



Annual Conference of the
Computer-Human Interaction Special Interest Group (CHISIG)
of the Human Factors and Ergonomics Society of Australia

23 - 27 November 2009
Melbourne, Australia

sponsorship prospectus

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.

The 2009 conference theme is Design: Open 24/7. Accessibility, inclusivity and dissolving boundaries are core to the Open 24/7 theme for the design of human interaction with and through digital technologies. The integration of digital technologies into our everyday life allows for a seamless transitioning between open and closed, work and leisure, public and private. Open implies participation and collaboration across traditional borders between individuals, organisations and disciplines. OZCHI 2009 provides a forum to discuss all aspects of openness, open borders, open participation, open source and open architecture.

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 and managers.

- This year OZCHI returns to Melbourne, home to Australia's most active community of Human-Computer Interaction researchers and practitioners.
- In 2009 OZCHI will run back to back with the HFESA 2009 Conference (<http://www.hfesaconference.org.au>).
- 2009 also sees the return of OZCHI Industry Day - a one-day program focussed around case studies and practical discussion, aimed specifically at industry practitioners.

We expect OZCHI 2009 in Melbourne to attract the largest number of participants, and the **largest number of industry practitioners**, in recent conference history.

Attendance at OZCHI 2009 is projected to be from 180-250 human-computer interaction researchers and practitioners.

Industry Testimonials

Below is a selection of testimonials from OZCHI 2008 Industry attendees.

In your own words, what are the main advantages of attending OZCHI for industry practitioners?

“Stamford sees OZCHI as a way of participating in and supporting the UCD community in Australia. In addition to exposure to diverse studies and ideas in design, it's about building and renewing relationships. Equally, it's a way to foster understanding and collaboration between the commercial and academic sectors of the industry”

Stephen Zafir, Design Director, Stamford Interactive

“To see what the local & international academic community is doing, hear what international keynote speakers have to say, and build relationships with the community”

Oliver Weidlich, Mobile Usability Specialist, Ideal Interfaces

“OZCHI provides the opportunity to mix with peers in a strong professional learning, yet non-business environment. It also enables industry practitioners to stay abreast of the latest developments in User Experience and rub shoulders with some of the top academics in the field.”

John Murphy, Owner, Design4Use

“This is a conference where the academics are really interested in talking to the practitioners, and vice versa. It's the opportunity to learn from each other and influence each other.”

Caroline Jarrett, Usability Consultant, Effortmark (UK)

Programme

The conference will be preceded by two days of Workshops, Tutorials and a Doctoral Consortium on Monday 23 and Tuesday 24 November 2009. The main Conference from Wednesday 25 to Friday 27 December, will include keynote speakers, full papers, posters and short papers, panels, demonstrations and industry case studies.

Industry Day

Thursday 26 November will be Industry Day, with a special focus on practical information and case studies for industry practitioners.

Industry attendees can choose to attend the Industry Day alone, (including any session on that day, whether from the industry program or not) or choose the full three-day conference to fully immerse

themselves in the latest academic and practical thinking, as well as giving themselves the greatest opportunities to meet and liaise with colleagues from across Australia, and around the world.

Industry Day also features an Industry Keynote presentation, to be delivered this year by Patrick Hofmann, Head of User Experience for Google Australia.

Website

The conference website at www.ozchi.org will be updated to include the detailed programme closer to the event. Proceedings will be published in the ACM digital library.

Benefits of Sponsorship

As the premier annual Australian meeting of specialists in human-computer interaction, OZCHI 2009 offers organisations providing products and services to this field a unique forum in which to access a large number of existing and new clients. Use this opportunity to heighten your profile in the marketplace, make your products and services more visible and showcase your company to future employees. With OZCHI in Melbourne this year, we are expecting a large contingent of both Australian and International researchers and practitioners.

Venue

Apart from being a recognised centre of research in Human-Computer Interaction, The University of Melbourne provides an ideal venue for OZCHI. Situated on the edge of the Melbourne Central Business District, it is easily accessible, and conveniently located close to the Lygon Street dining precinct, and attractions such as the Melbourne Museum and Exhibition Buildings.

OZCHI is hosted by the Department of Information Systems at The University of Melbourne, headed by internationally recognised HCI researcher, Prof. Steve Howard. The Department is at the forefront of national and international research and education in the broad range of human issues associated with information and communication technology. Amongst the largest and most successful Information Systems departments in Australia, they offer depth and breadth through educational programs at bachelors, masters and doctoral levels, and conduct an extensive research program that spans technical, organisational, social and user aspects of ICT.

The modern ICT Building at 111 Barry St, Carlton, will act as the hub for the conference, hosting all OZCHI and HFESA conference sessions. 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, as well as sponsor demonstrations, will be held in the adjacent theatrettes.

Attraction to Participants

Melbourne is recognised as the design, cultural, culinary and sporting capital of Australia. Famous for its out-of-the-way bars and hidden laneways, Melbourne has much to offer for all visitors. See visitmelbourne.com for more information.

Sponsorship Opportunities

OZCHI 2009 is pleased to offer a range of sponsorship options at Gold, Silver and Bronze levels. To maximise exposure and audience perception, all Gold and Silver sponsorship options are associated with a specific conference feature (keynote sponsor, dinner sponsor, etc). As such, Gold and Silver sponsorships are limited, and will be allocated on a first-come, first-served basis.

Sponsors may also propose alternative ways to provide support while promoting their organisations.

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

GOLD SPONSORSHIP (five opportunities maximum)

Investment: AUD \$5,000

All Gold sponsorships include the option of a table in the exhibition area for demonstrations, promotional material, competitions etc. Contact us to discuss options to upgrade your exhibition space (additional cost).

OPENING KEYNOTE Sponsor

INDUSTRY KEYNOTE Sponsor

CLOSING KEYNOTE Sponsor

(Three Opportunities.)

- Introduce the Opening/Industry/Closing Keynote Speaker as appropriate (2 minutes)
- Your banner at the Keynote session
- Up to two promotional items in delegate bag
- Main advertisement on the electronic front page on USB proceedings
- Half page mono advertisement in program booklet (finished artwork to be supplied by you)
- One table for company promotional material
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for two (2) company representatives

USB Proceedings Sponsor

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

LANYARD Sponsor

- Company Logo with OZCHI 2009 logo on conference pass lanyards
- Up to two promotional items in delegate bag
- Main advertisement on the electronic front page on USB proceedings
- Half page mono advertisement in program booklet (finished artwork to be supplied by you)
- One table for company promotional material
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for two (2) company representatives

SILVER SPONSORSHIP (nine opportunities maximum)

Investment: AUD \$2,500

LUNCH BREAK DEMONSTRATION Sponsor

(Three opportunities)

- An opportunity to deliver a 30 minute presentation of your product, service or organisation to delegates during one of the conference lunch breaks. Presentations will be advertised in the program, and will take place in one of the conference theatres.
- One promotional item in delegate bag
- Advertisement on the electronic USB pen proceedings
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) company representative

WELCOME RECEPTION Sponsor

- An opportunity to make a brief speech at the welcome reception (5 minutes)
- Opportunity for company banner to be hung at the welcome reception venue
- One promotional item in delegate bag
- Advertisement on the electronic USB pen proceedings
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) company representative

CONFERENCE DINNER Sponsor

- An opportunity to make a brief speech at the welcome reception (5 minutes)
- Opportunity for company banner to be hung at the conference dinner venue
- One promotional item in delegate bag
- Advertisement on the electronic USB pen proceedings
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) company representative

DELEGATE BAG Sponsor

As part of ongoing sustainability strategies, OzCHI will offer an **optional** carry bag to delegates to hold proceedings, sponsor materials etc. By sponsoring the OzCHI delegate bag, you will also be contributing making OzCHI 2009 a greener conference.

- Company logo on delegate bag
- One promotional item in delegate bag
- Advertisement on the electronic USB pen proceedings
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) company representative

STUDENT VOLUNTEER Sponsor

- Company logo with OZCHI 2008 logo on T-shirts worn throughout the Conference by the team of Student Volunteers and organisers. Sponsor provides the T-shirts.
- One promotional item in delegate bag
- Advertisement on the electronic USB pen proceedings
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) company representative

DOCTORAL CONSORTIUM Sponsor

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

WATER BOTTLES Sponsor

- Company logo on water bottles to be used throughout the conference and then given to delegates at the end of the conference
- One promotional item in delegate bag
- Advertisement on the electronic USB pen proceedings
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) company representative

BOOK SALES

Investment: AUD \$1,000

- 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 USB proceedings

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 OZCHI Industry Liaisons (details below).

ENQUIRIES

Enquiries regarding sponsorship packages should be directed to:

Ash Donaldson

Industry Chair

+61 414 559 996

industry@ozchi.org

Shane Morris

Industry Chair

+61 438 818 888

industry@ozchi.org

How to Sponsor OZCHI 2008

- > **1.** Select the category you wish to sponsor or call an Industry Chair to discuss alternatives.
- >> **2.** Complete the form on the following page.
- >>> **3.** FAX the completed form to: (08) 8274 6000

Conditions

- 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 31st June 2009. The balance to be paid by 31st October 2009. Tax invoices will be provided.
- iii. Cancellation of bookings must be made in writing and forwarded to the Industry Chairs at industry@ozchi.org or the FAX address above. Cancellations received before 30th September 2009 will receive a refund of all payments, less the non-refundable deposit of \$330, including GST.

I choose to be a:

<input type="checkbox"/> Gold Sponsor (AUD\$5,000) of:			<input type="checkbox"/> Opening Keynote Sponsor	<input type="checkbox"/> Industry Keynote Sponsor
			<input type="checkbox"/> Closing Keynote Sponsor	<input type="checkbox"/> USB Proceedings Sponsor
			<input type="checkbox"/> Lanyard Sponsor	
<input type="checkbox"/> Exhibition table space required (included)				
<input type="checkbox"/> Silver Sponsor (AUD \$2,500) of:			<input type="checkbox"/> Lunch Break Demonstration Sponsor	
			<input type="checkbox"/> Conference Dinner Sponsor	<input type="checkbox"/> Welcome Reception Sponsor
			<input type="checkbox"/> Student Volunteer Sponsor	<input type="checkbox"/> Doctorial Consortium Sponsor
			<input type="checkbox"/> Water Bottle Sponsor	<input type="checkbox"/> Delegate Bag Sponsor
			<input type="checkbox"/> Other (By arrangement with Industry Chair)	
Please specify:.....				
<input type="checkbox"/> Book Sales (AUD \$1,000)	<input type="checkbox"/> Booklet Advertisement (AUD \$500)	<input type="checkbox"/> USB advertisement (AUD \$275)		
<input type="checkbox"/> Alternative Sponsorship (as arranged with sponsorship chair)		<input type="checkbox"/> In-kind support.		
Please specify:.....		Please specify:.....		
At OZCHI 2009, for the total cost of AU\$.....				

Enter Either: Credit Card Details

Please debit AUD \$..... 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 /9910/ 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:...../