

# MIDWEST USER EXPERIENCE CONFERENCE

GRAND RAPIDS, MICHIGAN  
OCTOBER 17-19, 2013

## Sponsorship Pack

## A bit about Midwest UX

Midwest UX (MWUX) is a three-day conference that combines talks and workshops offering community, inspiration and skill-building. Participate and learn from the experiences of regional professionals and international experts. Discover examples and new approaches to improving user experience on the Web, mobile and beyond.

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### Our Venues

*Sessions & Workshops at:*

#### **Kendall** EDUCATIONAL PARTNER

Kendall College of Art and Design of Ferris State University prepares students for leadership in the visual arts, design, art history and art education. KCAD also promotes artists and designers—locally and globally.

*Keynotes at:*

#### **UICA**

The Urban Institute for Contemporary Arts (UICA) is Michigan's largest contemporary arts center and a dynamic, multi-discipline laboratory for the advancement of the art of our time.

### Who Will Be There?

Directors of User Experience  
Chief Strategy Officers  
Design Strategists  
Information Architects

Interaction Designers  
Marketing Professionals  
Product Managers  
Project Managers

Visual and Graphic Designers  
Industrial Designers  
Web and Mobile Software Developers  
Interactive Strategists

### Why Support Us?

- Raise your company's profile among marketing innovators, early adopters of technology and the next generation of local and regional leaders.
- Demonstrate your corporate tenet of product or service differentiation and economic enrichment through design thinking and innovation.
- Support the rich heritage of design in the Midwest and its promotion throughout the rest of the country.

## SPONSORSHIP OPPORTUNITY COMPARISON

	 <b>CLOSING GALA</b> 1 available <b>\$15,000</b>	 <b>WELCOME RECEPTION</b> 1 available <b>\$8,000</b>	 <b>SPEAKER/ SPONSOR RECEPTION</b> 1 available <b>\$8,000</b>	 <b>PLATINUM</b> 3 available <b>\$8,000</b>	 <b>GOLD</b> 6 available <b>\$5,000</b>	 <b>SILVER</b> Unlimited <b>\$2,500</b>
<i>Benefits</i>						
Invite to Closing Reception (Speakers & Sponsors only)	✓	✓	✓	✓	✓	✓
Logo on conference website	✓	✓	✓	✓	✓	✓
Logo on conference badge	✓	✓	✓	✓	✓	
Special announcement and recognition at party	✓	✓	✓			
Recognition on stage				✓	✓	✓
Logo displayed on signage	✓	✓	✓	✓	✓	✓
PR/Social media opportunities	✓	✓	✓	✓	✓	✓
Optional informational time in the "Lounge"				✓		
<i>Tickets</i>						
Entrance into workshops of choice (October 17)				✓		
Tickets to the event (October 18 and 19)				<b>6</b>	<b>4</b>	<b>2</b>

## SPONSORSHIP OPPORTUNITIES

### Closing Gala

Be top of mind throughout, and after, the conference by sponsoring the closing gala. Our volunteer team will work with your company's unique preferences and capabilities to develop the best fitting engagement strategy at the gala.

### Welcome Reception

Help us give conference attendees an experience to remember at the conference welcome reception. Be known for taking the lead on the tone and level of quality associated with the MWUX conference. Our volunteer team will work with your company's unique preferences and capabilities to develop the best fitting engagement strategy at the reception.

### Speaker/Sponsor Reception

Be recognized as a supporter of the speakers, volunteer team, and other sponsors by sponsoring the Speaker/Sponsor reception. During the reception, you'll have engagement opportunities in an intimate setting with the group of key individuals who made the conference happen.

### Platinum

Connect with influential user experience professionals, industry leaders, talented developers and designers. Associate your company with leading companies in the region. Create visibility to your products, services and people by taking advantage of the 6 conference tickets as well as the workshops.

### Gold

Connect with influential user experience professionals, industry leaders, talented developers and designers. Associate your company with leading companies in the region. Create visibility to your products, services and people by taking advantage of the 4 conference tickets

### Silver

Connect with influential user experience professionals, industry leaders, talented developers and designers. Associate your company with leading companies in the region. Create visibility to your products, services and people.

### Propose an Idea

Maybe your company strives to associate with unique ideas and you would rather show your creativity in sponsorship. Or maybe you have more creativity and time rather than dollars, then this option can provide you a way to showcase your ingenuity. So here is your opportunity to sponsor something completely random.