



Cape Town, South Africa

2 – 6 September 2013

Cape Town International
Conference Centre

CALL FOR SPONSORSHIPS

www.INTERACT2013.org

INTERACT 2013 solicits submissions addressing all aspects of human-computer interaction. The conference theme, “Designing for Diversity”, recognizes the interdisciplinary, multidisciplinary and intercultural spirit of human-computer interaction (HCI) research and practice. The conference welcomes research and reports of practice that acknowledges diverse disciplines, abilities, cultures and societies, and that address both the technical and social aspects of HCI. Within the broad umbrella of HCI, we seek high quality contributions addressing new and emerging HCI disciplines, bridging cultural differences and tackling important social problems. INTERACT 2013 provides a forum for practitioners and researchers to discuss all aspects of HCI, but special consideration will be given to papers taking account of the conference theme ‘Designing for Diversity’.

SPONSORING AND EXHIBITING AT INTERACT 2013

INTERACT 2013 would like to offer you the possibility to sponsor, exhibit or give a company presentation in order to gain access to leading researchers and professionals in HCI. Attendance at INTERACT 2013 will give you company or organization that is a leading name in HCI:

- Exposure – to the best researchers and students within the field of HCI, interaction design, user experience design and in methods used and applications relating to these fields.
- Knowledge – about the latest technology and research.
- Possibilities – of marketing your technology or method to opinion leaders within the field.

SPONSORSHIP TYPES

The types of sponsor and exhibiting packages are:

- Platinum: 10,000 EUR / 100,000 ZAR.
- Gold: 5,000 EUR / 50,000 ZAR.
- Silver: 3,000 EUR / 30,000 ZAR.
- VIP Sponsor of Conference Reception: 5,000 EUR / 50,000 ZAR.
- VIP Sponsor of Conference Dinner: 7,500 EUR / 75,000 ZAR.
- Large Exhibition: 2,000 EUR / 20,000 ZAR.
- Small Exhibition: 1,500 EUR / 15,000 ZAR.
- Advertisement in printed Conference Programme booklet: 650 EUR / 6,500 ZAR.
- Promotional leaflets: 300 EUR / 3000 ZAR.
- Donations: Individual conference items or cash donations.

WHY SPONSOR INTERACT 2013?

This conference brings together leading researchers from academia and industry to build lasting relationships and explore new applications in human-computer interaction research. It provides an environment in which important issues and contrasting perspectives are discussed as part of an intensive 3-day programme, supplemented with 2 days of tutorials, workshops, a doctoral consortium and an African Masters consortium.

Who will attend?

This exclusive event attracts around 500 HCI professionals from innovative international companies and universities worldwide to engage in a high-level exchange of ideas.

What is INTERACT?

INTERACT is the primary, truly international, forum for HCI research and practice, run under the auspices of the International Federation for Information Processing (IFIP) Technical Committee 13 on Human-Computer Interaction. Since its inception, INTERACT has brought together leading researchers and practitioners to exchange ideas, discuss new methods and review standard practices.

INTERACT 2013 will be the 14th IFIP TC13 Conference on Human-Computer Interaction and is scheduled to take place in Cape Town, South Africa, from 2-6 September 2013. This event covers a wide range of leading edge methodologies that are either emergent or actively employed in HCI research today. The

conference will continue to offer a balance of academic and practitioner presentations, design case studies, tutorials and workshops, aesthetic artefacts, and interactive demos.

Venue for INTERACT 2013

The INTERACT 2013 Conference will take place at the Cape Town International Convention Centre, Cape Town, South Africa. Cape Town is a city like no other. Cape Town is South Africa's Mother City, South Africa's oldest city, and one of the most beautiful cities in the world. Cape Town is the archetypal melting pot, buzzing with creativity, colour, sounds and tastes. Its natural assets, from Table Mountain to pristine beaches and diverse cultural offerings, give the city a distinctive feel. While walking through the city's streets and meeting its people, most people fall in love with the city's natural beauty, creative freedom and incredible spirit.

Cape Town is renowned for its achievement in the fields of science and medicine, but also for its creative side, earning it the status of World Design Capital 2014 (see www.capetown2014.co.za). Its business district, speciality shops, hotels, restaurants and renowned attractions fall within the immediate downtown setting of the Cape Town International Convention Centre.



SPONSORSHIP PACKAGES

The success of INTERACT 2013 is highly dependent on the support of local and international sponsors. A sponsorship is an excellent opportunity to expose your company or organization as a leading name in HCI. INTERACT 2013 offers several different levels of exposure, including the Platinum Conference Sponsorship, Gold Conference Sponsorship, Silver Conference Sponsorship, exhibit packages, individual conference event sponsorship, donation of individual conference items, etc.

Platinum Sponsor

Sponsors participating at INTERACT 2013 at the Platinum level will receive maximum exposure:

- Special recognition with colour logo at opening plenary, closing plenary, conference dinner, and welcome reception.
- Platinum Sponsor Thank You and Highlight on the INTERACT 2013 web site.

- Colour logo specially displayed on the INTERACT 2013 web site with a link of the sponsor's choice.
- Prominent logo placement and 1 page recognition advertisement recognition in the printed Conference Programme booklet.
- Prominent recognition signage at Conference Hall entrance and social events.
- Logo placement on conference signage.
- Free premium location exhibit booth at the INTERACT Expo.
- 50% discount on additional booths.
- Two inserts in every attendee's packet.
- Four complimentary Conference Registrations, including Welcome Reception and/or Conference Dinner.
- Complimentary Job Recruiting Board

Price: 10,000 EUR / 100 000 ZAR.

Gold Sponsor

Sponsors participating at INTERACT 2013 at the Gold level will receive significant exposure:

- Special recognition with colour logo at opening plenary, closing plenary, and one of social events (welcome reception, conference dinner).
- Event Sponsor Thank You and Highlight on the INTERACT 2013 web site.
- Colour logo specifically displayed on the INTERACT 2013 web site with a link of the sponsor's choice.
- Logo placement and 1/2 page recognition advertisement in the printed Conference Programme booklet.
- Free premium location exhibit booth at the INTERACT Expo.
- 25% discount on additional booths.
- One insert in every attendee's packet.
- Two complimentary Conference Registrations, including Welcome Reception and/or Conference Dinner.
- Complimentary Job Recruiting Board.

Price: 5,000 EUR / 50,000 ZAR.

Silver Sponsor

Sponsors participating at INTERACT 2013 at the Silver level will receive significant exposure:

- Recognition with colour logo at opening plenary and closing plenary.
- Event Sponsor Thank You and Highlight on the INTERACT 2013 web site.
- Colour logo specifically displayed on the INTERACT 2013 web site with a link of the sponsor's choice.
- Logo placement and 1/4 page recognition advertisement recognition in the printed Conference Programme booklet.
- Free exhibit booth at the INTERACT 2013 Expo in a prominent location.
- 12.5% discount on additional booths.
- One insert in every attendee's packet.
- One complimentary Conference Registration, including Welcome Reception and/or Conference Dinner.
- Complimentary Job Recruiting Board.

Price: 2,500 EUR / 25,000 ZAR.

VIP Sponsor of the Conference Reception

- Recognition with colour logo at opening plenary and closing plenary.
- Special recognition with colour logo at entrance and refreshment stations at the welcome reception.
- Exhibition space in the foyer of the reception venue.
- Banner at main Conference venue.
- Logo placement and 1/2 page recognition advertisement recognition in the printed Conference Programme booklet.
- Two complimentary Conference Registrations, including Welcome Reception and/or Conference Dinner.
- Delegate pack with:
 - Electronic version of conference papers
 - List of participants
- Publication of company name on the INTERACT 2013 website and in the printed Conference Program booklet.
- Complimentary Job Recruiting Board.

Price: 5,000 EUR / 50,000 ZAR.

VIP Sponsor of the Conference Dinner

- Special recognition with colour logo at entrance and refreshment stations at the pre-dinner reception.
- Special recognition with colour logo at the dinner venue.
- Recognition with colour logo at opening plenary and closing plenary.
- Banner at main Conference venue.
- Logo placement and 1 page recognition advertisement recognition in the printed Conference Programme booklet.
- Exhibition space in the foyer of the pre-dinner reception venue.
- Three complimentary Conference Registrations, including Welcome Reception and/or Conference Dinner.
- Delegate pack with:
 - Electronic version of conference papers
 - List of participants
- Publication of company name on the INTERACT 2013 website and in the printed Conference Program booklet.
- Complimentary Job Recruiting Board.

Price: 7,500 EUR / 75,000 ZAR.

Exhibitors

- Exhibition space:
 - Small 3x2m
 - Large 3x4m
 - includes poster walls, power outlet, table and 2 chairs)
- 1/2 full conference registrations(s) for small/large booth.
- Delegate pack with:

- Electronic version of conference papers
- List of participants

- Publication of company name on the INTERACT 2013 website and in the printed Conference Programme booklet.

Price for small booth: 1,500 EUR / 15,000 ZAR.

Price for large booth: 2,000 EUR / 20,000 ZAR

Advertising in the Printed Conference Programme Booklet

The Conference Programme booklet will contain the conference programme - an indispensable source of information for the participants of INTERACT 2013, also after the conference. You can have your company or product advertisement (1/4 page) in the Programme Booklet of INTERACT 2013. The pre-approved advertisement is to be sent as a .docx, .doc, .jpg or .gif file to interact2013@gmail.com before 1 July 2013.

Price: 650 EUR / 6,500 ZAR.

Promotional Leaflet in the Conference Bag

We offer you the possibility to have your pre-approved promotional leaflet included in the Conference Bag, which includes the Conference Programme booklet and will be handed to all participants. Leaflets or brochures (500 copies) have to be at the INTERACT secretariat before 1 August 2013.

Price: 300 EUR / 3000 ZAR (Postage not included).

Donations

The Conference welcomes pre-approved donations of the following conference items (or financial support for the production thereof, where applicable) from supporting organizations:

- Sponsorship of keynote speaker.
- Attendee conference bags.
- Attendee badge holders and lanyards.
- Student volunteer T-shirts.
- Conference registration for disadvantaged students.
- Doctoral Consortium.
- African Masters Consortium.
- Entertainment at Conference Reception or Conference Dinner.
- Conference stationery, pens and other gifts.
- AV system.
- Conference banners.
- USB memory sticks for Conference Proceedings.
- Best paper/poster awards.
- Other items suggested by supporting organizations.

All item production and shipment costs are the responsibility of the supporting organization.

Please contact: interact2013@gmail.com for further information or see: www.INTERACT2013.org

