

**UI/UX
CONFERENCE
CHINA 2018**

UI/UX

SHANGHAI 2018

上海 2018

中国交互与界面设计大会赞助协议

SHANGHAI

SPONSOR KIT

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Two days of intensive UI/UX learning & networking in Shanghai. A gathering of designers, developers, product enthusiasts and marketers by the bund every 2 years.

UI/UX Conference China 2018 will offer companies and practitioners the opportunity to reflect on how they're shaping the world, by building bridges across cultures, disciplines, and industries to discover a shared direction.

了解最新的交互设计与体验趋势、结识更多的行业精英，一切尽在今秋为期两天的中国交互与界面设计大会。两年一度的大会是设计、科技、产品和市场相互交流融合的平台。

2018中国交互与界面设计大会致力于连接不同文化、标准及行业，为设计从业者和企业提供探索改变世界、发现共同发展方向与目标的机会。

About UI/UX Conf 2018
关于本次大会

About UI/UX Conference China 2018 / 关于本次大会



1000+

Attendees / 参加者



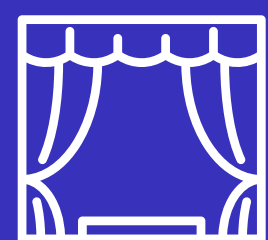
16

Talks / 演讲



4

Workshops / 工作坊



2

Stages / 舞台



1

Design challenge / 设计挑战

Numbers of UI/UX Conference China 2016 / 关于上次大会

1028

Attendees / 参加者

20

Talks / 演讲

4

Workshops / 工作坊

76

Brands / 品牌



UI/UX Conference China 2018 provides **a key opportunity** for sponsors to reach the UI/UX community and its professional stakeholders. We expect **over 1,000 professionals** to join us in Shanghai. Our attendees spread across many design disciplines that include interaction design, user experience, product management, digital academia, and more. About **70%** of the attendees will be from China mainland, Taiwan and Hong Kong. The remaining **30%** will arrive from the rest of the world. Half of our design-focused attendees work for corporate design teams, while the other half work for agencies and consultancies.

As well as helping us create an amazing conference, you will set foot in a fresh and ambitious setting where interaction design mixes with global industries: health care, new energy, environment, automotive, fintech, video game...

Why partner with us?
为何选择我们?



赞助 2018中国交互与界面设计大会是一个支持 UI/UX 社区和增加贵公司行业影响力的契机。与往年一样，今年的大会将有 1,000 多名专业人士参加。我们的参会者来自不同的背景，包括交互设计师、用户体验专家、产品经理、学术界人士，及世界 500 强的管理层。70% 的参会者来自中国大陆、台湾和香港，30% 来自世界各地。其中半数供职于企业内部的设计团队，另一半来自设计和咨询公司。

您的支持不仅能帮助我们打造更棒的大会体验，也使您踏足一片崭新领域。在这里，交互设计会与其他领域发生碰撞：医疗保健、金融科技、电子游戏、艺术、创新、新能源等等。

03.

Sponsor types and packages / 赞助方案

Gold	Silver	Bronze	Startup
70,000	50,000	35,000	10,000

(Currency unit: RMB)

Logo on UI/UX Conf 2018 website with clickable icon	✓	✓	✓
Mention on UI/UX Conf 2018 social media channels	✓	✓	✓
Appreciation mention at the beginning and the end of UI/UX Conf 2018	✓	✓	✓
Logo on UI/UX Conf 2018 event brochure and advertising materials	✓	✓	✓
Logo in UI/UX Conf 2018 videos	✓	✓	✓
Pamphlet ad inserted in all the conference bags	✓	✓	
A branded gift in all the conference bags	✓		
Identified as sponsor on monitors during the conference	✓	✓	
Your logo in the profiling decor and exhibition space during the conference	✓	✓	
An Independent Booth with tables, chairs, and power	3*2 square meters	2*2 square meters	2*2 square meters

03.

Gold	Silver	Bronze	Startup
70,000	50,000	35,000	10,000

Sponsor types and packages / 赞助方案

(Currency unit: RMB)

Brand exposure at coffee break and after party	✓		
On-stage recruitment opportunity	✓	✓	
Present your company video during the break sessions	✓	✓	✓
Included tickets	7	4	2

03.

金	银	铜	初创公司展台
70,000	50,000	35,000	10,000

Sponsor types and packages / 赞助方案

(单位：人民币)

2018中国交互与界面设计大会官网上显示赞助商 logo 及链接	✓	✓	✓
2018中国交互与界面设计大会官方社交媒体上提及并感谢	✓	✓	✓
2018中国交互与界面设计大会开场及闭幕时正式感谢	✓	✓	✓
2018中国交互与界面设计大会手册及其他宣传物料上展示赞助商 logo	✓	✓	✓
2018中国交互与界面设计大会官方视频中出现赞助商 logo	✓	✓	✓
赞助商宣传资料放入给每个参会者的资料袋中	✓	✓	
赞助商品牌礼品放入给每个参会者的资料袋中	✓		
2018中国交互与界面设计大会期间以赞助商身份展示在大会投影及所有屏幕上	✓	✓	
赞助商 logo 出现在会场外展示区	✓	✓	
一个配有桌椅和插座的展位	3*2 平方米	2*2 平方米	2*2 平方米

03.

金	银	铜	初创公司展台
70,000	50,000	35,000	10,000

Sponsor types and packages / 赞助方案

(单位：人民币)

在茶歇和派对期间获得品牌曝光	✓		
台上招聘机会	✓	✓	
在茶歇期间展示赞助商宣传视频	✓	✓	✓
大会赠票数量	7	4	2

04.

Other sponsorship / 其他赞助方式

After-party food & beverage sponsor

Brand exposure limited to the after-party /coffee break. Can be a non-design brand

Speaker sponsor

Cover the transportation and accommodation of the speaker from your company

À la carte opportunities

We can also offer you brand exposure in exchange of merchandises (raffle prizes, gifts, books, badge lanyards) or services (wifi, accommodation...)

派对及茶歇期间赞助

获得派对及茶歇期间品牌曝光
欢迎非设计相关的品牌赞助商

讲师赞助

提供贵公司讲师的交通及住宿

定制赞助

通过定制化的赞助（礼品, 书籍
参会名牌, T恤, wifi, 住宿等）可
获得相应品牌曝光机会

For details contact us at: info@uiuxconf.com

详情联系: info@uiuxconf.com

04.

Other sponsorship / 其他赞助方式

Wifi sponsor

Use your customized brand name as wifi account.

Entertainment sponsor

Shows and performance during breaks and after party, DJ set, music, etc.

Wifi 赞助

用您自定义的品牌名作为无线账号

音乐及表演赞助

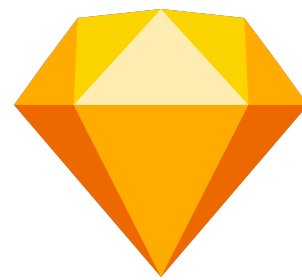
在休息期间和派对期间的现场表演

For details contact us at: info@uiuxconf.com

详情联系: info@uiuxconf.com

05.

Previous Sponsors & Partners / 往期赞助商



ZCOOL 站酷



Cogs



WELTMEISTER
威马汽车



PHICOMM
(· YOUR PORTAL TO SMART LIFE ·)

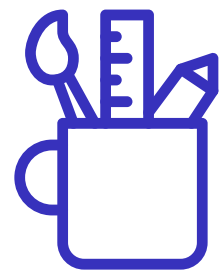


devteam.io
we do the <coding>

proto.io

06.

Attendee profiles / 参会者画像



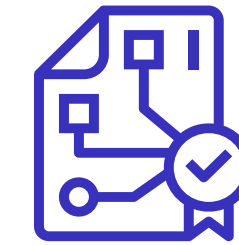
60%

Design professional
设计从业者



20%

Senior management
高级管理人员



10%

Product / Project
manager
产品 / 项目经理



5%

Data analytics /
Researcher
数据分析 / 研究员



5%

Others
其他

07.

Day1 - Tentative agenda
大会议程 - 第一天

9:00 - 9:50	Registration 签到	Hall 大厅
9:50 - 10:00	Welcome and intro 欢迎及介绍	Main stage 主舞台
10:00 - 10:30	Talk 1 演讲 1	Main stage 主舞台
10:30 - 11:00	Talk 2 演讲 2	Main stage 主舞台
11:00 - 11:20	Coffee and networking 茶歇	
11:20 - 11:50	Talk 3 演讲 3	Main stage 主舞台
11:50 - 12:00	Recap and announcement 回顾	Main stage 主舞台
12:00 - 14:00	Lunch break 午休	
14:00 - 14:30	Talk 4 演讲 4	Main stage 主舞台
14:30 - 15:00	Talk 5 演讲 5	Main stage 主舞台
15:00 - 15:30	Coffee and networking 茶歇	
15:30 - 16:00	Talk 6 演讲 6	Main stage 主舞台
16:00 - 17:00	Design challenge / Panel discussion 设计挑战	
17:00 - 17:10	Recap and announcement 回顾	Main stage 主舞台
17:10 - 18:00	Casual drink 酒会	Outdoor space 室外

Workshop
工作坊

Workshop
area
工作坊区域

07.

Day2 - tentative agenda
大会议程 - 第二天

9:30 - 9:50	Late registration 签到		Hall 大厅
9:50 - 10:00	Welcome and intro 欢迎及介绍		Main stage 主舞台
10:00 - 10:30	Talk 1 演讲 1		Main stage 主舞台
10:30 - 11:00	Talk 2 演讲 2		Main stage 主舞台
11:00 - 11:20	Coffee and networking 茶歇		
11:20 - 11:50	Talk 3 演讲 3		Main stage 主舞台
11:50 - 12:00	Recap and announcement 回顾		Main stage 主舞台
12:00 - 14:00	Lunch break 午休		
14:00 - 14:30	Talk 4 演讲 4	Workshop 工作坊	Main stage 主舞台
14:30 - 15:00	Talk 5 演讲 5		Main stage 主舞台
15:00 - 15:30	Coffee and networking 茶歇		
15:30 - 16:00	Talk 6 演讲 6		Main stage 主舞台
16:00 - 17:00	Design challenge / Panel discussion 设计挑战		
17:00 - 17:10	Recap and announcement 回顾		Main stage 主舞台
20:00 - 23:00	Closing party 派对		Outdoor space 室外

08.

Testimonials from past speakers / 往期讲师评价



Michael Headrick

Product Manager at
Pivotal Labs

(Speaker at UI/UX Conf 2016)

“

UIUX Conference China was not just a chance to hear from design leaders in China and around the world; but it was also an incredible opportunity to interact with UIUX designers and practitioners from every industry. China is beginning to take the stage for design innovation, and this conference brought the best of all of these ideas together.”

08.

Testimonials from past speakers / 往期讲师评价



“

感谢主办方提供了如此良好的交流平台，能让广大设计从业者面对面的深入交流，探讨对于体验设计的认知，并且带动行业不断进步。”

张酉麟 (小火)

网易高级总监

(Speaker at UI/UX Conf 2016)

09.

Contact / 联系我们

UI/UX Conference China 2018 packages are moving quickly.

Please contact us for more information:

info@uiuxconf.com

UI/UX Conf China 2018 赞助名额有限

更多信息请联系：

info@uiuxconf.com



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