

# SPONSORSHIP

Graz Connets



GC26

13 - 15.  
October

2026

What is the  
Graz Connects?

## A human centred event!

The global leading HC conference.

[www.grazconnects.org](http://www.grazconnects.org)

## OUR MISSION

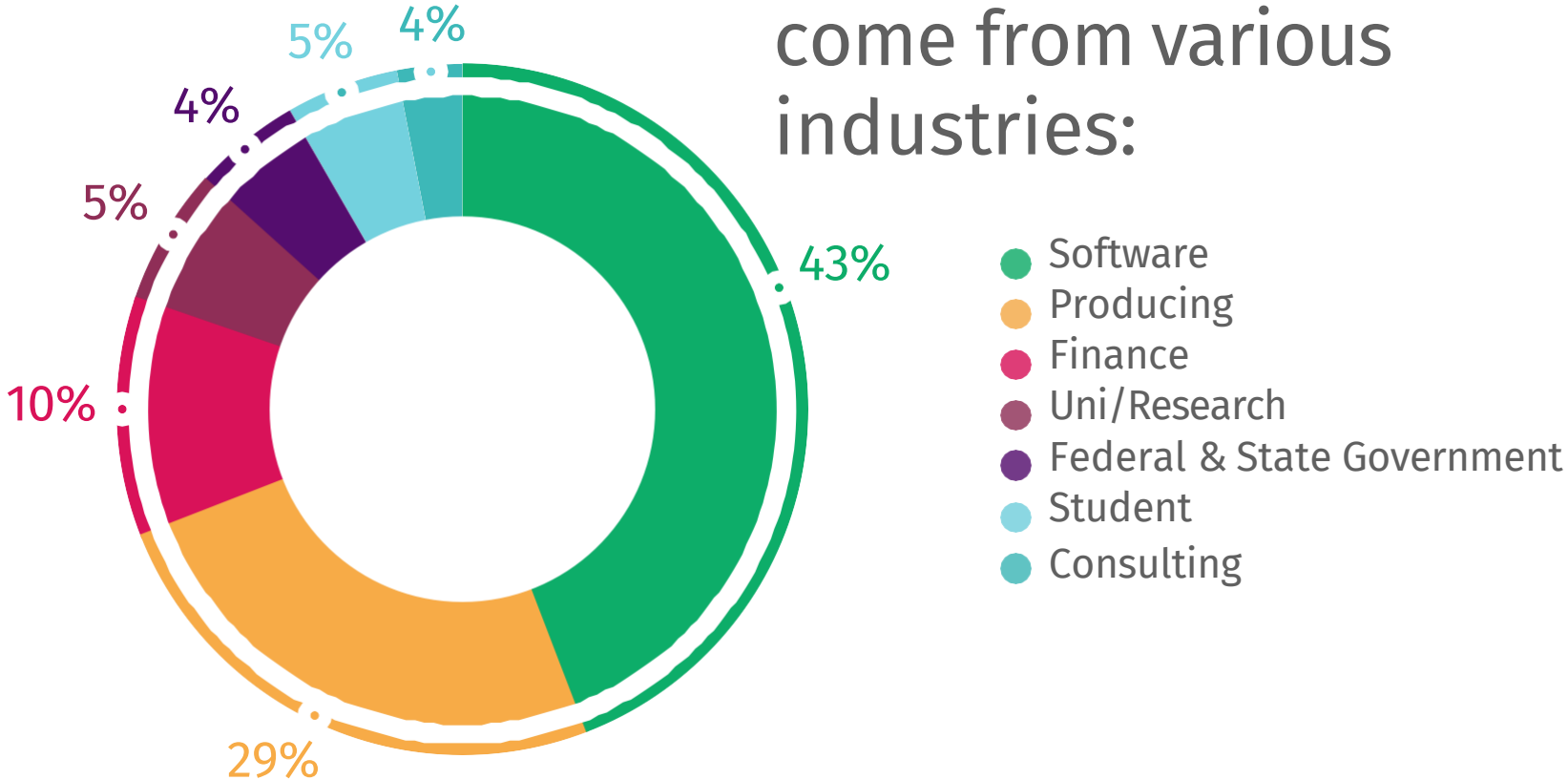
We want to bring together people from all over the world with different backgrounds and professions to share knowledge and spark new ideas for the future of UX.



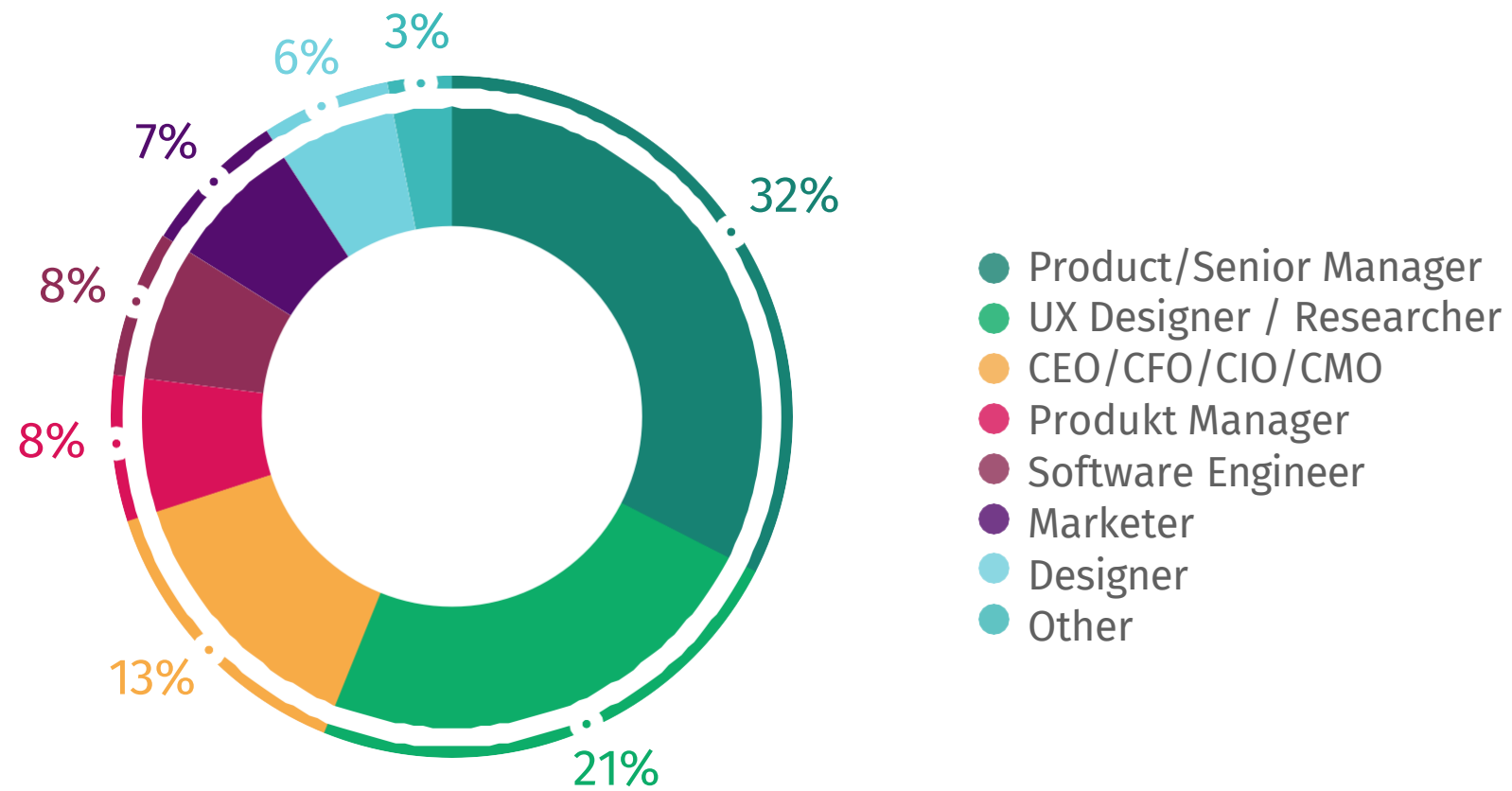
We expect **800-1200**  
participants for the Graz Connects.

# ATTENDEES BY INDUSTRY

Our 850 - 1200 attendees come from various industries:



# ATTENDEES BY ROLE



# INSPIRING GREAT MINDS



**Benedikt Salzbrunn** • 1st  
Program Director User Experience Management (MBA) at UAS Technikum Wien  
1w • Edited •

What a great [#experience](#) at the [World Usability Congress](#) 2024 - the one week every year to meet dear [#UX](#) friends, colleagues and family from [Technikum Wien Academy](#) and [Fachhochschule Technikum Wien](#).

Thank you [Amruta](#), [Brooke](#), [Julia](#), [Juliana](#), [Maria](#), [Petra](#), [Marius](#) and [Nik](#) for joining my workshop on [#usability](#) [#testing](#) and [#metrics](#), thank you [Ben](#), [Everton](#) and [Thorsten](#) for all the inspiring talks, thank you [Melissa](#) for volunteering and last but definitely not least thank you [Hannes](#) for making all of this possible.

See you all and many more at [#WUC24](#)



**Priscila Bandeira de Mello** **Author**  
MSc. | MBA | Digital Transformation | Portfolio Management | Investor |...

1d ...

I've attended and helped organize other conferences, but the "wow factor" you provide is truly unique.  
A memorable event. Congratulations!

Love · 1 | Reply



**Kent Eisenhuth** (He/Him) • 1st  
RSA Fellow, Author, Advisor, Keynote Speaker, Design Lead @Google  
1w • Edited •

...

I'm back in America and reflecting on a great week at the [World Usability Congress](#). It was an honor to share some of the key lessons learned as we've been striving to make data accessible and useful through data visualization. I also enjoyed discussing the underlying design process and my book, *Drawing Product Ideas*.

For those who haven't been, [#WUC](#) is a well organized conference that brings together an amazing range of speakers, experts and diverse perspectives from around the world. I was humbled to be part of this year's speaker lineup. I look forward to attending and participating in the future. Special thanks to [Hannes Robier](#) and his team. The conference pulled a crowd that was very energizing and engaging. The discussion at the end of my talk, along with others was nothing short of inspiring.

Finally, [#Graz](#) is a great city! I was delighted with the warm and welcoming local culture. The city also has a rich history and a lot of cool places to explore. I'm excited to return, and I'd recommend it as a destination for anyone traveling to Austria.

[#WUC](#) [#Graz](#) [#DrawingProductIdeas](#) [#DataAccessibility](#) [#DataVisualization](#) [Wiley](#)

# Be a Sponsor and reach attendees from 5 different conferences



## Castle of lost Magic

Oct 5 – 8

A transformative, and deeply immersive, three-day workshop crafted for leaders, CX and marketing professionals who are ready to shed the ordinary and forge a human-centred extraordinary strategy for their organisation.

[Check the details](#)



## Critical Operations Forum

Oct 13 – 14

The Critical Operations Forum is a one-of-a-kind gathering for professionals who design, manage, and operate systems where communication, reliability, and human decision-making are mission-critical.

[Apply as a speaker](#)



## Medical SCIENCE Talks

Oct 13 – 14

Medical Science Talks bring together leading experts, researchers, and innovators to explore the latest breakthroughs and future trends in medical science and healthcare.

[Apply as a speaker](#)



## Fluid Human System Interaction Symposium

Oct 14 – 15

A multi-disciplinary human-centric approach to meet modern road user needs and facilitate a trustworthy development of integrated human-technology systems for future mobility.

[Apply as a speaker](#)



## Valuemanagers Summit

Oct 14 – 15

The Valuemanagers Summit is the *biggest European conference on value engineering*, focusing on product value enhancement, AI, and sustainable practices.

[Apply as a speaker](#)



## World Usability Congress

Oct 13 -15

Just Another Boring Conference That Everyone Will Join At first glance, it might seem like just another boring conference, but behind the irony lies one of the most inspiring global gatherings for usability, design, and innovation.

[Check the details](#)

# COMPANIES AT Graz Connects

sage



**REWE**

**AIRBUS**



**SIEMENS**



Google



It is your chance to become a memory!



Be part of the event

# PROMO PARTNER

Enjoy **talks** and **workshops** in a relaxed surrounding.

Meetup with interesting people and get to know each other over a cup of coffee and some snacks.

No matter if you want to **socialize** or if you have to catch up with some emails and therefore need a quiet retreat, the World Usability Congress offers all guests the **perfect ambiance**.

**Oct 13 – 15 2026**

**Messeplatz 1 / Messecongress Graz**

**[www.worldusabilitycongress.com](http://www.worldusabilitycongress.com)**

## SERVICE

- You will be promoted as sponsor at the stage.
- You get your 1 Roll Up at the entry
- You can put one experience into the experience area
- You get your logo at GrazConnects website
  
- We will promote you in our newsletter with more than 10.000 Followers
- We will promote you at LinkedIn with more than 6000 Followers
- No tickets included / 40% OFF for conference tickets

You have to bring your setup to network!

**6.500,- Euro**

# OPENING PARTNER

Companies can sponsor **reXrules** to position their brand at the energetic kickoff of the conference.

With high visibility during the opening reception and free pre-conference talks, sponsors connect with an engaged UX audience in a relaxed, memorable setting before the main conference even begins.

**Oct 13 – 15 2026**

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**[www.worldusabilitycongress.com](http://www.worldusabilitycongress.com)**

## SERVICE

- You will be promoted as opening at the stage.
- You get one **10min scientific talk**
- You get your logo at the website
- You get 2 minutes at the opening for your own greetings
  
- We will promote you in our newsletter with more than 10.000 Followers
- We will promote you at LinkedIn with more than 6000 Followers
- No tickets included / 40% OFF for conference tickets

You have to bring your setup to network!

**5.500,- Euro**

# COFFEE BARISTA

Treat attendees to high-quality barista coffee throughout the event with a branded coffee experience by Rolling Barista.

Your brand is integrated directly at the coffee bar, creating a warm, social touchpoint where people naturally gather, connect, and recharge. This activation offers continuous visibility without a sales focus, associated with quality and hospitality.

3 days full branding

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# UNICORN VIBEATHON

Vibe Coding & Hackathon = Vibeathon  
A new workshop & hackathon format aimed at founders without a technical background.

With the help of AI Vibe Coding tools and Large Language Models (LLMs), participants can build functional prototypes in just a few hours - without writing a single line of code.

„Describe the vision, let the AI handle the code“.

Andrej Karpathy

**Oct 13 – 15 2026**

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**[www.worldusabilitycongress.com](http://www.worldusabilitycongress.com)**

## Unicorn & GrazConnects

- We organize a full day of Vibeathon
- You can give a topic to work on
- Vibe Coding Day is running full under your brand
- Panel Participation
- No tickets included / 40% OFF for conference tickets

You have to bring your setup to network!

**4.500,- Euro**

# EXPERIENCE AREA

The company sponsors one experience within the experience area instead of a traditional booth. This **is not a sales activation and does not require constant staffing.**

The experience can be a **product installation or creative concept** that people can see, hear, or feel creating a memorable brand presence through interaction rather than promotion.

Oct 13 – 15 2026

Messeplatz 1 / Messecongress Graz

[www.worldusabilitycongress.com](http://www.worldusabilitycongress.com)

## SERVICE

- You will be promoted as sponsor at the stage.
- You get your logo at GrazConnects website
- We will promote you at LinkedIn with more than 6000 Followers
- No tickets included / 30% OFF for Tickets

You have to bring your setup to network!

**1.500,- Euro**

# Castle of Lost Magic

Step beyond traditional sponsorship and become part of something truly unforgettable.

At the **Castle of Lost Magic**, your brand doesn't stand behind a booth it becomes an experience. As a sponsor, you have the opportunity to create a unique installation or sensory concept that integrates seamlessly into this magical environment allowing attendees to discover your brand through interaction, not promotion.

Oct 5 – 7 2026

<https://worldusabilitycongress.com/castleoflostmagic/>

## SERVICE

- Experiential brand presence / We bring your brand into the experience.
- Contact to global leaders
- 2 spots at an exclusive workshop
- Integrated in our email Marketing (more than 10k)
- Integrated in our LinkedIn Newsletter (more than 25k)
- Lasting impact

Let us discuss.

**10.500,- Euro**

# ADD ONS or SINGLE Sponsoring

## Prosecco all three days

Start each day with a positive brand moment by sponsoring prosecco in the morning on all three event days.

Your brand will be visibly associated with this welcoming experience, creating a relaxed and memorable touchpoint for attendees.

No tickets included / 30% OFF for Tickets

**1.500,- Euro**

## Branded Discussion & Lunch Tables

Sponsor one discussion table and lunch table, branded with your company, across all three event days.

This creates a visible, relaxed meeting point where conversations naturally happen, associating your brand with connection and exchange.

No tickets included / 30% OFF for Tickets

**Each table 900,- Euro**

Oct 13 – 15 2026

Messeplatz 1 / Messecongress Graz

[www.worldusabilitycongress.com](http://www.worldusabilitycongress.com)

# ADD ONS or SINGLE Sponsoring

## Wi-Fi Sponsor

As the official Wi-Fi sponsor, we provide fast and reliable Wi-Fi for all attendees and yes, you set the Wi-Fi code, so everyone knows where it comes from. Seamless connectivity, zero friction, and a touch of humor: that's our contribution to great usability.

No tickets included / 30% OFF for Tickets

**1.500,- Euro**

## Charging Station Sponsor

As the official **Charging Station Sponsor**, you keep devices alive and batteries out of the red zone for all attendees and yes, your logo is right there while everyone powers up. Reliable energy, zero friction, and a small but meaningful boost to great usability.

No tickets included / 30% OFF for Tickets

**1.500,- Euro**

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# ADD ONS or SINGLE Sponsoring

## TOPIC MODERATION

You will lead a thematic block. This includes: moderation including question-and-answer sessions, speaker introductions, time management, announcements, etc. (1 day)

Depending on the program, only a limited number of slots can be assigned.

1 Ticket for the moderation is included

**2.500 ,- Euro**

## LANYARDS

Graz Connects offers lanyard sponsoring as a visible yet non-intrusive brand presence throughout the event.

The sponsor's logo is featured on all official event lanyards, ensuring continuous exposure and connection with participants without a sales focus or on-site staffing.

No tickets included / 30% OFF for Tickets

**2.000 ,- Euro**

Oct 13 – 15 2026

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# ADD ONS or SINGLE Sponsoring

## Displaying your product brochures at a table + Rollup in the entry area!

Present your brand with a clean, static presence through product brochures and a roll-up display.

This option allows attendees to discover your company at their own pace, offering visibility and information without requiring staffing or active promotion.

No tickets included / 30% OFF for Tickets

**900,- Euro**

## Interview with your expert at Graz Connects

Position your expertise through a short on-site interview with your expert at GrazConnects. (2-3 minutes)

The interview will be professionally published after the event, extending your visibility and thought leadership beyond the venue.

No tickets included / 30% OFF for Tickets

**1.000 ,- Euro**

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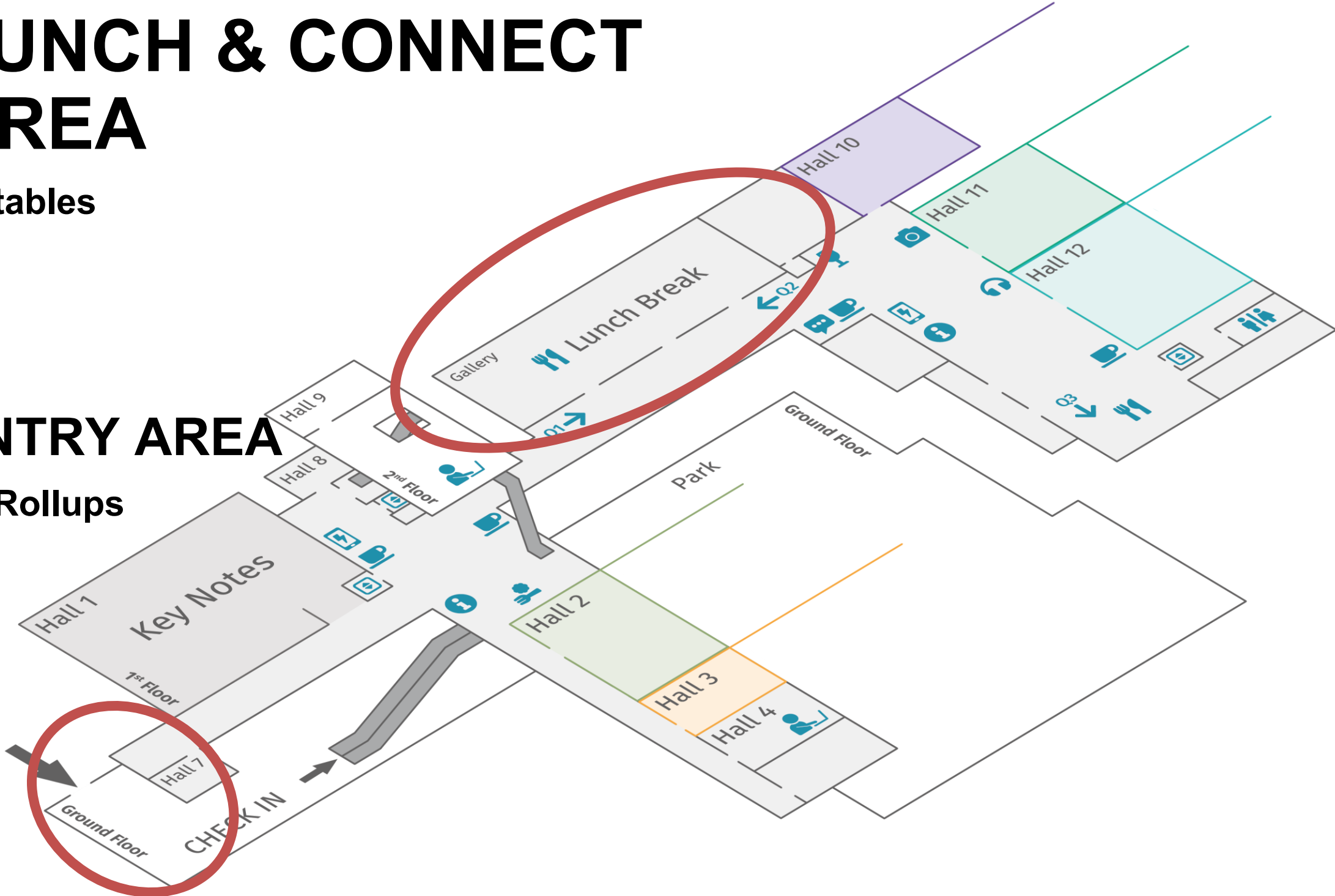
# LUNCH & CONNECT AREA

20 tables

&

# ENTRY AREA

20 Rollups



# WE WOULD LOVE FOR YOU TO GET INVOLVED

CONTACT US:

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[www.grazconnects.org](http://www.grazconnects.org)

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We are looking forward to hearing from you.

Build the bridge between  
your business and the  
relevant people.



## GC26

