



Usability in Transportation for New Jersey: Which Exit?

World Usability Day New Jersey 2008

CoRE Building, Busch Campus, Rutgers Univ., Piscataway, NJ
Thursday, Nov. 13, 2008, 4:00 – 9:00PM



Sponsorship Information

World Usability Day is about making our world work better, "Making Life Easy" and user friendly. This year's theme is Transportation. It speaks to the interaction of people and the vehicles, the challenges and issues, infrastructure and modes for moving around in our environment.

Our target audiences are: transportation professionals, vehicle designers, usability professionals, college students and anyone who is interested in making transportation systems easier for people to use.

The Usability Professionals' Association New Jersey Chapter (UsabilityNJ) invites individuals, organizations and businesses to sponsor this New Jersey event. Your sponsorship will enable us to invite speakers, provide food and beverages and other needs to ensure the program's success.

Sponsorships are available at the Platinum, Gold, Silver and Bronze levels and are tax deductible.

Platinum Sponsor – \$1,000

- Five-minute speech at the World Usability Day New Jersey 2008 event
- Prominent acknowledgement at the World Usability Day New Jersey 2008 event and in all program materials
- Prominent sponsorship display on the UsabilityNJ Chapter's websites and in the UsabilityNJ World Usability Day press releases
- Free exhibition table

Gold Sponsor – \$500

- Acknowledgement at the World Usability Day event and in all program materials.
- Prominent sponsorship display on the UsabilityNJ Chapter websites and in the UsabilityNJ World Usability Day press releases.
- Free exhibition table

Silver Sponsor – \$100

- Business card displayed on the event website and listed as a supporter in the event program.

Bronze Sponsor – \$50

- Listed as a supporter in the event program.

Contact: Cindy Lu, WUD NJ 08 Sponsorship Chair
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World Usability Day: <http://www.worldusabilityday.org>
UsabilityNJ: <http://www.usabilitynj.org>