

The background is a solid light beige color. In the top-left corner, there is a large, solid brown triangle pointing towards the center. In the bottom-right corner, there is a large, solid brown circle. The text is centered in the middle of the image.

# UXOK Conference

Fall 2020 — Tulsa, Oklahoma

**[uxok.org](https://uxok.org)**



# UXOK

## The *Third* Techlahoma Conference

An annual single day/single track **design and user experience conference** for Oklahoma.

# The Conference

- Host city trades off every year between Tulsa and OKC
- 100% funded by sponsor donations (Tickets are all profit)
  - Corporate Ticket Pricing
- 200 attendees (*not including volunteers/speakers*)
- Includes one keynote speaker, four full speakers and two-three lightning talk speakers
- Scheduled in between 200ok and ThunderPlains

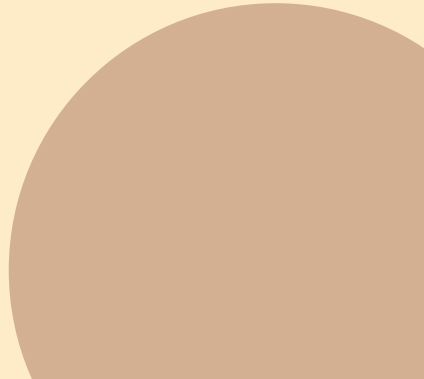
# Benefits

- **Wide Range of Sponsors**  
Access to state wide sponsors
- **New conference attendees**  
Wider career demographic of conference goers
- **No competition**  
No recurring, Oklahoma-specific design/UX conferences
- **Opt-in Swag Options**  
Attendees are given options and deadlines for UXOK shirts



# Venue Locations

*Year 1: Tulsa, Oklahoma*

- **Philbrook Museum**  
*Patti Johnson Wilson Hall*
  - **Living Arts Center**  
*Myers Gallery*
  - **Tulsa Public Library**  
*Pocahontas Greadington Learning & Creativity Center*
  - **Circle Cinema**  
*Historic Art House Theatre*
- 

# Estimated Budget

-~~\$~~14,925

- **Total Cost: \$10,600-19,250**

- Venue: \$500 - 1,200
- Food Service \$4,000 - 6,000
- Swag \$2,000 - 4,000
- Digital Marketing \$800 - 1,200
- Event Materials \$400
- Speaker Dinner \$900 - 1,200
- Speaker Travel \$1,500 - 5,250

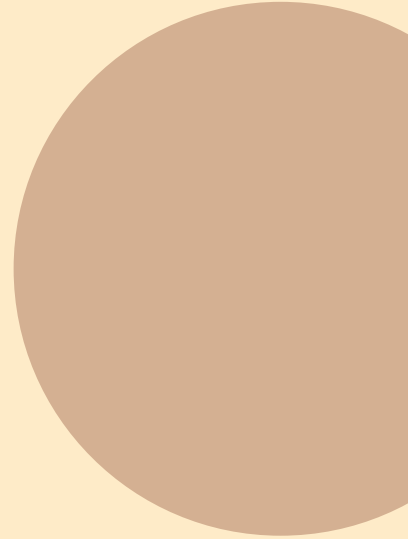
*\$750 Travel Stipend + Optional Two Night Techlahoma-booked Hotel Stay*

~~~\$~~72  
cost per  
person

# Sponsorship Tiers

***\$15,000***

- **Tiered**      **\$12,000+**
  - Tier 1    \$4000
  - Tier 2    \$2000 x 3
  - Tier 3    \$1000 x  $n$
  - Tier 4    \$500 x  $n$
- **Purpose**      **\$3,000**
  - Lunch      \$2,500
  - Badges     \$500
- **Optional**
  - *Networking*
  - *Giveaways*



# Estimated Income

*-\$14,925*  
**\$29,717**  
*Profit*

***Gross Estimate: \$44,642***

- **Sponsors: \$15,000+**
- **Ticket Sales: \$29,642\***
  - Regular Price: \$200 (15%)
  - Discount Price: \$160 (25%)
  - Corporate Price: \$250 (35%)
  - Early Bird: \$99 (12%)
  - Student/Free: (12%)

*\* Based off 175 paying attendees*

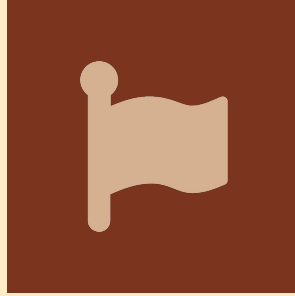


# The Team

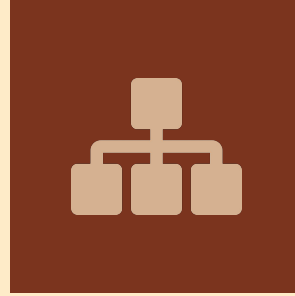
Comprised of Tulsa **and** OKC Techlahoma members



Karina Buvaylik



Maxx Crawford



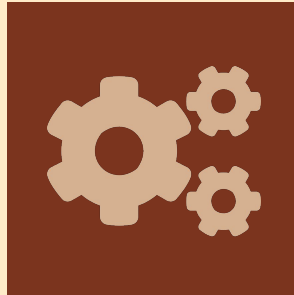
Alec Danz



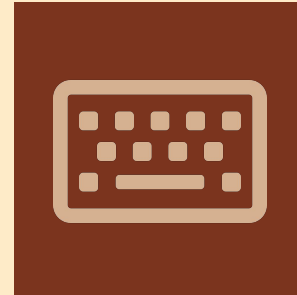
Dodzidenu Dzakuma



Nate Fenimore

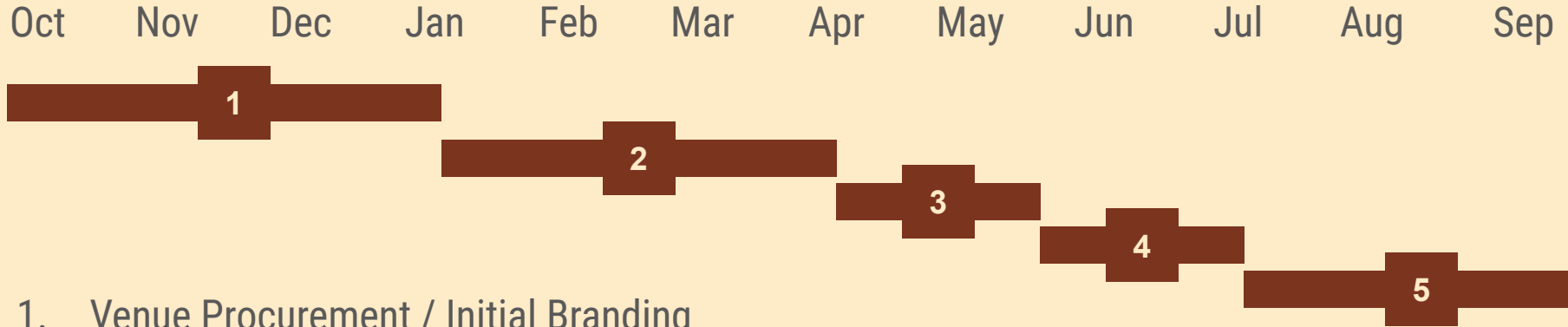


Victoria Schwaner



David Svezhintsev

# Estimated Timeline



1. Venue Procurement / Initial Branding
2. Event Announcement / CFP Open
3. CFP Selection / Announcement
4. Early Bird Tickets / Materials Printed
5. Regular Ticket Sales

# Seeking Approval and Funding

*The UXOK Conference committee is **seeking approval and budget funding** for this event. We're happy to answer any questions, provide additional information and present to the Techlahoma board.*

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