



BIG  **ESIGN**
EVENTS

SPONSORSHIP KIT

2018 CONFERENCE AT-A-GLANCE

DATE

WORKSHOPS

Sept 20, 2018

CONFERENCE

Sept 21 & 22, 2018

REACH

The Big Design Conference is an annual event where experts and attendees meet to discuss innovation, strategy, user research, design, usability, gaming, and filmmaking.

PROJECTED ATTENDEES

1000 +

PRICING

2 days \$219 (super early bird pricing)

Thursday workshop \$125 (early bird pricing)

Group discounts available

Student pricing available

Discounts for veterans and non-profits



2018 SPEAKERS

A.J. Woods (Adobe) | Bernadette Coleman (CEO of Advice Interactive)
Brian Sullivan (Author of Design Studio Methods) | Skip Howard (Spacee)
Jeremy Johnson (VP, UX at projekt202) | Sarah Burton (Designer, Sabre)
Adam Polansky (Strategist, Bottle Rocket) | Lara Becker (IA, Verizon)
Ken Tabor (Author of Responsive Design Toolkit) | Marc Gilpin (Spacee)



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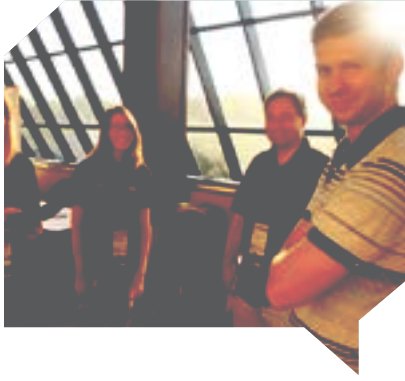
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À LA CARTE AND MARKETING CHANNELS

- Lanyards = \$2,500 (everyone wears your brand at the conference)
- VIP Mixer = \$5,000 (access to all the movers and shakers)
- Track sponsor = \$5,000 (2 available opportunities)
- Coffee/Tea = \$1,000 (4 available opportunities)
- Lunch = \$10,000 (4 available opportunities)
- Audio/Visual = \$5,000 (2 available opportunities)
- After-Conference Mixer = \$5,000 (access to key people)



OUR AUDIENCE, YOUR REACH

We pride ourselves in having the best conference audience ever. Just look at our attendee breakdown and see how our audience speaks for itself.

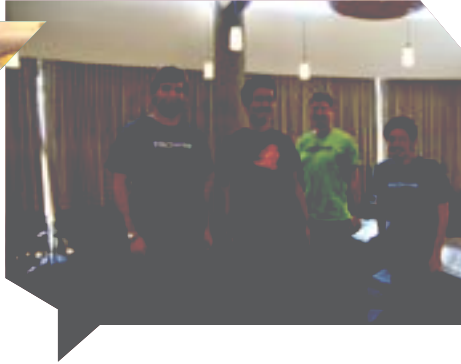
ATTENDEE BREAKDOWN

- More than 50% are under the age of 35
- More than 50% are decision makers
- 56% of attendees are influencers at work
- More than 30% know how to code
- More than 60% have done user research
- They are a highly educated group of people:
 - 92% have a Bachelor's degree
 - 55% have a Master's degree
 - 10% have a PhD
- 60% of our attendees travel from out of town
- International attendees each year
- Attendees from almost all 50 states in USA

SPENDING HABITS

Our audience is in love with technology and they aren't afraid to show it:

- Median salary: \$84,000 USD
- Roughly 50% of our attendees earn \$90,000+ annually and over \$100,000 with 10 years' experience
- Nearly every attendee owns more than one type of electronic device including wireless home networks, tablets, smartphones, MP3 players, home theater systems, and portable computers
- Gaming: 64% own at least one game console while 21% own two or more game consoles
- Our attendees also are heavy users of smartphone games and apps
- Nearly 100% own a smartphone and nearly half of which are iPhones



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SOCIAL AND BROADCASTING MEDIA BEHAVIOR

Our attendees are heavily into social media and avid consumers of news and original content. Twitter and Instagram are Big Design's main back channels.

BASIC TWITTER DETAILS:

- 7,418 Total Tweets
- 3,336 Original tweets
- 1,815 Tweets directed at speakers or sponsors
- 1500+ Retweets



OTHER MEDIA DETAILS

- 95% of our attendees watch videos from an online source like Netflix, Hulu, and Youtube
- 76% of attendees are also fans of traditional broadcast media like NBC, CBS, Fox, and ABC
- 50% of our attendees actively use DVRs

ATTENDEES TWEET FROM THE FRONT LINES : 2010 - 2017

We heavily monitor social networks to maintain audience satisfaction. We have an assigned social media manager who monitors and responds to feedback. Check out these Twitter posts from previous conferences.

BigDesign
@BigDesign
Focusing on Design, Strategy, UX, Content, Mobile, Gaming, Usability, Code Development, Multimedia & Film.

TWEETS: 3,371 FOLLOWING: 1,499 FOLLOWERS: 2,156 LIKES: 374 LISTS: 4

Tweets Tweets & replies Photos & videos

BigDesign @BigDesign · 11h
Get on it! Wednesday is the premiere of Expose UX in Dallas. cc:/ @jeremyjohnson



@cambeck
@grillo CSS is super saweet! Thanks for the demo at #bigd10



@RosenfeldMedia
We're proud to sponsor Big Design (#bigd12), June 1-2 in Dallas. @jmspool @russu @jeremyj and lots more great speakers!



Andrew Sevin @AFSEVIN · Sep 20
Immense THANKS to @BigDesign for a great weekend at @BigD15. @universalmind stands by the #UX community @mariahoyt & Mariah Hoyt and Universal Mind



@ValeskaUX
You know the conf is great when you can't decide which of the multitrack talks to attend. #BigD13



@Aikyrie
Loving the audience involvement for sketching a conference app @russu #BigD13 <http://t.co/XnOJm3Z7QD>



@jochenWolters:
Yup, #bigd13 is a_fabulous_conference. If you do #UX, you should totally be here!



@randyhoyt
@grillo Your live demo of Cs5 was amazing. Thanks! #bigd10

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Big Design Conference

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