professionals from the US and Canada to attend this event which will occur on July 24 – July 29, 2010 at the Morris Lawrence Building/ Conference Center in Ann Arbor, Michigan.

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



IUE2010 SPONSOR PROSPECTUS

WHY DOES InternetUserExperience2010 NEED CORPORATE SPONSORS?

This conference is being offered at a nominal charge. However, an event like this is not cheap to organize. There are charges for the talent, food, facilities, promotion & equipment. As a sponsor, you'll help to offset these costs, and in exchange, get great exposure to a group of passionate, motivated Companies and User Experience, Marketing, and Advertising professionals.

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



IUE2010 SPONSOR PROSPECTUS

Internet User Experience 2009 was a resounding success.

Over 170 attendees and sponsors from different businesses, government agencies and schools were at the event. Attendees were from a wide range of platforms, disciplines, and roles, including:

- User experience practitioners, managers, directors, and vice presidents.
- Creative and Visual designers.
- Web developers and managers.
- Web site stakeholders.
- Advertising and Marketing professionals.
- University faculty and students

Satisfied Attendees

We only like to see high ratings...unless the topic is controversial (in which case of course we expect mixed reviews).

Satisfaction ratings on the event's evaluations averaged "Very Good". Comments indicated that the high ratings were driven by the presentations, presenters and topics, and several who had attended other related events literally felt they had discovered the best conference regarding the design of the user experience.

Dissatisfied Attendees

We take our lumps too, and figure out how to improve!

The negative comments we received focused on aspects of the registration process, clear directions to rooms for sessions.

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



IUE2010 SPONSOR PROSPECTUS

Action items for IUE2010:

- Improve signage (particularly directions to rooms)
- Cover more topics on mobile
- New registration process with additional payment options
- Explore new formats
- Include a poster session

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



IUE2010 SPONSOR PROSPECTUS

WHO WILL MY COMPANY BE ABLE TO ENGAGE IN 2010?

The Internet User Experience conference aims to attract web site stakeholders and the following professionals:

- Information Architects
- Business Analysts
- Web Developers
- User Experience Designers
- Graphic and Visual Designers
- Art Directors
- Marketing and Advertising specialists
- Technical Writers and Copy Writers
- System and Business Analysts
- Project Managers
- User Experience related curriculum students

Your company sponsorship and involvement will help you to attract and interact with these professionals. You have several options ranging from placement of your company name on conference materials, hand-outs, and our web site to events to exhibit booths where you may demonstrate your products and services, conduct interviews, and more!

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



Professional and Academic Organization Sponsorship - \$500

CONTRIBUTION

A not-for-profit professional organization in an area that is relevant to the conference, or a college or university with a relevant curriculum, contributes \$500 cash to the IUE2010 conference.

BENEFITS

- Acknowledgement of sponsorship via business logo on website
- Listing in the conference program distributed to each IUE2010 attendee. Includes:
 - Logo name, website, and phone number
 - One line description of service offerings

Preferential logo placement among all Professional and Academic Organization sponsors based on total contribution amount and date that contribution was received.

RESTRICTIONS

Available only to not-for-profit professional organizations and academic programs that are in a field that is relevant to the conference.

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



IUE2010 SPONSOR PROSPECTUS

SILVER - \$1,000

CONTRIBUTION

A Silver sponsor contributes \$1,000 cash to the IUE2010 conference.

BENEFITS

Table/Booth Space at the conference (July 25 - 28)

Acknowledgement of sponsorship via business logo on printed material and website

Listing in the conference program distributed to each IUE2010 attendee. Includes:

- Logo name, website, and phone number
- One line description of service offerings

Preferential logo placement among all Silver sponsors based on total contribution amount and date that contribution was received.

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



IUE2010 SPONSOR PROSPECTUS

GOLD - \$2,500

CONTRIBUTION

A Gold sponsor contributes \$2,500 cash to the IUE2010 conference, and will provide giveaway items to be distributed in the Exhibit Area

BENEFITS

Table/Booth Space at the conference (July 25 - 28)

One complementary pass to the conference

Acknowledgement of sponsorship via business logo on printed material and web-site

Listing in the conference program distributed to each IUE2010 attendee. Includes:

- Logo name, website, and phone number
- One line description of service offerings

Preferential logo placement among all Gold sponsors based on total contribution amount and date that contribution was received

Inclusion of one (1) 8.5" x 11" page of vendor materials in the attendee information packet

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



IUE2010 SPONSOR PROSPECTUS

PLATINUM - \$5,000

CONTRIBUTION

A Platinum sponsor contributes \$5,000 cash to the IUE2010 conference, and will provide giveaway items to be distributed in the Exhibit Area

BENEFITS

Table/Booth Space at the conference (July 25 - 28)

Three complementary passes to the conference

Acknowledgement of sponsorship via business logo on printed material and website

Preferential logo placement among all Platinum sponsors based on total contribution amount and date of contribution

Inclusion of up to three (3) 8.5" x 11" pages of vendor materials in the attendee information packet

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



IUE2010 SPONSOR PROSPECTUS

ADDITIONAL

IUE2010 is also offering the following additional sponsorship opportunities:

MAIN EVENT RECEPTION SPONSOR

Sponsor gets exclusive name listed as the host of the Attendee Reception party on July 26th, 2010 at 5:00 p.m.

Cost: \$2,000 (1 sponsor total)

MONDAY LUNCH AND SPEAKER SPONSOR

Listed and announced as a lunch sponsor.

Cost: \$1,500 (1 sponsor only for this day)

TUESDAY LUNCH AND SPEAKER SPONSOR

Listed and announced as a lunch sponsor.

Cost: \$1,500 (1 sponsor for this day)

BREAK SPONSOR

Listed and announced as a morning or afternoon break/snack sponsor.

Cost: \$500 (7 total covering one break Sunday evening and two each on Monday, Tuesday, and Wednesday)

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



ADDITIONAL

IUE2010 is also offering the following additional sponsorship opportunities by adding your brand message to conference materials (continued):

USB Drive/PROCEEDINGS

Placement of sponsor's logo on one side (other side contains conference logo) of the USB Drive containing the conference proceedings that is provided to all attendees, speakers, and staff.

Cost: \$2,000 (1 sponsor total)

CONFERENCE PENS

Placement of sponsor logo on the pen that is included in the conference bag for each attendee, and at registration tables.

Cost: \$500 (1 sponsor total)

LANYARD/CREDENTIAL HOLDER

Placement of sponsor's logo on the lanyard of the credential holder that is provided to all attendees, speakers, and staff.

Cost: \$500 (1 sponsor total)

ACKNOWLEDGEMENT IN PROGRAM

Acknowledgement space is being offered in the official conference program. Note that companies may purchase space in the program without otherwise being a sponsor of IUE2010.

Costs:

\$750 back cover (full page, full color, 1 total)

\$600 inside front cover (full page, full color, 2 total)

\$500 inside back cover (full page, full color, 2 total)

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



IUE2010 SPONSOR PROSPECTUS

\$250 per page (Black and White)

ADDITIONAL

IUE2010 is also offering the following additional sponsorship opportunities by adding your company promotional materials to each attendee bag:

ATTENDEE BAG INSERTS

Placement of one page of vendor material in each attendee bag.

Note: This is above and beyond the allocation already provided to Gold, Platinum, and Ultimate sponsorship levels.

Cost: \$100 per page

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



SPONSOR PROSPECTUS

SPONSOR EVENTS

July 24 – July 29, 2010 Morris Lawrence Building/Conference Center, Ann Arbor, Michigan

A Unique Opportunity For Unique Events

InternetUserExperience is all about uniqueness. We're gathering Web Site User Experience people and stakeholders together, we're having a conference in an Michigan oasis in July, a lot of great things will happen, and we are always seeking the 'next great thing'.

Do you have an idea for a unique event that you'd like to have your company organize and run at InternetUserExperience? Pitch the idea to us and we'll work with you to help you put on something educational, helpful, or just plain fun.

Examples of events might include design competitions, open mike night for the "spoken UX word", or a special recruiting event. The possibilities are endless.

We do need to frame some rules around these events, so keep the following in mind:

- First come, first served.
- InternetUserExperience gets final approval on events which are run at the conference.
- Sponsors pay all costs associated with running the event.
- Events will be listed on a special page on the website with a note they're sponsor/vendor events and not directly part of InternetUserExperience.
- Positioning on the site will be first come, first placed. Descriptions of events must be concise.
- Events *may* be listed in a separate page in the conference program depending on logistics surrounding the program.

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



SPONSOR PROSPECTUS

FAQ

July 24 - 29, 2010 Morris Lawrence Building/Conference Center, Ann Arbor, Michigan

Q: What are the “Giveaway Items” mentioned in the Gold, Platinum, and Ultimate levels?

A: We want to ensure that our —Sponsor area is an exciting place for the attendees to visit. Besides having the opportunity to speak with our sponsors, attendees should have a reasonable expectation of walking away with some SWAG. As is typical with other trade shows, this includes software, books, apparel with your logo, and/or trinkets with your logo. We ask that if you do not provide enough items for every attendee, that you try to be creative in how the items are distributed (i.e., hold your own raffle, have a secret spotter give away items in the crowd, etc).

Q: Will my logo on the IUE2010 website be hyperlinked to my website?

A: Yes.

Q: What is “Preferential Logo Placement”?

A: Whenever all sponsor logos are displayed together, they will be arranged from left to right and top to bottom within the Silver, Gold, Platinum, and Ultimate groups in order by the total contribution size (largest first) and the date that payment was received (earliest first).

Q: May I contribute more than the minimum amount for a given sponsorship level?

A: Yes. This will count towards your total contribution (for logo placement benefits and purchase limit for additional sponsorship opportunities).

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience



IUE2010 SPONSOR PROSPECTUS

Q: Who exactly is organizing IUE2010?

A: The Internet User Experience conference is planned, organized, and managed by:

- Dina Metro Television Production and Web Design, LLC, a company located in the state of Michigan (EIN: 06-1771668).
- The Michigan Usability Professionals' Association (www.miupa.org), an organization that promotes user centered design and usability in Michigan.
- The Washtenaw Community College Internet Professional Program (<http://inp.wccnet.edu/>), an academic department that provides certificate programs in Web Development.

Q: What is the IUE2010 mailing address?

A: Unless otherwise directed, please send all sponsorship-related mail and packages to the InternetUserExperience Sponsorship Coordinator:

Dina Metro TV & Web, LLC

P.O. Box 130856

Ann Arbor, MI 48105

Email: sponsor@iue.com

Q: I've got a great idea for a sponsorship opportunity that you haven't listed. What can I do?

A: Contact us and run it by! We're happy to work with any idea as long as it's of benefit to the attendees!

Email: sponsor@iue.com

Internet User Experience 2010 – A conference spotlighting methods for dramatically improving today's web site user experience