



# WORKSHOP/EXCURSION SPONSOR

A deep dive with your brand • \$5K+

Sponsoring a workshop or excursion is the best way to delve into full detail about your work with MidwestUX attendees, and leave a lasting impression of your brand that generates real results.

**All workshops will be held on Thursday, October 11, 2018.** Content is subject to approval by the MWUX 2018 conference organizing committee. These sponsorships start at \$5K.

## Benefits

- **Flexibility** • Invite as many people as you like, hold a half-day or full-day workshop, and provide your own space or let MWUX book one for you
- **Contacts** • List of names and contact information for everyone who registers for your sponsored workshop
- **Program** • Recognition as a workshop 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 from the MWUX sponsor marketing menu (number of items depends on sponsorship value)
- **Tickets** • Two (2) 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 (number of items depends on sponsorship value).

### 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.

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