



IUE2009 SPONSOR PROSPECTUS

Welcome to Internet User Experience 2009!

March 30 – April 2, 2009, 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
IUE2009 Conference Director

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Internet User Experience 2009 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 IUE2009.

IUE2009 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 March 30 – April 2, 2009 at the Morris Lawrence Building/Conference Center in Ann Arbor, Michigan.

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WHY DOES InternetUserExperience2009 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.

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Internet User Experience 2008 was a resounding success.

Over 120 attendees and sponsors from different businesses 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, session timing (some ran long), availability of

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water in the presentation rooms (some ran out), and a panel session resulting in 'great agreement' rather than 'great debate' (if only every pane could be run like an episode of 'Jer-ry!").

Action items for IUE2009:

- Attract more keynote speakers.
- Increase the number of multi-track sessions.
- Include more marketing presentations.
- Cover topics such as security and legal aspects of web sites.
- New registration process with additional payment options implemented.
- Session moderators will stay on or ahead of schedule at IUE2009.
- A team to manage catering issues for the entire conference.
- Panel submissions will be reviewed more carefully to ensure appropriate selection and format.

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WHO WILL MY COMPANY BE ABLE TO ENGAGE IN 2009?

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

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!

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Individual Consultant Sponsorship - \$100

CONTRIBUTION

An Individual Consultant Sponsor contributes \$100 cash to the IUE2009 conference.

BENEFITS

Listing in the Service Provider list distributed to each IUE2009 attendee as part of the program. Listings will include the following for each consultant:

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

RESTRICTIONS

- Available only to individual, independent consultants.
- Company logo and information not included on the sponsor page of the IUE2009.com website.

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Professional and Academic Organization Sponsorship - \$250

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 \$250 cash to the IUE2009 conference.

BENEFITS

- Acknowledgement of sponsorship via business logo on website
- Listing in the conference program distributed to each IUE2009 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.

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SILVER - \$500

CONTRIBUTION

A Silver sponsor contributes \$500 cash to the IUE2009 conference.

BENEFITS

Acknowledgement of sponsorship via business logo on printed material and website

Listing in the conference program distributed to each IUE2009 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.



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GOLD - \$1,000

CONTRIBUTION

A Gold sponsor contributes \$1,000 cash to the IUE2009 conference, and will provide giveaway items to be distributed in the Exhibit Area

BENEFITS

Table/Booth Space at the conference (April 1 and 2)

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

Listing in the conference program distributed to each IUE2009 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

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PLATINUM - \$2,000

CONTRIBUTION

A Platinum sponsor contributes \$2,000 cash to the IUE2009 conference, and will provide giveaway items to be distributed in the Exhibit Area

BENEFITS

Table/Booth Space at the conference (April 1 and 2)

One complementary pass 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

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ULTIMATE - \$3,000

CONTRIBUTION

An Ultimate sponsor contributes \$3,000 cash to the IUE2009 conference, and will provide giveaway items to be distributed in the Exhibit Area.

BENEFITS

You will be the exclusive "Ultimate Sponsor" for the conference.

Table/Booth Space at the conference (April 1 and 2)

Two complementary passes to the conference.

Acknowledgement of sponsorship via business logo on printed material and website

The largest logo size of all sponsors

Preferential logo placement among all other sponsors

Inclusion of up to five (5) 8.5" x 11" pages of vendor materials in the attendee information packet

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ADDITIONAL

IUE2009 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 April 1st at 5:00 p.m.

Cost: \$1,500 (1 sponsor total)

WEDNESDAY (Keynote Day) LUNCH AND SPEAKER SPONSOR

Listed and announced as a lunch sponsor, and up to a 30 minute presentation spot.

Cost: \$1,000 (1 sponsor only for this day)

THURSDAY LUNCH AND SPEAKER SPONSOR

Listed and announced as a lunch sponsor, and up to a 30 minute presentation spot in one of three rooms. **Cost: \$500 (3 sponsors maximum for this day)**

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ADDITIONAL

IUE2009 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 the lanyard of the credential holder that is provided to all attendees, speakers, and staff.

Cost: \$2,000 (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: \$750 (1 sponsor total)

CONFERENCE BAGS

Placement of sponsor logo on the attendee bag itself.

Cost: \$500 (5 sponsors 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 IUE2009.

Costs:

\$100 per half page (Black and White)

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

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

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ADDITIONAL

IUE2009 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



SPONSOR PROSPECTUS

SPONSOR EVENTS

March 30 – April 2, 2009 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 April, 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.

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FAQ

**March 30 – April 2, 2009 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 IUE2009 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).

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Q: Who exactly is organizing IUE2009?

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 IUE2009 mailing address?

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

Dina Metro TV & Web, LLC
2657 Balmoral Court
Ann Arbor, MI 48103
Email: sponsors@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: sponsors@iue.com

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