



OzCHI 2013

Augmentation • Application • Innovation • Collaboration
Flinders University, Adelaide, Australia

25 - 29 November 2013

Sponsorship Prospectus

25 – 29 November 2013

Flinders University City Campus

182 Victoria Square, Adelaide | South Australia

The 25th Annual Conference of the Human Factors and Ergonomics Society of Australia, Computer-Human Interaction Special Interest Group (CHISIG)

Invitation:

On behalf of the Human Factors and Ergonomics Society of Australia, Computer-Human Interaction Special Interest Group, we are pleased to announce the 25th Annual Conference OzCHI 2013 will be held in Adelaide from Monday 25th November to Friday 29th November 2013. The conference will be held at Flinders University City Campus.

OzCHI is a non-profit event and is Australia's leading forum for work in all areas of Computer-Human Interaction. The 2013 conference theme is 'Augmentation, Application, Innovation, Collaboration' and reflects a variety of technical and social challenges in designing and deploying human-centred computer applications through augmenting our daily lives with innovative interaction and collaboration technologies.

The conference will host leading International and Australian speakers showcasing the latest updates on computer-human interaction. Adelaide is a wonderful city, well known for its major events and festivals. Discover its fine food, wine regions and restaurants, its pristine beaches and wildlife, and dynamic local arts and music scene.

We encourage you to take this opportunity to be involved in this exciting conference and extend an invitation to be a sponsor of OzCHI 2013. Our sponsorship packages offer both formal and informal opportunities to market your business, product or organisation to your target audience. It is also a good opportunity to find new talent from the best in the field. There are a variety of levels of involvement which are outlined in a selection of packages in this prospectus.



About the Conference

Program:

Monday 25th and Tuesday 26th November – Conference is preceded by specialist workshops, tutorials and Doctoral Consortium.

Wednesday 27th – Friday 29th November – Conference activities including presentations from leading International and Australian speakers, with flash talks, concurrent sessions, Student Design Challenge and an active social program including Welcome Reception, Conference Dinner, and informal networking over morning, afternoon and lunch breaks.

Delegate Profile:

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. We also welcome perspectives from design, architecture engineering, planning and creative industries. In recent years the conference has attracted around 150 delegates from Australia and abroad.

Conference Venue:

Flinders University City Campus is a heritage-listed building transformed from a Reserve Bank chamber to a new and modern educational facility. It is centrally located in the heart of Adelaide on the corner of Flinders Street and Victoria Square. It is serviced by trams, buses and taxis, and has ample car parking facilities nearby. It is also within comfortable walking distance of a number of accommodation options. The Exhibition and lunch hall available for trade displays is a modern and inviting space in which to engage with potential customers. The rooms used for conference presentations and informal networking are also inviting, modern and sure to impress.

Address: 182 Victoria Square, Adelaide, South Australia 5000

Website: www.flinders.edu.au/victoriasquare

Adelaide – your host city:

Adelaide is highly convenient for delegates and is widely regarded as the '20-minute city'. Major tourist attractions including the famous Adelaide Oval, Adelaide Zoo, Adelaide Central Markets, South Australian Museum, Adelaide Festival Centre and Art Gallery of South Australia, which are all within walking distance of all major hotels and convention venues.

Adelaide is also perfectly placed for those seeking that authentic 'Australian' experience. On the city's doorstep delegates and organisers alike can enjoy world famous wine regions such as the Barossa, the breathtaking outback landscape of the Flinders Ranges, and the unspoilt wilderness of Kangaroo Island to name a few.

Website & Proceedings:

The conference website at www.ozchi.org will be updated to include the conference brochure and detailed programme closer to the event. OzCHI 2013 is being held in cooperation with the Association for Computing Machinery (ACM) and the OzCHI conference proceedings will be published by ACM.



Benefits of Sponsorship

As the premier annual Australian meeting of specialists in human-computer interaction, OzCHI offers the opportunity to meet with research, industry and government groups away from the competition of everyday distractions. Key benefits of sponsorship include:

- Opportunity to promote your name, support your brands and to maintain a high profile among key influencers and decision makers before, during and after the event.
- Interacting with delegates face-to-face during morning, afternoon tea breaks and lunchtimes plus the opening reception and conference dinner.

Sponsorship and Exhibition opportunities

OzCHI 2013 is pleased to offer a range of sponsorship options at Gold, Silver and Bronze levels. The 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.



Gold Sponsorship

Investment: AUD \$5500 (GST included)

Maximum of 3 gold sponsorships available and allocated on first-come basis

- 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 (L:60cm,W:60cm,H:75cm) or one banner in the exhibition and lunch hall for company promotion
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for two (2) company representatives (estimated value \$1,200.00).

PLUS an option of either:

1. Keynote Sponsor

OzCHI 2013 will have prominent international keynote speaker, Kenton O'Hara, Senior Researcher at Microsoft Research in Cambridge. This sponsorship option offers you;

- Your representative may address delegates to introduce your company and the International Keynote speaker (5 minutes maximum), and
- Display of up to four company banners during this session

2. Conference Dinner Sponsor

- Your representative may address delegates to introduce your company (5 minutes maximum), and
- Display of up to four company banners during the dinner

3. Student Design Challenge

- "Naming rights" to this challenge including promotional activities leading up to the conference
- Position on the judging panel
- Display of up to four company banners during this session



Silver Sponsorship

Investment: AUD \$ 3000 (GST included)

Maximum of 5 silver sponsorships available and allocated on first-come basis

- One promotional item in delegate bag
- Advertisement on the electronic USB proceedings
- Quarter page mono advertisement in program booklet (finished artwork to be supplied by you)
- One table (L:60cm,W:60cm,H:75cm) or one banner in the exhibition and lunch hall for company promotion
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for two (2) company representatives (estimated value \$1,200.00).

PLUS an option of either:

1. Delegate Name Badge Lanyard Sponsor:

Delegates are provided with an official Conference name badge and lanyard upon registration and are required to wear them for the duration of the Conference. This will enable access to conference sessions, social functions and the exhibition hall. This sponsorship option offers you:

- Company Logo printed on the lanyards and name badges (size and position of logo at the discretion of the organising committee)

2. Delegate bag Sponsor

All OzCHI Delegates will receive a delegate's bag to hold proceedings, sponsor materials and notes. This sponsorship option offers you:

- Company Logo printed on delegate bags (size and position of logo at the discretion of the organising committee)

3. Doctorial Consortium OR Welcome Reception Sponsors

This sponsorship option offers you:

- Display of up to four banners at either the Doctorial consortium OR Welcome Reception event

4. Student Volunteer Sponsor

This sponsorship option offers you:

- Conference Organisers and Ushers to wear a custom T-Shirt displaying your company Logo for the duration of the conference (styling of t-shirt to be approved by organising committee)



Bronze Sponsorship

Investment: AUD \$ 1000 (GST included)

- One promotional item in delegate bag
- One table (L:60cm,W:60cm,H:75cm) or one banner in the exhibition and lunch hall for company promotion
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) company representative (estimated value \$600).

PLUS an option of either:

1. Writing Pads (right to provide)

- The sponsoring organisation will be responsible for supplying a writing pad with logo to be inserted into each delegate satchel. The pads should be A4 size and are subject to approval by the conference organising committee.

2. Pens (right to provide)

- The sponsoring organisation will be responsible for supplying a pen with logo to be inserted into each delegate satchel. The pens must be of a suitable quality and are subject to approval by the conference organising committee.

3. We welcome alternative suggestions for sponsorship options in the bronze category, and invite you to contact us with an offer for consideration.



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Application to Sponsor

Please complete this form and return to:
sponsorships.chair@ozchi.org

An OzCHI 2013 representative will contact you shortly to discuss.

I am interested in participating as a
(please tick category and preferred option)

Gold Sponsor

- Option 1 – Keynote Sponsor
- Option 2 – Conference Dinner Sponsor
- Option 3 – Student Design Challenge

Silver Sponsor

- Option 1 – Delegate Name Badge Lanyard Sponsor
- Option 2 – Delegate Bag Sponsor
- Option 3a – Doctorial Consortium
- Option 3b – Welcome Reception
- Option 4 – Conference T-Shirt Sponsor

Bronze sponsor

- Option 1 – Writing Pads (right to provide)
- Option 2 – Pens (right to provide)
- Alternative suggestion (please detail below)

Company Name:

Company ABN number:

Company Address:

Contact Name:

Phone:

Email:

Conditions of Sponsorship

- All opportunities are allocated strictly in order of receipt.
- 50% (non-refundable deposit) of the total cost committed is to be paid by 30th August 2013. The remaining balance is to be paid by 4th October 2013. There are a number of payment options to suit your need including EFT, cheque or credit card. Tax Invoice's (outlining these payment options) will be provided.
- Merchandise/promotional items must be provided to the conference convenors by the 25th October (30 days prior to the conference). Banners to be sent to the conference venue the week prior to the conference (18th – 22nd November) – note: a delivery document will be provided, outlining delivery details.
