

German UPA

Sponsoring 2025



GERMAN UPA
Deine #UXcommunity

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Available to any sponsor

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What is the value to your company of sponsoring the German UPA?

Show your commitment

Express your passion for UX and the UX community

Targeted brand presence

Access to UX professionals, positioning of your brand

Knowledge transfer & innovation

Access to new ideas, impulses and best practices

Expand your network & make contacts

Valuable contacts, exclusive access to events

Recruiting

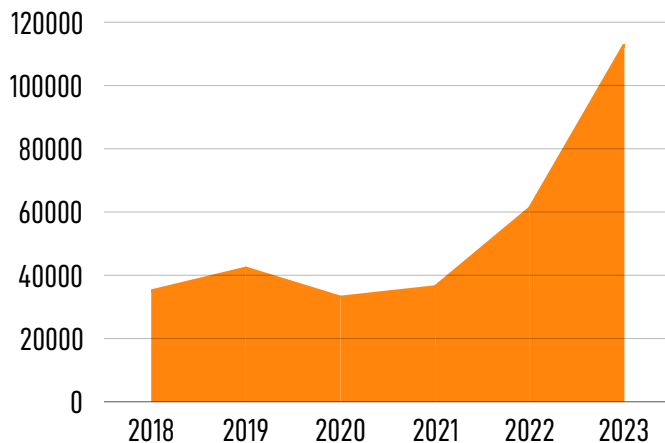
Attract talent, strengthen employer branding

Marketing and public relations

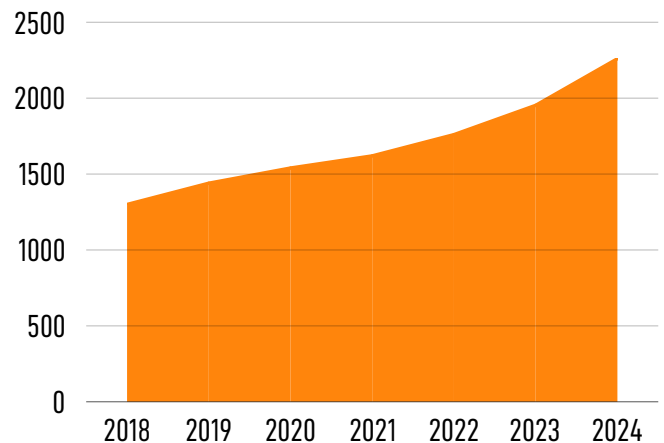
High visibility, product presentation at events

Our reach

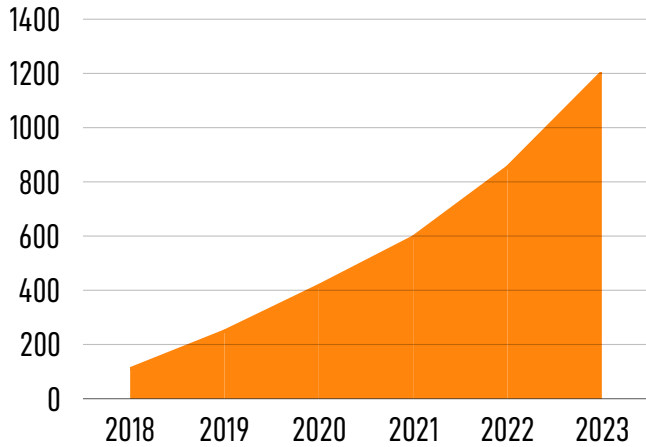
Website users per year



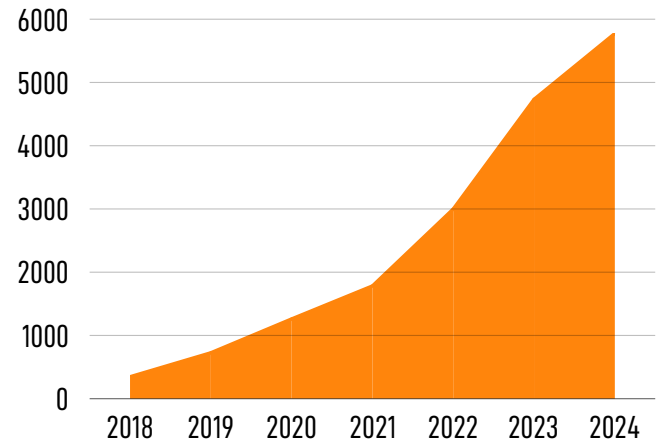
Number of e-mail recipients



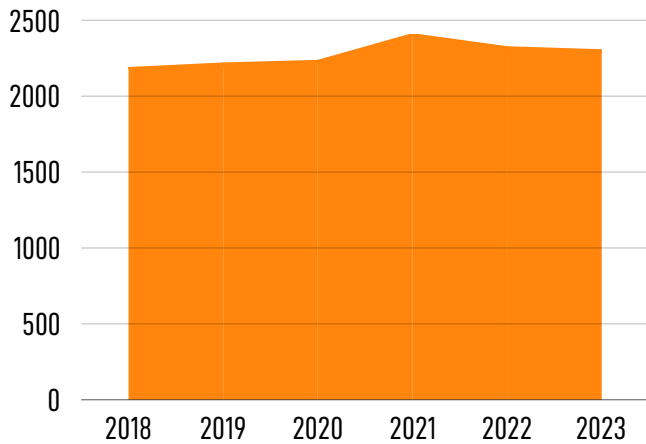
Instagram



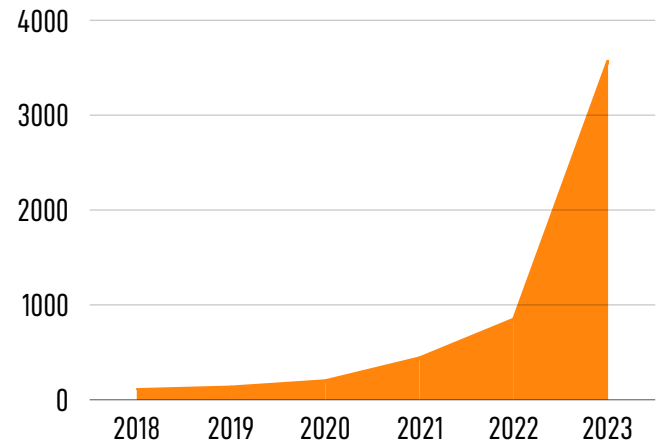
LinkedIn



Facebook



YouTube





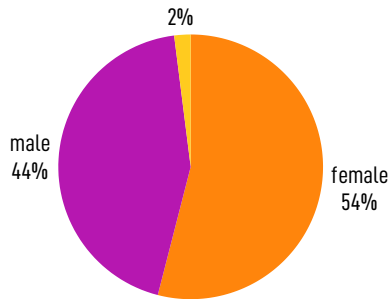
Who will your sponsorship reach?

With your contribution you will reach an experienced and dynamic UX community, consisting mainly of professionals with an average of 8 years of professional experience.

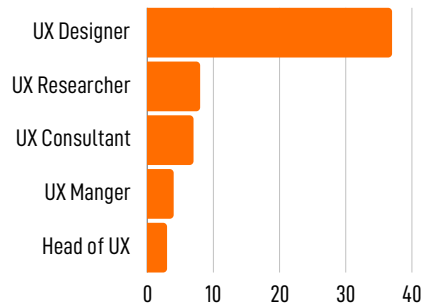
The majority is between 30 and 44 years old and geographically strongly represented in economically important regions of Germany, such as the Ruhr area, the Rhine-Main area and Munich.

Our UX community is slightly female dominated and characterized by a strong openness and diversity, which makes it particularly attractive for modern and progressive companies.

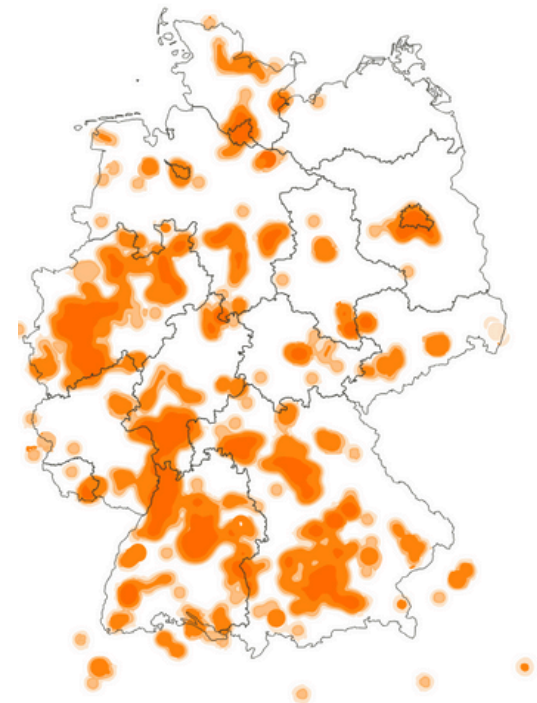
Gender



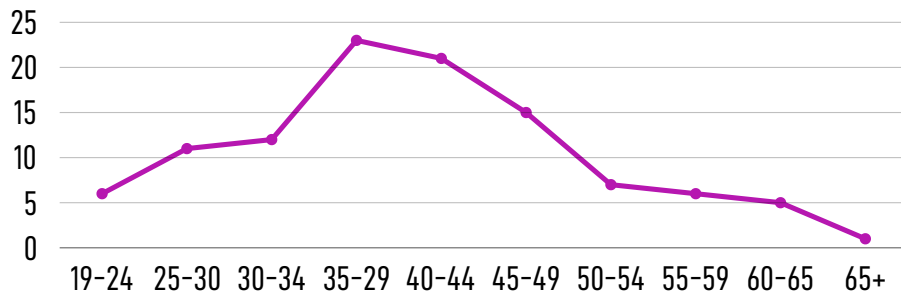
TOP 5 job titles



Our UX community in Germany



Age distribution in percent



Sponsoring Level

Packages and services

BRONZE SPONSOR

2.500 €

Basics: Website + MuC 2025 + job advertisements + job fair + 5 memberships

SILVER SPONSOR

3.500 €

Basics: Website + MuC 2025 + job advertisements + job fair + 7 memberships + 1 add-on module

GOLD SPONSOR

5.500 €

Basics: Website + MuC 2025 + job advertisements + job fair + 10 memberships + 2 add-on modules

PLATINUM SPONSOR

7.500 €

Basics: Website + MuC 2025 + job advertisements + job fair + 15 memberships + 3 add-on modules

PLATINUM PLUS SPONSOR

9.500 €

Basics: Website + MuC 2025 + job advertisements + job fair + 20 memberships + exclusive mention + 3 add-on modules

All prices are subject to VAT at the statutory rate of 19%

+ Add-on Modules

Included in Silver, Gold, Platinum and Platinum Plus

Members only

MENTORING PROGRAM

Public

SUMMER + WINTER SCHOOL

WORLD USABILITY DAY

First come first served

Bookable on top

+ Media Modules

Available for every sponsor

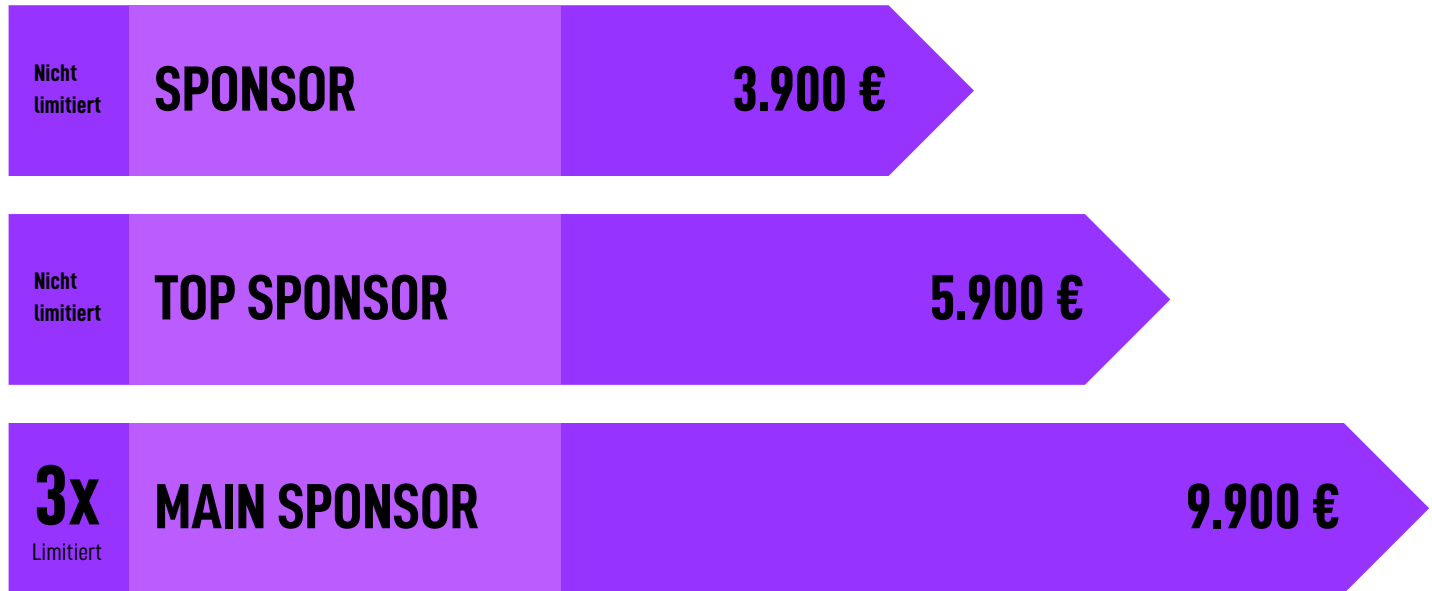
3X Limited	PODCAST	5.800 €
3X Limited	E-MAIL TO ALL	5.900 €
3X Limited	PROMOTION EVENT	7.900 €
3X Limited	EVENT SPONSOR	9.900 €

First come first served

Bookable on top

+ UX Festival Modules

Available for every sponsor



BASIC MODULES

Platin Plus-Sponsoren

adesso



Gold-Sponsoren

artop
INSTITUT AN DER HAMBOLT-UNIVERSITÄT HELD



LET'S DEV

usability.de

Silber-Sponsoren

CENTIGRADE



ERGOSIGN

>eurodata

Bronze-Sponsoren

Basic Module

Website

Services provided by German UPA:

- Placement of the sponsor's company logo (including a link to the company presentation) throughout the German UPA website: germanupa.de
- Company presentation on: germanupa.de/berufsverband/sponsor
- Publication and announcement (with a link to the corresponding website) of the sponsor's event announcement, if appropriate material is provided:
 - On our blog germanupa.de/aktuelles/blog/
 - On our events calendar germanupa.de/events
 - Social Media (Facebook, Instagram and LinkedIn)
- One-time mention as a "Sponsor of Germanupa" and the associated sponsorship package
 - Social Media (Facebook, Instagram and LinkedIn)
- Free annual German UPA memberships for the sponsor's employees
 - Membership also includes, for example, a discount on the participation fee for the "Mensch und Computers 2025" conference.

Herzlichen Dank an unsere SPONSOREN

Platin Plus Sponsor



Gold Sponsoren



Silber Sponsoren



Bronze Sponsoren



GERMAN UPA
Deine #UX-community

germanupa.de/sponsor-werden



Basic Module

Mensch und Computer Conference (MuC)

The conference combines the scientific conference "Human-Computer Interaction" (MCI) and the practical conference "Usability Professionals" (UP).

Date: 2025-08-31 + 3 days

Place: Chemnitz

In the context of lectures, workshops, tutorials, exhibitions and demonstrations there will be many opportunities to present the current state of research and to discuss it with colleagues from research and practice.

Services provided by German UPA:

- Publicize openings at the conference and provide materials.
- Mention and placement of company logo in the presentation at the German UPA General Assembly
- Placement of the logo on the "Sponsor Poster 2025" at the German German UPA booth

Startseite

Stellenanzeigen

Jobtyp Anstellung Umfang

Ihr wollt eine Stellenanzeige bei der German UPA einstellen? Alle Informationen dazu findet ihr auf folgender Seite: [Du möchtest eine Stelle veröffentlichen?](#)

09.08.2023

Senior Experience Designer*in (m/w/d)

Wir suchen Dich als Senior Experience Designer*in/Wer wir sind? Ein buntes Team aus Berater*innen und Designer*innen. Wir sind offen, engagiert und möchten uns gemeinsam weiterentwickeln. Unsere Mission? Wir befreien Menschen von sinnloser Arbeit! Ob Sachbearbeiter*in, Paketzusteller*in oder Pilot*in...

[weiterlesen](#) →

27.07.2023

Senior UI Engineer

Dein Leitbild als Senior UI Engineer bei uns: Menschzentrierung. Du wandelst Konzepte und Designs in digitale Produkte um, die Menschen dabei helfen, ihre Arbeit besser und mit mehr Freude zu erledigen. In deiner Rolle bist du weder Insel noch Werkbank. Als Teil heterogener Projektteams aus UX-, UI-...

[weiterlesen](#) →

03.04.2023

(Senior) User Experience Consultant (m/w/d)

result ist eine führende Full-Service Agentur im Bereich Usability und User Experience. Mit unserem interdisziplinären Team arbeiten wir eng miteinander vernetzt an 4 deutschen Standorten. Wir analysieren, konzipieren, designen und optimieren zusammen mit unseren Kunden... s. aus den Bereichen...

Bronze Sponsor

bluprt

BLUPRINT GmbH

Jobtyp: Job

Anstellung: Festanstellung

Umfang: Vollzeit

Einstellungsort: Offenbach am Main

Platin Plus Sponsor

UX41

UX41 GmbH

Jobtyp: Job

Anstellung: Festanstellung

Umfang: Vollzeit

Einstellungsort: Hybrid für unsere Büros in Düsseldorf, München, Berlin, Hamburg und Frankfurt

Bronze Sponsor

result

result GmbH

Jobtyp: Job

Anstellung: Festanstellung

Umfang: Vollzeit

Basic Module

Job Postings

Services provided by German UPA:

Placement of an unlimited number of sponsor job ads at:
germanupa.de/jobs/stellenanzeigen

We will post job ads - with sponsor credit - on:

- Facebook, Instagram, LinkedIn



Wie funktionieren die Jobmesse?

Intro

- 1 Du findest alle Stände der Aussteller im Rechteck angeordnet und informierst dich. Jeder Aussteller hat einen Videochat Raum auf dem du dich mit ihm verbinden kannst. Du kannst dich mit ihm über euch kennenlernen und einen Termin für weitere Gespräche vereinbaren.
- 2 Auf dem Zeitplan findest du alle Links zu den Videochats im Überblick.
- 3 Du kannst dein Profil und Kontaktdaten auf dem Teilnehmerprofil eintragen.
- 4 Du kannst dich mit Scrollen frei über die ganze Messe auf dem Zeitplan bewegen.
- 5 Falls du Fragen hast, hinterlasse ein Post-It auf dem Kontaktprofil. Wir freuen uns auch über dein Feedback.

Anleitung Miro

Anleitungen für Teilnehmer

Example

Basic Module

Job Fair

The German UPA offers the UPA Online Job Fair since 2021.

This takes place in a virtual exhibition hall. Visitors can move freely between the exhibitors' booths. Discussions between visitors and exhibitors will take place in separate rooms.

Services provided by German UPA:

- Digital exhibition booth
- Placement of company logo in the virtual exhibition hall
- Mention and placement of open positions in the virtual exhibition hall
- Announcement (link to the corresponding website) of the sponsor in connection with the German UPA Job Fair via
 - Facebook, Instagram, LinkedIn

Date: Spring 2025

Place: online

ADD-ON MODULES



The German UPA's Working Group for the Promotion of Young Talents offers the Summer School and the Winter School.

The Summer School is aimed at people who are interested in UX and are currently studying and/or training.

The Winter School is aimed at people who have completed their studies or training in the field of UX / UI or HCI and are in the first three years of their professional career.

In both formats, participants are mentored for three days by senior experts from industry and academia.

In workshops they learn methods and tools and work on seminar contents such as usability, prototyping, paper mock-ups, design, prototyping tools and usability testing.

germanupa.de/summer

germanupa.de/winter

Add-on Module

Summer & Winter School

Note:

Since the 2025 Winter School is already in the planning stages, these benefits are for 2026.

Date Winter:	March 2025
Date Summer:	August 2025
Place:	Wertheim

Services provided by German UPA:

- Placement of the sponsor's company logo with a link on the Summer School and Winter School websites.
- Placement of sponsor logo on presentation slides.
- Placement of the sponsor's promotional materials in the student's workshop room.
(Promotional materials must be provided by the sponsor.)
- The sponsor will have the opportunity to send a senior expert from industry and academia to speak at the Summer School and Winter School on the topic of "Careers and Applications".
Accommodation and meals will be provided by the German UPA.
- The sponsor has the option of sending a senior expert from industry and academia to speak at the Winter School. After the speaker's topic has been submitted, it will be reviewed and, if necessary, approved by the Working Group for the Promotion of Young Scientists.
Accommodation and meals will be provided by the German UPA.
- Posting of the sponsor's vacancies on a job board at the Summer School and Winter School.
- Announcement (link to the corresponding website) of the sponsor in connection with the German UPA Summer School and Winter School via
 - Facebook, Instagram, LinkedIn



- WUD Hamburg
- WUD Ingolstadt
- WUD Karlsruhe
- WUD Köln
- WUD Leipzig
- WUD Metropolregion Ruhr
- WUD München
- WUD Osnabrück
- WUD Ostwestfalen-Lippe
- WUD Rhein-Main
- WUD Stuttgart
- WUD Wolfsburg
- WUD Region Zürich
- Organisator werden

 worldusabilityday | MAKING LIFE EASY!

Das Thema des WUD 2023 ist "Collaboration and Cooperation."

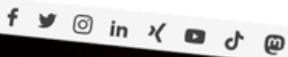
Um die größten Probleme der Welt zu lösen, müssen wir alle zusammenarbeiten. Im Jahr 2023 werden wir uns auf die Zusammenarbeit konzentrieren, um Lösungen zu schaffen, sowohl auf globaler als auch auf lokaler Ebene. Lassen Sie uns unsere Arbeit mit den großen Problemen unserer Welt und den Zielen für nachhaltige Entwicklung der Vereinten Nationen (SDGs) verbinden.

Mehr zum World Usability Day liest du hier: <https://worldusabilityday.org/> or

Wir danken unseren WUD-Sponsoren



Folge uns!



Example

Add-on Module

World Usability Day

World Usability Day was founded in 2004 by the User Experience Professionals' Association (UXPA) and is celebrated every year on the second Thursday in November.

On this day, usability and user experience events take place around the world.

Services provided by German UPA:

- Placement of the sponsor's company logo and link on the World Usability Day website.
- Mention and placement of the company logo in the World Usability Day presentation, which will be made available to every WUD location in Germany.
- Announcement (link to the corresponding website) of the sponsor in connection with World Usability Day via
 - Facebook, Instagram, LinkedIn

Date: 2025-11-14

Place: online + in person
all over Germany

MENTORING



Example

Add-on Module

Mentoring Program

Once a year, we call for applications for the Mentoring Program.

In a "matching phase," the Talent Development team matches mentees with an appropriate mentor - someone who lives in the same geographic area, works in the same field, and/or has specific expertise or experience.

Date: ca. Sep. 2025
Place: online

Services provided by German UPA:

- Placement of sponsor company logo and link on the mentoring program website
- Placement of sponsor company logo on presentation slides
- Sponsor promotion (link to website) related to the mentoring program via
 - Facebook, Instagram, LinkedIn

Chatgruppen von German UPA Mitgliedern für Mitglieder

[Signal](#) | [Slack](#) | [Telegram](#) | [WhatsApp](#)

Social Media Kanäle der German UPA



Die German UPA bedankt sich bei allen Ihren Sponsoren, insbesondere bei den Platin PLUS Sponsoren:

adesso



Absender
German UPA e.V.



Example

Exclusive Mention for Platinum Plus Sponsors

Frequency: On average every 1 1/2 weeks
Reach: At least 2,100 UX professionals
Target audience: All members who receive emails

Your company logo will appear in the footer of every event invitation email we send to our members.

We also link directly to your company presentation so recipients can easily learn more about your company.

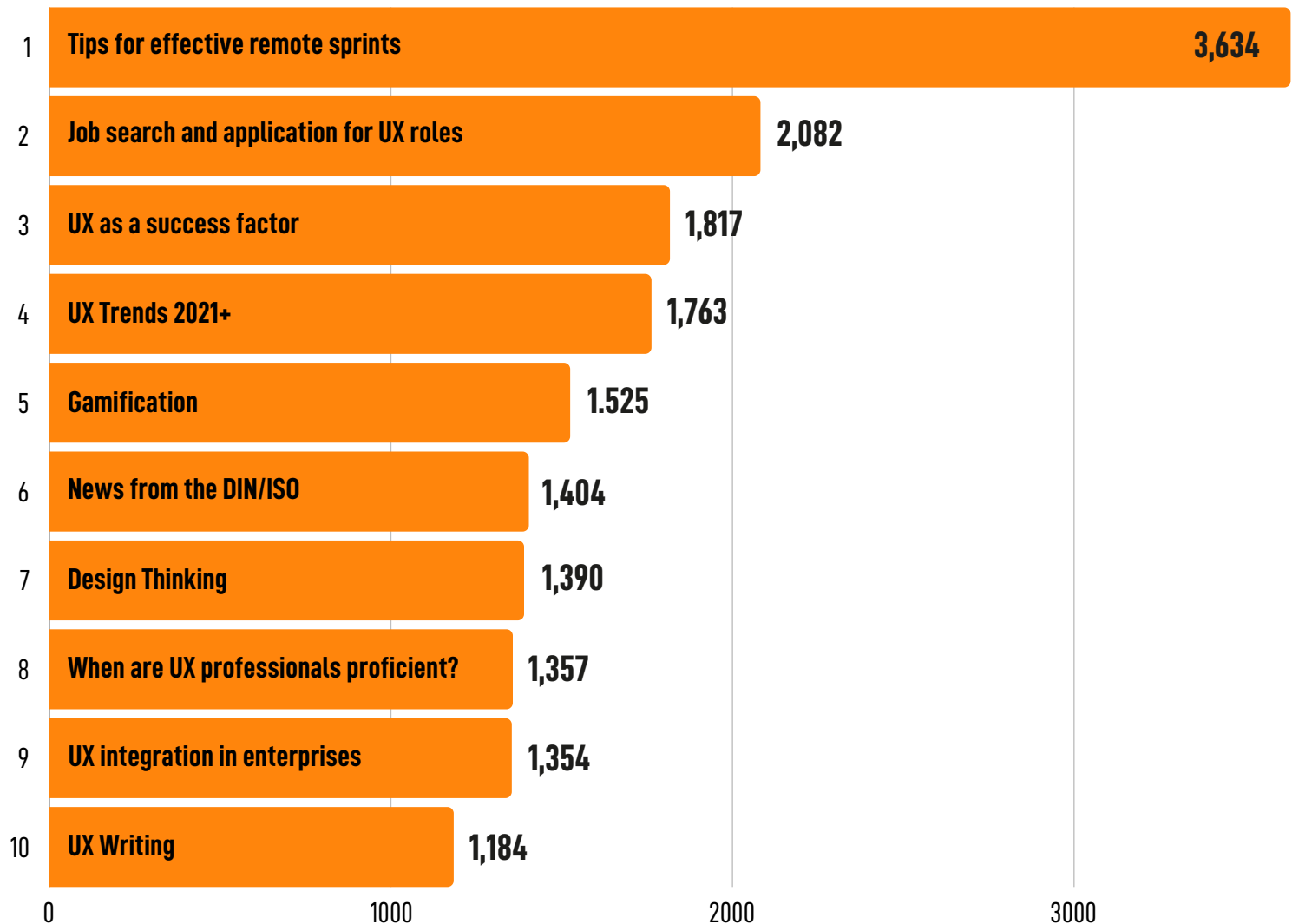
The regular presence in the emails we send out every ca. 1 1/2 weeks means that your brand is always in front of our dedicated UX community.

In other words, this constant visibility strengthens your brand awareness and ensures that you are always present among our members.

MEDIA MODULES

Podcast

Top 10 Episodes and Plays



Bookable on top

First come first served - Limitiert auf 3 Sponsoren

Media Module

Podcast

5800 €

excl. VAT

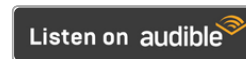
Frequency: min. 8x per year
Reach: On all common podcast platforms
Target audience: All UX enthusiasts

The UX and Usability Podcast is published several times a year.

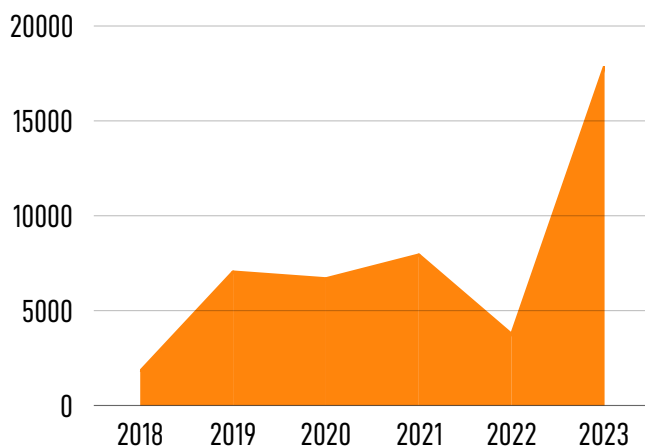
Starting in 2018, guests from academia and business report on all aspects of user experience.

Services provided by German UPA:

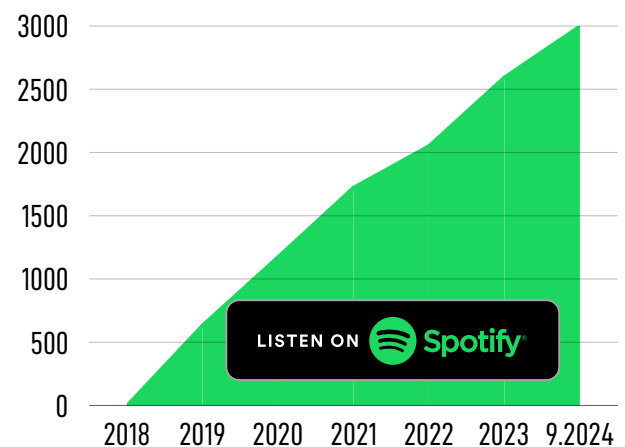
- One minute interview in each podcast, including production - [All details here](#)



Plays per year



Followers



LISTEN ON Spotify



Example

Bookable on top

First come, first served - Limited to 3 sponsors

Media Module

5900 €

Email to (almost) all Members

excl. VAT

Frequency: 1 x per year
Reach: At least 2,100 UX Professionals
Target audience: All members who receive emails

Exclusive right to send a one-time email to all German UPA members on the mailing list.

This email is sent in the name of German UPA to communicate offers, information or invitations from the sponsor directly to the members.

Key Performance Indicators:

- Current average open rate:
44.3% - an indication of the high level of member engagement and interest.
- Current average click-through rate:
5.1% - demonstrating the active interest and interaction of the target audience with the content.

Services provided by German UPA:

- Sending an email to all members on the email distribution list (currently over 2,100 members).
- Reporting: After the email is sent, detailed reporting on open and click-through rates is provided.

Email content and format:

- Content provided by the sponsor must meet UPA guidelines and is approved prior to sending.
- Email subject "Sponsored Email" ensures transparency and clear communication.
- Introduction by German UPA: A brief introduction sets the context and ensures authenticity.

Exclusivity guaranteed:

- Only three sponsors per year can send an email to all members.

UX CHAT

Smart Company

UX als Firmenleitbild

Benji Haid, Katja Busch, Ronald Hartwig, Ulf Schubert

TUTORIAL

Umfragen

Erstellung und Auswertung

mit Christin Herrmann und Jan Seibert

UX WEBINAR

Designsprache

Wie weiterentwickeln?

Anna Mühlfenzl und Evelina Haar



Gesponsert von



Bookable on top

First come, first served - Limited to 3 sponsors

Media Module

7900 €

Promotional Event with Invitation

excl. VAT

Frequency: by arrangement
Reach: Invite to at least 2,100 UX professionals
Target audience: For all UX enthusiasts

What is a Promotional Event?

The sponsor can purchase a one-hour online event for their message. The following types of events are available:

- Chat
- Tutorial
- Webinar

The event ...

- is open to the public, not just members
- is usually held in Zoom
- may be streamed on YouTube or LinkedIn
- will be announced in advance on the German UPA social media channels
- Is recorded and made available to the public in the Media

Services provided by German UPA:

- Listing of the event in the event calendar and creation of a separate page for the event
- Invitation all members via a mailing to a "sponsored event"
- Invitation to the sponsored event via our social media channels (FB, IG, LinkedIn)
- Placement of sponsor logo on event thumbnail
- Mention in all communications and sponsored content video
- Recording of the event on YouTube and in the German UPA media library

Exclusivity guaranteed:

- Only three sponsors per year can invite to a promotional even

germanupa.de/mediathek

UX WEBINAR



Gesponsert von

Designsprache

Wie weiterentwickeln?

Anna Mühlfnzl und Evelina Haar



Bookable on top

First come, first served - Limited to 3 sponsors

Media Module

Online Event Sponsor

9900 €
excl. VAT

Frequency: min. 14 times per year (26+ times in '24)
Reach: Email, social, YouTube, media library
Target audience: members and people interested in UX

We offer free online events to our members and UX enthusiasts at least 14 times a year.

As an event sponsor, your logo will be placed on the event thumbnails that are visible through various channels, depending on the type of event.

For example ...

- Mailing list of over 2,100 members
- Social media
- YouTube and/or media library.

In addition, the sponsor will be mentioned in each online event and linked on the event page

Services provided by German UPA:

- Listing on the event pages
- Placement of company logo on the video thumbnail for the event (e.g. visibility on social media or in the media library or on YouTube)
- Verbal recognition during the event
- Logo on all images used to promote the event on all social media platforms

What is an online event?

We run an average of at least two online events per month. These can be ...

- UX chat (public)
- Panel discussion (public)
- Webinar (members only)
- Tutorial (members only)

UX FESTIVAL MODULES



Bookable on top

UX Festival Module

What is the UX Festival?

The UX Festival is THE central event for everyone working in the field of UX in Germany and offers sponsors ideal opportunities to position their company and brand in this important environment.

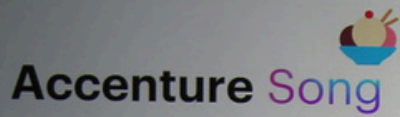
It takes place every year in June in Erfurt and offers both professionals and newcomers to UX a unique platform to exchange ideas, discover new trends and learn about best practices.

The festival features:

- Workshops: Hands-on sessions to learn new methods and tools.
- Presentations: Experts share the latest research and best practices.
- Networking: Multiple opportunities to connect with your peers.
- Community activities: UX speed dating, DIY T-shirt printing, party with DJ, and entertaining shows create a lively festival atmosphere.

germanupa.de/festival

UX Festival Sponsoren



German UPA e.V.

17. & 18.06



Bookable on top

UX Festival Module

Sponsor

3900 €
excl. VAT

Frequency: June 21 + 22, 2025
Reach: about 350 attendees on site + additional via social media
Target audience: For all UX enthusiasts

Services provided by German UPA:

You will receive ...

- a huge banner to hang on the outside of the festival hall
- a post (or more) on our social media channels
- an appearance on the festival website
- a logo space in the UX Festival presentation
- 1 free ticket to the UX Festival (feel free to use this for your marketing campaigns)
- 2 UX Festival T-shirts

germanupa.de/festival



Bookable on top

UX Festival Module

Top Sponsor

5900 €
excl. VAT

Frequency: June 21 + 22, 2025
Reach: about 350 attendees on site + additional via social media
Target audience: For all UX enthusiasts

Services provided by German UPA:

You get all the services of the "Sponsor" package

And on top ...

- + A place for your logo in the mailing to the visitors (before and after the event)
- + A design for the t-shirt + bag printing
- + The opportunity to place up to five of your own deck chairs on the festival grounds
- + Another free ticket for the UX Festival (2 in total)
- + Another UX Festival t-shirt (3 in total)

germanupa.de/festival



Bookable on top

First come, first served - Limited to 3 sponsors

UX Festival Module

Main Sponsor

9900 €
excl. VAT

Frequency: June 21 + 22, 2025
Reach: about 350 attendees on site + additional via social media
Target audience: For all UX enthusiasts

Services provided by German UPA:

You get all the benefits of the "Sponsor" and "Top Sponsor" packages

And on top ...

- + a logo place in the invitation to the German UPA members
- + an outdoor space of up to 10 square meters (inside in case of bad weather)
- + A room named after your company
- + A two-minute slot in the opening speech
- + Your logo on the photos from the photo box
- + Your logo on all badges
- + Opportunity to distribute goodies (beer, snacks, etc.)
- + A additional design for the t-shirt + bag print
- + A additional design of your choice for the body print
- + a fixed place for your session (preferred time and place) in the program. This can also be published on YouTube and in the in the media library
- + 1 additional free ticket to the UX Festival (3 in total)
- + 2 additional UX Festival t-shirts (5 in total)
- + Up to 2 people for the support of your space will receive free tickets for the festival

The image shows three coffee cups in the foreground, each with the word "ACME" printed on it. The cup on the left is blue with a black sleeve and a yellow lid. The middle cup is teal with a blue wavy sleeve and a green lid. The cup on the right is red with a black sleeve and a pink lid. In the background, several other coffee cups are visible, some with white foam and colorful patterns. The cups are placed on a dark wooden surface.

ACME

ACME

ACME

Example

Bookable on top

First come, first served - Limited to 1 sponsor

UX Festival | Add-On Baustein Eco-Cup Sponsor

5500 €
excl. VAT

Frequency: June 21 + 22, 2025
Reach: about 350 attendees on site + additional via social media
Target audience: For all UX enthusiasts

Services provided by German UPA:

Ihr bekommt...

- + Your logo on each reusable, eco-friendly coffee mug (400 mugs total)
- + Distribution to all event attendees
- + Mention in the Eco-Cup sponsorship announcement on our social media channels
- + Visibility on the festival website as an Eco-Cup sponsor
- + Special mention of your commitment to sustainability in the UX Festival presentation

germanupa.de/festival



felt thanks!

Contact

If your company would like to support the professional association
please send an email to: info@germanupa.de



GERMAN UPA
Deine #UXcommunity