OzCHI 2015 CONFERENCE

BEING HUMAN

7-10 DECEMBER, 2015
MELBOURNE, AUSTRALIA

Sponsorship Prospectus

Melbourne Lane by John Benwell used under CC by 2.0

Invitation

You are invited to be a sponsor at OzCHI 2015 to be held at The University of Melbourne from **Monday 7th to Thursday 10th December 2015.**

The OzCHI conference is a not-for-profit event that covers all topics related to emerging user-interface technologies presented by Human-Computer Interaction (HCI) thought leaders. The conference provides a forum to discuss all aspects of design, interaction and participation in the creation and use of human-computing systems.

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

This year OzCHI will be held in Melbourne with the event attracting a large number of participants from across the globe.

Front Image: Union Ln 7 by _TC Photography_ used under CC by 2.0

Why become a sponsor?

OzCHI is a leading Asia-Pacific conference for specialists in human-computer interaction (HCI). As a sponsor of OzCHI, not only will you support a home grown conference but you will reach an audience from Australia, Asia, Europe, the US and beyond.

As a sponsor you can leverage OzCHI's premier reputation in the field of HCI to heighten your brand, service or products' visibility to new and current clients.

Your support also brings benefits of complimentary registration and conference dinner tickets as a token of our thanks for your help in creating a premier conference for the OzCHI community and its attendees.

The hustle and bustle of Flinders Street by Scott Crusswell used under CC by 2.0

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.

Past Participants (2014)

Aarhus University, Denmark
ANZ
Australian National University
Boomworks
City University of London, England
CSIRO
Deloitte Digital
Design4Use
Domain Group
Edith Cowan University
Fairfax Media
Flinders University
Google, Australia
Google, United States of America
Griffith University
Honeywell
IIT Guwahati, India
Involved
James Cook University
Kagawa University, Japan
KAIST, Korea
Malmö University, Sweden
Massive Interactive
Microsoft Research Centre for Social Natural User Interfaces
Microsoft Research, Cambridge, England

MIMOS Berhad
Mobile Experience
Mobile Life Centre, Sweden
Monash University
NICTA
Northumbria University, England
Omokaro Travel and Tours, South Africa
Orange Labs, France
Polytechnic of Namibia
Queensland University of Technology
Research School of Computer Science, CECS
RMIT University
Roskilde University, Denmark
Singapore University of Technology and Design & MIT Media Lab, Singapore
Sitback Solutions
Squiz
Stayz
Stockholm University, Sweden
Swinburne University of Technology
Tampere University of Technology Finland

Telstra
The University of New South Wales
The University of Sydney
The University of Waikato, New Zealand
U1 Group
Umea, Institute of Design, Sweden
Universite Catholique de Louvain, Belgium
University College London, England
University of Copenhagen, Denmark
University of Malaya, Malaysia
University of Melbourne
University of Otago, New Zealand
University of Oulu, Finland
University of Tasmania
University of Waterloo, Canada
University of Western Australia
University of York, England
University of Technology
Vienna University of Technology, Austria

Venue

OzCHI 2015 will be held at the University of Melbourne, one of Australia's leading universities, in the new Melbourne School of Design building. The building was officially launched on the 11th December 2014. Located at the centre of the University of Melbourne's Parkville campus, the building is a state-of-the-art academic facility, designed in collaboration by John Wardle Architects (Melbourne) and NADAAA (Boston). A large-scale laboratory for built environment education and research, the building sets a new standard for design education in the Asia-Pacific region.

The design of the building facilitates collaborative interdisciplinary engagement and the critical exploration of complex built environment issues. The unique transparency of the space supports the vision of a pedagogical building. Exposed materials and structures, such as the underside of the Y-Stairs, give insight into construction techniques and fabrication. Features such as the steel mesh balustrade and open top gallery allow for sight-lines and transparency between levels.

Embedded in the design is a commitment to sustainability and green architecture. The Melbourne School of Design building has been awarded a 6 Star Green Star Design - Education Design v1 rating by the Green Building Council of Australia and is the first education facility to be awarded the maximum 10 Green Star innovation credits.
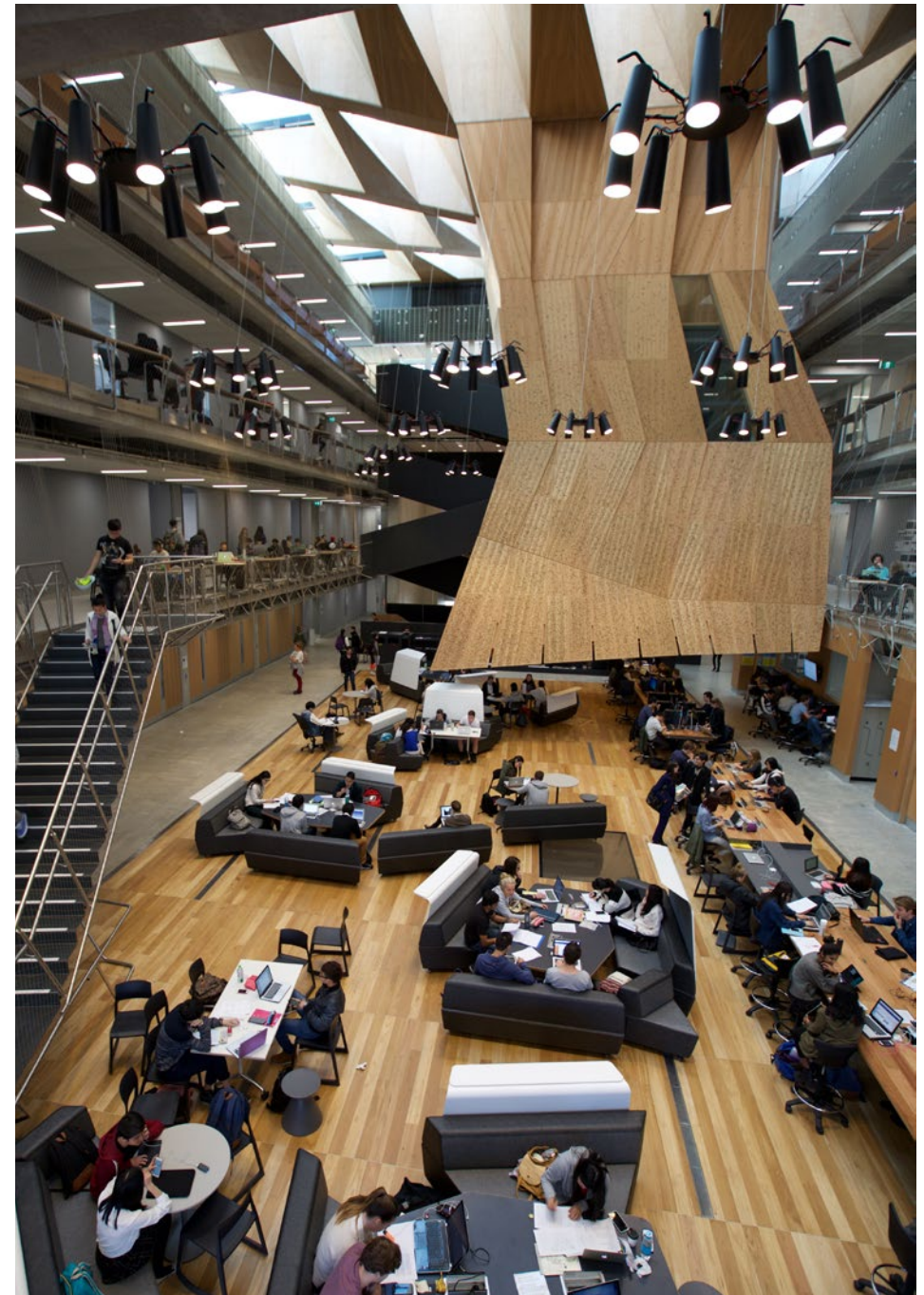

Photo by James Rafferty

Sponsorship Opportunities

OzCHI 2015 offers seven sponsorship options that are tailored to suit a variety of organisations and budgets.

The Platinum, Gold and Silver options maximise your exposure and audience reach by being linked to specific conference events. As these are typically the most popular sponsorship opportunities they 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).

Platinum	Platinum	Gold	Gold	Silver	Silver	Bronze
$10,000	$10,000	$5,000	$5,000	$3,000	$3,000	$1,000
Conference Dinner	Keynote Speakers	Welcome Reception	Interactive Experience	Student Design Challenge	Student Volunteers	Friends of OzChi
Maximum 2 Sponsors	Maximum 2 Sponsors	Maximum 2 Sponsors	Maximum 2 Sponsors	Maximum 3 Sponsors	Maximum 3 Sponsors	Multiple Sponsors

Platinum Sponsor

Conference Dinner
Maximum 1 Sponsor
$10,000

OzCHI 2015 is hosting a conference dinner on Wednesday evening from 6:00pm – 10:00pm at the Melbourne Zoo in Parkville. The night will include private Animal experience tours, pre-dinner drinks and canapés followed by a sit down dinner in the Leopard Lodge. This is the premier OzCHI 2015 networking event attended by conference registrants.

Baby Orangutan by Tony Hisgett used under CC by 2.0

Sponsorship benefits include:

· An opportunity to be the key Conference DInner sponsor, the premier OzCHI 2015 networking event

· An opportunity to make a speech by a representative from your organisation

· Opportunity for your organisation's banners to be hung at the conference dinner venue

· Display / demonstration table for your organisation's promotional material

· Up to two promotional items in each delegate bag

· Advertisement on the electronic USB pen proceedings

· Advertisement in program booklet (final artwork to be supplied by organisation)

· Acknowledgement and hyperlink on conference website

· Complimentary registration and conference dinner for two (2) of your organisation's representatives

Platinum Sponsor

Keynote Speaker: Elizabeth Churchill
Director of User Experience, Google
Maximum of 1 Sponsor
$10,000

Elizabeth Churchill, a Director of User Experience at Google, is an applied social scientist working in the areas of human computer interaction, computer mediated communication, mobile/ubiquitous computing, and social media. Her current work focuses on the design of developer tools for device ecosystems. A psychologist by training, Churchill holds a BS in Experimental Psychology and an MS in Knowledge Based Systems from the University of Sussex, and a PhD in Cognitive Science from the University of Cambridge.

Sponsorship benefits include:

· An opportunity for your organisation to be the key sponsor of the conference Keynote Speaker and for your brand to be associated with marketing relating to the Keynote Speaker

· An opportunity to make a speech and to introduce the Keynote Speaker as appropriate

· Opportunity for your organisation's banners to be hung during the Keynote session

· Display / demonstration table for your organisation's promotional material

· Up to two promotional items in each delegate bag

· Advertisement on the electronic USB pen proceedings

· Advertisement in program booklet (final artwork to be supplied by organisation)

· Acknowledgement and hyperlink on conference website

· Complimentary registration and conference dinner for two (2) of your organisation's representatives

Platinum Sponsor

Keynote Speaker: Abigail Sellen
Principal Researcher, Microsoft Research
Maximum of 1 sponsor
$10,000

Abigail Sellen is a Principal Researcher at Microsoft Research Cambridge where she manages the Human Experience & Design Group. Abigail first became interested in Human-Computer Interaction through a summer internship at Apple while working on her doctorate in Cognitive Science with Don Norman. Alongside honorary professorships at University College London and the University of Nottingham, she is a Fellow of the Royal Academy of Engineering, Fellow of the British Computer Society, and a member of the ACM SIGCHI Academy.

Sponsorship benefits include:

· An opportunity for your organisation to be the key sponsor of the conference Keynote Speaker and for your brand to be associated with marketing relating to the Keynote Speaker

· An opportunity to make a speech and to introduce the Keynote Speaker as appropriate

· Opportunity for your organisation's banners to be hung during the Keynote session

· Display / demonstration table for your organisation's promotional material

· Up to two promotional items in each delegate bag

· Advertisement on the electronic USB pen proceedings

· Advertisement in program booklet (final artwork to be supplied by organisation)

· Acknowledgement and hyperlink on conference website

· Complimentary registration and conference dinner for two (2) of your organisation's representatives

Gold Sponsor

Welcome Reception
Maximum of 2 sponsors
$5,000

The Welcome Reception will be held on Tuesday evening from 6:00pm – 10:00pm at the Woodward Conference Centre on Level 10 of the Law Building at the University of Melbourne. Offering spectacular views of the city and surrounds, the event officially welcomes all conference participants to the conference.

Sponsorship benefits include:

· An opportunity to make a speech at the welcome reception

· Opportunity for your organisation's banner to be hung at the welcome reception venue

· One promotional item in each delegate bag

· Advertisement on the electronic USB pen proceedings

· Advertisement in program booklet (final artwork to be supplied by organisation)

· Acknowledgement and hyperlink on conference website

· Complimentary registration and conference dinner for one (1) of your organisation's representatives

Wine Glasses by Rod Waddington used under CC by 2.0

Gold Sponsor

Interactive Experience
Maximum of 2 sponsors
$5,000

The OzCHI Experience program offers conference attendees a series of innovative techno-cultural events. The events will be scattered throughout the conference at a various times and locations. Events will participatory and performative and will highlight Melbourne's strengths, involving food, culture, technology and people. The OzCHI Experience program aim is to give attendees an unforgettable experience of Melbourne, the University, and the OzCHI conference itself.

Photo by Martijn van den Broeck

Sponsorship benefits include:

· An opportunity to make a speech at the interactive experience.

· Opportunity for your organisation's banner to be hung at the interactive experience as appropriate.

· One promotional item in each delegate bag.

· Advertisement on the electronic USB pen proceedings

Advertisement in program booklet (final artwork to be
· supplied by organisation).

· Acknowledgement and hyperlink on conference website.

· Complimentary registration and conference dinner for one (1) of your organisation's representatives.

Silver Sponsors

Student Design Challenge
Maximum of 3 sponsors
$3,000

The OzCHI 2015 conference includes the ever exciting and popular student design challenge, where teams from around the world develop a solution to a given HCI problem. The top entries will receive prizes and will be invited to present their work at the OzCHI 2015 conference in Melbourne.

The start of the 24 hour OzCHI 2014 student design competition challenge at 3 AM at night by Trieuvy Luu

Sponsorship benefits include:

· Opportunity to co-present prizes and to judge the OzCHI 2015 Student Design Challenge

· Opportunity for your organisation's banner to be hung at the conference

· Your organisation's logo on the design challenge website, linked to your organisation's homepage

· One promotional item in each delegate bag

· Advertisement in program booklet (final artwork to be supplied by organisation)

· Advertisement on the electronic USB pen proceedings

· Display / demonstration table for your organisation's promotional material

· Acknowledgement and hyperlink on conference website

· Mention of the travel scholarship (provided to winners of the online challenge) in marketing material will be preceded by your organisation's name

· Complimentary registration and conference dinner for one (1) of your organisation's representatives

Silver Sponsor

Student Volunteers
Maximum of 3 sponsors
$3,000

Your organisation's logo with OzCHI 2015 logo on
T-shirts worn throughout the Conference by the team
of 30 Student Volunteers and organisers throughout the
4 day program.

OzCHI 2014 T-Shirt, image by Tuck Wah, Leong

Sponsorship benefits include:

· An opportunity to feature your organisation's logo on Student
Volunteer and organiser T-Shirts (vector logo to be supplied by
organisation)

· Opportunity for your organisation's banner to be hung at the
conference

· One promotional item in each delegate bag

· Advertisement on the electronic USB pen proceedings

· Advertisement in program booklet (final artwork to be
supplied by organisation)

· Acknowledgement and hyperlink on conference website

· Complimentary registration and conference dinner for one (1)
of your organisation's representatives

Bronze Sponsor

Friend of OzCHI
Multiple sponsors
$1,000

Smaller donations are welcomed with organisations offering support at this level being acknowledged as Friends of OzCHI 2015.

Sponsorship benefits include:

· Advertisement in program booklet (final artwork to be supplied by organisation)

· Acknowledgement and hyperlink on conference website

· Complimentary conference dinner for one (1) of your organisation's representatives

How to sponsor OzCHI 2015

· To discuss sponsorship categories and options please contact Kat Franks sponsorships.chair@ozchi.org +61 3 8344 7682

· Once you have selected a sponsorship category, please email the details of your preferred sponsorship category together with your organisation's contact details to Charlie Barlow secretariat@ergonomics.org.au and cc sponsorships.chair@ozchi.org

· Once you have received an invoice from us, please complete your payment. All payments should be made to the Human Factors and Ergonomic Society of Australia using either a corporate credit card or direct funds transfer (as outlined in the invoice).

· Once your invoice has been processed we will arrange for your logo and organisation's name to appear on the various promotional materials that are part of your sponsorship package.

Conditions

· All opportunities are allocated strictly in order of receipt.

· 50% of the total cost committed is to be paid as a deposit by 31st July 2015. The balance to be paid by 31st October 2015. Tax invoices will be provided.

· Cancellation of bookings must be made in writing and forwarded to kfranks@unimelb.edu.au Cancellations received before 30th September 2015 will receive a refund of all payments, less a non-refundable deposit of $330, including GST.

Website

The conference website www.ozchi.org/2015 will be updated to include the detailed programme closer to the event. OzCHI 2015 is being held in cooperation with ACM and the conference proceedings will be published in the ACM digital library. Sponsors will be recognised on the front page of the Conference Website.

Coops Shot Tower by Kham Tran used under CC by 2.0