ProfsoUX 2016

#1 conference for UX-professionals in Russia

April 23, 2016, Saint Petersburg

www.profsoux.ru

Partners proposals

ProfsoUX 2016 conference

- ProfsoUX — the largest UI, UX and interaction design event in Russia;

- Main topics:
  - Web-sites and application UI;
  - Communicating with users;
  - UI/UX role in business;
  - Analytics and research;
  - Graphics and design.

What the conference is:
- Practicing professionals;
- Promotion of your products and services;
- Personnel hiring.

April 23, 2016, Saint Petersburg

- Venue:
  «Club House» Conference Center, pr. Medikov 3

Conference partners could benefit from the following venue features and options:

- Placement of company's booth at the lobby;

- Placement of roll-ups at the lobby and in the halls;

- Distribution of souvenirs or printed materials;

- Direct conversation with novices and professionals, attending the event.

High-grade program

- Usually, the conference takes 2 days:
  - Day 1 — speeches and communication with people;
  - Day 2 — work-shops;
- Speakers are picked by the Program committee;
- The quality of speeches and presentations is under strict control.

Audience

- Estimated number of attendees —*400+ people onsite;*
  - Saint Petersburg, Moscow, Ekaterinburg, Minsk …
  - Russia,Belarus, Ukraine, Baltic states …
- Internet impact — *more than 30'000 people;*
  - Conference' web-site;
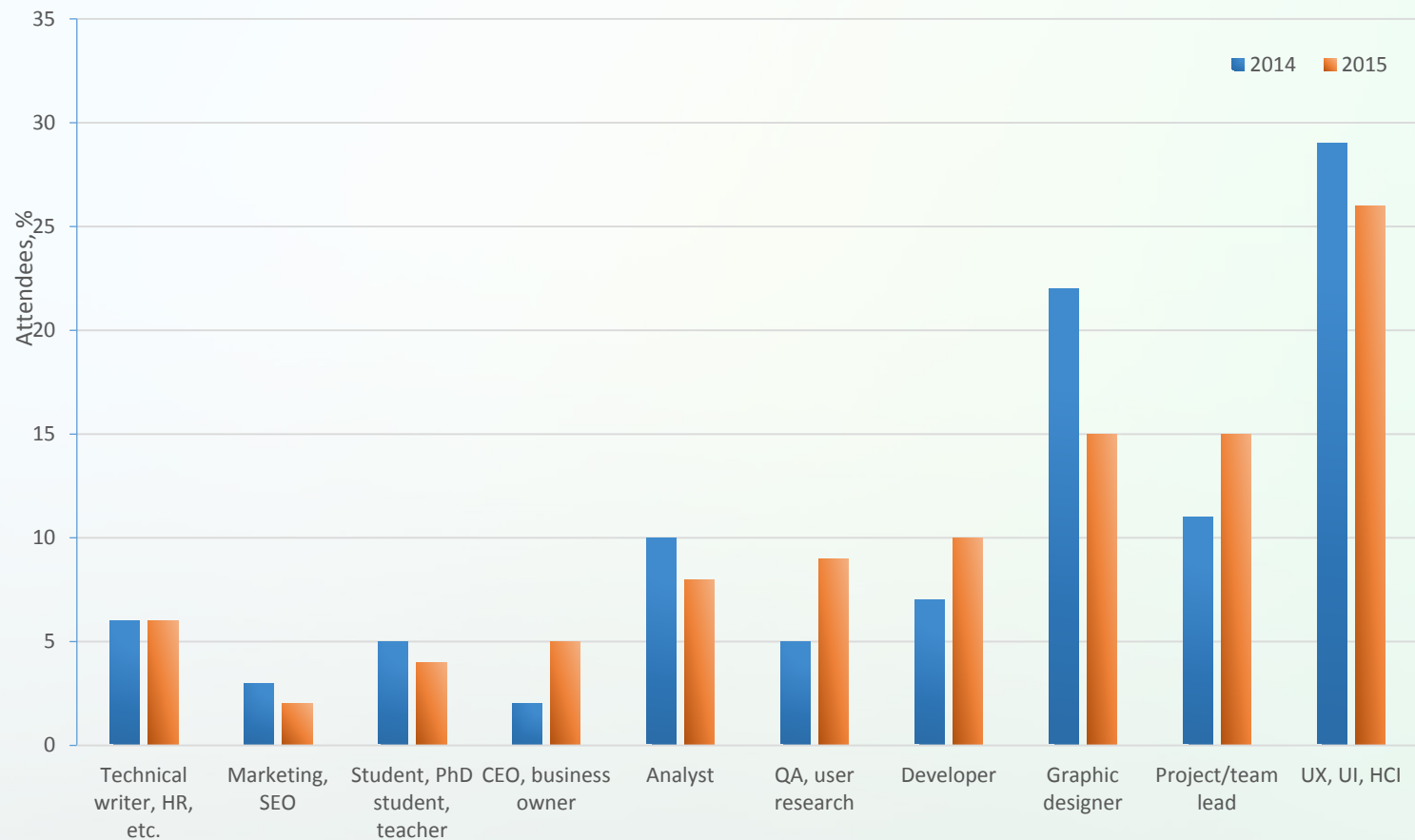 - Information partners.

Previous events:
- 2014 — 333 people;
- 2015 — 404 people.

Audience' professions

Attendees' professions for ProfsoUX 2014 & 2015:

Previous events' parnters

Organized by

For 5 years the ProfsoUX conference is organized by the professional team, experienced in IT-related events promotion and conduction:

UX SPb
Independent society of UI, UX and usability professionals of Saint Petersburg, Russia:
www.ux-spb.ru

i-Help — «Internet Help»
organizer and co-organizer of several
well-known IT conferences:
«Central & Eastern European Software Engineering
  Conference in Russia»,
«European Software Engineering Conference», etc.:
www.i-help.spb.ru

ProfsoUX — it's your promotion

1. **Recognition of your brand**
   ProfsoUX sponsors become well-known in professional society. A wide audience, active on web and social networks, will dramatically increase recognition of your brand identity;

2. **Reputation among professionals**
   Appearing on the list of conference sponsors will increase trust to your brand among potential business partners and employees;

3. **Promoting your software and services**
   Professional conference is a good opportunity to show your products and services to specialists. The conference venue has enough space to set up a specialized showroom or conduct an activity devoted to your product;

4. **Finding business partners and potential employees**
   If your company is interested in business partners on the Russian software development market or in hiring highly-qualified personal, the conference is great place to start.

If your company provides educational services, it's also a good idea to position yourself at the conference as it is known and respected by students and people who are interested in continuing their education.

3 reasons to support ProfsoUX

1. **Expanding the market of UI/UX services**
   Well thought-out user interfaces and polished UX are to become one of the most competitive advantages of software products and web-services. By supporting ProfsoUX, you help us to bring this idea into minds of product-owners and managers, thus helping to raise interest to UX and HCI in general;

2. **Setting software development culture on a new level**
   You will help to raise software development culture to a new level by integrating the UI design, UX, user research and usability testing into the software development process;

3. **Developing international cooperation**
   Russian UI and UX professionals are frequent guests at European, American and Asian conferences and even frequent employees of foreign companies. Helping ProfsoUX, you also help to spread knowledge around the world.

Sponsorship packages

Packs options	Standard 50 000 RUB	Silver 100 000 RUB	Gold 200 000 RUB
Company logo and description on the conference web-site	✔	✔	✔
Logo on all conference's printed materials	✔	✔	✔
Promotion of sponsor's open job vacancies in social networks	✔	✔	✔
Tickets to the conference	2 people	3 people	5 people
1 roll-up at the conference lobby	✔	✔	✔
Roll-ups at the conference halls		1 pc.	3 pcs.
Promotional materials or souvenirs in the attendee's bags		✔	✔
Logo on the attendee badge		✔	✔
Company booth at the conference lobby			✔
Welcome speech at the opening ceremony (1-3 min)			✔
Activities such as draws etc. announced from the stage			✔

Additional options:

1. Logo on pens – 20 000 RUB
2. Logo on attendee's bag – 40 000 RUB
3. Party sponsor – 250 000 RUB

Any of these sponsorship packages can be adjusted according to your company needs.

Your company will get the access to the base of attendees contacts *(only for attendees, who has stated his will to share such information)*.

Contacts

Sponsorship, advertisement & general questions:

Julia Kryuchkova

The Conference' chair

E-mail: contact@profsoux.ru

Phone: +7-812-336-93-44,
                   +7-921-741-48-23.

Program & speeches:

Viltali Ermolenko

The Head of the Program committee

E-mail: pc-chairs@ux-spb.ru

www.profsoUX.ru

2016.profsoUX.ru