



# CHI 2012

*it's the experience!*

The 30th CHI Conference on Human Factors in Computing Systems

## Invitation to Sponsor

AUSTIN • TEXAS  
MAY 5-10, 2012

<http://chi2012.acm.org>



Association for  
Computing Machinery



**SIGCHI**  
special interest group computer human interaction

# An Invitation to Sponsor



CHI is the premiere worldwide forum for professionals interested in all aspects of human-computer interaction (HCI). The conference features work on the hardware and software engineering of interactive systems, the structure of communication between human and machine, characterization of the use and contexts of use for interactive systems, methodology of design, design artifacts and experiences, and future technologies.

## Conference Format

CHI 2012 is a four-day conference (Monday through Thursday). The conference incorporates CHI Courses and is organized around papers, presentations, speakers and discussions on how to create better interactive experiences. As the foremost conference in its field, CHI 2012 continues to offer a wide-ranging program, supporting and facilitating the exchange of ideas within and between all of these communities.

## Who Will be at CHI 2012?

CHI 2012 will bring together computer scientists; design practitioners; human factors and ergonomics professionals; psychologists; social scientists; software developers; software/hardware architects; engineering, product and quality managers; educators and evaluators. These are the professionals who work at the heart of making systems and products usable.

CHI 2012 will be held at the Austin Convention Center in Austin, Texas, USA. CHI 2012's theme, "it's the experience," focuses on the centrality of experience—from the models, theories and practical insights we need to understand and design for user experience to the irreplaceable value of experiencing innovation in our field through hands-on interactivity.

If your organization supplies systems or products that involve users interacting with computer technology and the user aspects are important to the success of your product, then this conference will be of special interest to you. CHI 2012 is the place your organization needs to be to learn about leading-edge research and imminent technologies.

CHI 2011 in Vancouver, British Columbia, on Canada's West Coast was a very successful conference, hosting almost 3000 attendees representing almost 50 countries. CHI 2010 in Atlanta, Georgia was also highly successful. About 50% of past attendees have worked in the computer industry. The fields of education, research, telecommunications, government, finance and banking have also been well represented. CHI 2012 is expected to be another highly successful conference.

## About Austin, Texas

The experience of CHI 2012 is centered in vibrant Austin, Texas. This city is an eccentric, unique destination full of diverse culture, local flair and, of course, live music! Austin is the Live Music Capital of the World® boasting over 200 live music venues just in the downtown area. Home to the University of Texas and the annual SXSW music, film, and interactive festival and conference, Austin offers CHI attendees state-of-the-art conference facilities together with outstanding food and vibrant nightlife. Austin prides itself on its rare mix of coffee shops, eccentric stores, restaurants, food trucks and festivals. Not to be missed is the 6th Street entertainment district. When the sun goes down, 6th Street's pubs, restaurants and nightclubs come alive!



*The Austin Convention Center at night*

*(All photos courtesy of Austin Convention and Visitors Bureau)*

CHI 2012 offers many opportunities created especially for sponsors. Some of the benefits this year include:

### **Publicity (External and Internal)**

Sponsors are featured on the CHI 2012 Conference web site. Not only is this site one of the most popular ACM sites, but the conference receives worldwide press coverage through various media forms including technical publications. The Advance Program alone is available on our site to more than 50,000 people in the fields of human-computer interaction, human factors, and usability engineering. The *Conference Proceedings* are also published by ACM Press and accessed globally through the ACM Digital Library.

Your sponsorship of this premiere conference is a strong statement about your organization's commitment to the field of HCI as well as your commitment to the professional development of your staff.

### **Professional Development**

In every economic climate, it is important to wisely utilize the funds you have available for professional development, and CHI 2012 is a wise investment. There is no other conference where there is so much cross-fertilization of ideas between professionals in product design, human factors, software development, systems design, interactive media, and e-business. Added to this mix are research students, educators and the world's best HCI researchers, along with mentors and leading thinkers in the field. This environment creates a unique event where your staff can benefit from unmatched inspiration and education in both breadth and depth. Sponsor invitations to private VIP events also ensure that your staff has special opportunities to mix with the elite of HCI research and practice.

### **Recruiting, Networking & Business Development**

Showcasing your organization through sponsorship increases the awareness of your products and services. Many opportunities are available to sponsors to maximize their efforts in this area. Also, should your organization be interested in hiring, your presence as a sponsor will enhance your efforts to recruit from among the foremost experts in the field. CHI 2012 also offers dedicated on-site support for the recruitment efforts of its sponsors.

### **Monday Evening Grand Opening of Exhibits and Reception**

CHI 2012 is hosting the conference reception on Monday evening from 5:30 to 7:30 pm in the exhibit hall during the grand opening of the exhibits. Live entertainment, sweet and savory offerings, and the company of friends and colleagues create this memorable evening. Networking is effortless at this gala event attended by all conference registrants. As a special benefit to our Champion sponsors, a complimentary exhibit booth is included in the Champion Sponsor Benefits.

### **Tuesday Evening Job Fair**

To support recruiting CHI 2012 features a Job Fair on Tuesday evening from 5:30 to 7:30 pm. Recruiters renting booths are invited to take advantage of this key event to meet qualified job candidates. CHI 2012 will also facilitate the delivery of resumes from individuals to a designated contact and help coordinate places for interviewing and hospitality events. Space is limited, so please indicate your interest in hosting a hospitality event as soon as possible. Recruiters confirmed by 3 months prior to the conference will appear in CHI 2012 publications and on the web site.

Please see the CHI 2012 Hero Sponsor Benefits, CHI 2012 Champion Sponsor Benefits, and CHI 2012 Contributing Sponsor Benefits for details about these and the many other advantages of sponsoring.

# Becoming a Sponsor



## Would Your Organization Like to Support CHI 2012?

Please complete the CHI 2012 Sponsorship Agreement on the last page and return it with your contribution to the CHI 2012 Sponsor Coordinator to expedite processing. Contributions may be made by company check, credit card or bank transfer.

### Checks

Checks should be made payable to ACM/CHI 2012. We kindly request that checks are sent by courier with a tracking number.

### Credit Cards

Please request the CHI 2012 Credit Card Payment Form to make arrangements for the processing of credit card contributions.

### Bank (Wire) Transfer

Please contact the CHI 2012 Sponsor Coordinator to make arrangements for the processing of bank (wire) transfers.

Organizations based in the United States or organizations with United States branches or divisions should note that ACM (the parent organization of CHI 2012) is classified as a non-profit and your sponsor contribution may be tax deductible. The US Federal Tax ID number for ACM is 13-1921358.

## Would You Like More Information About Sponsoring CHI 2012?

Please contact the CHI 2012 Sponsor Coordinator:

Carol Klyver  
CHI 2012 Sponsor Coordinator  
Foundations of Excellence  
446 Old County Rd., Ste. 100 - 204  
Pacifica, CA 94044 USA

Tel: +1 650.738.1200  
Fax: +1 650.738.1280  
Email: [sponsors@chi2012.acm.org](mailto:sponsors@chi2012.acm.org)

## Would You Like More Information About ACM and SIGCHI?

Human-Computer Interaction (HCI) is the focus of ACM's Special Interest Group, SIGCHI, the host organization for the annual CHI Conference. ACM SIGCHI embraces work on the hardware and software engineering of interactive systems, the structure of communication between human and machine, characterization of the experience, use, and context of use for interactive systems, methodology of design, and new designs themselves. Preeminent in its field, ACM SIGCHI provides you with a wide-ranging forum for the exchange of ideas with others interested in HCI. Please visit [www.acm.org/sigchi/](http://www.acm.org/sigchi/) for more information.

ACM, the world's largest educational and scientific computing society, delivers resources that advance computing as a science and a profession. ACM provides the computing field's premier Digital Library and serves its members and the computing profession with leading-edge publications, conferences, and career resources. Please visit [www.acm.org](http://www.acm.org) for more information.



*The Lyndon Baines Johnson Library and Museum in Austin*



### **Press Releases and Publicity Support**

Hero Sponsors are mentioned in all conference press releases, which are distributed world wide. We may also be able to work with your organization's marketing and public relations people to help you make the most of your firm's internal and external press releases regarding your support of and involvement with CHI 2012.

### **Press Interview Opportunities**

Press members are introduced to your designated representative on site and encouraged to report on your organization's involvement in CHI 2012.

### **Company Profile on the CHI 2012 Web Site**

You may work with us to create your own profile page on the CHI 2012 web site, if you wish. Present an overview of your organization and highlight your organization's participation in conference presentations, workshops and courses. If you are planning to host a hospitality event or an exhibit booth, advertise the details here and add your own personal invitation.

### **Prominent Logo Display and Link on CHI 2012 Web Site**

Hero logos are most prominently displayed on the extremely popular CHI 2012 web site. Your logo is also linked to your corporate home page or the page of a specialized sub-area (such as a user-interface group).

### **Prominent Logo Display on Front of CHI 2012 Registration Bag**

Hero Sponsor logos are also specially recognized on the CHI 2012 registration bag provided to all conference participants. Unlike other sponsor logos (which are placed on the back), Hero logos are placed on the front of the bag, beside the CHI conference logo. (Note: there is a limit of 3 Hero Sponsor logos on the front of the bag. Logo artwork must be received before the production deadline.)

### **Seven (7) Complimentary Registrations**

Hero Sponsors receive seven (7) complimentary conference registrations, including tickets to the conference reception and full registration benefits.

### **Premium Exhibit Booth Reserved**

Hero Sponsors are provided with a specially reserved, premium location exhibit booth. Use this benefit to advertise your most recent technology, increase market awareness of your organization, demonstrate your commitment to HCI, recruit from a targeted population of highly trained professionals, and even elicit expert feedback on technology prototypes. The conference reception, an event attended by all conference registrants, is hosted in the exhibit area in conjunction with the grand opening of the exhibits program on Monday evening.

### **Hospitality Booking and Event Support**

Hero Sponsors are offered first opportunity to book meeting space for an evening hospitality event. Specific times and locations are available for booking on a "first come, first served" basis. These hospitality events are publicized prior to and during the conference.

*(Hero Benefits continued on next page.)*



*The Austin State Capitol, modeled after the U.S. Capitol in Washington, D.C.*

# Hero Sponsor Benefits

(continued)



## Recruiting Support

In the event that your organization is recruiting, Tuesday evening features a Job Fair to support this. The conference also supports recruitment efforts with a facilitated resume delivery service. Resumes are collected from respondents and delivered to your organization's designated contact. Your recruitment efforts are announced on the CHI 2012 web site (with a link to your organization's home page) as well as announced in the *Conference Program*. In addition, CHI 2012 also offers a complimentary recruiting announcement space on site.

## Prominent Logo Display on CHI 2012 Dedicated Hero Sponsor Banner

Hero Sponsor logos are specially recognized on the CHI 2012 Hero Sponsor banner prominently displayed throughout the conference. When possible, this banner is located in a common area that serves as the heart of the conference for all participants.

## Special Recognition in Plenary Sessions

Hero Sponsors receive special recognition in the opening and closing general sessions. Individual slides of Hero logos are also part of the conference slide show preceding general sessions.

## Invitations to Private VIP Events

As a Hero Sponsor, several of your representatives will receive a special invitation to a private reception for the keynote speakers hosted by the CHI 2012 Chair. Your organization will also receive invitations to other private VIP events, such as an invitation to meet the CHI 2012 Doctoral Consortium participants. This is a valuable opportunity to meet the researchers and practitioners of the future as well as the HCI leaders acting as their faculty. Details will be announced as schedules are confirmed.

## Special Recognition in Conference Publications

Hero Sponsors confirmed by 3 months prior to the conference will be specially recognized in conference publications. The CHI 2012 *Conference Proceedings* is available world wide, and the *Extended Abstracts* and *Conference Program* are distributed to all participants.

Those confirmed later will be specially recognized in the *Conference Program* (provided confirmation occurs prior to the production deadlines).

## Complimentary Full-page Program Ad

Hero Sponsors are offered a complimentary full-page advertisement with excellent placement in the CHI 2012 *Conference Program*. Conference programs are used for reference long after the event, making this ad an excellent way to extend your marketing efforts to a very targeted audience. Standard rates appear below:

### Program Ad Rates (inside page, black & white)

Complimentary	Hero Sponsors
\$500	Champion Sponsors
\$1500	Contributing Sponsors
\$5000	Others (except exhibitors)

The CHI 2012 Sponsor Coordinator can provide details on availability and placement. Support for Hero Sponsor ad production is also available, if needed.

## Additional Advertising Opportunities

Registration bag inserts are also complimentary to Hero Sponsors. These opportunities are limited and are available on a "first come, first served" basis. Standard rates appear below:

### Registration Bag Insert Rates

Complimentary	Hero Sponsors
\$500	Champion Sponsors
\$1500	Contributing Sponsors and Exhibitors
\$6000	Other purchasers

### Press Releases and Publicity Support

Champion Sponsors are mentioned in all conference press releases, which are distributed world wide. We may also be able to work with your organization's marketing and public relations people to help you make the most of your firm's internal and external press releases regarding your support of and involvement with CHI 2012.

### Prominent Logo Display and Link on CHI 2012 Web Site

Champion logos are prominently displayed on the extremely popular CHI 2012 web site. Your logo is also linked to your corporate home page or the page of a specialized sub-area (such as a user-interface group).

### Prominent Logo Display on CHI 2012 Registration Bag

Champion Sponsor logos are also specially recognized on the CHI 2012 registration bag provided to all conference participants. (Note: a limited number of places are available on a "first come, first served" basis, and logo artwork must be received before the production deadline.)

### Prominent Logo Display on CHI 2012 Champion Sponsor Banner

Champion Sponsor logos are specially recognized on the CHI 2012 Champion Sponsor banner prominently displayed throughout the conference. When possible, this banner is located in a common area that serves as the heart of the conference for all participants.

### Three (3) Complimentary Registrations

Champion Sponsors receive three (3) complimentary conference registrations, including tickets to the conference reception and full registration benefits.

### Premium Exhibit Booth

A set of booths in a premium location has been set aside for Champions on a "first come, first served" basis. Use this benefit to advertise your most recent technology, increase market awareness of your organization, demonstrate your commitment to HCI, recruit from a targeted population of highly trained professionals, and even elicit expert feedback on technology prototypes. The conference reception, an event attended by all conference registrants, is hosted in the exhibit area in conjunction with the grand opening of the exhibits program on Monday evening.

### Hospitality Event Support

After Hero Sponsors, Champion Sponsors are offered the next opportunity to book meeting space for an evening hospitality event. Access to these locations is available on a "first come, first served" basis and the CHI 2012 Sponsor Coordinator will help you schedule your event. These hospitality events are publicized prior to and during the conference.

### Recruiting Support

In the event that your organization is recruiting, Tuesday evening features a Job Fair to support this. The conference also supports recruitment efforts with a facilitated resume delivery service. Resumes are collected from respondents and delivered to your organization's designated contact. Your recruitment efforts are announced on the CHI 2012 web site (with a link to your organization's home page) as well as announced in the Conference Program. In addition, CHI 2012 also offers a complimentary recruiting announcement space on site.

### Special Recognition in Plenary Sessions

Each Champion Sponsor receives special recognition in the opening and closing general sessions. In some cases, individual slides of Champion logos are part of the conference slide show preceding general sessions.

*(Champion Benefits continued on next page.)*

# Champion Sponsor Benefits

(continued)



## Invitations to Private VIP Events

As a Champion Sponsor, your representative will receive a special invitation to a private reception for the keynote speakers hosted by the CHI 2012 Chair. Your organization will also receive invitations to other private VIP events.

## Special Recognition in Conference Publications

Champion Sponsors confirmed by 3 months prior to the conference will be specially recognized in conference publications. The CHI 2012 *Conference Proceedings* is available world wide, and the *Extended Abstracts* and *Conference Program* are distributed to all participants.

Those confirmed later will be specially recognized in the *Conference Program* (provided confirmation occurs prior to the production deadlines).

## Reduced Rates on Advertising Opportunities

Conference advertising opportunities such as program ads and registration bag inserts are offered to Champion Sponsors at very reduced rates. These opportunities are limited and are available on a “first come, first served” basis. Special rates for sponsors are:

### Program Ad Rates (inside page, black & white)

\$500	Champion Sponsors
\$1500	Contributing Sponsors
\$5000	Others (except exhibitors)

### Registration Bag Insert Rates

\$500	Champion Sponsors
\$1500	Contributing Sponsors
\$5000	Others (except exhibitors)

The CHI 2012 Sponsor Coordinator can provide details on availability and placement.



The Austin, Texas skyline at night



### Logo Display and Link on CHI 2012 Web Site

Contributing Sponsor logos are displayed on the extremely popular CHI 2012 web site. Your logo is also linked to your corporate home page or the page of a specialized sub-area (such as a user-interface group).

### Logo Display on CHI 2012 Registration Bag

Contributing Sponsor logos are displayed on the CHI 2012 registration bag provided to all conference participants. (Note: a limited number of places are available on a “first come, first served” basis, and logo artwork must be received before the production deadline.)

### Recruiting Support

In the event that your organization is recruiting, Tuesday evening features a Job Fair to support this. The conference also supports recruitment efforts with a facilitated resume delivery service. Resumes are collected from respondents and delivered to your organization’s designated contact. Your recruitment efforts are announced on the CHI 2012 web site (with a link to your organization’s home page) as well as announced in the Conference Program. In addition, CHI 2012 also offers a complimentary recruiting announcement space on site.

### One (1) Complimentary Registration

Contributing Sponsors receive one (1) complimentary conference registration, including a ticket to the conference reception and full registration benefits.

### Logo Display on CHI 2012 Sponsor Banner

Contributing Sponsors logos are recognized on a banner throughout the conference.

### Recognition in Plenary Sessions

Contributing Sponsors are acknowledged as a group in specific general sessions.

### Private Reception Invitation

Contributing Sponsors receive a special invitation to a private reception for the keynote speakers.

### Special Recognition in Conference Publications

Contributing Sponsors confirmed by 3 months prior to the conference will be specially recognized in conference publications. The CHI 2012 *Conference Proceedings* is available world wide, and the *Extended Abstracts* and *Conference Program* are distributed to all participants.

Those confirmed later will be specially recognized in the *Conference Program* (provided confirmation occurs prior to the production deadlines).

### Reduced Rates on Advertising Opportunities

Conference advertising opportunities such as program ads and registration bag inserts are offered to Contributing Sponsors at reduced rates. These opportunities are limited and are available on a “first come, first served” basis. See page 6 for details on pricing. The CHI 2012 Sponsor Coordinator can provide details on availability.

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## Friends of CHI

(Contributions less than \$10,000 US)

Smaller donations are also welcome. Organizations providing these donations are acknowledged as Friends of CHI.

# Conference Sponsorship Agreement



## Sponsor level:

Organization Name: \_\_\_\_\_

We agree to sponsor CHI 2012 as (please check one):

- CHI 2012 Hero (\$50,000 U.S. or greater contribution)
- CHI 2012 Champion (\$25,000 U.S. up to \$50,000 U.S. contribution)
- CHI 2012 Contributing Sponsor (\$10,000 up to \$25,000 U.S. contribution)
- Other  
Amount/Value: \$ \_\_\_\_\_

Description: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Organization Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Contact person for delivery of sponsor benefits:

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

- As a returning sponsor, you may check here to approve the use of your logo as it appears in the CHI 2011 Proceedings for publications purposes for CHI 2012.
- Check here if you are planning to have an exhibit or recruiting booth (complimentary for Hero and Champion Sponsors) at the conference.
- Check here to take advantage of your complimentary recruiting announcement space at the conference.
- Check here if you are interested in hosting a hospitality event during the conference.
- Check here if you wish to find out more about purchasing a program ad or registration bag insert at the special price for sponsors (complimentary for Hero Sponsors).

## Please fax or email this form to the Sponsor Coordinator. Then send the original form with payment to:

**Carol Klyver**

**CHI 2012 Sponsor Coordinator**

Foundations of Excellence

Tel: 1+ 650.738.1200

Address: 446 Old County Rd., Ste. 100 - 204

Fax: 1+ 650.738.1280

Pacifica, CA 94044 USA

Email: [sponsors@chi2012.acm.org](mailto:sponsors@chi2012.acm.org)

**Payment of donations:** Please make check payable to ACM/CHI 2012 (We encourage sending payment via courier.) U.S. companies should note that ACM is classified as a non-profit and this contribution may be tax deductible. The Federal Tax ID number for ACM is 13-1921358.

Information for payment via bank transfer or credit card is also available. Please contact the Sponsor Coordinator, Carol Klyver, at Email: [sponsor@chi2012.acm.org](mailto:sponsor@chi2012.acm.org) or Tel: + 650.738.1200 for details.