Sponsorship Prospectus

November 9 - 10

Kansas City, MO

Kansas City Marriott Downtown
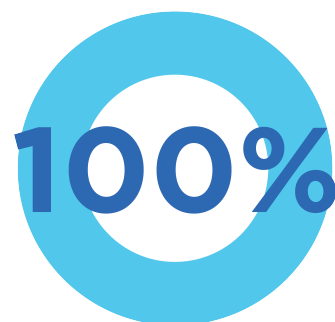
MIDWEST.IO

Overview

Midwest.io is a two-day conference in the heart of the US, bringing together developers for an eclectic collection of talks covering the latest trends, best practices, and research in the field of computing.
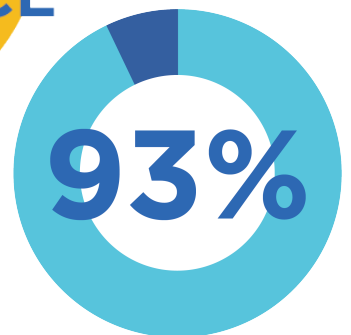
2015 Information

November 9-10, 2015
Kansas City Marriott Downtown
Kansas City, MO

Estimated attendance: 300

Conference Experience 2014

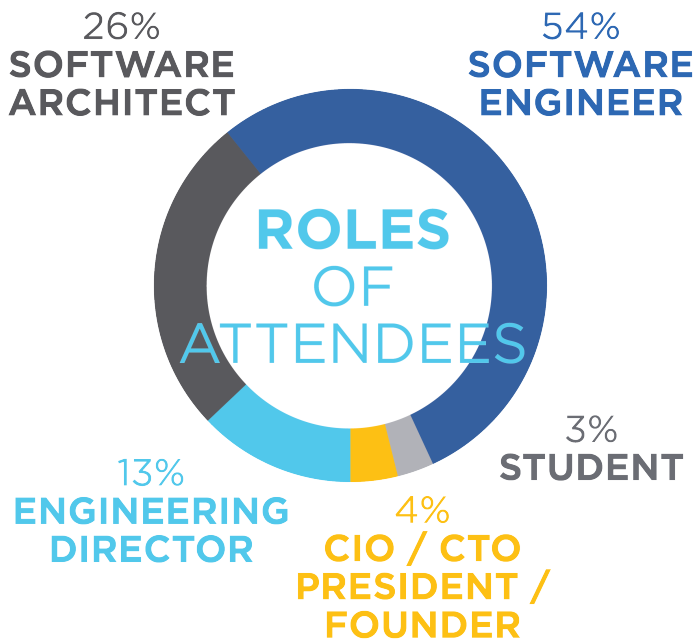60% EXCELLENT
6% AVERAGE
34% GOOD
0% POOR

OVERALL CONFERENCE EXPERIENCE

93% OF ATTENDEES WOULD **RECOMMEND** OTHERS TO **ATTEND** OR **SPEAK** AT MIDWEST.IO

100% OF SPEAKERS WOULD **RECOMMEND** OTHERS TO **ATTEND** OR **SPEAK** AT MIDWEST.IO

Audience Profile

Midwest.io targets development roles with a wide range of experience including software engineers, software architects, engineering directors, technology evangelists and entrepreneurs, researchers, and students.

ROLES OF ATTENDEES

26%
SOFTWARE ARCHITECT

54%
SOFTWARE ENGINEER

13%
ENGINEERING DIRECTOR

4%
CIO / CTO PRESIDENT / FOUNDER

3%
STUDENT

YEARS OF EXPERIENCE

22% 0-3 YEARS

19% 4-7 YEARS

25% 8-11 YEARS

15% 12-15 YEARS

19% 15+ YEARS

Session Content

Midwest.io brings together developers for an eclectic collection of talks in the field of computing. We strive to bring new high-quality, technical heavy talks to Midwest.io each year. Topics focus on on a wide range of bleeding edge technologies.

To watch presentations from last year, visit our Midwest.io YouTube channel at youtube.com/midwestio.

2014 Company Sponsors

C2FO

Cerner

DST

Garmin

Kauffman Labs

O'Reilly

Perceptive Software

Pinsight Media by Sprint

VML

Sponsorship Packages

Sponsorship Benefits	Diamond	Platinum	Gold	Silver	Bronze
Available	Sold Out	3	4	6	Unlimited
Price	$15,000	$6,000	$4,000	$3,000	$1,5000
Conference Passes	10	6	4	2	1
Logo & description on Midwest.io	125 Words	100 words	75 words	50 words	50 words
Mobile app listing	✔	✔	✔	✔	✔
Table	✔	✔	✔	✔	
Thank you tweets	3	2	1		
Thank you email to attendees	✔	✔	✔		
Mobile app banner	✔	✔			
Room banners	✔	✔			
Keynote address	✔				
Logo on premium signage	✔				

Interested in sponsoring Midwest.io?

Email us at **sponsors@midwest.io**.

www.midwest.io

À la Carte Options

À la Carte	Available	Price
Lanyards You provide the lanyards that every attendee will wear during the conference. (Gold or higher sponsors only)	1	$2,000
Hotel Key Cards Your name and logo will be branded on the hotel key cards used by attendees staying at the hotel during the conference. (Gold or higher sponsors only)	1	$2,000
Party Sponsor We're throwing a party for everyone during the conference. Get additional awareness by helping sponsor the party.	3	$2,500
Lunch Sponsor Get recognition as the exclusive lunch sponsor for a day (you pick the day). (Silver or higher sponsors only)	2	$2,500
Snack Sponsor Get recognition as the exclusive snack sponsor for a day (you pick the day). (Silver or higher sponsors only)	2	$2,500

Interested in sponsoring Midwest.io?

Email us at **sponsors@midwest.io**.