



2014 PARTNER KIT

AUSTIN, TX

May 5-7, 2014

Alamo Drafthouse Ritz

PROVIDENCE, RI

September 29 – October 1, 2014

The Biltmore Hotel

ARTIFACT is an intimate, two-day, single-track conference that helps **DESIGNERS** and **DEVELOPERS** adapt their tools and processes to the challenges of designing for multiple devices.

Here's how you can be a part of it.



What is ARTIFACT?

ARTIFACT's mission is to educate designers on emerging practices for cross-device web design and to foster a sense of cooperation in the community. We focus on the design process—how designers do their creative work and how they communicate those ideas to clients, stakeholders, and development teams. The conference features an all-star line-up of leaders in the mobile design field.

ARTIFACT attracts attendees who are eager to bring their design and coding skills up to date to meet the business imperatives of creating device-blind web sites. Over the course of two days, they learn about responsive workflows, prototyping strategies, new tools, and deliverables that make sense. The intimate scale of the conference creates a sense of community and is frequently mentioned as attendees' favorite aspect of the event. A third-day of workshops allow attendees to deep-dive into topics such as prototyping, responsive design patterns, and state-of-the-art development practices.



We wrote you a letter...

Hello!

When it comes to conferences, we hold some values dear. We believe that smaller, single-track conferences make for richer experiences. We also believe that ticket prices should be accessible to freelancers and small web shops. Finally, we think practical takeaways are essential for attendees who are trying to keep up with an ever-changing industry.

In order to keep ARTIFACT intimate and affordable while providing top-notch content and a memorable experience, we rely on the support of partners like you. We've put together this packet to tell you more about ARTIFACT and to suggest some ways in which you can be a part of it. Please consider this a starting point for conversation.

We care deeply about our web design community and want to create a space for designers to get to know one another, learn new skills, and share what they know in order to push the medium further.

We hope you will see the value in what we are creating and the community we are reaching. We'd be thrilled to have you as a partner.

If you have any questions regarding the conference or sponsorship, please contact Jennifer Robbins.

Yours truly,
Jennifer, Christopher, and Ari
The ARTIFACT Organizers



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Christopher Schmitt
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stiles@artifactconf.com

Where does ARTIFACT happen?

A photograph of the Alamo Drafthouse Cinema in Austin, Texas. The building has a large, curved marquee sign with red and green lights. Below the marquee is a dark, perforated metal canopy. A woman stands on the sidewalk in front of the entrance, which features a red door and a small sign that reads "ALAMO DRAFTHOUSE CINEMA". To the left, there's a brick wall with a sign that says "LAST STAND AT THE ALAMO" and a number "320".

"I can not say enough amazing things about the venue. I thought it was a fantastic, inspiring place to hold a conference."

AUSTIN, TX

Conference: May 5-6, 2014 | Workshops: May 7, 2014

Austin was the location of the inaugural ARTIFACT and will continue to be hometown to its springtime event. What's not to love about Austin? A robust tech and design community, balmy weather, lots to do in town, and TACOS!

The conference is held in the very cool Alamo Ritz Drafthouse—a combination movie theater and restaurant. Some features include the largest screen of any tech conference we've ever seen, made-to-order food from the full Alamo menu, comfy seats, and a killer location on Austin's hip-and-hap-penin' 6th Street.

After each full day of packing their brains, attendees get to unwind in the evenings at great parties at popular spots like The Gingerman (a great outdoor patio and so many beers!) and Buffalo Billiards (pool tables!).

Two photographs showing groups of people having fun at a party. The left photo shows a group of diverse individuals posing together, some wearing colorful hats and accessories. One person holds a sign that reads "OUR DAN MALL MOMENT." and "ARTIFACT". The right photo shows another group of people in costume, including a person in a Viking hat and another in a pink mask. They are all smiling and appear to be at a costume party or photo booth.

Where does ARTIFACT happen?

PROVIDENCE, RI

Conference: September 29-30, 2014

Workshops: October 1, 2014

After our huge success in Austin, we knew we wanted to put on the conference again on the East Coast, and Providence was a natural fit—with its acclaimed arts and design community and a technology community that has coalesced in unique ways. Plus, Providence's location along the I-95 corridor connecting New York and Boston, makes it an ideal location.

ARTIFACT sets up shop at the historic Biltmore Hotel. The Grand Ballroom offers stunning views of the city in all directions, and the hotel staff caters to our every need.

At the end of each conference day, attendees get to unwind. In 2013, AS220, the artistic heart of the city, was the site of the opening party where folks got to print their own ARTIFACT t-shirts and take a turn getting photographed by local artist, Xander Marro. The Salon served up tacos, pinball, ping pong, a photo booth, and a live DJ for those who stuck around on Tuesday night.



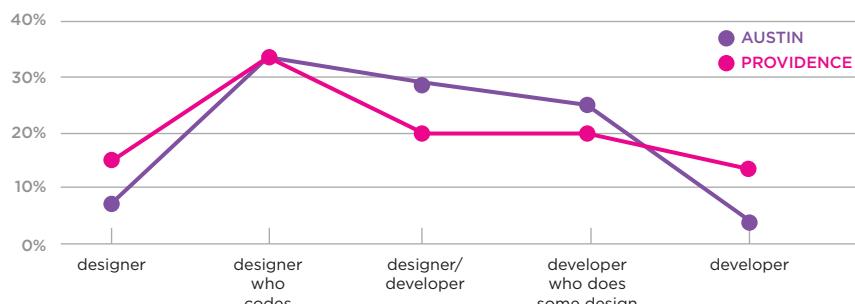


Who comes to ARTIFACT?

We LOVE our attendees! They are eager to learn. They are on the lookout for the latest techniques, tools, and services. They ask good questions. They are social media savvy. They tweet their heads off (enough to make #artifactconf trend on all of Twitter). They are very loyal. They continue the conversation long after the events end. They blog about their experiences. We want to marry them.

Here are a few statistics you may find interesting:

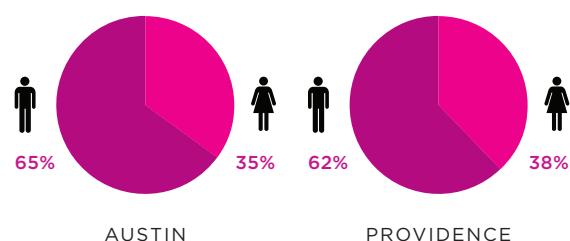
Both the AUSTIN and PROVIDENCE events have **SOLD OUT** and host approximately **200 attendees each**



Roughly 1/3 of our attendees identify primarily as DESIGNERS, 1/3 identify primarily as DEVELOPERS, and 1/3 identify themselves as DESIGNER/DEVELOPERS



Our attendees come from ALL OVER THE COUNTRY AND THE WORLD. We've had guests from Brazil, Mexico, England, New Zealand, and Australia.



We have a higher percentage of WOMEN than many tech conferences.

"I've been to conferences all over the world, but #artifactconf has been the best by far! How soon can I buy tix for next time?!"

—Michael P. Gilbert,
@mpgilbertusa

Been at #artifact-conf for 3 hours and immediately see how it's going to be better than SXSW for me. More design/mobile-focused. Less crazy.

—Joshua Mauldin,
@joshuamauldin

MEET THE ATTENDEES

Here is a sampling of job titles listed by our attendees:



Digital Product Designer	Graphic Designer/Web Developer
UX Designer	Digital Marketing Specialist
Senior UI Consultant	Account Services
Sr. Front End Developer	Marketing and Communications Specialist
Web Designer	Design Director
Web Developer	Industrial Designer
Web Administrator	Associate Director of Social Media
User Interface Developer	Director of Web Services
Creative Technologist	Production manager
Creative Director	Sr. Web Producer
Senior Visual Designer	Founder & CEO
Byte Architect	Web Producer
Sr. Software Developer / Web Strategist	Principal Researcher
Visual Architect	Independent Consultant
Senior Interaction Designer	Digital Art Director
Design Team Lead	Systems Director
Front-End Web Developer	Digital Design Director
Sr. Interactive Art Director	Analyst Developer
Interactive Director	CX Interaction Designer
UI Designer	Software Engineer
Visual Designer	Lead Experience Designer
CCO	Coordinator of Web Projects
Art Director	Interactive Designer
UX Developer	Creative Director
Sr. Web Developer	Technology Manager
Sr. Front-End Designer-Developer	Motionographer
Director of Creative Strategy & Services	Director of User Experience
Senior Software Engineer	VP User Experience
Chief Information Officer	IT Manager
Project Manager	Brand Strategist
Senior Software Engineer	Sr. Enterprise Architect
Art Director	Associate Professor
Technical Director	Senior communications specialist
Academic Director	
UX Manager	

We asked our guests...

“What was your favorite thing about ARTIFACT?”

“The vibe. I learned a lot of really useful stuff, much more so than at other conferences I've been to, but it was the overall atmosphere of laid back positivity and humble passion that the organizers and speakers clearly exuded that I thought was super special.”

“The atmosphere of sharing and collaborating. Made a lot of contacts and it was refreshing to hear/see some of the same pains and joys we share. **SO much great content!**

“The sense of intimacy and community was my favorite part. It really created a powerful experience. The venue had a lot to do with that. The overall conference location, venue and program were pitch perfect.”

“Interacting with the speakers and conference organizers throughout the conference. Also, the small number of tickets available made a dramatically positive difference compared to larger conferences.”

I really enjoyed the fact that **everyone seemed to approach the topic of responsive from a design perspective**. Even the people who knew code cared about the visuals. I also liked that the technical side was very integrated as I am a designer who knows front end code. I want to stay on top of the challenges of a multi-device world. The round table format of the conference was also really enjoyable. All of the speakers seemed humble and open to the audience's questions and suggestions. **It was wonderful that everyone took the stance of, this is how we do it, but this is hard and we don't know what the BEST way is just yet. Let's talk!** I hope this open conversation style continues into any future iterations!

What we talk about

The ARTIFACT program and workshops address all aspects of designing web pages that work on multiple devices. We provide as many practical takeaways as possible, topped off with a layer of inspiration.

RESPONSIVE WORKFLOW

Responsive web design has forced many of us to reevaluate our workflows and processes, including how we do our creative work, how we show our ideas to our clients, and how we build our sites. Our emphasis on helping designers through this transition has made us the go-to conference for responsive design.

MODERN DELIVERABLES

We've pretty much agreed that static Photoshop comps don't cut it as a deliverable when there are so many screen sizes to design for. But if not comps... what?! We show alternative ways to communicate a visual language that are not tied to specific page layouts.

TOOLS AND TECHNOLOGIES

Many of our sessions zero in on a specific technology that is central to a professional web designer's toolkit. Topics include:

- Adaptive images
- Photoshop tips and tricks (yes, you can still use Photoshop)
- Web fonts
- Icon fonts
- Git and Github
- HTML email
- SVG



CASE STUDIES

Designers love examples of real work and real problems solved. We make sure that there are plenty of sessions that show actual work and how it was done, step-by-step.

DESIGN STRATEGY

From handling layouts to creating interactive prototypes, our speakers explain their approach to design problems.

THE BUSINESS OF DESIGN

If designers are making their way up a steep learning curve, their clients and stakeholders need to be educated as well. In 2013, we hosted a panel on how to set client expectations, and in 2014 we'll focus on the experience of the in-house design team at CapitalOne as they pushed a responsive site solution through a large enterprise.

INSPIRATION

What would a design conference be without some Big Ideas? In 2013, Trent Walton shared his personal experience adapting his entire approach to web design, and Brad Frost left everyone fired up to work together and share what they know, because as he said "The Web Is People." In 2014, we're excited to have the always inspiring Jeremy Keith keynote and Josh Clark bring it all home with a look into what we need to be prepared for in the future.

Who speaks at ARTIFACT?

"I'm really really excited for ARTIFACT ... I think this conference is going to do a lot to get it all out on the table so we can start to make a lot of these ideas coagulate."

—Brad Frost

The ARTIFACT speaker line-up features a balance of internationally-known speakers and impressive up-and-comers. Their common thread is being ahead of the curve on this mobile web design thing and an eagerness to share what they know.

CONFIRMED FOR 2014 (more to be announced)



JEREMY KEITH

Founder of Clearleft in Brighton, UK, author of many books on web design



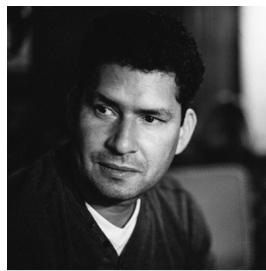
JOSH CLARK

Author of *Tapworthy*, international speaker, founder of Global Moxie



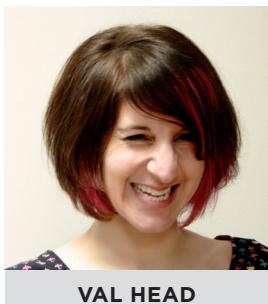
BRAD FROST

Web designer and international speaker



STEPHEN HAY

Author of "Responsive Design Workflow"



VAL HEAD

Designer and author of *Pocket Guide to CSS Animations*



JAMES WILLIAMSON

Senior Author at lynda.com



JENNIFER ROBBINS

Author of *Web Design in a Nutshell* and other titles, ARTIFACT co-founder



JUSTINE JORDAN

Marketing and research lead at Litmus

2013 LINEUP

KEYNOTES

Jennifer Robbins
Designer/author

Trent Walton
Founder, Paravel

Ethan Marcotte
Independent designer/developer/author

Brad Frost
Web designer

PRESENTERS

Ben Callahan
President, Sparkbox

Kristin Ellington
Funny Garbage

Matt Griffin
Bearded

Dan Mall
SuperFriendly

Jason Pamental
H + W Design

Yesenia Perez-Cruz
Happy Cog

Jared Ponchot
Lullabot

Andy Pratt
Favorite Medium

Dan Rose
WSOL and
photoshopetiquette.com

Christopher Schmitt
Environments for Humans

Kevin Sharon
Independent Creative Director

Sophie Shepherd
Happy Cog

Jen Simmons
Host of "The Web Ahead"

How you can be a part of it

We are grateful support at any scale. It is thanks to our sponsors that we are able to make ARTIFACT happen. All sponsors, regardless of the size of contribution, get:

- Your logo on artifactconf.com, slides, and banners.
- Tweets of appreciation from the @artifactconf account

For organizations that able to contribute a bit more, we have created three Sponsor Levels (Silver, Gold, and Platinum) as a starting point for conversation. We're always happy to hear your ideas.

You may sponsor events in both cities or just one location.

SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL
\$2,500 per event	\$5,000 per event	\$10,000 per event
1 ticket to the event	2 tickets to the event	3 tickets to the event
Inclusion in the ARTIFACT newsletter and mailings (circulation ~1200 after our first year and growing)	Inclusion in the ARTIFACT newsletter and mailings (circulation ~1200 after our first year and growing)	Inclusion in the ARTIFACT newsletter and mailings (circulation ~1200 after our first year and growing)
Presence in the gift bag given to attendees and speakers (optional and pending approval)	Presence in the gift bag given to attendees and speakers (optional and pending approval)	Presence in the gift bag given to attendees and speakers (optional and pending approval)
We'll tweet about you from our conference Twitter account—before, during, and after the event	We'll tweet about you from our conference Twitter account—before, during, and after the event	We'll tweet about you from our conference Twitter account—before, during, and after the event
Prominent Silver Sponsor logo placement on artifactconf.com, slides shown between presenters, and banners on the stage	Prominent Gold Sponsor logo placement on artifactconf.com, slides shown between presenters, and banners on the stage	Prominent Platinum Sponsor logo placement on artifactconf.com, slides shown between presenters, and banners on the stage

It's seriously the best damn RWD conference you'll ever have the chance to be at.

—Matt Griffin; Principle of Bearded



At the Platinum Level, we will work with you to create a custom sponsorship experience.

A display table in the lobby for your organization or 5 minutes on stage (optional)

Up to 3 invitations to the Speakers' Dinner

Special mentions from stage during the events

3 tickets to the event

Inclusion in the ARTIFACT newsletter and mailings (circulation ~1200 after our first year and growing)

Presence in the gift bag given to attendees and speakers (optional and pending approval)

We'll tweet about you from our conference Twitter account—before, during, and after the event

Prominent Platinum Sponsor logo placement on artifactconf.com, slides shown between presenters, and banners on the stage

Special opportunities

In addition to (or as an alternative to) the Sponsorship Levels, we have a few special events and services that can be sponsored.

VIDEO SPONSOR

All of the sessions at our Austin event are shot, edited, and posted online after the completion of the Providence event in the Fall. The Video Sponsorship places your logo at the beginning of every session video in the series for as long as that video remains online (ideally, that's indefinitely).

Due to the popularity of many of our speakers and the demand for our content, this is a great opportunity for ongoing association with ARTIFACT and to reach a wider audience of web designers and developers.

[\$10,000 per year]

WIFI HERO

Our nerdy audience has a lot of devices and they are connected all the time. Help us with the expenses of providing fast, reliable wifi for our attendees and we will make you our Wifi Hero! We will name the wifi network after your company, show your logo on the slide that provides login information, and guarantee at least one round of applause in appreciation.

[\$5,000 per event]

CHECK-IN RECEPTION

On Sunday night before the conference, we provide an opportunity for people who are in town to pick up their conference materials, meet other folks, and have a beer. This laid back gathering is perfect for product demos.

[\$2,000 per event]



OPENING NIGHT PARTY (claimed for 2014)

Our Monday night party is our best attended and most energetic social event. Here's your opportunity to leave a mark on the event by making the evening's festivities even more memorable (or at the very least, picking up the tab!).

[Price varies by venue. Contact us for details.]

CLOSING NIGHT PARTY (claimed for 2014)

As the conference comes to a close, we put on one last shindig for attendees to continue conversations and have some fun. Past closing parties have included photo booths, pool tables, ping pong, and tacos.

[Price varies by venue. Contact us for details.]

AFTERNOON SOCIAL

We like to treat attendees to a little down-time and great refreshments the last afternoon of the conference. Past treats included hot pretzels, warm cookies, and beer. Just another way to show our attendees that you care.

[\$1,000 per event]

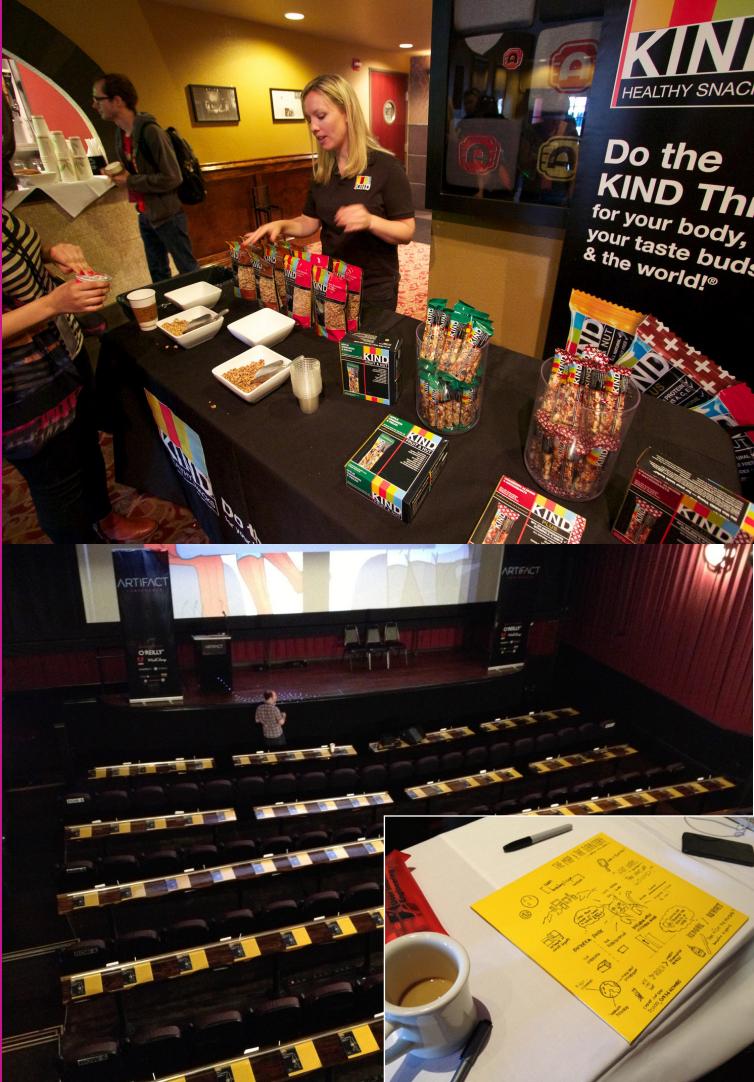
In-kind sponsorship

Providing a delightful experience for our attendees is one of our top priorities, so we welcome contributions that add to the overall fun of the conference. Chip in something that our audience will enjoy—books, tools, toys, trials, tasty treats, you name it!—and we will put your logo on the ARTIFACT site and banners at the event and we'll tweet our appreciation.

Past In-Kind Sponsors include:

KIND HEALTHY SNACKS

KIND donated fruit and nut bars for the conference bags. In Austin they set up a granola and yogurt bar for breakfast. Attendees said they loved having a handy snack in the afternoon.



POST-IT™ BIG PADS

Designers love Post-it notes, so we were fortunate that the Post-it Fairy came overnight and left Big-Pads at every seat. The pads were seen being put to good use throughout the rest of the conference and workshops.

A BOOK APART

Designers also love the books published by A Book Apart! Thanks to their donation of two complete volumes of their library, we were able to liven up the afternoon with drawings for free books. They also offered 20% discounts to attendees.

GLEE GUM

When ARTIFACT came to Providence, local business Glee Gum provided some local flavor (see what I did there?) by treating attendees to free samples in the conference bags.

"Great time at #artifactconf! Leaving with lots of takeaways + reassurance that we're all in the same boat w/ this responsive design stuff."

—Kristen Dudish, @kdudish



Partnership Overview

If you need to print one page for your team, make it this one.

What is ARTIFACT?

ARTIFACT is an intimate, 2-day, single-track conference that helps web designers adapt to the challenges of making sites work on all manner of new devices. ARTIFACT focuses on the design process—how designers do their creative work and how they communicate those ideas to clients, stakeholders, and development teams. Attendees will learn about responsive workflows, prototyping strategies, as well as the new tools and techniques of their craft.

Where and When

The 2014 events will take place in:

- AUSTIN, TX (May 5–7) at the Alamo Ritz Drafthouse
- PROVIDENCE, RI (Sept. 20–Oct. 1) at the Biltmore Hotel

Who comes to ARTIFACT?

Past events have sold out with crowds of approximately 200 attendees made up of designers, developers, designer/developers, and various managers of web and creative departments.

Becoming a Partner

We'd like to preserve our intimate scale and accessible prices. To that end, we are grateful for the support of corporate sponsors and we do our best to promote your business, service, or product to our attendees throughout the conference and via social media.

We accept support on all scales, from the most generous to in-kind donations. You may sponsor events in both cities or just one location. Consider the sponsorship levels listed on the right as a starting point for conversation. Have ideas? We're all ears!

For questions about sponsorship, please contact:

Jennifer Robbins | jen@artifactconf.com | (401) 935-4553

Thank you for considering a partnership with ARTIFACT.

We look forward to working with you.

ALL SPONSORS (\$500 TO \$2,500)

Logo placement on artifactconf.com, slides shown between sessions, and banners on stage.

We'll tweet about you from @artifactconf

SILVER SPONSOR LEVEL (\$2,500)

Logo placement, tweets, plus:

Presence in the gift bag (pending approval)

Inclusion in the newsletter and mailings

1 ticket to the event

GOLD SPONSOR LEVEL (\$5,000)

Logo placement, tweets, gift bags, mailings, plus:

2 tickets to the event

Special mentions from the stage at the event

PLATINUM SPONSOR LEVEL (\$10,000)

Logo placement, tweets, gift bags, mailing, special mention from the stage, plus:

3 tickets to the event

Up to 3 invitations to the Speakers' Dinner

A display table in the lobby for your organization or 5 minutes on stage (optional)

SPECIAL OPPORTUNITIES

- Video Sponsor—\$10,000 per calendar year
- Wifi Hero—\$5,000 per event
- Check-in Reception (demo time)—\$2,000 per event
- Opening Night Party—claimed for 2014
- Closing Night Party—claimed for 2014
- Afternoon Social—\$1,000 per event
- In-Kind Sponsorship—let's talk!