



CANADA'S PREMIER UX EVENT

12th edition : Nov 1-4, 2023 (in-person)

2023 SPONSORSHIP INFORMATION

CanUX is Canada's largest and longest running annual experience design conference, now in its 12th year. The event is a 4-day showcase of modern trends in user research, experience design and service design, packaged as a mix of stimulating main stage talks and hands-on workshops, resulting in ample opportunities to get inspired, learn, exchange ideas, and make new friends.

canux.io @canuxconf



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PARTNER WITH CANUX 2023

CanUX 2023 builds on ten years of history as the premier annual experience design conference in Canada. Thought leaders from Canada, US and abroad come together to share their expertise with an engaged, educated audience, supporting our mandate to inspire the Canadian UX community to work better and produce better work.

CanUX will feature 20+ speakers headlined by a number of internationally renowned personalities. While the full schedule will be released by the end of summer, our past editions were headlined by industry heavyweights such as Jesse James Garrett, Kim Goodwin, Steve Krug, Leisa Reichelt, Alan Cooper, Vivianne Castillo, Bill Buxton, Abby Covert, Mike Monteiro, Alberta Soranzo, Lou Rosenfeld, Cyd Harrell, Aaron Draplin, Cennydd Bowles, Lou Downe, Peter Morville, Molly Wright-Stenson, Peter Merholz, Eva-Lotta Lam, Stephen Anderson, Shelley Bernstein, Dan Saffer, Lining Yao, Nick Finck, Samantha Soma, Bill DeRouchey, Simone Rebaudengo, Amy Ross, Steve Portigal, Jess McMullin, Gretchen Anderson, Boon Sheridan, Emma Howell, Jim Kalbach, Jenny Wen, Andrew Hinton, Farai Madzima, Jennifer Blatz and many many more...
For the latest on this year's lineup, please visit canux.io/program.

Expected to sell out for the 12th straight year, CanUX 2023 offers an affordable way for your company to get exposure to the largest network of experience design professionals in Canada. Capping the event at ~525 attendees (the capacity of our venue) also ensures that you are not just a tiny dot on a massive trade show floor, but a major part of the conference experience.

Partnering with CanUX aligns your brand with a well-known international event that has built its reputation as Canada's premier UX conference, offering its attendees not only valuable inspiration and professional resources but also a great time. In addition to carefully curated content, we believe the phrase "the conference happens in the hallway" is key to our ongoing success. As a result, our sponsors will be featured prominently on special installations and signage in our hallways and open areas.

For more info, visit canux.io



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WHO WILL YOU MEET IN 2023?

COMPANIES IN ATTENDANCE DURING PREVIOUS EDITIONS:

Google / Alphabet
Adobe
Mozilla
SAP
Electronic Arts
Shaw Media
Deloitte
Macadamian
Blackberry
MIT
Element AI
Bombardier
Oracle
Breather
Capital One
Systemscope
Sid Lee
Ciena
NAC
Neolnsight
Avaya
Freshbooks
Bank of Montreal
Rogers
Thales Group
Qlik
IxDA Global
TWG
Involution Studios
Nurun
CMHC

Microsoft
Shopify
IBM
Ubisoft
Optimal Workshop
Trend Micro
Indigo
NASA
Telus Health
Bell Canada
QNX
Jumping Elephants
GE
ThoughtWorks
NASA
Critical Mass
Nuglif
McMillan
Unisys
Espial
Desjardins
Quebecor
MNP
World Vision
CREA
La Presse
Sheridan College
St. Lawrence College
OCAD
Universite Laval
UBC

Fjord
Razorfish
Motorola
SapientNitro
Bridgeable
Nokia
You.i TV
HandrailUX
EBay
Rakuten Kobo
Hyundai
Canada Post
Valtech
Questrade
Accenture
Scotiabank
Usability Matters
Yu Centrik
Loblaw
RBC
Ergoweb
OpenText
Normative
Accor Hotels
TLMUX
Great West Life
LoyaltyOne
Klipfolio
SolarWinds
Halogen
K2 Digital

City of Ottawa
City of Montreal
City of Mississauga
Province of Nova Scotia
Region of Peel
Ontario Public Service
Gouvernement du Quebec

GOVERNMENT of CANADA:
AAFC . Bank of Canada
Canadian Heritage
CBSA . CIC . CRA
Department of Justice
DND . Environment Canada
Elections Canada . ESDC
Fisheries and Oceans
Global Affairs Canada.
Health Canada . HRSDC
House of Commons
Industry Canada . IRCC
Library and Archives
Library of Parliament
National Defense
Parks Canada
Privy Council Office
PWGSC . ISED . CIPO
Service Canada
Shared Services Canada
TBS . SSHRC
Statistics Canada
Veterans Affairs
and MANY MANY more...

For more info, visit canux.io



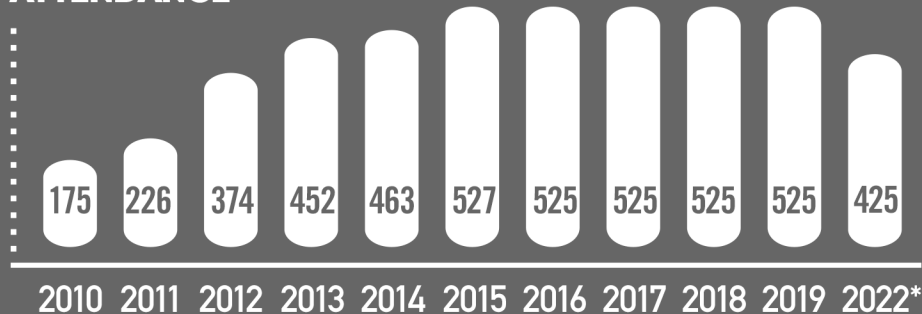
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BY THE NUMBERS

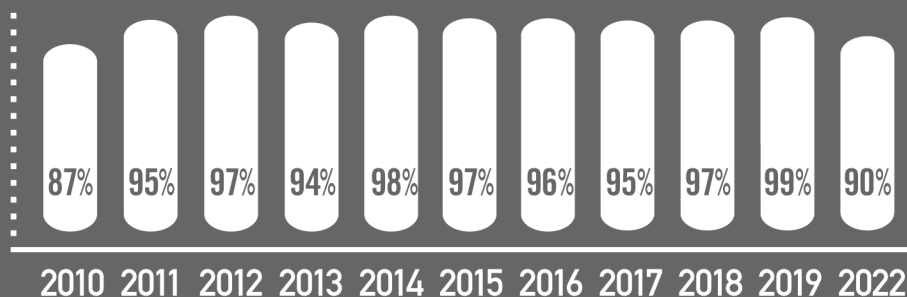
We curate content for experience design professionals of all levels, as well all others who believe that user experience is crucial to the success of their business. Our attendees identify themselves as UX / interaction designers, information architects, graphic designers, design strategists, researchers, service designers, product and project managers, developers, content strategists, policy analysts, marketing professionals and everything in between. CanUX also has a strong executive presence in our attendance, ranging from Directors to VPs and CXOs.

ATTENDANCE



*nb: 2022 attendance was capped at 425 to allow for social distancing.

SPEAKER LINEUP FEEDBACK



For more info, visit canux.io



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2023 SPONSORSHIP PACKAGES

In 2023, we offer four sponsorship levels that provide visibility throughout all the conference related events, including the private reception on Thursday night, and the happy hour (cinq à sept) on Friday evening.

	DIAMOND \$9,950	PLATINUM \$6,950	GOLD \$3,950	SILVER \$2,450
Logo, name, link on canux.io	✓	✓	✓	✓
Logo/link in newsletter (1500+ subscribers)	✓	✓	✓	✓
Company logo on badge / schedule	✓	✓	✓	✓
Conference passes (Fri-Sat)	3	2	1	1
Tickets to Friday night private reception	4	2	2	2
Half-day workshop passes (Wed-Thu)	2	-	-	-
@CanUXconf tweets (logo and link to website)	4	3	2	1
Company logo displayed on slides & signage	✓	✓	✓	✓
Space in the exhibitor area	✓	✓	✓	
Increased website / newsletter visibility	✓	✓	✓	
Refreshment break sponsorship	✓	✓		
Premier space in the exhibitor area	✓	✓		
Featured article about your company on the site	✓			
Full page logo treatment in conference badge	✓			
Opportunity to host a major giveaway on stage	✓			
Happy hour sponsorship (x1)	✓			
Opportunity to provide branded lanyards	✓			

If our packages do not offer you the exposure you desire, we can also propose a number of a la carte sponsorship options such as charging station sponsorship, wifi sponsorship, etc.

For more info, visit canux.io



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ALUMNI SPONSORS 2010-2022

COMPANIES WHO SPONSORED OUR PREVIOUS EDITIONS:

Adobe
Shopify
Questrade
Microsoft
Usability Matters
Axure
Jumping Elephants
Akendi
Ampli2de
Macadamian
Techsmith
A Hundred Answers
Kivuto
YOUi TV
Systemscope
Rosenfeld Media
Sketch
O'Reilly Media
Carleton U
Algonquin College
Ottawa U
Simply Accessible
Untether.TV

Google
SapientNitro
Bridgeable
Optimal Workshop
HandrailUX
Involution Studios
MKN Design
Espial
TLMUX
Synacor
Design 1st
Stem Design Labs
Wipebook
Re-think Consulting
BoxFabric
TP1
UIE
Socks by William
St. Lawrence College
Stickermule
Detour UX
Thinkwrap Commerce
Service Design Network

IBM
Fjord
Kinaxis
Canada Post
UserTesting.com
Real Decoy
proto.io
Thales Group
dv[ux]
Corel
Nureva
Dffrnt
topview.camera
Ottawa in Colour
Cdn. Museum of History
nForm
Design Centered Co.
any many more....

EVENT PARTNERS:

UX New Zealand
UX Hong Kong
IXDA Ottawa

For more information, please contact Cornelius Rachieru, CanUX Chair, at (613) 864-3020, twitter DM @CanUXconf or via email at info@canux.io

For more info, visit canux.io