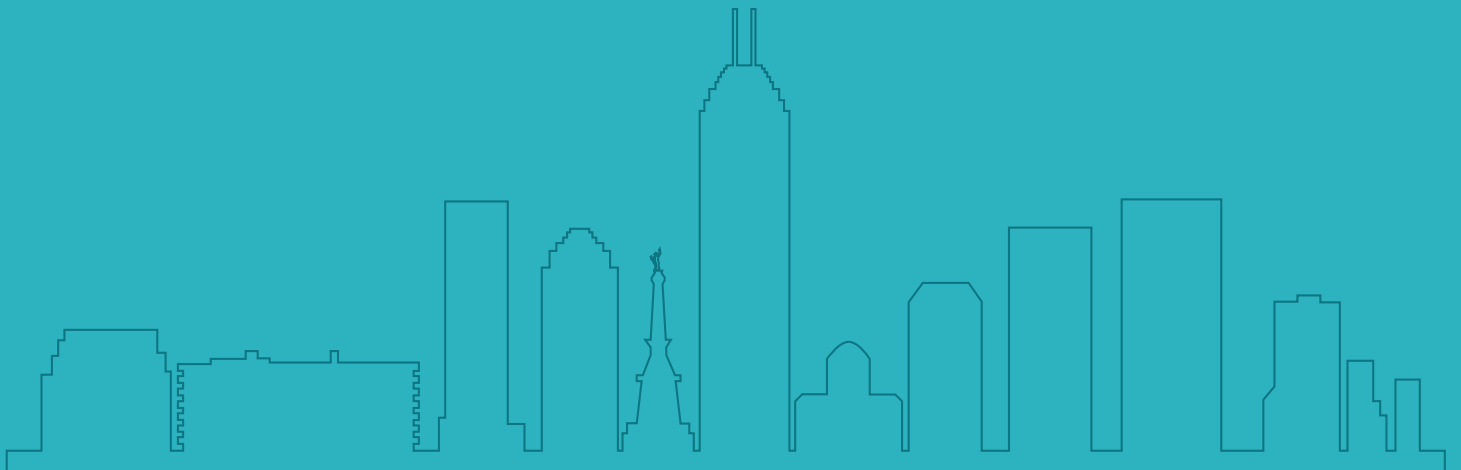


mlUX14

# MIDWEST UX CONFERENCE

Indianapolis, IN  
October 23-25, 2014



## SPONSORSHIP PACKAGES

Version 7.24.14



## ABOUT MIDWEST UX

Midwest UX is a 3-day conference founded on interdisciplinary talks and workshops built around supporting and inspiring the growing Midwest design community. Located in Indianapolis in 2014, conference attendees will experience unique opportunities to participate and learn from regional professionals and international experts.

This regional conference will meld Indy's vibrant design, development and start-up communities with international experts. This union will allow participants to discover and engage in workshops and speaker led sessions to explore and create new experiences for products, services and our local community.

### Who Will Be There?

There's always an excellent mix of disciplines and skill sets at MWUX! You are sure to have a chance to network with:

- Designers from nearly all walks of life (UX, Service, Industrial and Visual to name a few)
- Product Managers and Strategists
- Marketing Professionals
- Mobile and Web Developers
- Software Developers
- And many more!

### Why Support Us?

- Raise your company's profile among market innovators, early adopters of technology, and the next generation of local and regional leaders.
- Support the rich heritage of design in the Midwest and its promotion throughout the rest of the country.
- Achieve highly sought after impressions with influential individuals at a diverse set of companies; registration is expected to reach 400 this year.
- Show off your company's products, services, and people!

# SPONSORSHIP LEVELS



## PREMIER SPONSORSHIP SOLD

Connect with influential user experience professionals, industry leaders, talented developers and designers. Exhibit your company as a leading user experience company or design leader in the Midwest region. Create visibility to your products, services, and company by taking advantage of the 5 complimentary conference registrations as a part of your sponsorship package.

Additionally, we will post information about your sponsorship on social media outlets; display your logo

on the conference website, badges, and event signage; and be given recognition at keynotes and social events. You'll also receive an exclusive invitation to mingle with speakers, keynotes, and conference organizers at the MWUX14 Speaker/sponsor reception.

Finally, we will place your logo on speaker session videos showcasing your support of the MWUX14 event. Your sponsorship will have continuing impact on the MWUX community for years to come!



PLATINUM  
\$5,000



GOLD  
\$4,000



SILVER  
\$3,000

Recognition before keynote	●		
Logo on Event Signage	●	●	
Complimentary Conference Registrations	3	2	1
Featured/Thank You posts on social media outlets	●	●	●
Logo/Name on Conference website	●	●	●
Logo/Name on Conference badge	●	●	●
Invite to Closing Reception	●	●	●

# SPONSOR SOMETHING SPECIFIC

Need something more concrete for your sponsorship dollars? Look no further. The following were created just for companies like yours looking for stronger brand visibility at MWUX14.



## CONFERENCE KICKOFF EVENT

\$3,000 • One Available

The Conference Kickoff Event will be designed to be relaxing, conversational, and engaging. Drinks will be from local breweries and food from local fooderies. Attendees will have the opportunity to pre-register for the conference and catch up with other attendees they haven't seen in a while. You'll have the opportunity to engage with attendees and be recognized as a MWUX14 supporter.

### OTHER BENEFITS:

- Featured posts on social media
- Invite to speaker/sponsor reception

### LOGO ON:

- Conference website
- Conference badge insert
- Event signage



## CONFERENCE ATTENDEE PARTY

\$10,000 • One Available

This year, the Conference Attendee Party will be right after the keynote of the conference in the beautiful atrium of the Indiana State Museum immediately following the Conference Keynote. The party will be designed to be fun, vibrant, and engaging. Food and drinks will be plentiful while attendees wind down from one awesome conference! You'll have the opportunity to engage with attendees and be recognized as a MWUX14 supporter.

### OTHER BENEFITS:

- Featured posts on social media
- Invite to speaker/sponsor reception

### LOGO ON:

- Conference website
- Conference badge insert
- Event signage



## SPEAKER/SPONSOR RECEPTION

\$3,000 • One Available

The Speaker/Sponsor Reception brings all MWUX14 Speakers and Sponsors into one room. The event will be designed to be relaxing and conversational for all those who helped make MWUX14 a reality. You'll have the opportunity to interact with everyone at the event and be recognized as a MWUX14 supporter.

### OTHER BENEFITS:

- Featured posts on social media
- Invite to speaker/sponsor reception

### LOGO ON:

- Conference website
- Conference badge insert
- Event signage



## MOVIE SCREENING AT THE IMAX

\$4,000 • One Available

MWUX14 will screen an emerging documentary relevant to the maker movement at the IMAX at the Indiana State Museum. Your sponsorship will help make the screening happen and provide yummy popcorn giveaways that you can refer to as your company helps us introduce the movie. Help bring this amazing opportunity to attendees this October!

### OTHER BENEFITS:

- Featured posts on social media
- Invite to speaker/sponsor reception

### LOGO ON:

- Conference website
  - Conference badge insert
- 



## SKETCH-NOTE KIT

SOLD

We'll be providing every attendee with a kit of specially chosen pens and paper for making sketch-notes of the conference. We'll package kits with your logo and encourage attendees to share their sketch-notes online.

### OTHER BENEFITS:

- Thank you post on social media
- Invite to speaker/sponsor reception

### LOGO ON:

- Conference website
  - Conference badge insert
- 



## COFFEE BREAKS

\$5,000 • One available per day

Attendees will remember and thank your brand as they drink coffee and eat refreshments in the main gathering areas. Signs including your company's name and logo will be placed at each station.

### OTHER BENEFITS:

- Thank you post on social media
- Invite to speaker/sponsor reception
- Table top display

### LOGO ON:

- Conference website
- Conference badge insert
- Event signage

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

We have many other opportunities like the ones listed below all having their own **unique benefits to you as a sponsor.**



## CONFERENCE BADGE

\$5,000 • One available



## INTERACTIVE EXHIBITS

\$5,000 • One more available!



## KEYNOTE STAGING

\$5,000 • One available



## SPONSOR A SPEAKER

\$1,000 • Many available



## TRAVEL COFFEE MUGS

\$6,000 • One available



## SPONSOR GIVE-AWAY

Many available

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## Don't see a sponsorship option that fits what you're looking for?

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.

SOME ADDITIONAL IDEAS COULD INCLUDE:

- Transportation via taxi, bus, etc.
- Printing for event signage
- Conference t-shirts with MWUX14 details and sponsor logos

**We're open to ideas and suggestions! Contact us to discuss your ideas!**

## Sponsorship Contact

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