



EXPO SPONSOR

Set up shop at MidwestUX • \$5K

The MWUX 2018 Expo will be the central networking hub at this year's conference. Your branded booth will attract qualified job seekers, UX industry leaders, and the broader MidwestUX community—and make connections that generate results.

Benefits

- **Booth** • Opportunity to setup a customized tabletop exhibit at the MWUX 2018 Expo, staffed by up to two conference attendees from your organization
- **Program** • Recognition as an Expo 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 your Expo booth
- **Publicity** • Select up to three (3) items from the MWUX sponsor marketing menu
- **Tickets** • One (1) complimentary ticket 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. Expo sponsors may select up to three (3) 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.