



World
Usability
Congress
2017

WHEN \ 11. - 12. October 2017
WHERE \ Graz: City of Design, Austria

**THE CONGRESS ** It's its application-oriented, economic and holistic approach that makes the World Usability Congress one of a kind on a global scale. We talk about Usability, User Experience (UX) & Customer Experience Management (CX).

TOP SPEAKER \



**Bruce Horn ** Intel Fellow



**Maria Giudice ** Autodesk



**Tomer Sharon ** WeWork

OUR TOPICS \



\ UX
Management



\ eCommerce



\ Marketing &
Sales



\ Software
Development



\ Automotive
& Aviation



\ Virtual &
Augmented
Reality

WHAT PARTICIPANTS THINK \

400 participants from 30 countries attended the World Usability Congress 2016



**Alessio Ricco **
Consultant &
Carma Ltd

“WUC is one of the top congresses about Usability in the world. The main reasons are three:

- 1 – The quality of keynotes, speeches and workshops.
- 2 – The diversity of topics (from automotive to usability, from Lean UX to documentation)
- 3 – A perfect organisation who paid attention to all the details (infographics, venues, post conference networking events, DJ set with ambient music, etc.) to provide us with an unforgettable experience.

I will follow the next editions for sure.”



**Russ Wilson **
Google

Best conference I've been too in a long time!

“Best conference I've been too in a long time! Speakers were amazing and Hannes Robier did an AMAZING job organizing the event and entertaining everyone!”



**Klaus Hofer **
CEO CAT-i

The best and most important conference on Usability in the world

“The annual World Usability Congress in Graz, Austria is the best and most important conference on Usability in the world. This conference brings the best Usability specialists in the world together.

With exceptional presentations from a wide range of industries WUC shares the latest research on the human factors applicable to all users and consumers. Usability matters to all industries.”



**Page Clinton **
Heavey RF Group

“I want to thank you for putting together such an amazing event! Everyone I spoke with couldn't emphasize enough how beneficial, educational, and uniting the Congress was for them. I've been to many events globally, and the WUC has a mood that really brings everyone together and creates an air of openness, sharing, and creativity that is unlike any other. You've invested a huge effort, and it shows!

I look forward to next year!”



**Craig Tomlin **
WCT & Associates,
LLC.

One of the best UX conferences I've ever attended

“I attended the 2016 World Usability Congress as a speaker and as a session attendee.

I felt this was one of the best UX conferences I've ever attended. The sessions were diverse, covering many different aspects of UX. The speakers were from a variety of industries and backgrounds, which provided many new tips and ideas and a real opportunity for cross-cultural exchange.

And the event was run extremely well and with an organizational polish that made it very easy and very fun to engage with interesting sessions and fellow attendees.

Finally, being able to network with UX professionals from all over the world is an added bonus that should definitely not be overlooked. I recommend World Usability Congress to any UX professional who really wants to maximize their time and learn from some of the best resources anywhere.”

DRAW ATTENTION TO YOUR BUSINESS \

Expected attendees for WUC 2017: 600!

We expect **600** International visitors at this year's **World Usability Congress** and we provide them with:

INTERNATIONAL TOP SPEAKER \

Learning from the worldwide best of the field of CX

The best speaker of the world in the field of CX will come to the congress. They hold patents, they are design leads from all over the world and they also lead the trends we all know from our daily life.

REAL-WORLD EXAMPLES \

Real-life projects instead of plain theory

Our speakers are all professionals who juggle real-life projects and handle real-life clients, thus are fully aware of the challenges that your company may be facing in the daily work. All keynotes will bring real life examples. We guarantee no scientific papers.

DOING NOT TALKING \

Learned know-how will be put into action

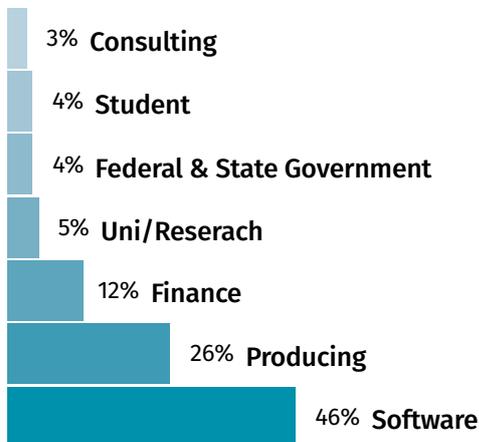
Your employee does more than just listening. The participants also learn in the different workshops how to use and practice the new know-how. Capped class size ensures a great learning environment.

GREAT SIDE EVENTS \

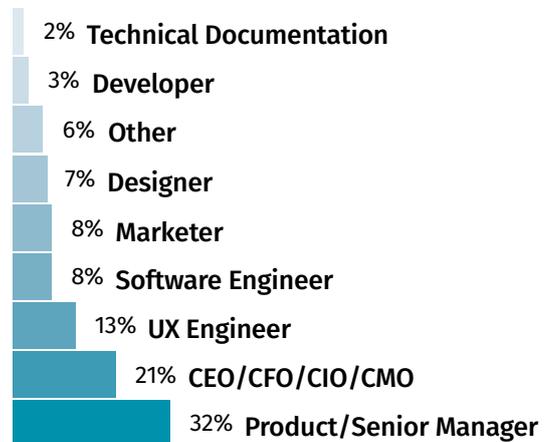
- A Speakers Dinner before the congress for our international speakers
- Our Gala Dinner "Over the roofs of Graz" with a multi-course menu by Maitre Christof Widakovich in a relaxed atmosphere
- The Experience Tour where we let them experience original styrian delicacies

TARGET GROUP \ 2012 - 2015

Industry



Role



SPONSOR PACKAGES \

	Perseus € 1.500,-	Poseidon € 4.500,-	Pegasus € 9.500,-
Presence of your company on the WUC website through placement of your company logo (linked to your website).	✓	✓	✓
Presence of your company with a Roll-Up	✓		
Full Congress Card	1x	2x	4x
Presentation of your company logo on the newsletter.	✓	✓	✓
Presence of your company with a booth for the duration of the entire congress. (Booth 1-12)		3x3 m Booth: _____	5x5 m Booth
Ticket Package Option: 1 ticket for 865€ per ticket instead of 948€ 3 or more tickets for 825€ per ticket instead of 948€		✓	✓
Digital Gift Bag		✓	✓
Speakers Dinner invitation		✓	✓
Experience Tour invitation			✓
All relevant fields of communication (PR) include your company logo and present your company as Gold Sponsor.			✓
Your company logo will be visible in the key presentations in the main hall.			✓
Participant list (name, company, e-mail address) of the World Usability Congress 2017, sent by mail.			✓

ADDITIONAL PACKAGES \

Digital Gift Bag € 500,-

You can decide what you want to offer in the EverThere's Digital Bag. www.everthere.co/resources/event-sponsors-resources

Room Partner € 5.000,-

Roll-Up placement on both sides of the stages in the hall.

Placement of your company logo on the World Usability Congress website (linked to your company web site).

Atmosphere Sponsoring € 1.500,-

Apple-Branding (apples with your company logo) and your company logo on the snack cards.

Placement of your company logo on the World Usability Congress website (linked to your company web site).

WLAN Sponsor € 800,-

Your company logo will be visible in the key presentations in the main hall and on the information cards at the congress.

Placement of your company logo on the World Usability Congress website (linked to your company web site).

Gala Dinner Sponsoring € 2.500,-

Roll-Up placement during the aperitif.

Bottle-Branding (Wine bottles with your company logo +12 bottles after the congress).

Your company logo on the menu cards.

Placement of your company logo on the World Usability Congress website (linked to your company web site).

If the packages don't offer the right fit, or if you have an idea you'd like to try out, please contact: pegasus@worldusabilitycongress.com

First & Lastname _____
Company _____
Address _____

Country _____
E-Mail _____
Phone Number _____

Place, date

Company stamp, signature of the person responsible

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LOCATION MESSECONGRESS NORTH \

Messeplatz 1 | 8010 Graz Austria

- 1 - 12 Booth for sponsors (Sponsoring Package "Poseidon")
- 13 Roll-Up area (Sponsoring Package "Perseus")
- ★ Golden Sponsor booth (Sponsoring Package "Pegasus")
- Room Partner (Additional Package "Room Partner")

