



LANYARD SPONSOR

Stay close to heart • \$2K

With your logo on the official MWUX 2018 lanyard, your brand will stay close to every attendee's heart throughout the three-day conference.

Benefits

- **Lanyard** • Opportunity to showcase your brand on the MWUX 2018 conference lanyard worn by all 625 attendees
- **Social media** • Organic sponsorship announcement 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. Lanyard 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.