

# OZCHI



# 2008

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A n n u a l C o n f e r e n c e o f t h e  
**Computer-Human Interaction Special Interest Group (CHISIG)**  
of the Human Factors and Ergonomics Society of Australia (HFESA)

## sponsorship prospectus

**8 - 12 December 2008**  
James Cook University  
**Cairns, Australia**



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*OZCHI is the annual conference for the Computer-Human Interaction Special Interest Group (CHISIG) of the Human Factors and Ergonomics Society of Australia (HFESA), a non-profit event. It is Australia's leading forum for work in all areas of Human-Computer Interaction and has run annually since 1989.*

*The OZCHI conference covers all topics related to Human-Computer Interaction (HCI) including the practical, technical, empirical and theoretical aspects of designing experiences and interactions accessible and usable to all. This year OZCHI'08 proudly extends the theme to explore 'Designing for Habitat and Habitus'. The theme encompasses the role of technology in supporting and enhancing our life-experiences and relationships within the environments we inhabit. This extends across work, domestic and playful settings and experienced and sensed aspects of our life, from those that contribute to our sense of identity to those that support communal trust. OZCHI'08 will provide a forum with developing technology and interactions for rural and dispersed populations, supporting those working, living and travelling to remote regions and responding to issues of community, environmental and economic sustainability.*

## Who will attend?

OZCHI attracts an international community of practitioners, researchers, academics and students from a wide range of disciplines including user experience designers, information architects, software engineers, human factors experts, information systems analysts, social scientists or managers. This year OZCHI will be hosted in Cairns and we expect to attract the largest number of participants in recent conference history.

## Programme

The conference will be preceded by two days of Workshops, Tutorials and a Doctoral Consortium on Monday 8 and Tuesday 9 December 2008. The main Conference Wednesday 10 to Friday 12 December, will include plenary speakers, full papers, posters and short papers, panels, demonstrations and industry case studies. The conference website at [www.ozchi.org](http://www.ozchi.org) will be updated to include the detailed programme closer to the event. Proceedings will be published in the ACM digital library.



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## Sponsorship Opportunities

As the premier annual Australian meeting of international specialists in human-computer interaction, OZCHI'08 offers companies and organisations providing products and services to this field a unique forum in which to access a large number of existing and new clients. Your organisation can use this opportunity to heighten its profile in the market place, making your products and services more visible and showcasing your company to future employees. Locating OZCHI'08 in Cairns will attract national and international participators wishing to combine the conference with experiences of the surrounding environment of the Great Barrier Reef, tropical rainforest, magnificent beaches and a unique cultural heritage. This prospectus outlines the available sponsorship categories and their associated benefits. Sponsors may also propose alternative ways to provide support while promoting their organisations.

## Venue

James Cook University (JCU) provides an ideal venue to support the rural and remote theme of OZCHI'08. JCU campuses are distributed across several 1000 km<sup>2</sup> of North and Far North Queensland (from Townsville, Cairns, Mount Isa to Thursday Island). OZCHI'08 will be held at the Cairns campus of JCU which is in Smithfield, 17 km north of Cairns city, close to Cairns northern beaches, and a 15-minute drive from Cairns International airport. The multi-campus university is Australia's leading tropical research university. The Faculty of Science, Engineering & Technology at JCU has particular strengths in Marine science, Mining and Minerals, and environment sciences. The Faculty Pro Vice Chancellor, Professor Chris Cocklin, was involved in Intergovernmental Panel on Climate Change (IPCC) which was recently awarded the Nobel Peace Prize jointly with Al Gore.

The hub of OzCHI'08 will be located at JCU's Cairns campus, which is 17km north of Cairns city, close to Cairns Northern Beaches, and a 15-minute drive from Cairns international airport. This hub will provide facilities where delegates can mingle freely throughout sponsor exhibits, displays and posters. Refreshment breaks will be held in the same area as trade exhibits and displays. Plenary and breakout sessions will be held in the adjacent theatrettes.

## Attraction to Participants

Over 40% of international visitors to Australia come to the north, often to visit the Great Barrier Reef and Tropical rainforests close to Cairns, the only place on the planet where two World Heritage listed areas are side-by-side. Hosting OZCHI'08 in Cairns will attract participants from overseas and those who choose

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to combine the conference with a family holiday. Cairns is easily accessible for International and National participants, with over 60 International flights per week, and Domestic flights linking Cairns to all major Australian capital cities. Drawing over a million visitors each year, the area is well served by affordable accommodation, multi-lingual tourist services and superior options for participants' leisure activities. The area is steeped in indigenous cultural heritage and there are a growing number of wonderful, indigenous-owned and guided tours. The climate in early December has a comfortable temperature ranging from 22C to 31C, offering 8.5 hours of sunshine and sea temperature of 27. There is an extensive range of attractions suited for day or two day trips including: Reef and Islands, Daintree and Cape Tribulation, Port Douglas resorts, the Cassowary Coast, the Tableland townships, Cooktown and Cape York Peninsula. Equally, there is a wide range of options within close proximity to the conference for participants to relax for a couple of hours.

## Sponsorship Opportunities

All prices quoted are in Australian Dollars and are inclusive of tax (GST).

OZCHI'08 is proud to offer sponsors for the first time the facility for electronic marketing through a USB pen provided in the participants registration pack. OZCHI'08 will develop a self-loading menu which can include the sponsors logo or media visually prominent and allowing the participant to click on the sponsor logo to access additional material such as promotional fliers, animations, and movies, and be directed to the company website.

OZCHI'08 as also pleased to offer sponsorship of the conference sustainable bag, ceramic mugs, carbon offsetting and buses to/from the venue. Aligned to the conference theme of sustainability, we will break from the tradition of single-use conference bags to instead provide participants with a reusable 'sustainable' bag with a keep-me quality that does not feel disposable. Additionally, sponsors can sponsor the conference ceramic mugs which will be used, cleaned and reused at coffee and lunch breaks, and then distributed to participants at the end of the conference.

There are two major categories of sponsorship available. These are:

**Gold Sponsorship** - This is the highest and most prestigious level of sponsorship available. There are a maximum of five major sponsorship categories available, each which include your company/ organisations logo on an item or event of high visibility as described in the category of sponsorship selected.

**Silver Sponsorship** - This is a standard level of sponsorship for this conference. Your company/ organisations logo will be presented as described by the sponsorship category selected.

Each option available for sponsorship is listed under their respective categories below.

## BAG SPONSOR

*Benefits:*

- Company logo on delegate sustainable bag
- Main advertisement on the electronic front page on USB pen for your company
- One table for company promotional material
- Acknowledgement and hyperlink on conference website
- Half page mono advertisement in program booklet (finished artwork to be supplied by you)
- Complimentary registration and conference dinner for two (2) company representatives

## USB PEN SPONSOR

*Benefits:*

- Company logo on delegate USB pen
- Main advertisement on the electronic front page on USB pen for your company
- One table for company promotional material
- Acknowledgement and hyperlink on conference website
- Half page mono advertisement in program booklet (finished artwork to be supplied by you)
- Complimentary registration and conference dinner for two (2) company representatives

## LANYARD SPONSOR

*Benefits:*

- Company Logo with OZCHI 08 logo on conference pass lanyards
- Main advertisement on the electronic front page on USB pen for your company
- One table for company promotional material
- Acknowledgement and hyperlink on conference website
- Half page mono advertisement in program booklet (finished artwork to be supplied by you)
- Complimentary registration and conference dinner for two (2) company representatives

## MUG SPONSOR

### *Benefits:*

- Company logo on ceramic mugs to be used throughout the conference and then given to delegates at the end of the conference
- Main advertisement on the electronic front page on USB pen for your company
- One table for company promotional material
- Acknowledgement and hyperlink on conference website
- Half page mono advertisement in program booklet (finished artwork to be supplied by you)
- Complimentary registration and conference dinner for two (2) company representatives

## CONFERENCE DINNER SPONSOR

### *Benefits:*

- An opportunity to make a brief speech at the dinner
- Opportunity for company banner to be hung in the dinner venue
- One table for company promotional material
- Main advertisement on the electronic front page on USB pen for your company
- Acknowledgement and hyperlink on conference website
- Half page mono advertisement in program booklet (finished artwork to be supplied by you)
- Complimentary registration and conference dinner for two (2) company representatives

## WELCOME RECEPTION SPONSOR

### *Benefits:*

- An opportunity to make a 5 minute (max) presentation at the welcome reception
- Opportunity for company banner to be hung at the welcome reception venue
- Acknowledgement and hyperlink on website
- Your advertisement on electronic front page on USB pen
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- Complimentary registration and conference dinner for one (1) company representative

## STUDENT VOLUNTEER SPONSOR

### *Benefits:*

- Company logo with OZCHI 08 logo on T-shirts worn throughout the Conference by the team of Student Volunteers and organisers. Sponsor provides the T-shirts.
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- Acknowledgement and hyperlink on website
- Your advertisement on electronic front page on USB pen
- Complimentary registration and conference dinner for one (1) company representative

## DOCTORAL CONSORTIUM SPONSOR

### *Benefits:*

- Your banner at the Doctoral Consortium venue
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- Acknowledgement and hyperlink on website
- Your advertisement on electronic front page on USB pen
- Complimentary registration and conference dinner for one (1) company representative

## KEYNOTE SPONSOR (3 available)

### *Benefits:*

- Acknowledgement at commencement and end of the Keynote session sponsored
- Your banner at the Keynote session sponsored
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- Acknowledgement and hyperlink on website
- Your advertisement on electronic front page on USB pen
- Complimentary registration and conference dinner for one (1) company representative



## SESSION GIFTS SPONSOR

*Benefits:*

- Acknowledgement at the end of the keynote sessions and any session where a gift is given (e.g. best paper etc)
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- Acknowledgement and hyperlink on website
- Your advertisement on electronic front page on USB pen
- Complimentary registration and conference dinner for one (1) company representative

## BUS SPONSOR

*Benefits:*

- Advertisement placed on the buses used to transport delegates from conference accommodation to conference venue daily
- Acknowledgement at the conference welcome reception and conference dinner
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- Acknowledgement and hyperlink on website
- Your advertisement on electronic front page on USB pen
- Complimentary registration and conference dinner for one (1) company representative

## BOOK SALES

Investment AU\$1000

### *Benefits:*

- One table for book display
- Complimentary refreshments and lunches for one person.

## PROMOTIONAL MATERIAL

Half page mono advertisement in program booklet

Investment AU\$500

Your promotional material in electronic form on USB pen

Investment AU\$275

## IN-KIND SUPPORT

We would welcome in-kind contributions. For example, writing pads, pens, other items or assistance in running the Conference - please call the Sponsorship Chair on 0414 578 727.

## ENQUIRIES

Enquiries regarding sponsorship packages should be directed to:

**Susan Hansen**  
*OZCHI 2008 Sponsorship Chair*

Tel: 0414 578 727  
FAX: (08) 8274 6000  
Email: [Sponsorship@ozchi.org](mailto:Sponsorship@ozchi.org)

## How to Sponsor OZCHI 2008

- > **1.** Select the category you wish to sponsor or call Susan Hansen (0414 578 727) to discuss alternatives.
  
- >> **2.** Complete the form on the following page.
  
- >>> **3.** FAX the completed form to: (08) 8274 6000

### Conditions

Please FAX the completed form to (08) 8274 6000

- i. All opportunities are allocated strictly in order of receipt.
  
- ii. 50% of the total cost committed is to be paid as a deposit by 31<sup>st</sup> June 2008. The balance to be paid by 31<sup>st</sup> October 2008. Tax invoices will be provided.
  
- iii. Cancellation of bookings must be made in writing and forwarded to The Sponsorship Chair, Susan Hansen, at the email or FAX address on the previous page. Cancellations received before 30<sup>th</sup> September 2008 will receive a refund of all payments, less the non-refundable deposit.



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I choose to be a:

<input type="checkbox"/> Gold Sponsor (AU\$5000) of:			<input type="checkbox"/> Bag Sponsor	<input type="checkbox"/> USB Pen Sponsor	<input type="checkbox"/> Lanyard Sponsor
			<input type="checkbox"/> Mug Sponsor	<input type="checkbox"/> Conference Dinner Sponsor	
<input type="checkbox"/> Silver Sponsor (AU\$2200) of:			<input type="checkbox"/> Welcome Reception Sponsor	<input type="checkbox"/> Student Volunteer Sponsor	
			<input type="checkbox"/> Doctoral Consortium Sponsor	<input type="checkbox"/> Keynote Sponsor	
			<input type="checkbox"/> Session Gift Sponsor	<input type="checkbox"/> Bus Sponsor	
			<input type="checkbox"/> Other (By arrangement with sponsorship chair)		
Please specify:.....					
<input type="checkbox"/> Book Sales (AU\$1000)	<input type="checkbox"/> Booklet Advertisement (AU\$500)	<input type="checkbox"/> USB advertisement (AU\$275)			
<input type="checkbox"/> Alternative Sponsorship (as arranged with sponsorship chair)			<input type="checkbox"/> In-kind support.		
Please specify:.....			Please specify:.....		
At OZCHI 2008, for the total cost of AU\$.....					

**Enter Either: Credit Card Details**

Please debit AU\$..... to:  MasterCard  VISA  AMEX  Diners Club

Credit Card Number:..... Expiry Date:...../.....

Name on Card:..... Signature:.....

**Or: Electronic Transfer**

Account Name: SAPMEA BSB Number: 105 022 Account Number: 112 596 640 Bank Ref: Quote /9814/ Company Name	Bank SA (St George Bank) North Adelaide Branch, 90 O'Connell St, North Adelaide, SA 5006
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Please contact me to finalise details. I will supply my organisation's overview for publicity and logo for use on web and printed materials, as soon as my Sponsorship is confirmed.

NAME:..... POSITION:.....

ORGANISATION:.....

ADDRESS:.....

CITY/SUBURB:..... STATE:..... POSTCODE:..... COUNTRY:.....

TEL:..... FAX:..... MOB:..... EMAIL:.....

SIGNED:.....

DATE:...../...../.....