

MOHICAN  
MEMORIAL  
STATE FOREST



# WMC: OFF-THE-GRID

Reasons to Attend WMC: Off-the-Grid

PRESENTED BY  
**go media**

# FOR THOSE WHO LIVE TO CREATE

WMC Off-The-Grid provides designers with concrete learning opportunities and the arsenal of tools they need to build more profitable businesses and become bolder, more confident creatives.

**CREATE. SHARE. INSPIRE.**

# WHAT IS WEAPONS OF MASS CREATION

Weapons of Mass Creation emerged as the premier art and design conference in the Midwest, generating comparisons to renowned events like TED and SXSW, but appreciated for its authentic, grassroots personality. Created in 2010 by Go Media, an Ohio City based design and web development studio, the event's momentum has continued to snowball. Founded by artists *for* artists, our goal is simple: CREATE. SHARE. INSPIRE.

## WMC: OFF-THE-GRID

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**WMC Off-The-Grid is a three day retreat created by your friends at Go Media.**

This year's event will take place at Mohican State Park in Loudonville, OH and will be limited to under 57 guests, including Go Media staff and WMC Faculty.

This very special weekend will be aimed at freelance graphic designers, small business owners and in-house graphic designers looking to get expert advice and come away with substantial deliverables that will help them grow/boost their business, renew their passion for the field, increase their confidence working with clients and much more.

**Graphic Designers.  
Businesses.  
Illustrators.  
Web Designers.  
Students.  
Freelancers.  
Entrepreneurs.  
Artists.  
Go Media fans.**

## **WHO ATTENDS WMC?**

WMC brings attendees with various backgrounds, experiences, and demographics. More than 60% flock from other cities and creative hubs like NYC, Chicago, Los Angeles, San Francisco, and Portland. We also see attendees traveling in from as far as the UK and Australia. Our speakers, gallerists, and workshop leaders are as diverse as the audience.

Attendees, organizers, and participants are considered trendsetters, taste-makers, influencers, brand advocates, super fans, and thought leaders in the community. Most are very influential on social media.

## **QUICK STATS**

\$300,000+ in economic impact	23,000+ RSS Readers
23,000+ Facebook Fans	10,000+ Web visitors per day
19,000+ Twitter Followers	60,000+ Arsenal customers

# OUR TOP REASONS TO ATTEND

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1. **TO LEARN AND GROW.** WMC: Off-The-Grid is saturated with learning opportunities (talks and workshops) that will leave your employee with tangible tools and action steps they can use to become stronger, more confident, business-minded designers. They will leave with fresh new ideas and problem-solving skills that will help support your company moving forward.
2. **TO MOTIVATE.** Sitting in an office day in and day out, we all would agree, isn't ideal for designers/artists; they truly need to get outside, exercise their brains and bounce ideas off of fellow creatives. WMC: Off-The-Grid guarantees to be an awe-inspiring, enriching, exhilarating experience that will boost your employee's moral, dedication and motivation upon return to their work.
3. **TO INCREASE YOUR VISIBILITY.** Continue to establish brand awareness by getting your name and face in front of people as often as possible. WMC is all about making lasting connections - so make sure whoever you send to WMC: Off-The-Grid takes advantage of all of the networking opportunities we provide. Your next big client could be one campfire away.

4. TO HAVE HARD WORK DONE FOR YOU. Send the troops in and have them report back with really valuable material, such as your elevator pitch, and all you've wanted to know about contracts, invoicing and bill collections but were too afraid to ask.

5. TO RECRUIT TALENT, MAKE CONNECTIONS. Is your business looking for a new designer, copywriter or printer? This is your opportunity to make connections with some of the best in the industry.

6. TO STAY CURRENT. WMC Attendees are considered to be trend-setters and influencers in the field. Make sure to attend WMC to stay on top of current trends and to keep in touch with key influencers in our industry. In addition, a couple of topics we'll be covering that run parallel with design and creativity are: diversity, inclusion and mental health. We believe that, as creatives, have the responsibility of keeping our field an inclusive and supportive space for all.

Hoping to send multiple employees to WMC? Contact Heather at [heather@gomedia.com](mailto:heather@gomedia.com).

# BECOME A SPONSOR

We accept sponsorship payments via check to the address below. As soon as our venue and dates are announced, we'll add your logo to the site and you can start enjoying your sponsorship benefits.

EMAIL: [heather@wmcfest.com](mailto:heather@wmcfest.com)

PHONE: 216.939.0000 x239

Make checks payable to:  
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## ALUMNI SUPPORTERS

