



Midwest UX Conference 2012

(#MWUX12 on Twitter)

May 31st through June 2nd, 2012 in Columbus, Ohio

Midwest UX, a great time!

The 2011 Midwest UX Conference was a major hit! Thanks to great talks, a casual/relaxing environment, innovative ideas, engaging conversation, and generous sponsors, the conference has been a topic of conversation since the closing keynote last year! We're excited to kickoff MWUX 12 and look forward to seeing you there.

What does the Midwest UX Conference offer to company sponsors?

MWUX12 offers companies a great opportunity to promote their brand, products and services to a group of the best and brightest UX professionals and students in the Midwest by making a corporate sponsorship contribution to the Midwest UX Conference. Your company will have the opportunity to interact and connect with the most talented local designers, developers, and engineers from the region.

What is the goal of MWUX12?

The goal of MWUX12 is to promote knowledge sharing and best practices, bringing together innovative ideas and concepts from Usability, Interaction, and Design communities, and offering a regional conference to UX professionals in the Midwest.

Sponsorship Information

What is MWUX12?

MWUX12 is a three day conference highlighting the great design work and thinking that's being done in this region of the country. It's about connecting people within the region, and bringing awareness to the resources that are available locally. It's also about spreading the word and evangelizing the idea of UX design to a broader audience. It's an opportunity for people that can't make it to national conferences to attend a high quality local conference. It's about promoting local and regional access, awareness, connection, and evangelism.

Why do we need corporate sponsorship?

As a company sponsor, you help to offset conference costs making it possible to keep attendee registration fees as low as possible. You also make it possible to bring in some of the industries finest thought leaders to share ideas and best practices with our UX community. The Midwest UX Conference is non-profit, ensuring all sponsorship and registration fees go towards making the best event possible.

Who will you meet at the conference?

You will meet local and regional Usability Engineers and Analysts, Interaction Designers and Developers, Information Architects, Marketing professionals, Product Managers, Planners, Graphic Designers, Web Developers, and Interaction Strategists.

Sponsor Levels

All sponsor companies will have their logo displayed on the Midwest UX Conference website and receive acknowledgement in the 2012 conference program. Additionally, sponsor companies are encouraged to provide a 1-page marketing piece to be included in each attendee bag. (1 page is defined as an 8.5 x 11 sheet and can be printed on one or both sides.) Multi-page marketing pieces or sheets larger than 8.5 x 11 may be submitted for an additional \$50. One promotional item may be included in the attendee bag for an additional \$50.

Sponsors will participate on Friday, June 1st, and Saturday, June 2nd. There will not be any sponsor involvement on Thursday, May 31st during workshop activities.

The following sponsorship opportunities are available to corporate sponsors:

2012 MWUX Conference Sponsor

The 2012 MWUX conference sponsor will be the premier sponsor of the weekend. There will only be **one** conference sponsorship opportunity available.

Sponsorship cost is \$5500.

You will receive the following as part of your sponsorship package:

- Exclusive access to the Friday evening conference party. This includes the option to set up a booth, run a slideshow, and give a brief 5 minute welcoming speech to conference attendees. Invite up to 15 employees and recruiters, even if they aren't attending the conference, to mingle with the best and brightest in the Midwest.
- Sponsor booth in the main conference room.
- Four complimentary general conference registrations.
- Discounted registration for up to four additional attendees.
- Complimentary full-page advertisement in the 2012 conference program.

Diamond Sponsor

Sponsorship cost is \$4000.

You will receive the following as part of your sponsorship package:

- Sponsor booth in the main conference room.
- Four complimentary general conference registrations.
- Discounted registration for up to four additional attendees.
- Complimentary full-page advertisement in the 2012 conference program.

Platinum Sponsor

Company sponsorship cost is \$3000.

You will receive the following as part of your sponsorship package:

- Sponsor booth outside the Theatre conference room.
- Three complimentary general conference registrations.
- Discounted registration for up to three additional attendees.
- Complimentary full-page advertisement in the 2012 conference program.

Gold Sponsor

Company sponsorship cost is \$2000.

You will receive the following as part of your sponsorship package:

- Two complimentary general conference registrations.
- Discounted registration for up to two additional attendees.
- Complimentary half-page advertisement in the 2012 conference program.

- The option to purchase a full-page advertisement in the attendee program for \$100.
- *Sponsor booth is not included in this sponsorship package.*

Silver Sponsor

Company sponsorship cost is \$1000.

You will receive the following as part of your sponsorship package:

- One complimentary general conference registration.
- Discounted registration for one additional attendee.
- The option to purchase a half-page advertisement in the attendee program for \$100.
- *Sponsor booth is not included in this sponsorship package.*

Educational Sponsor

Educational sponsorship cost is \$500. This sponsorship option allows your institution visibility and the chance to directly reach potential students, businesses, and faculty members.

Educational sponsors will receive the following:

- Sponsor booth outside the Mezzanine conference room.
- Educational sponsor acknowledgement in the conference program.
- The option to purchase a half-page advertisement in the attendee program for \$100.

Friend Sponsor

Friend sponsorship cost is \$250. This sponsorship option is reserved for freelance or independent consultants.

Friend sponsors will receive the following:

- Friend acknowledgement in the conference program, including Name, logo, website, and phone number, as well as a one line description of services.

Specialty Sponsorship Options

Best Employer Sponsor

Don't need a booth for this year's conference? Sponsor your employees to attend the conference and get major kudos for being one of the best employers in the industry.

Best employer sponsorship cost is \$3500.

Best employer sponsors will receive the following:

- Ten complimentary general conference registrations.
- Complimentary full-page advertisement in the 2012 conference program.

Great Employer Sponsor

Want everyone to know you're a great employer, but don't need 10 conference tickets? Sponsor six of your employees to attend the conference and get kudos for being a great employer in the industry.

Great employer sponsorship cost is \$2000.

Great employer sponsors will receive the following:

- Six complimentary general conference registrations.
- Complimentary full-page advertisement in the 2012 conference program.

Kick-off Sponsor

Sponsor the kick-off event to MWUX12. The conference organizers are putting together a crawl event to welcome conference attendees and showcase some of the finest Columbus hot spots. Be the supporting company at the event to help welcome conference attendees from all over the region. There will only be **one** kick-off sponsorship opportunity available.

Kick-off sponsorship cost is \$2500.

You will receive the following as part of your sponsorship package:

- The opportunity to mingle with conference attendees before they meet any other sponsors, and provide them with promotional items.
- The option to give a brief 5 minute welcoming speech to conference attendees.
- The option to display promotional signage during the kick-off event.
- Complimentary half-page advertisement in the 2012 conference program.

Showcase Sponsor

Support the UX community by sponsoring individual attendees to showcase their work at the conference, or choose to showcase some of your own company projects and products. You get access to industry experts – see what the best of the best are doing these days – or you can engage their feedback on what your company is working on. As an additional perk, you'll also have access to the many COSI visitors ranging from kids to adults*. There will only be **four** showcase sponsorship opportunities available.

Showcase sponsorship cost is \$1500.

You will receive the following as part of your sponsorship package:

- Showcase sponsors will choose one three hour window. This will be determined on a first come, first serve basis if you will be displaying your own company work.
- The opportunity to display promotional signage during your scheduled time.
- The option to provide project/product details to conference attendees and COSI guests as they visit your showcase.
- **Please note, there are very specific rules and guidelines in place regarding any interaction with COSI members and guests, especially children. Showcase sponsors will be required to fill out an evaluation plan that will be reviewed by COSI's research and development team for approval. Specifics around this will be provided to companies interested in this sponsorship opportunity.*

Wi-Fi Sponsor

Be our Wi-Fi sponsor and help MWUX12 attendees stay connected throughout the conference!

Wi-Fi Sponsorship cost is \$1500.

You will receive the following as part of your sponsorship package:

- Acknowledgement in the conference program as the Wi-Fi sponsor.
- The option to display promotional signage in the main conference room.

Additional Sponsorship Opportunities

Don't see a sponsorship option that fits what you're looking for? We're open to ideas and suggestions! Additional sponsorship opportunities are available, including:

- Trolley, shuttle, or cab service sponsor
- Conference tee shirts with conference and sponsor company logos displayed
- Lanyards for conference badges
- Notepads for conference attendees
- Conference attendee bags with conference and company logo displayed

Sponsor Give-Away

All sponsorship companies are encouraged to provide a give-away item to be raffled at the end of the conference. Companies that are not sponsoring the conference will be permitted to give away prizes for a fee of \$250.

Sponsorship Process & Important Dates

Sponsorship is NOW OPEN!

Sponsorship materials including bag inserts, logos, and advertisements are due by **May 18th, 2012**.

Logistics for onsite sponsors will be communicated during the month of May.

To become a sponsor of the Midwest UX Conference, please send all communications and inquiries to:

Pam Haaser at pamhaaser@gmail.com

Midwest UX Conference Organizers

The Midwest UX Conference is brought to you by IxDA and many local volunteers.