

User Experience (UX) & User Interface (UI) Summit

March 10 - 13, 2015, at the Palm Springs Convention Center

The User Experience (UX) & User Interface (UI) Summit is an opportunity for attendees to:

- o Explore the latest best practices and emerging trends in visual design, interaction, information architecture, and user experience.
- o Discover how starting with a "people first" approach can benefit mapping applications and location-enabled apps.
- o Go to informal discussion topic stations, staffed by Esri experts, which will cover topics such as What is UX and UI?, User Research and Usability, and UX and Agile/Scrum Development.
- o Participate in a workshop to gain firsthand experience with brainstorming and ideation techniques.
- o Hear Lightning Talk presentations that will cover a variety of disciplines to benefit anyone from developers to project managers.

UX & UI Summit

Palm Springs Convention Center

Please contact **Frank Garofalo** (fgarofalo@esri.com) if you are interested in this opportunity.

We look forward to another year of successful events!

Sponsorship Levels

Gold Sponsor—\$1,500

- Logo on presentation area signage for the UX & UI Summit.
- Logo included on UX & UI Summit printed flyer.
- Recognition at the UX & UI Summit.
- **15-minute spot presentation** at the UX & UI Summit.
- A table available for your staff to explain your organization at the UX & UI Summit during your 15-minute presentation.
- **Social media promotion** (1 tweet, subject to Esri approval, content provided by sponsor, must include #DevSummit event hashtag, 140 character count per tweet, deadline: February 6th, 2015).

Platinum Sponsor—\$3,000

- **Two (2) full-conference DevSummit registrations** (includes all scheduled sessions, workshops, meals, beverage breaks, and activities; company employees only; limit one per organization; does not include fee-based training).
- Logo on presentation area signage for the UX & UI Summit.
- Logo included on UX & UI Summit printed flyer.
- Recognition at the UX & UI Summit.
- Sponsor sign for booth, if exhibiting at the EPC GIS Solutions EXPO, acknowledging UX & UI Summit sponsorship
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Understanding our world.

