



**upa** China  
www.upachina.org

# User Friendly <sup>2006</sup>



中国杭州  
Hangzhou

## Sponsorship Invitation

UPA (Usability Professionals' Association) China is proud to announce the following Usability Experts and guests at **User Friendly China 2006**

Daniel Rosenberg, SVP, SAP, US  
Apala Lahiri Chavan, VP, HFI Global, India  
Kun-Pyo Lee, Head of the Industrial Design Department, KAIST, Korea  
Johnk Linn D, User Experience Manager, HP, US  
Yu Guo, Director of User Experience, Baidu, China  
Jinsoo Kim, Director of User Experience and Design, Yahoo Korea  
Paul Sherman, VP, UPA, US  
Whitney Quesenbery, WQUsability, US  
Daniel Szuc, Apogee, Hong Kong  
Robert Barlow-Busch, Practice Director, Interaction Design, Quarry Integrated Communications Inc  
Jianming Dong, Paypal  
Qi Chen, UED Manager, Taobao, Alibaba, China  
Gerry Gaffney, Information & Design, Australia  
Giles Colborne, CX Partners, UK  
Jo hang Jun, CDMA Part Leader, Human Interface Group, LG  
Richard Douglas, Senior Usability Specialist, IBM Software Group/Lotus Software, US

**User Friendly** is a 3-day conference to be held at **Dragon Hotel, Hangzhou** on 3, 4 and 5 November 2006.

We invite you to be our Sponsor for this event and enclose information on:

1. User Friendly 2005 & 2004
2. Conference Sponsorship Packages
3. Sponsorship Agreement

Please feel free to visit [www.upachina.org/userfriendly2006](http://www.upachina.org/userfriendly2006) for more details.

UPA China looks forward to seeing you at the conference on 3, 4 and 5 November 2006.

Kind Regards,  
Jason Huang, President, UPA China



Attendees described their main challenge as getting business owners to buy into the value of usability and user-centered design.

## 2005 User Friendly

The usability profession continues to grow rapidly in China. UF2005 attracted more than 300 of the estimated 400 people practicing usability in China, with attendees coming from neighboring countries such as Korea. Invited guest speakers came from North America, Europe, and Australia.



## 2004 User Friendly

Some of the companies represented at the conference were familiar names around the world - Yahoo, Nokia, Motorola, Siemens and IBM. Others included companies headquartered in China - Sohu, UTStar and Baidu to name a few.



### Attendees from companies like:

.. Microsoft .. Yahoo .. eBay .. Motorola .. SAP .. Intel .. IBM .. Nokia .. Sina .. Siemens ..  
 Alibaba .. Sohu .. Lenovo .. Huawei .. Bose .. TCL .. Kingdee .. OKWAP .. Konka  
 .. UTStarcom .. Best Buy .. ZTE .. Tencent .. China HR .. Samsung .. Hitachi Philips .. New  
 Egg .. Baidu .. TrendMicro .. BenQ Mobile .. SKC .. Zhejiang University .. Tongji University  
 .. Dalian Marine University .. London College Munich University ..

## BENEFITS

Initial entry into China

We are expecting more than 300 professionals from overseas and China in product design, software engineers, professors, students and marketing.

Send a positive image that demonstrates your commitment to developing usable products to industry, your customers, employees and your competitors in China.

Generate public awareness in association with the Conference & Workshops by posting your logos on the promotion materials.

Support usability in China at the only UPA organised conference in China.

Meet local Usability companies and discuss the challenges you have on projects.

Promote your company name to the UX community in China.

## PROMOTION

Promotional leaflets as direct mailing will be distributed through all sponsoring organizations, co-organizers and UPA (US) & UPA China

Email Marketing to over 1000 people working in usability, industrial design and visual design in China

Press Releases - together with featured articles

Usability related websites, BBS and local magazines

中国杭州  
Hangzhou

2006 User Friendly

## Conference Sponsorship Packages

Level	RMB	Benefits
Diamond	50,000	<p>1 Booth in the conference foyer to promote your company services during the conference days</p> <p>Company logo (largest size) placed on all event promotional materials, events and website</p> <p>Company logo(in large size) displayed on event backdrop</p> <p>Company corporate brochure shall be placed at the reception desk</p> <p>10 x job openings in the Conference Job Board</p> <p>10 x job openings on Conference Website</p> <p>10 x Day 1 conference tickets</p> <p>4 x Day 2+Day 3 Conference tickets</p>
Gold	30,000	<p>Company logo placed on all event promotional materials and website</p> <p>Company logo displayed on event backdrop</p> <p>Company corporate brochure shall be placed at the reception desk</p> <p>5 x job openings in the Conference Job Board</p> <p>5 x job openings in Conference Website</p> <p>10 x Day 1 conference tickets</p>
Silver	20,000	<p>Company logo placed on all event promotional materials and website</p> <p>Company logo displayed on event backdrop</p> <p>Company corporate brochure shall be placed at the reception desk</p> <p>4 x job openings in the Conference Job Board</p> <p>4 x job openings in the Conference Website</p> <p>8 x Day 1 conference tickets</p>
Bronze	10,000	<p>Company logo placed on all event promotional materials and website</p> <p>Company logo displayed on event backdrop</p> <p>3 x job openings in the Conference Job Board</p> <p>5 x Day 1 conference tickets</p>
Booth Only	10,000	Booth in the conference foyer to promote your company services during the conference days
Dinner/ Networking Event Sponsor	10,000	<p>Logo displayed at the conference dinner stage</p> <p>Logo displayed on all dinner tables</p>
Workshop Sponsor	5,000	Logo displayed in 1 workshop room



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## 中国杭州 Hangzhou

### Sponsorship Agreement

Sponsors Name:

Date:

UPA (Usability Professionals' Association) China, and \_\_\_\_\_ confirm to enter to an agreement to sponsor **User Friendly China 2006** to be held on 3, 4 and 5 November 2006 at the Dragon Hotel, Hangzhou

**Terms and Conditions:**

\_\_\_\_\_ shall contribute a sponsorship fee of RMB \_\_\_\_\_ in supporting User Friendly 2006. The amount is payable upon signing of this agreement to UPA China.

**Sponsor Level (please tick one)**

- Diamond       Gold       Silver       Bronze
- Booth Only       Dinner       Networking Event       Workshop Sponsor

**Amount:** RMB.....

**Entitlements:**

Both parties shall abide by the above terms and conditions and set their hands as confirmation at the Agreement.

For & On behalf of  
UPA China

For & On behalf of  
Sponsor:

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Jason Huang  
President

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Name:  
Title: