



SAVVYUX
Summit 2020

Sponsorship Information

7th to 10th
December, 2020



OUR VISION

Our vision is to become a bridge between the business world and User Experience (UX), connecting the local community as a global family, and making Experience Impact (EI) for the world.

Savvy UX Summit is the leading User Experience (UX) and insight conference hosted by UXTesting.io. Every year, the conference brings C-suites, marketers, product managers, designers and UX practitioners together from all over the world to teach, connect and inspire each other. The conference provides knowledgeable keynotes featuring industry experts. These experts will be sharing their personal insights and industry trends that are reshaping user experience in the fast-changing digital world.



SAVVYUX
Summit 2020

ABOUT SAVVY UX SUMMIT 2020



4 -Day Event



**More than 5,000
attendees globally**



16 speakers

- Diversity and inclusion in UX and CX
- UX in government
- Advancing your UX career and methods
- UX strategy for organizations
- State and trends of UX during and after COVID-19



5 Themes

ORGANIZERS

UXTesting is the proud organizer behind the annual Savvy UX Summit.

UXTesting is the leading user experience (UX) data and insight company, devoted to the optimization of User Experience. They firmly believe that Business Intelligence (BI) provides corporations with market insights and better UX to gain a competitive advantage. With UXTesting's innovative BI solutions, it is much more efficient and effective to uncover actionable data in the fast-changing industry. To learn more visit <https://www.uxtesting.io/>, or contact UXTesting on service@UXTesting.io.



HISTORY

As a UX community contributor, UXTesting supports the local UX community across the globe to help educate people on User Experiences. Over the years, we have organized various events including webinars, meetups and summits to showcase the potential of UX in various industries and become the leading UX educator in the market. In the near future, we will also be hosting [UXOCC](#), an accredited educational training course.



**SAVVYUX
SUMMIT**



InsightX Global

Global InsightX is a series of events organized by UXTesting. The events bring over **80 sign ups**, of these, **30% are CX/UX Professionals, 14% C-level Executives, 12% UX/UI Designers**. It has been held across Southeast Asia, including Ho Chi Minh (Vietnam), Bangkok (Thailand), Manila (the Philippines), Kuala Lumpur (Malaysia), and Jakarta (Indonesia). These events connected outstanding experts and supported the local community by providing exposure to broader UX audiences.

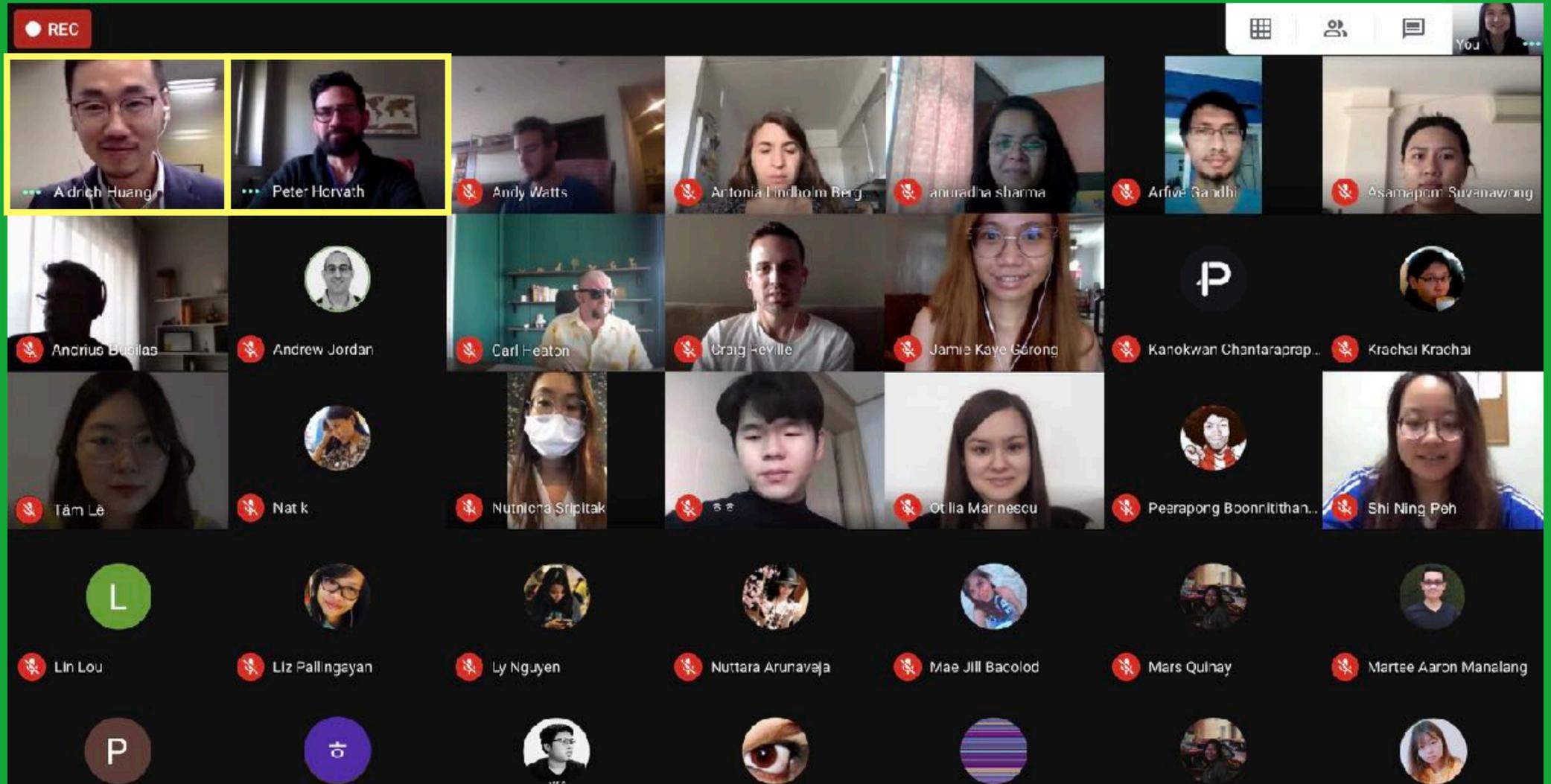
BEST PRACTICES ON BECOMING A REMOTE UX PRACTITIONER



Aldrich Huang
CEO & Co-founder at UXTesting.io



Peter Horvath
Strategy and Experience Design Consultant at holistique.design,
Co-Founder at Service Design Network Swiss Chapter



Additionally, UXTesting hosts monthly online webinars attracting over **100 sign ups from more than 12 nationalities**. Each time, the webinars are joined by selected speakers to educate and get attendees to talk about various topics such as best UX practices, managing UX projects, how to become a UX Designer, and remote leadership.



SAVVYUX SUMMIT

Savvy UX Summits are organized annually to finish off the year. We have had over **1,000** attendees joining us from a diverse professional background.

Previous Savvy UX Summit Speakers



Aldrich Huang



Kevin Lee



Gülay Birand



Dr. Florian Lachner



Amarit Charoenphan



Julie Kennedy



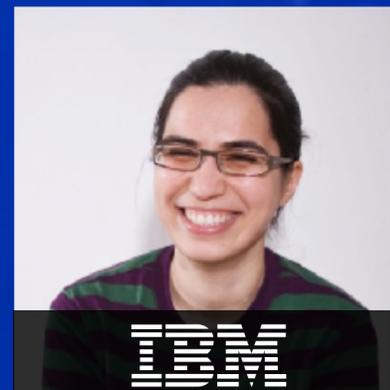
Jacinthe Ricard



Jared Huke



Sudesh Thevasenabathy



Rohini Gosain



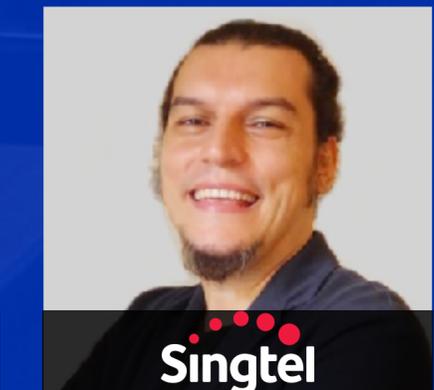
Yuwei Fu



Masahiro Inoue



Ben Sauer



Ben Sauer



Paul Farla



Diego Dalia



Johannes Robier



Cynthia Savard Saucier



Naveed Ratansi



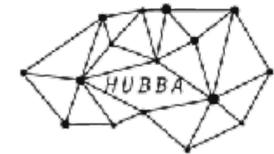
Adrian Garcia



Vivian Gomes

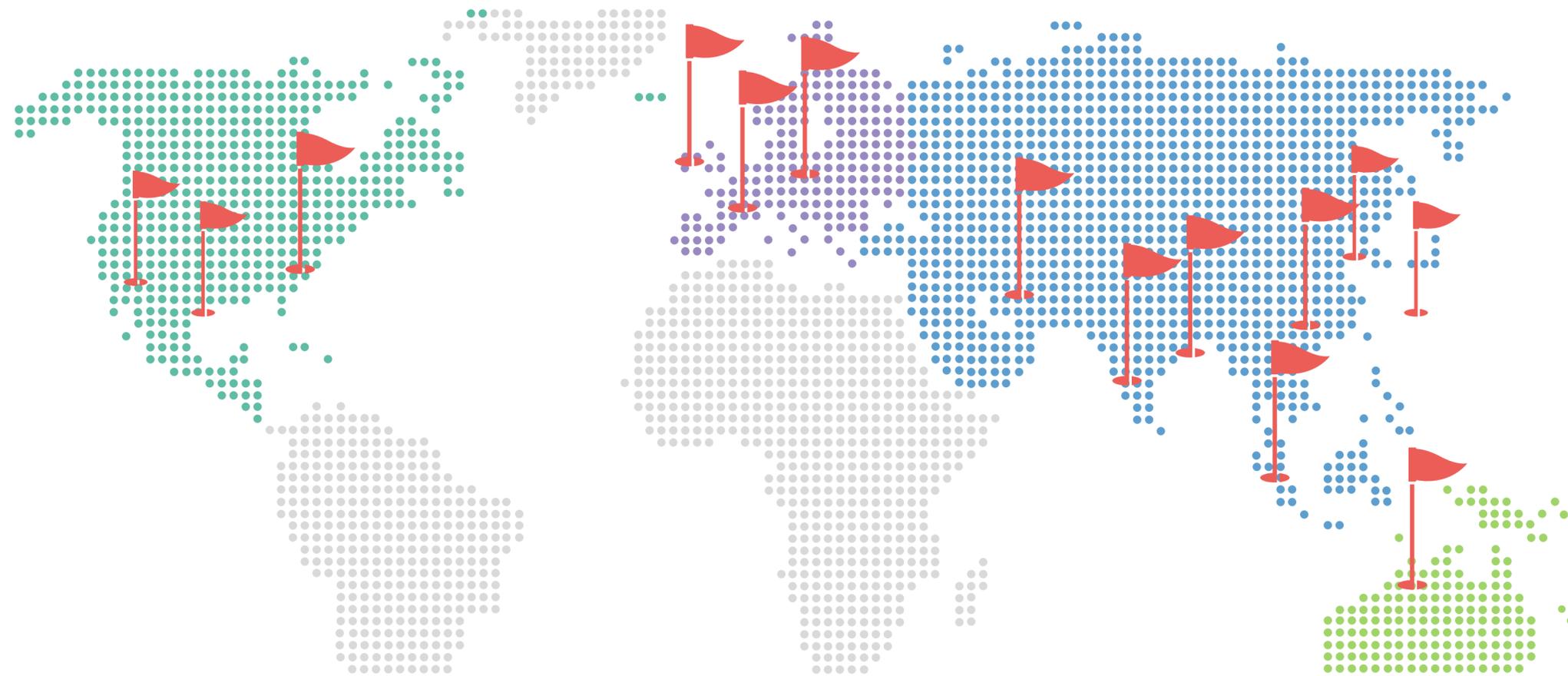
MILESTONES FROM 2019

12 KEYNOTES FROM INDUSTRY LEADERS FROM
OVER 10 DIFFERENT INDUSTRIES



MILESTONES FROM 2019

300+ ATTENDEES FROM OVER 22 COUNTRIES



MILESTONES FROM 2019

25+ COMMUNITY PARTNERS ACROSS THE WORLD



WHY SPONSOR US ?

Savvy UX Summit is the leading Experience summit with 25 community partners, above **5,000** expected attendees across the world.

Sponsoring the summit provides an exceptional opportunity to build brand awareness and receive countless networking opportunities that could convert into new qualified leads for your organization.

Connect with attendees during the summit to learn more about their wants and needs. There is no better way to expose your company to our captive and engaging audience.

The following section, outlines the different sponsorships tiers available, giving you the flexibility to showcase your services to fit your budget and requirements.



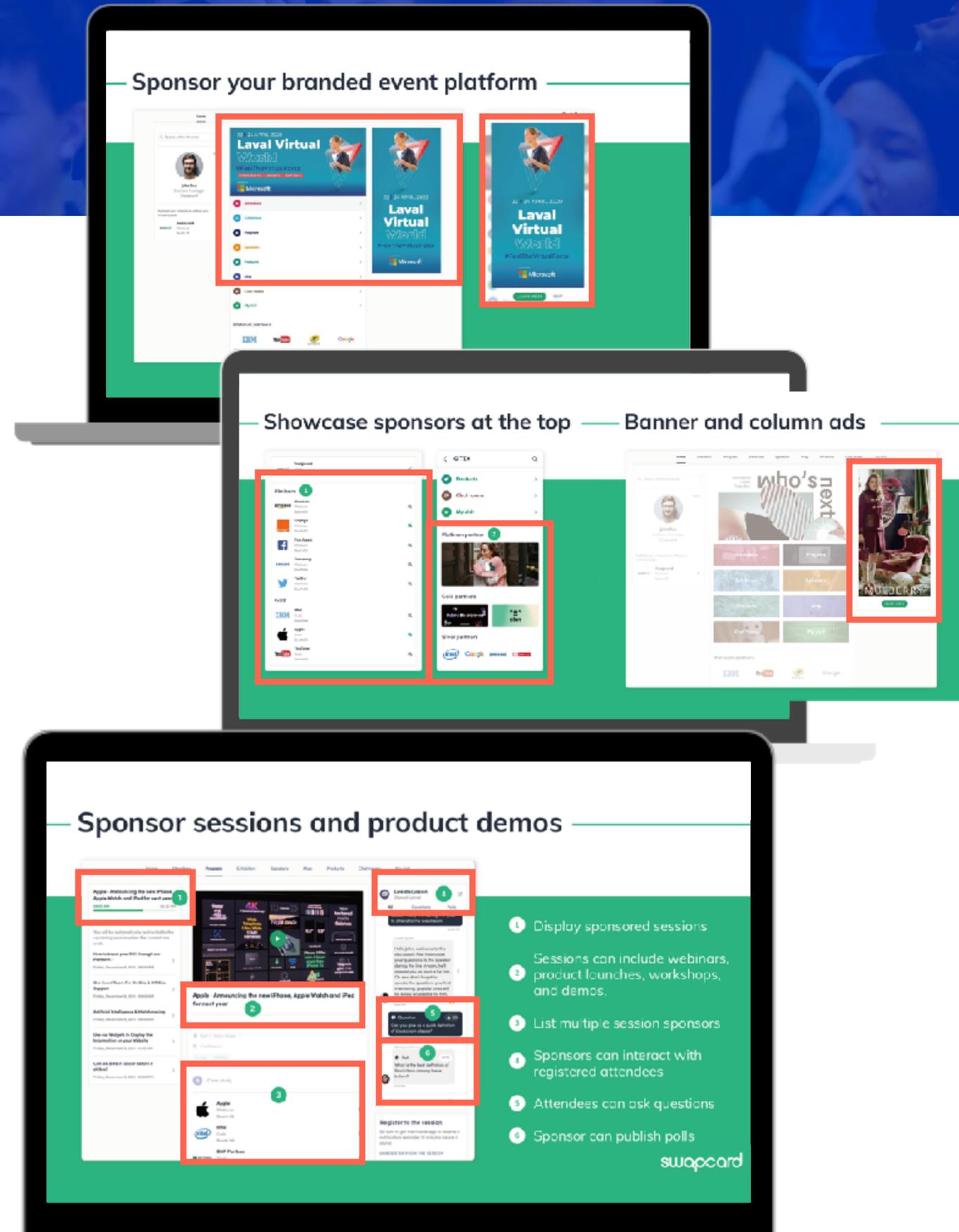
WHAT'S NEW IN 2020?

OFFLINE INTO ONLINE VIRTUAL EVENT

Your health and well-being is our number one priority. Given the situation with the ongoing pandemic, we have decided to migrate our summit to an online events platform. We understand that a major part of the conference experience is making new connections. Therefore, we made sure that the virtual venue provides multiple interactive areas including a main stage, break out sessions, network sessions, expo booths, and chat rooms to provide you with plenty of opportunity to engage with attendees.

AFFORDABLE AND ACCESSIBLE

In this time of uncertainty, it is vital to work together as organizations, governments and communities, but most importantly, as a society. Hence, we also decided to make the summit **Affordable and Accessible** for everyone to give back to our UX community.





Platinum - 5,000 USD

★ Event exposure :

- ✓ Host one keynote session on the main stage
- ✓ Exclusive sponsorship booth to create your own profile and display content such as staff members, product videos/images, CTA button to generate leads
- ✓ One to one networking meetings with attendees
- ✓ Banner on the login page
- ✓ Rotating banner on the platform main page
- ✓ Logo display during keynote session
- ✓ Schedule and publish sponsor branded posts on event feed (image or video)
- ✓ Logo display in reception area with link to sponsorship booth
- ✓ Mention after each keynote talk
- ✓ Special thank you and mention during opening and closing
- ✓ Sponsor branded contest
- ✓ One sponsorship announcement post on social media (Facebook, LinkedIn, Twitter)
- ✓ Exclusive feature in newsletter to our 3K subscribers
- ✓ Name and logo displayed on conference website with link
- ✓ Logo feature in marketing promotion and materials

★ Post - event exposure :

- ✓ Sponsorship acknowledgement in recap blog posts
- ✓ Feature in video follow-up



SPONSORSHIP PACKAGES



Gold - 2,000 USD

★ Event exposure :

- ✓ Exclusive sponsorship booth to create your own profile and display content such as staff members, product videos/images, CTA button to generate leads
- ✓ One to one networking meetings with attendees
- ✓ Rotating banner on the platform main page
- ✓ Logo display in reception area with link to sponsorship booth
- ✓ Special thank you and mention during opening and closing
- ✓ Sponsor branded contest
- ✓ One sponsorship announcement post on social media (Facebook, LinkedIn, Twitter)
- ✓ Name and logo displayed on conference website with link
- ✓ Logo feature in marketing promotion and materials

★ Post - event exposure :

- ✓ Sponsorship acknowledgement in recap blog posts
- ✓ Feature in video follow-up



Silver - 1,000 USD

★ Event exposure :

- ✓ Exclusive sponsorship booth to create your own profile and display content such as staff members, product videos/images, CTA button to generate leads
- ✓ One to one networking meetings with attendees
- ✓ Logo display in reception area with link to sponsorship booth
- ✓ Special thank you and mention during opening and closing
- ✓ Sponsor branded contest
- ✓ Name and logo displayed on conference website with link
- ✓ Logo feature in marketing promotion and materials

★ Post - event exposure :

- ✓ Feature in video follow-up

	 Platinum 5,000 USD	 Gold 2,000 USD	 Silver 1,000 USD
EVENT EXPOSURE			
Host one keynote session on the main stage	✓	-	-
Exclusive sponsorship booth to create your own profile and display content such as staff members, product videos/images, CTA button to generate leads	✓	✓	✓
One to one networking meetings with attendees	✓	✓	✓
Banner on the login page	✓	-	-
Rotating banner on the platform main page	✓	✓	-
Logo display during keynote session	✓	-	-
Schedule and publish sponsor branded posts on event feed (image or video)	✓	-	-
Logo display in reception area with link to sponsorship booth	✓	✓	✓
Mention after each keynote talk	✓	-	-
Special thank you and mention during opening and closing	✓	✓	✓
Sponsor branded contest	✓	✓	✓
One sponsorship announcement post on social media (Facebook, LinkedIn, Twitter)	✓	✓	-
Exclusive feature in our newsletter with 3k subscribers	✓	-	-
Name and logo displayed on conference website with link	✓	✓	✓
Logo feature in marketing promotion and materials	✓	✓	✓
POST - EVENT EXPOSURE			
Sponsorship acknowledgement in recap blog posts	✓	✓	-
Feature in video follow-up	✓	✓	✓

To reserve your preferred sponsorship package, we recommend requesting a contract as soon as possible. All packages are sold based on first-come first-served. A signed contract is required to secure the sponsorship.

Please contact sponsor@uxtesting.io to request a contract and our team will contact you shortly to proceed with the contract process.

If you have any questions regarding our sponsorship packages, feel free reach out to sponsor@uxtesting.io



BECOME SPONSOR
AND MAKE AN
IMPACT WITH US