



CANADA'S PREMIER UX EVENT

13th year: October 1-4, 2025 (in-person)

2025 SPONSORSHIP INFORMATION

CanUX is Canada's largest and longest running annual experience design conference, celebrating its 13th edition. The event is a four-day showcase of modern trends and case studies in user research, experience design and service design, packaged as an eclectic mix of stimulating main stage talks, panels and hands-on workshops. We aim to create ample opportunities to get inspired, learn, exchange ideas, hang out with old friends and make new ones.

<https://canux.io>





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Join an established event powerhouse

CanUX 2025 builds on twelve years of history as the premier annual experience design conference in Canada. Thought leaders from Canada, the 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. Past editions have featured hundreds of industry heavyweights including: Jesse James Garrett, Kim Goodwin, Steve Krug, Leisa Reichelt, Alan Cooper, Jared Spool, Bill Buxton, Abby Covert, Mike Monteiro, Vivianne Castillo, Alberta Soranzo, Lou Rosenfeld, Cyd Harrell, Aaron Draplin, Giles Colborne, Cennydd Bowles, Lou Downe, Peter Morville, Peter Merholz, Molly Wright-Steenson, Eva-Lotta Lam, Stephen Anderson, Dan Saffer, Shelley Bernstein, Lining Yao, Nick Finck, Samantha Soma, Bill DeRouche, Amy Ross, Patrick Quattlebaum, Simone Rebaudengo, Steve Portigal, Jess McMullin, Gretchen Anderson, Boon Sheridan, Emma Howell, Jim Kalbach, Jenny Wen, Andrew Hinton, Farai Madzima, Boon Yew Chew, Birgit Geiberger and many many more... For the latest news about this year's lineup, please visit canux.io/program or follow our social media channels. The full schedule will be released by the end of summer.

Expected to attract approximately 400 professionals, CanUX 2024 offers an affordable way for your company to get exposure to the largest network of experience design professionals in Canada. The way the event is structured also ensures that you are not a tiny dot on a massive trade show floor, but a major part of the conference branding, stage presence and overall attendee 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.

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Who will you meet at CanUX 2025?

These are a select few of the organizations that have sent their teams to previous editions of CanUX:

Google/Alphabet	Microsoft	Fjord	City of Ottawa
Adobe	Shopify	Razorfish	City of Montreal
Mozilla	IBM	Motorola	City of Mississauga
SAP	Ubisoft	SapientNitro	Province of Nova Scotia
Electronic Arts	Optimal Workshop	Bridgeable	Region of Peel
Shaw Media	Trend Micro	Nokia	Ontario Public Service
Deloitte	Indigo	You.i TV	Gouvernement du Quebec
Macadamian	NASA	HandrailUX	
Blackberry	Telus Health	EBay	GOVERNMENT of CANADA:
MIT	Bell Canada	Rakuten Kobo	AAFC . Bank of Canada
Element AI	QNX	Hyundai	Canadian Heritage
Bombardier	Jumping Elephants	IKEA	CBSA . CDS . CIC . CRA
Oracle	GE	Canada Post	Department of Justice
Breather	ThoughtWorks	Valtech	DND . Environment Canada
Capital One	NASA	Questrade	Elections Canada . ESDC
Systemscope	Critical Mass	Accenture	Fisheries and Oceans
Sid Lee	Nuglif	Scotiabank	Global Affairs Canada.
Moment Factory	McMillan	Usability Matters	Health Canada . HRSDC
Ciena	Unisys	Yu Centrik	House of Commons
NAC	Espial	Loblaw	Industry Canada . IRCC
Avaya	CXpartners	RBC	Library and Archives
Freshbooks	Desjardins	Ergoweb	Library of Parliament
Dffrnt	Quebecor	OpenText	National Defense
Bank of Montreal	MNP	Normative	Parks Canada
Rogers	World Vision	Accor Hotels	Privy Council Office
Thales Group	CREA	TLMUX	PWGSC . ISED . CIPO
Qlik	La Presse	Great West Life	Service Canada
IxDA Global	Sheridan College	LoyaltyOne	Shared Services Canada
TWG	St. Lawrence College	Klipfolio	TBS . SSHRC
Involution Studios	OCAD	SolarWinds	Statistics Canada
Nurun	Universite Laval	Halogen	Veterans Affairs
CMHC	UBC	K2 Digital	and MANY MANY more...

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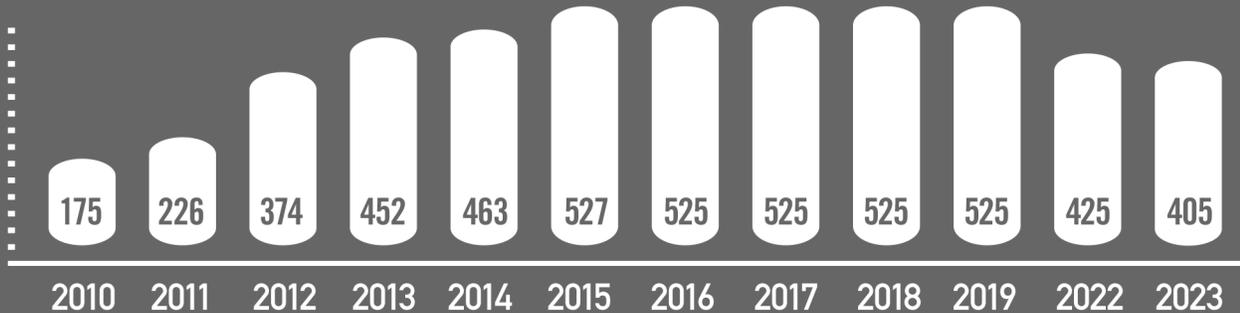
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CanUX history, by the numbers

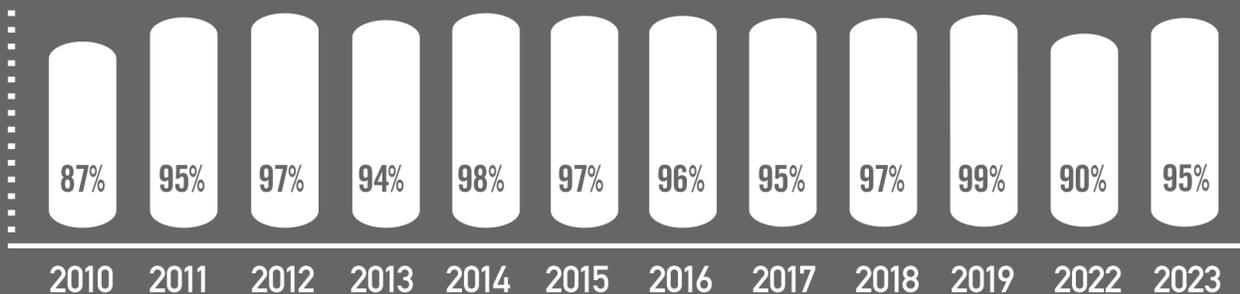
We curate content for experience design professionals of all levels, as well all others who believe that user experience contributes significantly to the success of their business. Our attendees identify themselves as UX / interaction designers, information architects, graphic designers, design strategists, researchers, service designers, product and project managers, developers, content strategists, policy analysts, brand and marketing professionals and everything in between.

CanUX also has a strong executive presence in attendance, ranging from Heads of Design and Directors, to VPs and CXOs.

ATTENDANCE BY YEAR



POST-CONFERENCE RATING OF SESSION CONTENT





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2025 sponsorship packages

In 2025, we are maintaining the same four sponsorship levels as the previous year, providing visibility throughout all the conference related events, including 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 (2500+ subscribers)	✓	✓	✓	✓
Company logo on badge / schedule	✓	✓	✓	✓
Conference passes (Fri-Sat)	3	2	1	1
Tickets to Thursday night private event	4	2	2	1
Half-day workshop passes (Wed-Thu)	2	-	-	-
CanUX LinkedIn + tweets (logo & 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	✓			
Opportunity to provide branded lanyards	✓			

Returning sponsors, irrespective of level, automatically receive 10% off these prices. If our packages do not offer you the exposure you desire, we can also propose a la carte sponsorship options for various conference elements like charging stations, wifi, photo booths, volunteer T-shirts etc.

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Alumni sponsors (2010-2023)

List of organizations that supported previous editions of CanUX:

Adobe	Google	SapientNitro
Shopify	Optimal Workshop	Fjord
Questrade	IBM	Kinaxis
Rosenfeld Media	Bridgeable	Canada Post
Microsoft	HandrailUX	UserTesting.com
Usability Matters	Involution Studios	Real Decoy
Axure	MKN Design	proto.io
Jumping Elephants	Espial	Thales Group
Akendi	TLMUX	dv[ux]
Ampli2de	Synacor	Corel
Macadamian	Design 1st	Nureva
Techsmith	Stem Design Labs	CapCHI
A Hundred Answers	Wipebook	Dffrnt
Kivuto	MNP	topview.camera
YOUi TV	Re-think Consulting	Ottawa in Colour
Systemscope	BoxFabric	Cdn. Museum of History
Design Centered Co.	TP1	nForm
Sketch	UIE	Non-Linear Creations
O'Reilly Media	Socks by William	Design Centered Co.
Carleton U	St. Lawrence College	any many more....
Algonquin College	Stickermule	
Ottawa U	Detour UX	
Balsamiq	Thinkwrap Commerce	EVENT PARTNERS:
Simply Accessible	Spydergrrl Consulting	IxDA Ottawa
Untether.TV	JFxd	#UXGC
UserExperience.ca	Service Design Network	Apero-UX Montreal

For more information, please contact Cornelius Rachieru, CanUX Chair, by phone at (613) 864-3020, by email at info@canux.io or by privately messaging us via LinkedIn.

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What makes CanUX unique?

STRATEGIC INDUSTRY POSITIONING

Place your brand in front of key government and design organizations, decision-makers and technical experts.

NATIONAL BRAND EXPOSURE

Enhance your company's positioning across the national and international experience design industry.

THOUGHT LEADERSHIP

Demonstrate your company's design leadership, credibility and expertise by exhibiting your design vision, products or artifacts at your booth.

MAXIMIZE MARKET REACH

Get your brand in front of Canadian designers and design managers, as well as buyers searching for the latest design innovations and approaches.

GENERATE SALES LEADS

Increase your customer contacts and collect valuable sales leads for your design services.

AN EVENT FOR THE COMMUNITY, BY THE COMMUNITY

CanUX (pronounced "canucks", like the hockey team) is an independent, locally-grown, volunteer-driven event created for people who want to learn and share their expertise about experience design, and how our profession contributes to making things work better for everyone. There is no big design firm, marketing agency, publishing house, software vendor or rich uncle behind this endeavour apart from a few friends who run this conference as a registered non-profit event for the benefit of the community.

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Support in-person design events

Similar to the last couple of years, 2025 is shaping up to be another challenging one for **independent, community-oriented, in-person design conferences**. Long-time community conference stalwarts have been postponing their editions, while others have either moved to online-only events or permanently shut their doors.

The few UX conferences that are thriving these days, are organized by multi-billion dollar corporations, and are using their platforms as tools to convince you to buy their own products. But it's not just products they're selling: they are also pushing their biased, self-serving agenda of the state of UX, and what should be important for local UX communities. Events like CanUX exist to fight that narrative.

But CanUX is certainly not immune to today's market factors. However, unlike other national and international events of similar size, scale and complexity, we have continued to keep the cost of our conference tickets, workshop tickets, as well as our sponsorship levels in line with our pre-pandemic figures.

Being a not-for-profit event, we hope that maintaining community-friendly pricing in 2025 and beyond, will allow us to keep attracting participants from coast to coast to coast, and to keep a small footprint for our community in the global experience design conference circuit.

In the event that sponsorship is not an option this year, consider sending members of your design team to the conference or workshops. It will let us feel the love and we'll be able to lift each others' spirits in these difficult times for our profession.

And if for whatever reason CanUX is not your cup of tea, please support any other in-person community design conference, meetup or informal gathering, as they will be eternally grateful for your support.

 Team CanUX

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