Unicode Technology Workshop 2025 – Become a Sponsor!

We are excited to announce that Microsoft Corporation will be hosting this year's Unicode Technology Workshop at its Silicon Valley campus!

The 2023 and 2024 Unicode Technology Workshops hosted at Google provided community building around the Unicode technology that makes software work for billions of people.

Experts, implementers, students, and other i18n enthusiasts gathered for two days of workshops, seminars, free-form discussions, unconference sessions, and lightning talks on topics including i18n libraries, script encoding, locale data frameworks, globalization tooling, localization pipelines, input methods, and text rendering.

Attendee Feedback from Prior UTWs

"I have to say the emoji, bidi, and MessageFormat sessions, and the workshop on how to use the CLDR survey tool were all so valuable and fascinating to me!!"

"I appreciated the two tracks, one for people relatively new to Unicode, and one for deeper technical topics."

"Sessions and discussions led to new content and ideas I hadn't considered before, not just repeats of things I already knew."

Key Highlights from UTW 2023 and 2024

- ➔ ~90 attendees from organizations such as Apple, Google, Adobe Inc., Netflix, Shutterstock, Spotify, Airbnb, Workday, Coupa, and students from Middlebury Institute, Harvard, Brown, Brigham Young, and Stanford.Two tracks with more than 30 sessions, including the latest Unicode project updates and initiatives
- ➔ Dynamic workshops, case studies, speed networking roundtables, and sessions led by hosts from Apple, Google, Netflix, University of California Berkeley, and many others
- ➔ 100% of survey respondents said they would recommend a Unicode event to others
- ➔ Promotion of hosts and sponsors to our email subscribers across the globe, and on all social media channels, including YouTube, BlueSky, Facebook, LinkedIn, Instagram, and more.

Unicode Technology Workshop 2025 — Overview

- ➔ November 11-13, 2025
- ➔ Pre conference "Training & Tutorials" on November 11 (new for 2025!)
- ➔ Networking events on both workshop days
- ➔ 130-150 anticipated attendance
- ➔ Continental breakfast, lunch, snacks, and Mix & Mingle

Sponsor Unicode Technology Workshop 2025
A Special Opportunity to Lead!

✨ **Set the Standard:** Position your organization as a thought leader shaping the future of internationalization standards and global communication technologies.

🌐 **Boost Visibility and Credibility:** Elevate your brand's reputation among industry decision-makers, technologists, and rising talent while building trust and recognition in a specialized audience.

💡 **Showcase Expertise:** Leverage UTW 2025 to highlight your innovations, solutions, and leadership in internationalization.

📈 **Drive Growth and Partnerships:** Promote your products & services directly to a targeted, engaged audience. Unlock opportunities to generate leads and forge valuable collaborations with global experts.

🤝 **Build Community Connections:** Demonstrate your dedication to advancing the internationalization field. Strengthen relationships within a dynamic, collaborative community committed to bridging linguistic and cultural divides.

	CHAMPION	COMMUNITY BUILDER	CONTRIBUTOR
Investment	$10,000	$5,000	$2,500
Available Sponsor Slots	One (1)	Eight (8)	Unlimited
Complimentary Registrations	Three (3)	Two (2)	One (1)
Opportunity to host workshop session or join panel discussion	Confirmed	By invitation	By invitation
Program Committee participation	Guaranteed, up to 2 slots	By invitation	By invitation
Recognition on Event Website	Logo with link	Logo	Logo
Visibility on social media promotions	Yes	Select Promotions	Select Promotions
Recognition in program & event materials	Opportunity to add branded materials to attendee bags	Yes	Yes
Recognition during opening & closing remarks	Yes	Signage	Signage

Make an impact. Be a part of Unicode Technology Workshop 2025!

Sponsorship discounts are available to Unicode Full and Supporting Members. Contact events@unicode.org to discuss sponsorship or 2026 hosting opportunities!