




## SPONSOR MIDWEST UX 2016

Midwest UX sponsorships provide companies with an opportunity to connect with professionals involved with user experience, interaction design, and information architecture. The conference attracts early adopters, trendsetters, influential speakers and innovators from inside and outside of the Midwest cultural region. We've expanded our community for six years across five host cities including Columbus, Grand Rapids, Indianapolis, and Pittsburgh. Our events attract international level talent and attendees traveling from far outside of the Midwest geographic region.

### SPONSORSHIP PACKAGES

We've outlined several options for sponsors to reach our community including suggested levels, sponsoring specific events, our local artist program, and in-kind sponsorships. Choose from our suggested packages and contact us to discuss how you'd like to represent your brand.

### CONFERENCE LEVEL

SPONSORSHIP BENEFITS*	 PLATINUM (3) \$20,000	 GOLD \$5,000	 SILVER \$2,500	 SUPPORTER \$500
Local Artist Program**	●	+\$5,000	+\$5,000	N/A
Branding at Registration		●		
Prominent Branding at Speaker Venues	●			
Branding Projection between Talks	●	●	●	
Branding on Volunteer Shirts	●			
Branding on Venue Wayfinding	●	●		
Badge / Lanyard Company Name			●	●
Badge / Lanyard Company Branding	●	●		
MWUX Website Company Name			●	●
MWUX Website Branding	●	●		
Social Media Thank You	●	●	●	●
Event Tickets	6	2	1	-

\* Specific venues and materials used for branding benefits are subject to change while we plan the conference.

\*\* Limited to the first 5 sponsors who join the Local Artist Program. Additional details below.

## LOCAL ARTIST PROGRAM

This year we will be doing something different to capture the energy of the local design community in Louisville. We're contracting a select set of Louisville designers to create custom designs for MWUX16. Each work will be letterpressed on a limited run of prints and screen printed on t-shirts. Prints and t-shirts of the works will be gifted and available for purchase during the event.

Up to five organizations will have the opportunity to have their brand associated with one of the custom designs; one brand per designer. This is a unique opportunity to extend recognition of your brand support far beyond the event.

Our early Platinum-level sponsors will be automatically included in the Local Artist Program as part of their \$20,000 package. Other sponsors will be able to participate at the Silver-level or higher by providing an additional \$5,000 in funding. ***We are limiting participation in the Local Artist Program to five sponsorships; we expect those to go quickly.***

## EVENT SPONSORSHIP

Event sponsorships are a great way to directly impact a memorable aspect of the conference and connect with guests on a more personal level. You'll have exclusive brand presence at these one-off events.

Some events may already be claimed; check with your sponsorship contact about availability.

CONFERENCE PARTIES & EVENTS	HAPPY HOUR \$4,000	HAPPY HOUR ALTERNATE \$4,000	WELCOME RECEPTION \$10,000	AFTER PARTY \$10,000	SPECIAL EVENT <i>(Limited Availability)</i> \$7,500 – 10k
Prominent Branding at Speaking Venues			●	●	
Event Venue Branding	●	●	●	●	●
Branded Event Wayfinding	●	●	●	●	●
Event Brief Community Address	●	●	●	●	●
Badge - Company Branding			●	●	●
Badge - Company Name	●	●			
Branding on MWUX Website	●	●	●	●	●
Social Media Thank Yous	●	●	●	●	●
Conference Tickets	1	1	3	3	3

## IN-KIND SPONSORSHIPS

In-kind sponsorships are non-cash arrangements that still expose our community to your services and brand. If you would like to donate the following products or services, contact us and we'll work out the details.

*In-Kind sponsorship requests might include:*

- Photography
- Videography
- Printing
- T-shirts
- Internet / Networking Services
- Food and Beverage
- AV equipment & services
- Transportation



**2016.MidwestUXconference.com**

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