



SEEK. SOLVE. SHARE.

Announcing the Midwest UX Conference : **Seek . Solve . Share**
April 9th and 10th, 2011 in Columbus, Ohio

What does Seek, Solve, Share 2011 offer to company sponsors?

Seek, Solve, Share 2011 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 Seek, Solve, Share 2011?

The goal of Seek, Solve, Share 2011 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 the Midwest UX Conference?

The Midwest UX Conference is a two day conference highlighting the great design work and thinking that's being done in this region of the country. It's about connecting people with other 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. Additionally, sponsor companies are encouraged to provide a 1-page marketing piece to be included in each attendee bag. Multi-page marketing pieces may be submitted at a price of \$50 per additional page. The following sponsorship opportunities are available to corporate sponsors:

Conference Sponsor

Company sponsorship cost is \$1500.

Let us know how you would like to participate as a conference sponsor. If you don't see what you're interested in below, we will do our best to find something that fits your needs. You will receive the following as part of your sponsorship package:

- Sponsor booth
- Complimentary full-page advertisement in the 2011 conference program
- Promotional signage displayed in the conference lobby area throughout the conference

Gold Sponsor

Company sponsorship cost is \$1000.

Gold sponsors will receive the following:

- Sponsor booth
- Complimentary half-page advertisement in the 2011 conference program
- Promotional signage displayed in the conference lobby area throughout the conference

Silver Sponsor

Company sponsorship cost is \$600.

Silver sponsors will receive the following:

- Sponsor booth
- The option to purchase a half-page advertisement in the attendee program for \$150

Educational Sponsor

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

Educational sponsors will receive the following:

- Sponsor booth
- Educational sponsor acknowledgement in the conference program
- The option to purchase a half-page advertisement in the attendee program for \$75

Partner Sponsor

Partner sponsorship cost is \$250.

- One promotional sign to be displayed during one of the scheduled lunch breaks
- Partner acknowledgement in the conference program

Friend Sponsor

Friend sponsorship cost is \$100.

- Friend acknowledgement in the conference program

Specialty Options

Refreshment Break Sponsor

Support networking between sessions and during refreshment breaks. There will be only two sponsorship opportunities for this option. The Refreshment Break sponsorship cost is \$500.

Lunch Sponsor

Support networking during lunch breaks. There will be only two sponsorship opportunities for this option. The Lunch sponsorship cost is \$500.

- Promotional signage to be displayed during lunch on either the first or second day of the conference
- The option to place promotional literature or table tents on lunch tables during the sponsored lunch break
- Option to give a brief company summary and attendee welcome during the scheduled lunch break

Additional Sponsorship Opportunities

Additional company sponsorship opportunities are available, including:

- Cocktail party/drink ticket sponsorship at a location of your choice
- 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

Company Give-Aways

All sponsorship companies are encouraged to provide a give-away item to be raffled at the end of the conference.

Sponsorship Process & Important Dates

Sponsorship Opens **January 26th, 2011**.

Sponsorship materials including bag inserts, logos, and advertisements are due by **April 1st, 2011**.

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

To become a sponsor of the Midwest UX Conference, please send all communications and inquiries to Pam Haaser at PHaaser@iccoho.com.

Sponsorship payments can be made to:

COUPA

c/o Pam Haaser

161 Steiger CT

Pickerington, OH 43147

Midwest UX Conference Organizers

The Midwest UX Conference is brought to you by COUPA (Columbus, Ohio UPA) and IxDA. All sponsorship contributions and admission fees go directly to covering conference expenses. Midwest UX Conference organizers have participated completely on a volunteer basis.

