



Sponsorship Opportunities

March 4-5, 2012

San Francisco, California

www.mxconference.com

What is MX: Managing Experience?

MX, hosted by Adaptive Path, is a conference for people who take a leadership role in guiding better experiences into the world. MX brings together a community of experts and thought leaders in-and-out of the field of experience design to share examples and approaches to help lead organizations toward improving customer experiences on the web, mobile and beyond.

WHY SPONSOR MX?

MX 2012 builds on five years of credibility as the must-attend event for management-level leaders in experience design.

One of the best things about MX is its size. At 100-150 attendees MX is the perfect size for one-on-one conversations and relationship building. We limit the number of sponsors so you and your team can enjoy great visibility and access.

In addition to onsite opportunities to engage with attendees, sponsors receive exposure to a vast network of user experience professionals of all levels through the web, social media and email marketing.

Partnering with MX aligns your brand with an industry-respected event and exposure to a growing community of professionals dedicated to delivering great experiences into the world.

WHO ATTENDS?

MX is for managers, directors and C-level leadership who believe user experience is crucial to the success of their business. Attendees from all over the world and from all kinds of industries come together to find community, get inspiration and learn new ways to lead their creative teams into the future.

Attendees identify themselves as directors, managers, senior designers, principals, VPs and CEOs.

"I came away from the session with an overall direction of next steps...as well as some very practical tips, tricks and lessons learned from well-respected companies."

- June D., LexisNexis



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WHICH COMPANIES ATTEND?

AAA	Cars.com	Kaiser Permanente	The Associated Press
Accenture	Cisco	Microsoft	Thomson Reuters
Adobe	Coca-Cola Company	Netflix	Travelocity
American Airlines	Dell	Oracle	USAA
AOL	Deloitte	REI	Vanguard
Bank of America	Google	Salesforce	Walmart.com
Business Week	FedEx	Sony	Warner Bros.
BlackRock	Intuit	Skype	Wells Fargo

*partial list of companies

Visit mxconference.com for more information.

Premier Sponsorship Opportunities

	PLATINUM SPONSOR \$20,000 <i>(1 available)</i>	GOLD SPONSOR \$15,000 <i>(1 available)</i>	SILVER SPONSOR \$10,000 <i>(2 available)</i>	ASSOCIATE SPONSOR \$5,000 <i>(3 available)</i>
Company profile on mxconference.com	200 words	200 words	100 words	100 words
Logo, name and link on mxconference.com	Top Placement	✓	✓	✓
Listed as sponsor in Adaptive Path Newsletter <i>(25,000+ subscribers)</i>	✓	✓	✓	-
Listed as sponsor in event alumni email <i>(2,000+ subscribers)</i>	✓	✓	✓	-
Adaptive Path tweet about sponsorship <i>(15,000+ followers)</i>	✓	✓	✓	✓
Full conference passes <i>(includes workshops)</i>	5	3	2	1
Logo displayed on onsite signage	✓	✓	✓	✓
Ad placement in conference guide	Full Page	1/2 Page	1/4 Page	Logo Only
Company logo on main stage sponsor slide	✓	✓	✓	✓
Evening reception sponsor	Included	-	-	-



Let's Talk

Contact Analisa Lono at analisa@adaptivepath.com or 415-495-8270 with questions and for more details on sponsorship opportunities.

About Adaptive Path

We help companies create meaningful experiences with their products and services through our consulting services. We push the practice of experience design forward with our public conferences and workshops. We share our ideas through writing, speaking and teaching. We have global reach but call San Francisco, Austin and Amsterdam home.