

2021

# Radical Research Summit

# 2021

**SPONSORSHIP**



# Sponsor Package

**The 5th Annual Radical Research Summit** (RRS) creates a unique opportunity for your company to connect with the North American UX research community.

RRS will take place virtually, from Vancouver BC in the Fall of 2021. Radical Research brings together exceptional speakers from large technology organizations, start-ups and academia.

This year, talks will be held over 4 days in two-hour morning/ mid-day segments. Our new schedule is optimized for the web conference format and provides new opportunities for sponsors to engage with the attendees through virtual booths.

RRS is attended by over 250 design researchers, UX practitioners, ethnographers, product managers and businesses from organizations such as Facebook, Google, Microsoft, Government of Canada. The focus is on issues and topics that directly impact design research practices today and guide us to the future.

The summit is coordinated by a volunteer team from Vancouver with financial and coordination support from founding sponsor Spatial Research and Design.



# Virtual Conference



As the pandemic continues to shift the way we work, the conference will be delivered virtually this year over 4 days. We know the one-on-one connections are a valued part of the conference and sponsorship experience and we are deploying a conference platform that enables valuable networking and sponsorship connections. We look forward to returning to an in-person format for 2022.

# Why Radical Research?

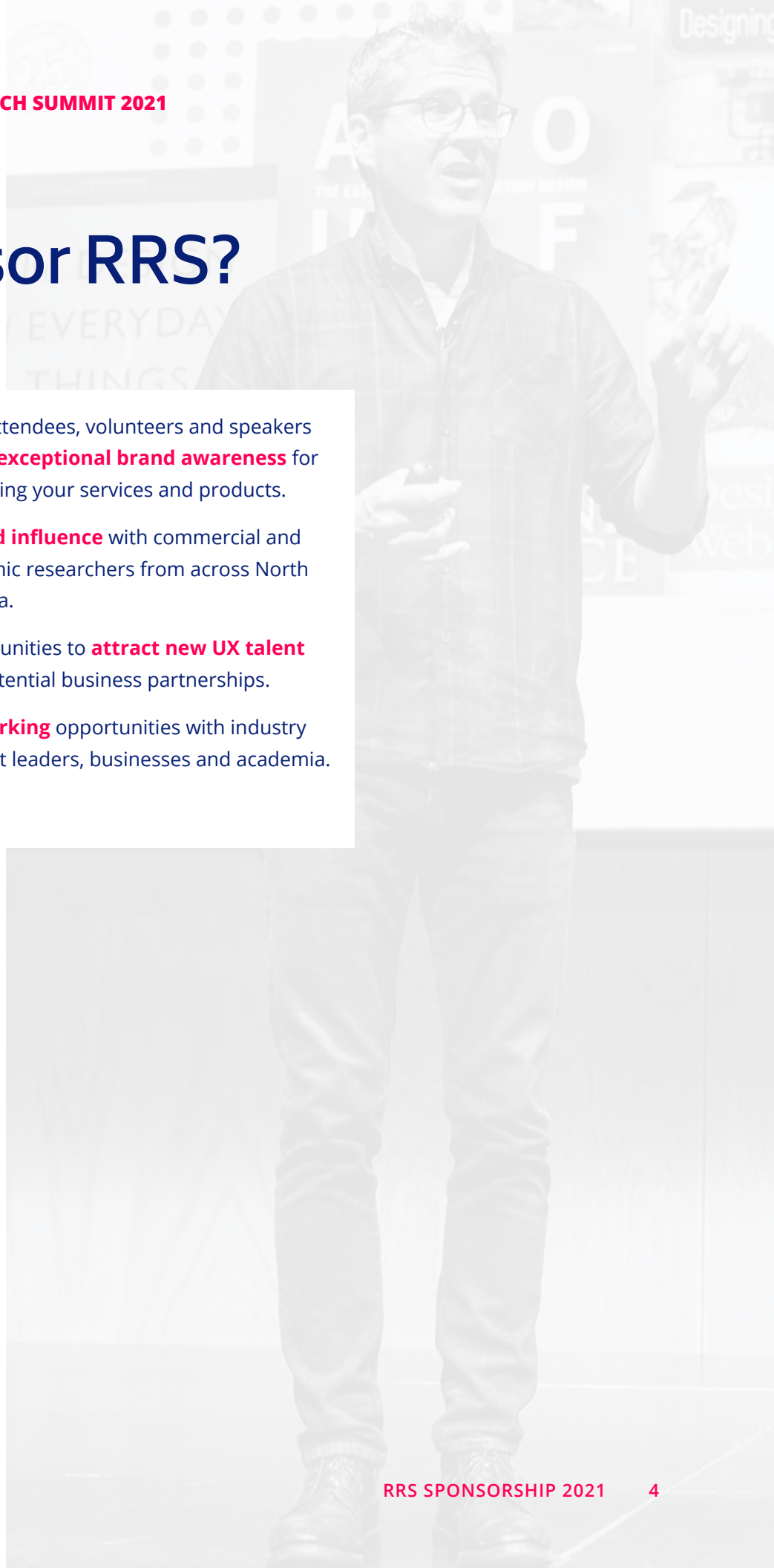


- **Continually evolve research** approaches and methods and be at the forefront of change in UX research – this year we are encouraging content that engages the technological and social movements that we are living through at this unique time.
- **Share research approaches**, techniques and ideas around customer-centric product and service design.
- **Facilitate the growth** of a strong research community across North America.
- **Connect business and academia** in areas such as emerging tech and its impact on people and society.
- **Demonstrate how research supports business** growth and innovation.

# Why Sponsor RRS?



- 300+ attendees, volunteers and speakers create **exceptional brand awareness** for marketing your services and products.
- **Expand influence** with commercial and academic researchers from across North America.
- Opportunities to **attract new UX talent** and potential business partnerships.
- **Networking** opportunities with industry thought leaders, businesses and academia.



# Opportunities

	Principal Sponsor \$2000.00	Major Sponsor \$1000.00	Community Sponsor \$500	Academic Sponsor \$1000.00
<b>STAGE TIME</b>	Stage time with logo and message (10 minutes in length, morning of first day).			
<b>LOGO DISPLAY</b>	Website, welcome signage and kick off, break and closing presentation screen.	Website, welcome signage and kick off, break and closing presentation screens.	Website, welcome signage and kick off, break and closing presentation screens.	Website, welcome signage and kick off, break and closing presentation screens.
<b>SHOUT OUT</b>	Special mention by MCs each day.	Special mention by MCs each day.		Special mention by MCs each day.
<b>PROMO VIDEO</b>	Opportunity to run a promo video (max 30 sec duration) up to 4 times, one time each day between sessions or lunch.	Opportunity to run a promo video (max 30 sec duration) up to 2 times during the conference between sessions or lunch.		Opportunity to run a promo video (max 30 sec duration) up to 4 times, one time each day between sessions or lunch.
<b>BRAND EXPOSURE</b>	Brand exposure through social media – LinkedIn, Slack Channel, Twitter.	Brand exposure through social media – LinkedIn, Slack Channel, Twitter.	Brand exposure through social media – LinkedIn, Slack Channel, Twitter.	Brand exposure through social media – LinkedIn, Slack Channel, Twitter.
<b>DIGITAL BOOTH</b>	Digital booth to share videos, live demos, speak with job seekers.	Digital booth to share videos, live demos, speak with job seekers.	Digital booth to share videos, live demos, speak with job seekers.	Digital booth to share videos, live demos, speak with students/potential students.
<b>COMP. TICKETS</b>	8 complimentary conference tickets.	4 complimentary conference tickets.		6 complimentary conference tickets.
<b>DISCOUNT TICKETS</b>				Special student ticket price of \$39.00.

RADICAL RESEARCH SUMMIT 2021

# Join Us

# 2021

For more information about becoming an RRS sponsor, please contact Sheila Mackenzie:

**Sheila Mackenzie, Spatial Research + Design**

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