



COFFEE AND TEA SPONSOR

Caffeinate us • \$3K or in-kind

Treat 625 attendees to a morning or afternoon pick-me-up courtesy of your brand. Let MidwestUX provide the coffee and tea—or bring in your own!

Benefits

- **Onsite branding** • Opportunity to showcase your brand on signage, coffee sleeves, and other paper products in the area where coffee and tea breaks will be set up
- **Website** • Logo and link placement on the conference website (~6,500 visitors as of 5/31/2018; ~30,000 projected through 12/31/18 based on previous years)
- **Social media** • Dedicated organic sponsorship “thank you” post by MWUX on Twitter (~3,500 followers), Facebook (~900 page likes), and Instagram (~400 followers)
- **Publicity** • Select one (1) item from the MWUX sponsor marketing menu

MidwestUX is a 501(c)(3) not-for-profit organization.



SPONSOR MARKETING MENU

Customize your recognition.

Select from the following menu of marketing benefits to accompany your MidwestUX 2018 conference sponsorship. Coffee and tea break sponsors may select one (1) menu item.

Before the conference

1. 90-second interview

Participate in MWUX's 90-second interview series, a bite-sized dose of inspiration for designers. Videos are shared on Medium, Twitter, and Instagram.

2. Instagram takeover

The MWUX 2018 social team will work with you to coordinate a successful Instagram story takeover plus one custom post to our Instagram feed.

3. Content block in an official MWUX email

Add your message to a content block in an official MidwestUX email, sent to our global list of UX industry (~3,500 emails).

During the conference

4. Branded splash screen

Project your message in the on-stage slideshow between presentations and during lunch. Create your own slide or work with MWUX designers.

5. Social media introduction

Our social media coordinator will highlight your team's presence at the conference, encouraging attendees to connect with you and your brand.

6. "We're hiring" or "hire us" highlight

Looking for talent or business? We'll share your job posting, product, or service via Slack (~1000 members) and the MWUX 2018 Expo.

All sponsored content is subject to approval by the MWUX 2018 organizing committee.