



EVENING RECEPTION SPONSOR

Be the life of the party • \$25K

Treat the MidwestUX 2018 audience to an unforgettable time. Your brand will be a highlight of the conference experience—and is sure to be featured in many a #MWUX group selfie.

Benefits

- **Reception** • Prominent branding throughout the conference reception venue on Thursday, Friday, or Saturday evening
- **Program** • Recognition as an evening reception sponsor in the printed conference program provided to all 625 expected attendees
- **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** • Organic sponsorship announcement by MWUX on Twitter (~3,500 followers), Facebook (~900 page likes), and Instagram (~400 followers)
- **Swag** • Opportunity to provide giveaways with your brand at the conference swag table
- **Publicity** • Select up to six (6) items from the MWUX sponsor marketing menu
- **Tickets** • Three (3) complimentary tickets to MWUX 2018 (workshops not included)

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. Evening reception sponsors may select up to seven (7) menu items.

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.