



UPA 2012 Marketing Opportunities

Gain industry access through:

- Exhibiting at the 21st Annual UPA International Conference in Henderson, (Las Vegas) NV, USA
- Advertising in the quarterly print publication the *User Experience Magazine*
- Yearlong exposure via sponsorship



UPA International

Supporting people who research, design, and evaluate the user experience of products and services.



Who we are:

The Usability Professionals' Association (UPA) supports people who research, design, and evaluate the user experience of products and services.

The UPA was established in 1991 and continues to be the organization of choice for usability professionals worldwide. The UPA holds a yearly international conference, publishes new findings through both the Journal of Usability Studies (JUS) and through User Experience Magazine, and has 50 chapters around the world. In 2004, the UPA established World Usability Day, which in 2011 was celebrated in over 45 countries.

Our goals:

1. Become the authoritative source on the practice of usability, user-centered design (UCD), and user experience (UX).
2. Facilitate professional development and education within the UX field.
3. Promote the business value of user experience, research, design and evaluation to business and other entities.
4. Foster a community of user experience professionals through knowledge sharing and networking.
 - a. Provide effective UPA Governance.
 - b. Enhance and provide the value of UPA membership

A Usability Professional?

Usability professionals are part of the user experience community. Some usability professionals do a broad range of work from interviews and observations to creating wireframes for a product or service. Some have a design background, and some have a library science degree. Many have attended courses towards certification or an advanced degree in Human-Computer Interaction.

Other usability professionals focus on one particular area, doing either research, design or evaluation. Some do a combination of activities, but specialize in a specific industry such as health care or education, or perhaps work only with handheld devices. All of them focus on the user, while taking into account the needs of the business and the constraints they must work in.

Reach your best customers

These days, with marketing budgets stretched to their limits, it just makes sense to promote your company's products and services with the UPA, because we provide access to the customers you most want to meet.

We are user experience professionals from across the globe...

- User Experience Practitioners
- User-Centered Design Practitioners
- Usability Professionals
- User Researchers
- Interface Designers
- Software Developers
- Information Architects
- Business Analysts
- Graphic Designers
- Technical Writers
- Programmers

Join those who took advantage of these powerful marketing opportunities in 2011...

- 15+ Sponsors
- 20+ Exhibitors
- 10+ Advertisers
- 2,400 members worldwide
- 3,000 hits/day @ <http://www.usabilityprofessionals.org>
- Promotion with usability community via Social Media (Facebook, Twitter and LinkedIn)

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UX Magazine Advertising — Page 8

Sponsorship



Your company will benefit from supporting those who promote and advance the development of usable products and services. Become a 2012 UPA Sponsor by selecting one of the options below!

Having trouble choosing? Contact Nicole Tafoya at UPA International Headquarters. Nicole can custom design a unique marketing program to meet your needs. Phone: +1-630-980-4997, Email: sponsors2012@usabilityprofessionals.org

SPONSOR TYPE →	GOLD	SILVER	SILVER	SILVER	BRONZE	BRONZE
BENEFITS ↓	Job Bank Sponsor \$10,000	Publication Sponsor \$7,000	Site Tab Sponsor \$7,000	Consultant Directory Sponsor \$5,000	Virtual Seminar Sponsor \$2,000	Web Sponsor \$2,000
Exclusive sponsor of the Job Bank <i>(over 2,000 hits monthly)</i>	●					
Exclusive sponsor of Journal of Usability Studies or VOICE <i>(over 1,000 hits monthly)</i>		●				
Exclusive banner ad on one of the following tabs: Usability Resources, Chapters, Projects or Membership & Directories			●			
Exclusive sponsor of the Consultants Directory <i>(over 800 hits monthly)</i>				●		
Exclusive sponsor of one 2012 UPA Virtual Seminar <i>(reach over 7,000 each seminar via marketing & participant lists)</i>					●	
Logo/link on UPA & Conference websites	●	●	●	●	●	●
Social Media promotion (<i>Facebook, Twitter & LinkedIn</i>)	●	●	●	●	●	●



UPA leads the way...

"Our technologies have moved from being focused on individuals to a focus on social groups, crowd sourcing, and other collaborative methods. Hence the emergence of social networks, of knowledge sharing sites, and of all sorts of short interactions and location-based services. Today design is all about social change: we need UPA to lead the way."

Don Norman, Ph.D.
Principal, Nielsen Norman Group
Distinguished Visiting Professor, KAIST
Author, *Living with Complexity*



21st Annual International Conference

Join over 500 industry professionals June 4-8, 2012 at the 21st Annual UPA International Conference in Las Vegas, Nevada, USA at the M Resort Spa Casino.

- Build and maintain market awareness of your products and services.
- Support those who promote and advance the development of usable products and services.
- Reach out to those who act as advocates for usability and the user experience.

SPONSOR TYPE →	PLATINUM	PLATINUM	GOLD	SILVER	BRONZE	BRONZE	BRONZE
BENEFITS ↓	Reception Sponsors \$20,000	WIFI Sponsor \$15,000	Badge/QR Code Sponsor \$10,000	Bookstore Sponsor \$5,000	Conf Eblast Sponsor \$2,000	Web Sponsor \$2,000	Reg TV Promo \$500
Vendor recognition during Tues or Thurs reception, logo on drink ticket, and 5 full conference passes.	●						
Exclusive sponsor of the conference WIFI, and 3 full conference passes. <i>(Vendor logo placed on all access instruction cards)</i>		●					
Exclusive vendor logo imprinted on all attendee name badges			●				
Exclusive vendor logo acknowledge at the UPA bookstore, <i>sales/promotion of vendor publication negotiable.</i>				●			
Select from 3 Conference promotional email to sponsor, including banner advertisement in each					●		
Looping company acknowledgement via (2) registration desk LCD TVs throughout the event	●	●	●	●			●
Standard Exhibit Booth w/meal passes for 2 staff	●	●	●				
Logo on UPA & Conference websites + Conference signage	●	●	●	●	●	●	
Social Media promotion <i>(Facebook, Twitter & LinkedIn)</i>	●	●	●	●	●	●	

2012 UPA International Sponsorship & Sales Contract



Company Information (to be listed in all event materials):

<http://www.upainternational.org/>

First Name: _____ Last Name: _____

Title: _____

Company: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Country: _____ Phone: _____ Fax: _____

Email: _____

Website: _____

Please note that all sponsorship opportunities are available on a first come, first served basis. Please check your selection(s) below. All prices USD. Sponsorship valid March 31, 2012 - March 31, 2013.

Web & Publication Sponsorship Opportunities:

- Job Bank Sponsor \$10,000
- Site Tab Sponsor \$7,000
- Online Publication Sponsor \$7,000
- Consultant Directory Sponsor \$5,000
- Virtual Seminar Sponsor \$2,000 (each)
- Web Sponsor \$2,000

Conference Sponsorship Opportunities:

- Tue or Thur Reception Sponsor \$20,000
- WIFI Sponsor \$15,000
- Badge/QR Code Sponsor \$10,000
- Bookstore Sponsor \$5,000
- Eblast Sponsor \$2,000
- Web Sponsor \$2,000
- TV promo at registration \$500
- Conference Program (Inside Back Cover) \$2,500

TOTAL SPONSORSHIP DUE: _____ **TOTAL DUE:** \$ _____

Contract Acceptance & Payment Information:

A deposit of 50% of the total cost must accompany the completed signed contract (prior to January 15, 2012). Contracts submitted after January 15, 2012 must be accompanied with full payment. (PLEASE CLEARLY PRINT OR TYPE) Payment is non-refundable.

Payment Type: Check made payable to Usability Professionals' Association Visa Mastercard American Express

Credit Card #: _____ Expiration Date: _____

Card Security Code: _____

Name as it appears on the card: _____

Authorized Signature: _____

Name: _____

Title: _____



2012 International Conference Exhibition Space- Henderson, NV

Vegas Booth Package

- 8' X 10' Booth Space
- (1) skirted table, (2) chairs & wastebasket
- Tues - Thurs beverages & snacks
- Access to attendees via **two** Receptions:
Tuesday Welcome Reception
Thursday Closing Reception
- Exhibitor listing in the onsite print program
- Booth identification sign

• **Price per Booth: \$1,950**

The UPA International Conference will attract over **500** user experience professionals June 4 - 8, 2012 in Henderson (Las Vegas), Nevada, USA at the M Resort Spa & Casino.

Attendees are professionals from around the world who specialize in:

- Usability Testing
- Interface/Interaction Design
- Information Architecture
- Web Development
- Task Analysis
- Card Sorting
- User Research
- Contextual Inquiry
- Market Research
- Satisfaction Surveying

2012 Exhibit Hall Schedule *(subject to change)*

Exhibit Set-up

Tuesday, June 5, 2012
9:00am - 12:00pm
Attendees will not be allowed in hall until 12pm

Exhibit Hall Hours

Tuesday, June 5, 2012
12:00pm - 9:00pm

Wednesday, June 6, 2012
8:30am - 5:00pm

Thursday, June 7, 2012
8:30am - 4:30pm

Exhibit Tear-down

Thursday, June 7, 2012
4:30pm - 6:00pm



LEADERSHIP

M Resort Spa & Casino
12300 Las Vegas Boulevard South
Henderson, Nevada, USA 89044
Tel: +1 702 797 1000 Fax: +1 702 797 3100

UPA has secured a block of hotel rooms at the M Resort with a discounted room rate of **\$125** (single/double + applicable fees and tax). **Space is limited** and reservations will be taken on a first come, first serve basis. The contracted rate will be available until the UPA block is full or until May 14, 2012.

Stay at the Conference Hotel - book your rooms here: <http://bit.ly/u8Ue6o>
UPA discount code: SUPA12

Las Vegas Exhibit Hall Floor Plan COMING SOON!



2012 UPA International Conference Exhibit Booth Contract

June 4 - 8, 2012 / M Resort Spa & Casino /Henderson (Las Vegas), Nevada, USA



Company Information (to be listed in all event materials) :

First Name: _____ Last Name: _____
Title: _____
Company: _____
Mailing Address: _____
City: _____ State/Province: _____ Zip/Postal Code: _____
Country: _____ Phone: _____
Fax: _____ Email: _____
Website: _____

Please email UPA headquarters a brief company description (products & services). Show management reserves the right to edit copy as needed.
(This description will be included in the on-site conference program) Please send to office@usabilityprofessionals.org.)

Booth Preferences:

Requests cannot be guaranteed, however Show Management will make every effort to accommodate your preferences. Exhibit Floor plan is forthcoming. Booth assignment is available on a first-come, first-served basis.

Names of companies you do not want to be next to or directly across from: _____
Names of companies you want in close proximity: _____
Number of booth spaces: _____

PRICING AND TOTALS

All prices are in USD. UPA will provide exhibitors beverages & snacks Tuesday - Thursday as well as dinner on Thursday evening.

<input type="checkbox"/> \$1,950 Exhibitor Booth Space <i>(please specify how many booths)</i>	\$ _____
<input type="checkbox"/> \$400 Conference Sessions Pass <i>(admit 1 each)</i>	\$ _____
GRAND TOTAL:	\$ _____

Contract Acceptance & Payment Information:

Standard exhibit fees are \$1,950 (USD) per 8' X 10' booth with an additional fee of \$375/person for those wishing to attend the conference sessions. A deposit of 50% of the total cost must accompany the completed signed contract in order for your space to be reserved. Contracts submitted after 15 February, 2012 must be accompanied with full payment. *(PLEASE CLEARLY PRINT OR TYPE)*

Payment Type: Check made payable to Usability Professionals' Association Visa Mastercard American Express

Credit Card #: _____ Card Security Code: _____ Expiration Date: _____
Cardholder's Name: _____
Cardholder's Signature: _____

Please read the Rules/Regulations prior to signing this contract. We hereby apply for exhibit space for our exclusive use during the UPA International Conference, June 4-8, 2012, in Henderson, NV at the M Resort Spa & Casino. We understand that 50% of the balance due accompanies this contract, and that the balance is due in full by February 15, 2012. It is understood that all persons staffing our exhibit must wear their name badge when they are in the Exhibit area. We agree to abide by all terms printed in this contract and the Rules & Regulations. We further acknowledge that Show Management reserves the right to reject this Contract.

Name: _____
Title: _____
Signature: _____ Date: _____



All Exhibitors displaying at the 2012 UPA International Conference to be held June 4-8, 2012, at the M Resort, are required to execute the Contract for Exhibit Space and subscribe to the following official Contract Conditions Rules & Regulations. UPA reserves the right to change and modify the Contract Conditions Rules & Regulations at any time.

1. Official Show Management

UPA Headquarters staff will orchestrate management of the 2012 UPA International Conference, acting as a liaison between the UPA Board of Directors and Committees and the exhibitors and all official show contractors. Hereafter UPA Headquarters staff shall be known as Show Management. If you have any questions about your exhibit booth space, contact Show Management directly at:

UPA Headquarters
140 N. Bloomingdale Road
Bloomingdale, IL 60108-1017
Ph: +1-630-980-4997
Fax: +1-630-351-8490
E-mail: office@usabilityprofessionals.org

2. Eligibility

Show Management reserves the right to determine the eligibility of any company for inclusion in the 2012 UPA International Conference and to prohibit a company from conducting and maintaining an exhibit.

Show Management reserves the right to expel and eject any exhibitor for conduct detrimental to the 2012 UPA International Conference, in its sole judgment, whose decision shall be binding upon the exhibitor. Likewise, Show Management shall have the right to levy fines against exhibitors who violate the rules and regulations outlined below in a monetary sum up to \$2,500 and reserve the right to eject the exhibitor in addition to the assessment of a fine.

3. Exhibit Fees

Exhibit space will be rented at the rate of \$1,950 (USD) per single booth space, all booth spaces are 8' x 10'. This rate includes a booth identification sign and wall dividers for inline and perimeter booths. The exhibit hall is carpeted.

4. Payment Schedule

All funds are payable in US dollars to Usability Professionals' Association. 50% of the total booth fee is due with the signed Contract for Exhibit Space. All space must be paid for in full by February 15, 2012. Contract for Exhibit Space submitted after February 15, 2012 must be accompanied by full payment of exhibit space fees.

5. Cancellation or Reduction of Exhibit Space

Exhibitors desiring to cancel or reduce their requested space after having submitted a signed Contract for Exhibit Space and the required booth fee, must do so in writing on company letterhead via certified mail, return receipt requested (see Section #1 for Show Management address). If the exhibitor cancels on or before March 31, 2012, the exhibitor will incur an administrative fee of \$300. If the exhibitor cancels or reduces after March 31, 2012, the exhibitor will NOT RECEIVE A REFUND. UPA will be entitled to all monies paid and owed as liquidated damages. Companies that cancel will lose all privileges designated for exhibiting companies. No-shows and any exhibit space not installed by 12:00pm on Tuesday, June 5, 2012 will be treated as cancellations. There will be absolutely no refunds and all space contracted for must be paid

in full.

Show Management may cancel this Contract for Exhibit Space, upon reasonable cause, or upon the happening of events beyond its control, which makes performance impossible or illegal or unless, upon written notice to the exhibitor by an authorized agent, employee, or member of Show Management. Show Management reserves the right to alter, reduce, or redistribute allocated space upon reasonable cause, or upon events beyond its control, which makes performance impossible or illegal or unless, upon written notice to the exhibitor by an authorized agent, employee, or member of Show Management. In the event of such cancellation or reduction, Show Management agrees to negotiate in good faith toward refund, reduction or alternate application of the sums by the exhibitor as rental fees.

6. Assignment of Space

Space will not be assigned without appropriate booth payment. Space will be assigned on a "first-in, first-served" basis. Whenever possible, Show Management intends to make space assignments in keeping with the exhibitor's preferences. Show Management however, reserves the right to make final determination of all space assignments in the best interest of the Conference. If space is not available, a waiting list will be developed in the order of the date of receipt by Show Management of each completed Contract for Exhibit Space. Show Management will refund all monies received with Contract for Exhibit Space to any applicant for whom space is not available.

7. Subletting of Space

Exhibitors may not assign, sublet, or share their exhibit space with another business unless approved by Show Management in writing. Exhibitors must show goods manufactured by them or in which they deal in their regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such an article shall be limited to the usual and regular nameplates, imprint or trademark under which the same is sold in the general course of business.

8. Installation and Dismantling

Exhibits will have reasonable time to erect and dismantle their exhibits which will be specified in the Exhibitor Service Manual which will be made available to exhibitors 90 days prior to show opening. Exhibitors may use Exhibitor Appointed Contractors (EACs) for installation and dismantling of their display. EACs are required to abide by all Contract Conditions/Rules and Regulations outlined in this document in addition to all EAC guidelines published in the manual. After the cut off time published in the manual, any exhibits not set up may be set up at the sole cost of the exhibitor at the sole discretion of Show Management. In the best interest of the Expo, Show Management reserves the right to reassign any un-set exhibit space. Deliveries will be limited to the set-up time; deliveries will not be permitted during Expo hours unless approved by Show Management. No exhibitor shall begin dismantling their exhibit prior to 3:45pm on June 7, 2012.

9. Children in the Exhibit Hall

Children under the age of 16 must be accompanied by an adult and will not be permitted on the show floor during move-in and move-out times.

10. Photography in the Exhibit Hall

Picture taking other than by official Show Management photographer will not be permitted during set-up,

dismantle, exhibition hours and non-exhibition hours. Only the exhibitor may grant permission to have their exhibit and/or products photographed.

11. Exhibitor's Authorized Representative

Each exhibition must have at least one person to be its representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Exhibitor shall be responsible, and Exhibitor assumes responsibility for such representative being in attendance throughout all exhibition periods. Exhibitors and all their representatives will be required to wear badges throughout the exhibition. Exhibitors should be conservatively dressed in business or business casual attire throughout the exhibition. Each Exhibitor will furnish Show Management with the names of its representatives no later than May 1, 2012. This Contract for Exhibit Space will be binding on the exhibitor's successors.

12. Exhibitor Services Manual

The 2012 UPA International Conference Exhibitor Services Manual will be mailed to the contact name provided by the exhibitor who will be in charge of the Exhibitor's booth, approximately 60 days prior to show opening. Show Management will select certain firms as official contractors for Exhibitor services. These contractors will be selected on the basis of proper rates for their services and their ability to meet Exhibitor requirements. The manual will contain their names and information pertaining to their services and order forms for all services.

13. Sales, Soliciting, Samples, Costumes and Giveaways

Exhibitors shall not solicit business in aisles or in booths other than their own. Exhibitor's representatives wearing distinctive costumes or uniforms or carrying signs or banners separately or as part of their apparel may only appear in their own booths. Samples, catalogs, pamphlets, publications, etc., may be distributed by Exhibitors only from within their own booths. Show Management reserves the right to exclude any giveaways or samples during the week of the 2012 UPA International Conference. Robots or mechanical apparatus are prohibited from being used outside of each Exhibitor's own booth. Show Management reserves the right to restrict any giveaways from the show floor that are in bad taste or are considered offensive. If Exhibitors wish to distribute food samples from their booths, they must obtain pre-approval from Show Management. Show Management provides display space for companies to exhibit and demonstrate products and services based upon their potential informational and commercial value, and not for the purpose of selling on the exhibit floor.

14. Promotion or Sales Schemes

Canvassing or attempting to make sales in the Exhibit Hall by anyone representing or connected with a non-exhibitor is strictly prohibited and any person doing so will be promptly ejected. Exhibitors agree that they will not exhibit or display their equipment and/or products and services in any location, besides their own space in the Exhibit Hall, during the 2012 UPA International Conference.

15. Entertainment During Convention Hours

Exhibitors expressly agree not to hold any activity



Contract Conditions/Rules and Regulations (continued)

Promoting usability concepts and techniques worldwide
<http://www.upainternational.org/>



that creates a material adverse affect on attendance during the 2012 UPA International Conference hours. If clarification is needed on any specific activity, please submit to Show Management in advance for approval.

16. Sound Devices

The use of sound devices for mechanical reproduction of sound or music shall not be permitted unless approved by Show Management in writing. Music, whether mechanical, vocal or instrumental, shall not be permitted in the exhibit hall except in those times specified by Show Management. In general, the employment of any method to project sound beyond the confines of any exhibitor's booth is prohibited. Exhibitors must comply with all applicable copyright restrictions. Exhibitors must police their own booths to ensure noise levels from demonstrations, machinery, music or any noise device do not disturb neighboring Exhibitors. Please note: Exhibitors whose demonstrations, machinery, music or any noise device reaches above a level of 80 dba will be required to turn down noise device or limit the use of device. After initial warning regarding booth noise, Show Management reserves the right to levy a maximum fine of \$250. After a third warning, Show Management reserves the right to disconnect or remove the noise-making device.

17. Lighting

Show Management may restrict the use of irregular lighting effects at its sole discretion.

18. Alcoholic Beverages

The serving of alcoholic beverages by Exhibitors in any part of the exhibit area is strictly prohibited unless approved by Show Management.

19. Care of Building and Compliance with Local Ordinances

All display or exhibit materials and equipment must be reasonably located and fire-proofed to prevent fire hazards and personal accidents to spectators, Exhibitors and Attendees or any personnel in the exhibit hall. Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floor, walls or columns, or to standard booth equipment or for damage caused in any other manner. Exhibitors may not apply paint, lacquer, adhesives or any other coating to the building columns, floor or standard booth equipment.

Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the Exhibitor. Typically, licenses and permits are not required by exhibitors unless they are constructing two story booths, exhibiting heat producing devices or other unusual promotions. Each Exhibitor will be individually responsible for compliance with local health, fire, labor laws and safety ordinances and regulations. Show Management has no further responsibility than to notify the exhibitors that this compliance is required. All products or services exhibited must comply with all state and local regulations, and with all current FDA regulations, if required. Each exhibitor must abide by all of the facility rules and regulations of the M Resort. A detailed list of all rules and regulations

will be included in the Exhibitor Services Manual, made available to exhibitors 90 days prior to the show opening. The M Resort has reserved the right to update, change, or amend their rules and regulations after publication of the Exhibitor Services Manual.

20. Americans with Disabilities Act (ADA)

Each Exhibitor shall be responsible for compliance with all applicable provisions of the Americans with Disabilities Act within its booth and assigned exhibit space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend Show Management, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages, and expenses (including attorney's fees and expenses) resulting from or arising out of the exhibitor's failure to comply with the provisions of the ADA. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact:

ADA
Civil Rights Division
Disability Rights Section - NYAV
U.S. Department of Justice
950 Pennsylvania Avenue, NW
Washington, DC 20530 USA
Ph: +1-800-514-0301
Fax: +1-202-307-1198
<http://www.ada.gov/>

21. Liability

Show Management, its employees, volunteers, staff, agents, nor the M Resort, nor its representatives and employees are responsible for any injury, loss or damage that may occur to the Exhibitor, or to the Exhibitor's employees, visitors or anyone on the show floor, or property from any cause prior to, during or subsequent to the period covered by the Contract for Exhibit Space. The Exhibitor signing the Contract for Exhibit Space expressly releases all of the aforesaid from, and agrees to indemnify and hold harmless them against any and all claims for such loss, damage and injury. It is the Exhibitor's sole responsibility to take all precautions necessary to prevent injury to persons and property as a result of their exhibit. Exhibitor shall assume all costs arising from the use of trademarked, patented and/or copyrighted materials, equipment, devices, processes, or dramatic rights used on or incorporated in the conduct of the exhibition. Exhibitor is responsible for all damage to the hall, floors, walls or columns or to the standard booth equipment or to another exhibitor's property. Any action arising out of the Contract for Exhibit Space or the UPA International Conference must be brought in DuPage County, IL, USA, and governed by the law of that locale, exclusive of the choice laws of any jurisdiction, and the Exhibitor consents to the jurisdiction of such courts.

22. Unforeseen Situations

If for any reason beyond Show Management's control, the 2012 UPA International Conference must be cancelled, shortened, delayed or otherwise changed, exhibitor understands and agrees that all losses and damages which it may suffer as a result thereof are its responsibility and not that of Show Management's

directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to the UPA International Conference for space in the Expo, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc.

Exhibitor agrees to indemnify and hold harmless the Show Management from any and all loss which the exhibitor may suffer as a result of changes to Expo caused in whole or in part by any reason outside the Show Management's control and releases Show Management, its directors, officers, and employees and/or agents from any and all claims, including but not limited to lost profits, out of pocket costs and consequential damages.

23. Guard Service

Every reasonable precaution will be taken to protect property during installation, show and removal period. Neither Show Management, their employees, agents, representatives, the management service contractors nor the M Resort, their employees, agents, representatives, are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism, or other cause.

24. Exhibitor's Use of Space

In compliance with this Contract for Exhibit Space, the Exhibitor agrees not to assign, sublet or apportion space, or any part thereof allotted to it, without prior written consent of the Show Management. Further, the Exhibitor agrees not to exhibit, advertise, or offer for sale goods other than manufactured or sold by it in the regular course of business. No Exhibitor may display his products or conduct business for his company outside the confines of his assigned booth space in the Exhibit Hall. Exhibitors who violate this rule will be penalized in the following manner: Initial Infraction: Written warning and potential exhibit removal by the end of the business day. Removal of exhibit is subject to the discretion and sole judgment of Show Management, whose decision is final and binding. Second Infraction: If an Exhibitor is found to be in continual violation of this rule, Exhibitor will be fined the amount equivalent to an 8' x 10' space. All fines must be paid in full before a booth assignment will be made for the next year's show. The use of materials in any form and/or equipment of non-exhibiting companies is prohibited.

25. General

Show Management reserves the right to restrict exhibits which become objectionable or unsafe in their opinion. This includes persons, things, conduct, printed materials or anything of a character which is objectionable. All matters and questions not covered by these Contract Conditions/Rules and Regulations are subject to the decision of Show Management. These Contract Conditions/Rules and Regulations may be amended by Show Management from time to time and the amendments shall take effect upon publication and notice to the Exhibitors.

Contact us today...

Don't miss out on these powerful opportunities to increase your exposure. Contact us at +1-630.980.4997 or sponsors2012@usabilityprofessionals.org to secure your exhibit, advertisement and sponsorship.

2012 Advertising Rate Sheet

The *User Experience (UX) Magazine* delivers reviewed articles on usability testing, lab design, user site studies, contextual inquiry, user interface design, and more. It focuses on practical information of immediate use to our membership.

As a membership publication targeted and delivered to all 2,400 active UPA members, 50+ local Chapters worldwide, the target audience **is** the **Usability Professional**.

UX Advertisers may place ads on:

- usability testing
- consulting and other services
- work in user studies and interface design
- book announcements
- products
- conference and workshop announcements

Advertising Rates

Cost per display ad (black and white) all prices are in USD

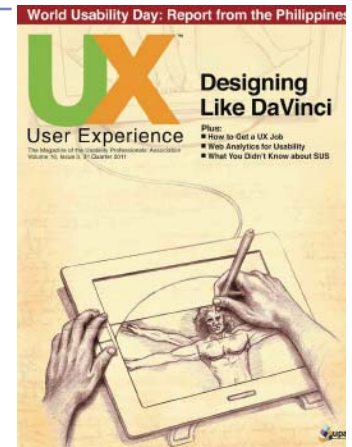
Dimensions (w x h)	1x	2x	3x
Back Cover 7.5" x 10"	\$2318	\$1854	\$1622
Inside Cover 7.5" x 10"	\$1738	\$1622	\$1216
Full Page 7.5" x 10"	\$1159	\$ 926	\$ 811
Half Page 7.5" x 4.5"	\$ 811	\$ 645	\$ 571
Third Page 5" x 4.5"	\$ 579	\$ 463	\$ 381
Third Page 2.5" x 10"	\$ 579	\$ 463	\$ 381

Four-color:

Add \$100 per display ad

Insert Ads:

Add 25% per ad



Publication Schedule

Issue	Reservations Due	Ads Due	Approximate Mail Date
Feb 2012 (11.1)	December 18, 2011	January 8, 2012	February, 2012
May 2012 (11.2)	March 26, 2012	April 2, 2012	May, 2012
Aug 2012 (11.3)	June 25, 2012	July 11, 2012	August, 2012
Oct 2012 (11.4)	September 16, 2012	September 23, 2012	November, 2012

**Issue 11.2 is the "Leadership", International Conference issue*

Specifications

Publication: 80# Gloss Cover, 60# Gloss Text. 8.5" x 11" Saddlestitch.

Ads: Ads must be black and white or 4-color. Cover ads can bleed.

Electronic Ads—PC Platform: All line art, logos, photos etc. must be supplied at a minimum of 300 dpi for acceptable print reproduction. **Files should be in saved in EPS, JPG, or TIF formats only.**

9 Contact us today...

Don't miss out on these powerful opportunities to increase your exposure. Contact us at +1-630.980.4997 or sponsors2012@usabilityprofessionals.org to secure your exhibit, advertisement and sponsorship.



Advertising Reservation Form

Advertiser:

Company Name: _____

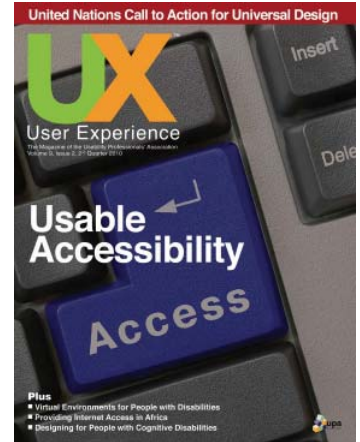
Contact Name: _____

Address: _____

City: _____ State/Prov.: _____ ZIP/PC: _____

Phone: _____ Fax: _____

Email: _____



Issue (check all that apply): 11.1 Feb '12 11.2 May '12 11.3 Aug '12 11.4 Nov '12

Ad size: Back cover Inside cover Full page Half page Third page

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