

**Interact**  
Inspiring UX thinkers



# DESIGNING TOMORROW

13TH OCTOBER 2022 / NATURAL HISTORY MUSEUM / LONDON

**SPONSORSHIP BROCHURE**



# WHAT IS INTERACT?

Interact London is an annual industry-leading UX, Ai and design conference. Held on October 13th 2022 in the prestigious Natural History Museum, it seeks to inspire and provoke attendees, pushing them to examine the intersection of philosophy and practice in design.

This year's theme is 'Designing Tomorrow' and talks will explore the future of our craft and how design can have a positive impact on the world we live in. The sell-out conference, moving into its sixth year, has previously showcased speakers from the likes of Google, eBay, Aardman Animations, Deliveroo, LEGO and Monzo, and this year's roster is no less exciting.

The Natural History Museum may be known for its bounty of fossils, but our event is all about innovative ideas and novel technologies. Attendees can muse over the latest thinking in design as they wander past the bones of megatherium, a now extinct giant sloth, or debate the ethics of Ai while stood under the would-be belly of Hope, the museums' emblematic blue whale.

Here at Interact we believe that as event organisers, it is our responsibility to reflect the industry we operate in, and the wider world we live in. In order to do this, we have launched our diversity scholarship where 13% of our tickets are available for free to those from underrepresented groups or those from low income background who would otherwise be unable to attend.

Meanwhile, to get a taste of previous events, check out our YouTube channel.

## TICKETS

SUPER EARLY BIRD

£179\*

EARLY BIRD

£199\*

STANDARD RELEASE

£249\*

FINAL RELEASE

£299\*

\* PLUS A SMALL  
EVENTBRITE FEE AND VAT



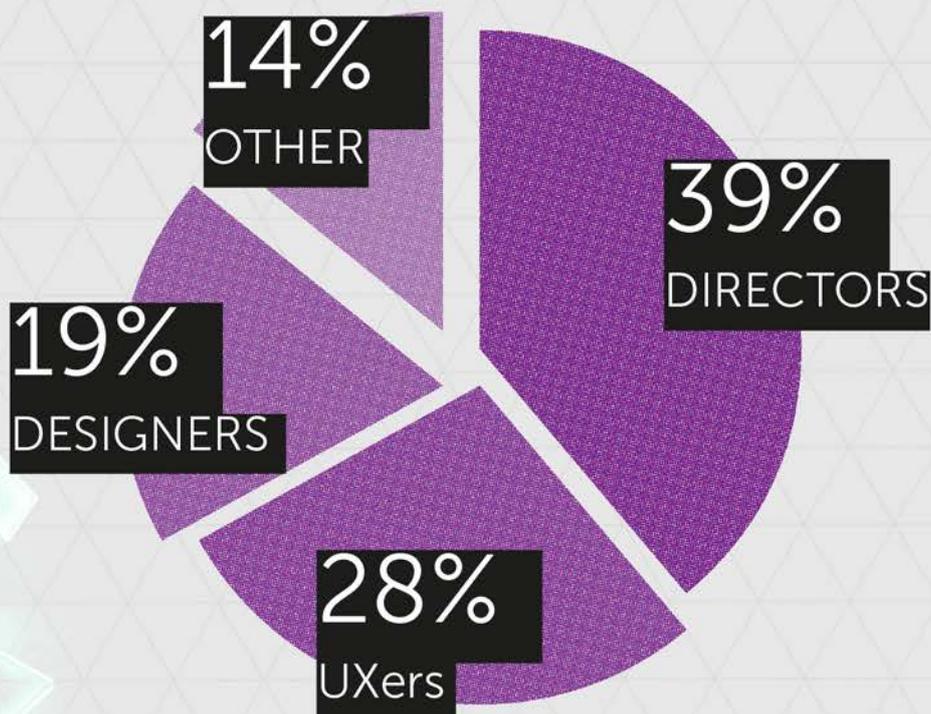
# WHY SPONSOR?

Our sponsors take centre stage. Not just during and in the lead up to the event, but long after the last speaker has left the building and the last swig of champers has been sipped at the Terrace Bar.

Beyond hosting thought-provoking talks, one of Interact's core purposes is to act as the backdrop for attendees to network, meet likeminded professionals and ignite new ideas. You'll get unrivalled brand exposure and an unmissable chance to be right in the heart of the action.

Interact brings the industry's brightest minds together. By sponsoring, you'll not just cement your place at the cutting-edge of the UX design sector, you'll be opened up to new prospects, leads, partnerships and potential projects. You'll rub shoulders with thought leaders, key decision makers in leading agency and 'end-client' organisations, and maybe even uncover untapped talent hidden in the audience.

In 2019, at our last in-person Interact London, our attendees were made up of:



# REACHING THE RIGHT PEOPLE



Our attendees travel from all over the UK, Europe and beyond to attend. The event sees a reach of over 120,000 through our own and our partner channels on a bi-weekly basis, for 8 months: February – November. OTS of 13.

## OUR CHANNELS

Mailing list: 4,500

Nomensa twitter: 6,200

Interact twitter: 2,600

Nomensa LinkedIn: 5,100

Nomensa blog: 13,000\*

## MEDIA PARTNERS

BIMA twitter: 14,500

BIMA mailing lists: 10,000

Rosenfeld Media twitter: 71,000

## PAST ATTENDEES INCLUDE



\* unique visitors a month



## BRONZE £2000

- 2 passes to the conference
- Logo and 200-word profile in event programme
- Company description and logo on the event website
- Recognition on all digital marketing material\*

## SILVER £3,500

- 4 passes to the conference
- Logo and 200-word profile in event programme
- Company description and logo on the event website
- Recognition on all digital marketing material\*
- 1 seat at speakers dinner
- Large exhibition space in the sponsors foyer
- Option to provide a guest blog on Nomensa.com\*\*
- Single page advert in official event programme

## GOLD £7,500

- 6 passes to the conference
- Logo and 200-word profile in event programme
- Company description and logo on the event website
- Recognition on all digital marketing material\*
- 2 seats at speakers dinner
- Large exhibition space in the sponsors foyer
- Option to provide a guest blog on Nomensa.com\*\*
- Double page advert in official event programme
- Paragraph in promotional event press release
- Logo printed on event name badges alongside organiser logo (Nomensa)
- 10 minute speaking slot at the event to introduce your company

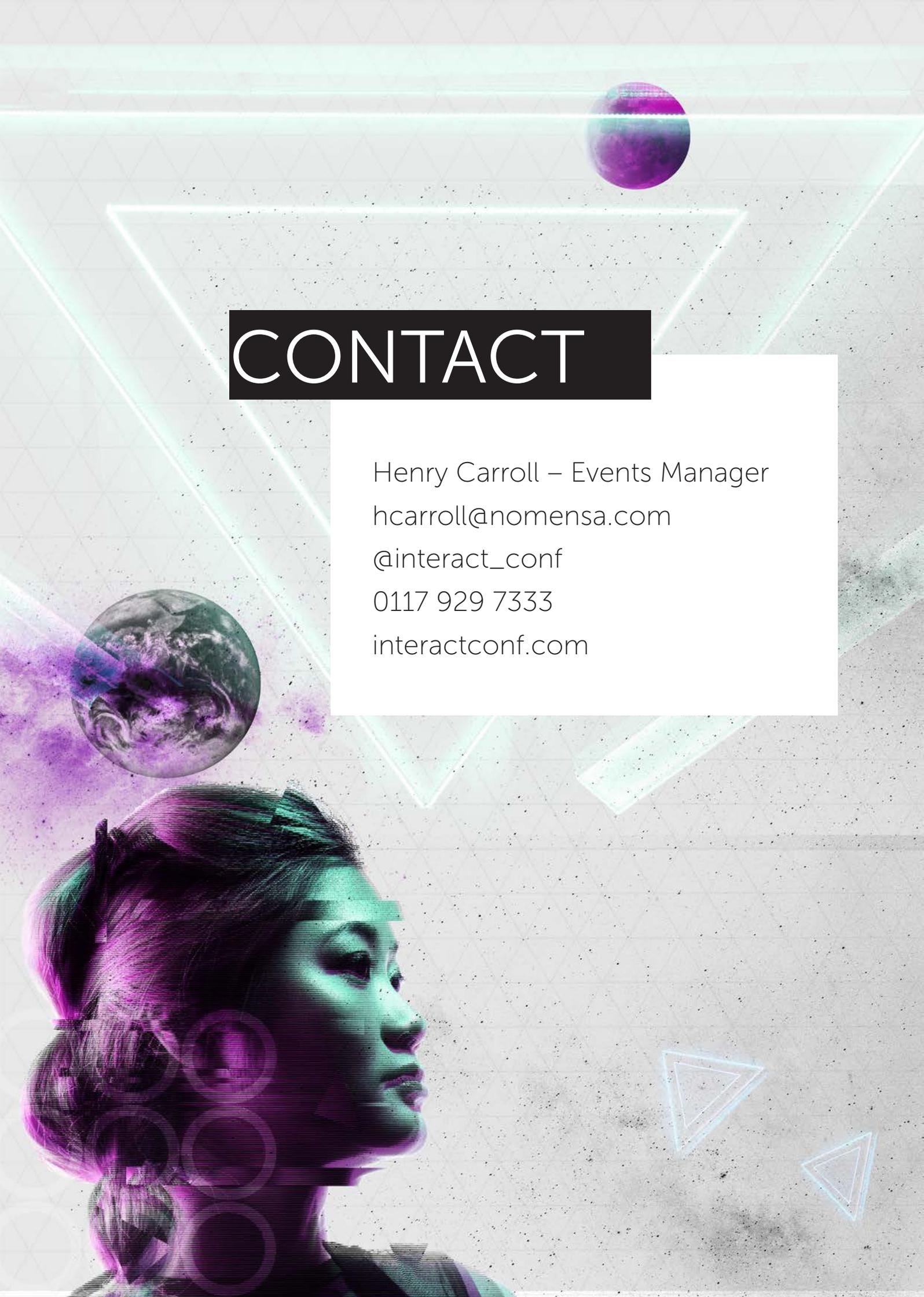
## NETWORKING DRINKS £2,500

- 2 passes to the conference
- Logo and 200-word profile in event programme
- Company description and logo on the event website
- Recognition on all digital marketing material\*
- Exclusive sponsor of the Interact London post-event networking drinks



\* unique visitors a month

\*\* blogs, email broadcasts (sent bi-weekly), social media channels, partner social channels, partner email broadcasts



# CONTACT

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