

MWUX2020

Columbus, Ohio

October 8-10

Midwest UX Conference

Sponsor Information

This October the Midwest UX conference returns to Columbus, Ohio for its 10th year. Be a part of bringing it back to where it all began.



Why Columbus, Ohio?

Creativity, diversity, sense of community. Words that describe UX as well as Columbus. Those words also apply to how both have evolved over time, from exciting new innovations to creative approaches to problem solving. The inaugural Midwest UX conference took place in 2011 in... you guessed it, Columbus, and we're excited to bring it back home.



Approximately 2.2 million people live here and it's the fastest growing metropolitan area in the Midwest. Our Interaction Design Association (IXDA) chapter has roughly 1,000 members and the larger design community is flourishing. After New York and Los Angeles, Columbus is home to more fashion designers than any other U.S. city. We're also home to some of the world's most recognizable brands. A small listing includes: Express, JPMorgan Chase, Nationwide, Victoria's Secret and Abercrombie & Fitch.

You'll also find makers, startups and academic institutions like Ohio State University and Columbus College of Art & Design. As a matter of fact, there are 52 college and university campuses in the Columbus Metro area. The Columbus Museum of Art, the Wexner Center and the Pizzuti Collection make the city a magnet for fans of contemporary art.

Columbus is the ideal location to pay respect to our roots and celebrate our evolution.

To sponsor MWUX, contact Heidi at 614-371-2644 or sponsorship@midwestuxconference.com

About Midwest UX

Midwest UX is a 3-day conference of talks and workshops that offer community, inspiration & skill-building. Attendees learn from the experiences of regional professionals and international experts and discover how UX impacts lives beyond the web & digital. We expect 600+ individuals as attendees, speakers and organizers. Our attendees spread across many disciplines: design, strategy, research, content, product managers, academics, and also include authors of best-selling books on user experience and influencers in the design community.

Our Venues

Southern Theatre

Opened in 1896, The Southern Theatre is the oldest surviving theatre in Central Ohio. A lively link to the Columbus community's past and its bright future, it is ideally suited to be the main venue for celebrating the UX community.

The Westin Great Southern Columbus

The Westin opened in 1897. It is the oldest surviving hotel in Columbus and holds a spot on the National Register of Historic Places. The Westin will serve as the primary conference hotel and workshop space.



Why Support Us?

- Get noticed by the UX community, early technology adopters & future leaders
- Demonstrate how design thinking & innovation set your workplace apart
- Be a part of the rich UX design heritage in the Midwest

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Sponsorship Levels and Benefits

Benefits	<i>Friends \$2,500</i>	<i>Partners \$5,000</i>	<i>Super \$10,500</i>	<i>Party \$15,000</i>
Logo displayed on signage	●	●	●	●
Logo on conference website	●	●	●	●
PR/Social media opportunities	●	●	●	●
Recognition on stage	●	●	●	●
Promotional message on digital displays		●	●	●
Logo on conference badge		●	●	●
Optional informational time in the “Lounge”			●	●
Featured partner announcement on stage			●	●
Recognition at designated reception or party				●
Number of Conference tickets	2	4	6	8

Custom Options

Maybe your company strives to associate with a unique idea to show your creativity in sponsorship. If so, this option can provide you with a way to showcase your ingenuity. If you have a unique idea not listed below, let us know what you're thinking!

	Level
Coffee & Tea	Friends
Snack Break Area	Friends
Ridesharing & Shuttles	Friends
Charging Room / Stations	Friends
Speaker Green Room	Friends
Conference Wi-Fi	Partners
Lanyards	Partners

In-Kind Options

Photography • Videography • T-shirts • Coffee & Tea • Snacks • Furniture •
Drinks • Stickers • Tote Bags