STRAT

Sponsorship Brochure

About **Us**

STRAT is a conference that focuses on helping people become product design leaders through workshops, case studies, and framework presentations in Asia, Europe and the USA.
Our speaker lineup features experts from global giants like Google, Amazon, Netflix, Spotify, Lazada, and Grab, offering our attendees a world-class experience and opportunity to learn and grow in ways that are really difficult to find elsewhere.

In 2023 we proudly celebrated our 10 year anniversary, a decade of shining a spotlight on outstanding examples of product design strategy and innovation.
In 2024, **STRAT**'s spotlight will have a strong emphasis on humanity-centered AI product design, but will continue to help practitioners become leaders, and help leaders become more strategic, influential leaders.

Our Participants

Our attendees encompass a diverse array of job roles, including but not limited to User Researchers, Product Design team members, Product Managers, Business Analysts, Data Scientists, and Design Strategists.

Additionally, we have participants holding various other positions, highlighting the broad spectrum of professional backgrounds represented in our cohort.

Building Valuable **Relationships**

At **STRAT**, we understand that relationships are at the core of every win-win situation. We have created a number of different ways that help sponsors gain respectful access to top companies, speakers, and fellow attendees, with high visibility and networking opportunities that bring you into meaningful contact with our unique community that is laser-focused on strategy and innovation.

In keeping with our objective of respectful access, we share the names of our attendees and their companies, but don't provide email addresses, because we want our attendees to have complete control over the interactions they have when the fun times end and they are back at their respective workplaces.

Sponsors are invited to collect emal addresses at the conference, but we strongly suggest that you only request email addresses of people you've spoken with and have a reason for contacting, rather than building a database that gets promotional blasts that they need to figure out how to disable.

We will do our best to create the very best visibility for our sponsors, but please be aware that this does not include access to speaking slots, unless your story has successfully made it through the curation process. Sponsoring and speaking are different paths and involve different steps and different team members.

What Attendees Say

"STRAT conference was an **incredible immersion** in the intersection of generative AI and UX. Thank you to those who shared and discussed their ideas with me."

Matthew Switzer
UX Researcher
PSCU

"I was blown away by the caliber of presentations. I'm definitely feeling **inspired** and **energized** to start my UX challenges."

"Our company representatives had excellent things to say about the conference and their experience. You guys put on a very **impressive event**. Thank you for having us, we will certainly be back!"

Jackie Weza
Senior Community and Events Manager
Massachusetts

"Thank you to the whole STRAT team for a fantastic conference. Besides great content, you have built an **awesome community**."

"**Super fun**. Concrete and actionable learning - eager to apply grade lineup super impressed by speaker diversity."

"I found STRAT to be an amazing event that led to **meeting and connecting** with really great minds. The moment I got back, I have been reading anything and everything on machine learning and AI (looking like Doc from Back to the Future🤣). Thanks again for the **awesome event** and all the great talks. 🙂 Looking forward to connecting with everyone!"

Tejas Dodia
Experience Designer
PPL Electric Utilities

"Thank you to everyone for this incredible opportunity. It was so lovely to meet everybody here and learn from **so many inspiring people!**"

Past Sponsors & Partners

Attention Sponsors:

Customize Your Package for STRAT 2024!

In the following pages, you will discover our ***standard*** packages and prices, along with detailed information about each option.

However, please reach out to us directly for personalized details specific to the conference you are interested in sponsoring as the formats and available add-ons may vary for each event.

By connecting with us, we can tailor a sponsorship package that aligns perfectly with your goals and ensures maximum impact at STRAT 2024. Let's work together to create a sponsorship experience that stands out and resonates with our audience :-)

For inquiries and to discuss your customized sponsorship package, please contact us at **sponsor@uxstrat.com**

STRAT 2024

Sponsorship
Price Sheet

**All pricing in USD($)*

Benefits

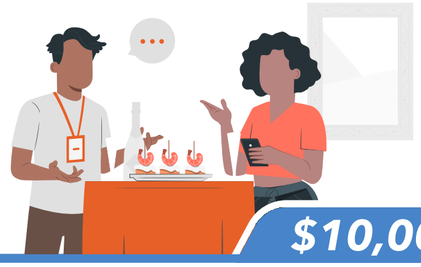
Benefits	Digital-Only $1,000	In-Person $3,500 (Most Preferred)	Headline $25,000
Number of Sponsorship per Event	∞	10	1
Logo on Website	✓	✓	✓
Logo On Main Stage Splash Screen	✓	✓	✓
2 Complimentary Conference Tickets		✓	
Thank You from Stage By Emcee		✓	✓
4 Complimentary Conference Tickets			✓
Customized Placement in Event			✓
Welcome Party Sponsor			✓
Sponsor Table			✓

Add-Ons

for In-Person Sponsorship

Lanyards - Sole Logo	$2,500
T-shirts - Sole Logo on Back	$2,500
Matchmaking Lunch or Dinner Invitations	$3,500 *per accepted invite*
Coffee Break, Pastries, hors-d'oeuvres	$5,000
Speaker Dinner and Two Seats	$5,000
Sponsor Table with Electrical Outlet	$5,000
Lunch for All Attendees	Customized
Additional Tickets for Sponsors	25% OFF

Welcome Reception — $10,000

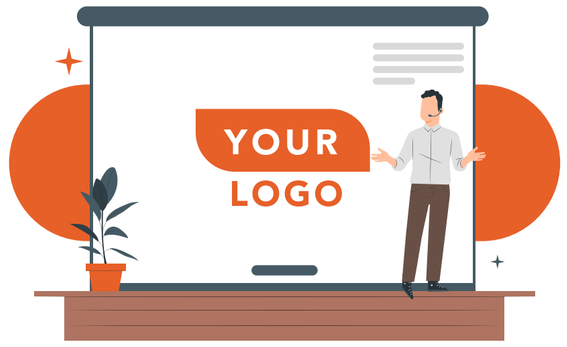


Closing Reception — $10,000

Exhibition Booth with Electrical Outlet — $10,000

Benefit
details

Logo on Main Stage Splash Screen



Your logo featured on the main stage event's splash screen for a lasting impression during the event.

Logo on Website

Your company's logo displayed on our official event website with other sponsors and partners.

Complimentary Conference Tickets

(Excludes Day 1 - Conference Workshops)

Enjoy 2 **or** 4 free passes to the Conference Presentations (typically Day 2 and 3 of the event).

Benefit details

Recognition by Emcee

A special thank you and recognition during the event by our emcee.

Welcome Party Sponsor

Recognition as the official sponsor of the conference's welcome party.

Customized Event Placement

Tailored placement within the event to maximize your exposure.

Sponsor Table

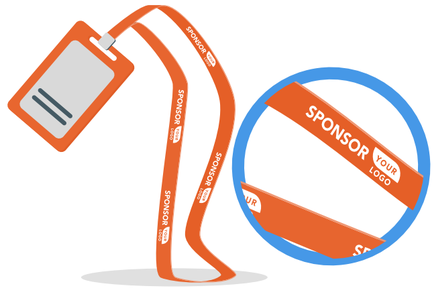
Exclusive sponsor table for additional visibility.

Add-Ons

for In-person Sponsorship details

Lanyards - Sole Logo ($2,500)

- Your company's logo is exclusively printed on lanyards worn by attendees.

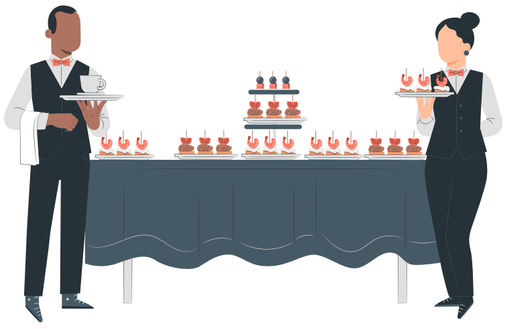


T-Shirts - Sole Logo on the Back ($2,500)

- Exclusive branding on the back of event T-shirts, making your logo a focal point.

Matchmaking Lunch or Dinner Invitations
($3,500 per accepted invite)

- Customize and send personalized invitations for focused networking lunches or dinners, connecting you with key participants.
- For example, invite a specific industry leader, keynote speaker, or influencer to join you for a meaningful discussion over a meal. This is an excellent opportunity to build strategic relationships.



Coffee Breaks, Pastries, and Hors-d'oeuvres ($5,000)

- Sponsor morning and afternoon coffee breaks for all three days of the conference, with opportunities for signage and branding.

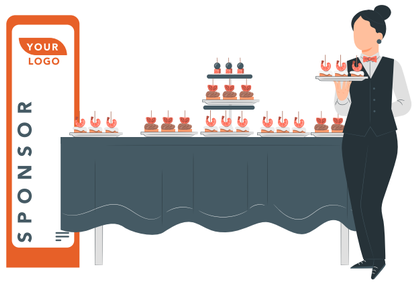
Speaker Dinner and Two Seats ($5,000)

- Participate in our exclusive speaker dinner on Day 2 after the conference sessions conclude. Your package includes two seats for your team or guests.

Add-Ons for In-person Sponsorship details

Sponsor Table with Electrical Outlet ($5,000)

- Secure a dedicated sponsor table with an electrical outlet to showcase your products or services

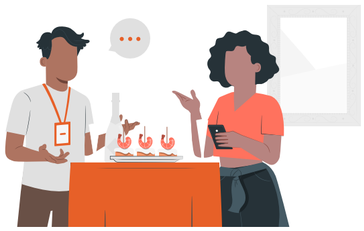


Lunch for All Attendees (Customized)

- We typically provide a thoughtfully curated lunch buffet for all attendees during the three conference days, catering to various dietary preferences, including gluten-free, vegetarian, and vegan options.
- By supporting this, your company's commitment to enhancing the lunch experience for participants will be prominently recognized.

Additional Tickets for Sponsors (25% OFF)

- Get extra conference tickets for your team or clients at a 25% discount, ensuring wider representation.

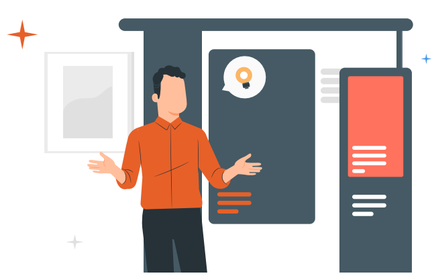


Welcome Reception ($10,000)

- Sponsor our lively welcome reception, gaining visibility and recognition as a hospitality partner.

Closing Reception ($10,000)

- Be the highlight of the event as the sponsor of our closing reception, allowing for a grand finale with branding.



Exhibition Booth with Electrical Outlet ($10,000)

- Secure an exhibition booth with an electrical outlet, showcasing your products or services to our audience throughout the conference.

Contact Us

Ready to join us?

Reach out to **sponsor@uxstrat.com** for sponsorship inquiries.

We look forward to collaborating with you to make **STRAT** 2024 the exceptional events!