



BEYOND BEING HUMAN

30th November to 4th December 2024

Meanjin | Brisbane, Australia

Sponsorship Prospectus



Invitation



You are invited to be a sponsor at OzCHI 2024 to be held at The University of Queensland from **Saturday 30th November to Wednesday 4th December 2024.**

OzCHI 2024 is the 36th Australian Conference on Human-Computer Interaction. This annual non-profit event is for the Computer-Human Interaction Special Interest Group (CHISIG) and serves as a premier forum for the latest advancements in HCI research and practice.

OzCHI is Australasia's leading forum for cutting-edge HCI research and practice. It attracts a diverse international community of researchers, industry practitioners, academics, and students. Participants come from over 25 countries and various fields, including interaction design, user experience, software engineering, human factors, information systems analysis, and social sciences.

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

We encourage you to take this opportunity to be involved in this exciting conference and extend an invitation to be a sponsor of OzCHI 2024. Our sponsorship packages offer both formal and informal opportunities to market your business, product, or organization 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

Saturday 30th November and Sunday 1st December consists of specialist workshops, tutorials and Doctoral Consortium.

Monday 2nd December to Wednesday 4th December consists of the main conference activities including presentations from leading International and Australian speakers, primarily single track paper sessions, Student Design Challenge, and an active social program including Welcome Reception, Conference Dinner, and informal networking over morning, afternoon, and lunch breaks.

Who will attend?

OzCHI attracts an international community of practitioners, researchers, academics, and student from a wide range of disciplines including user experience designers, information architects, software engineers, human factor experts, information system analysts, social scientists, and managers.

Website & Proceedings

The conference website at www.ozchi.org/2024 will be updated include the conference programme closer to the event. OzCHI 2024 is being held in cooperation with the Association for Computing Machinery (ACM) and the OzCHI conference proceedings will be published in the ACM Digital Library.

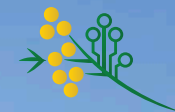
Brisbane – your host city

Brisbane, the capital of Queensland, is a lively and welcoming city known for its warm weather, friendly atmosphere, and scenic riverfront. The city boasts a range of attractions, including the popular South Bank Parklands, Queensland Art Gallery, and the Brisbane City Botanic Gardens, all within easy reach of major hotels and venues. With its mix of outdoor spaces, modern dining, and a thriving arts and culture scene, Brisbane offers a perfect backdrop for OzCHI 2024.

Beyond the city, Brisbane provides access to some of Australia's most iconic natural destinations. Delegates can easily visit the beautiful beaches of the Gold and Sunshine Coasts, explore the stunning landscapes of the Scenic Rim, or take a day trip to Moreton Bay's islands. Whether enjoying local sights or venturing further afield, Brisbane delivers a rich and memorable experience.

Venue

The venue for OzCHI 2024 is the University of Queensland's main campus in St Lucia. The entire conference will take place in the Advanced Engineering Building, which borders the recently renovated UQ Lakes precinct, with the keynote and paper presentations taking place in the GHD Auditorium. Brisbane's integrated public transit system will offer conference participants multiple options for arriving on campus from city centre venues and accommodation, with the CityCat river ferries a popular choice.



Keynote Speakers



OzCHI 2024 is proud to welcome 3 keynote speakers to the conference to address delegates this year. The keynotes will take place one a day **Monday 2nd December to Wednesday 4th December**. The specific timing of the keynote sessions will be released with the conference programme closer to the event.



Monday 2nd December
Professor Paul Dourish
University of California, Irvine

Professor Paul Dourish

University of California, Irvine

Paul Dourish is Chancellor's Professor of Informatics at the University of California, Irvine, where he also holds courtesy appointments in Computer Science and Anthropology. Additionally, he serves as an Honorary Professorial Fellow in Computing and Information Systems at the University of Melbourne. His research spans Human-Computer Interaction, Digital Media, and Science and Technology Studies.

Paul is the author of several influential books, including *Where the Action Is: The Foundations of Embodied Interaction* (MIT Press, 2001), *Divining a Digital Future: Mess and Mythology in Ubiquitous Computing* (MIT Press, 2011, co-authored with Genevieve Bell), and *The Stuff of Bits: An Essay on the Materialities of Information* (MIT Press, 2017). He is a Fellow of both the ACM and BCS, a member of the CHI Academy, and a recipient of prestigious awards such as the AMIA Diana Forsythe Award and the CSCW Lasting Impact Award.

Tuesday 3rd December

Professor Elizabeth Churchill

*Mohamed bin Zayed University of
Artificial Intelligence*



Wednesday 4th December

Professor Margot Brereton

Queensland University of Technology



Keynote Speakers

Professor Elizabeth Churchill

Mohamed bin Zayed University of Artificial Intelligence

Elizabeth Churchill has an extensive background in psychology, artificial intelligence, and cognitive science. Her work spans social, computer, engineering, and data sciences, focusing on creating innovative applications and services for end users. She has led research teams at major tech companies, including Google, eBay, Yahoo, PARC, and FujiXerox. Currently, her work centers on designing effective tools for developers and designers on the new Fuchsia operating system.

Elizabeth holds a Ph.D. from the University of Cambridge, along with honorary doctorates from the University of Sussex and the University of Stockholm. She is a Fellow of the Association for Computer Machinery (ACM), a member of the ACM CHI Academy, and an ACM Distinguished Speaker. She served as ACM Vice President from 2018 to 2020. In 2016, she received the Citris-Banatao Institute Athena Award for Women in Technology for Executive Leadership and has been recognized as a top leader in UX design. Her recent accolades include ACM SIGCHI's Lifetime Service Award (2023) and ACM's Lifetime Practice Award (2024).



Professor Margot Brereton

Queensland University of Technology

Margot Brereton is a leading figure nationally and internationally in the collaborative design of humanitarian technologies and their interfaces. She works closely with communities whose needs are often overlooked in technology development, focusing on enhancing the lives and agency of older adults, neurodiverse individuals, and minimally-verbal children with autism. Her work also connects people to nature and supports the use of endangered Indigenous languages. Margot's long-term engagements with these communities ensure that her designs fit seamlessly into people's lives, allowing them to actively shape the technologies' evolution.

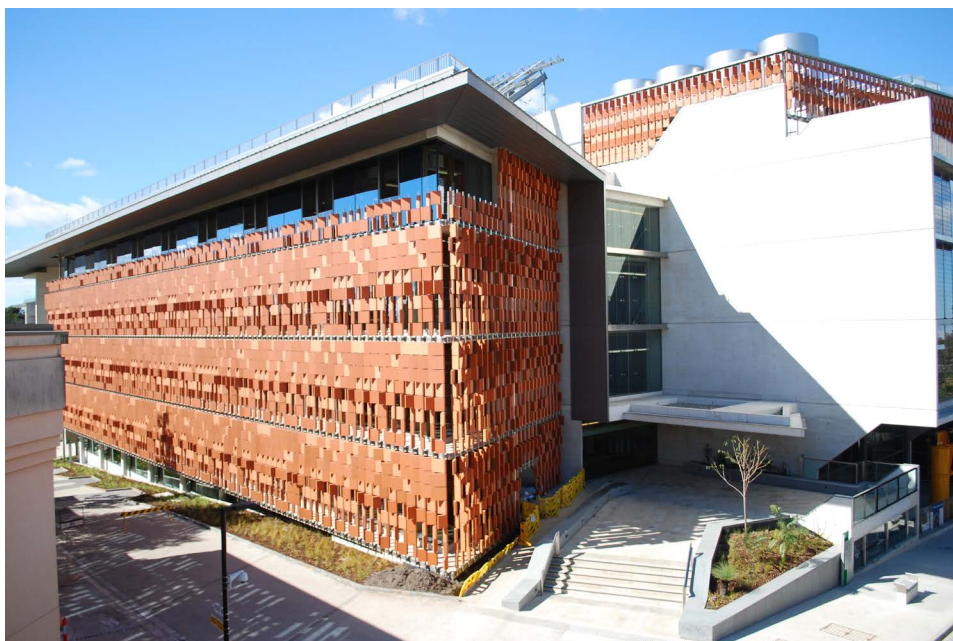
As a Professor of Engineering and Interaction Design in QUT's School of Computer Science, Margot's research centers on tangible, connected interfaces, AI, and machine learning technologies, contributing to innovative designs and new theoretical approaches in Human-Computer Interaction. She has served on the Australian Research Council College of Experts, and published more than 230 peer-reviewed papers. Beginning her career as an apprentice at Rolls Royce aircraft engines, she holds a PhD in Mechanical Engineering Design from Stanford University, a Masters in Technology Policy from MIT, and a BSc.Eng(Hons) from the University of Bristol.

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 2024 is pleased to offer a range of sponsorship opportunities at the Gold, Silver, and Bronze levels. These 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.

Sponsorship Level # Available \$ AUD (GST Included)

Gold	5	\$5,500
Silver	4	\$3,300
Bronze	∞	\$1,100

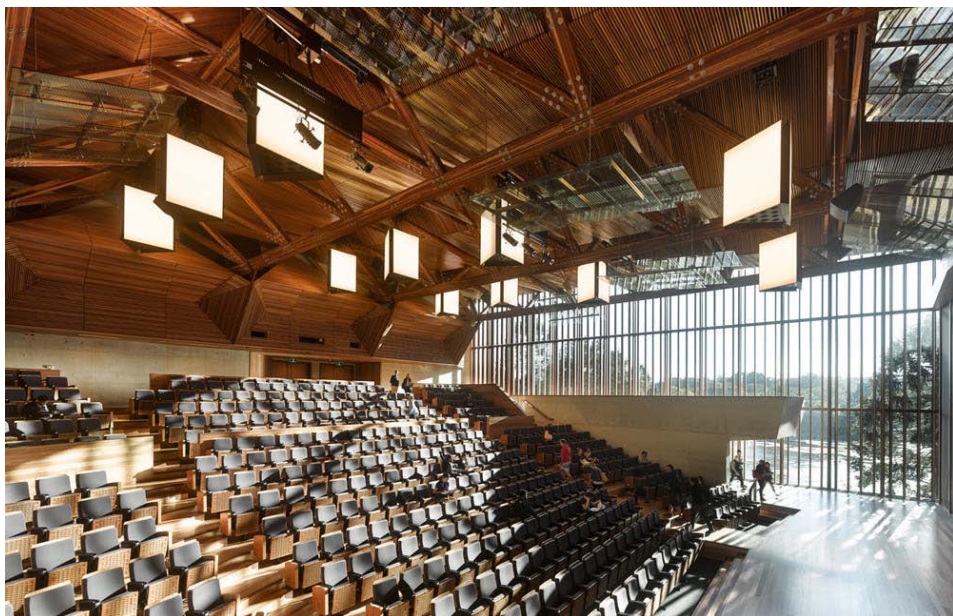
Gold Sponsorship



Investment: AUD \$5,500 (GST included)

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

- » Digital promotion included in on-site proceedings distributed to attendees
- » One table in the exhibition space for company promotion
- » Two pull-up banners in the lunch space for company promotion
- » Prominent acknowledgement and linking on conference website
- » Acknowledgement and linking on conference social media
- » Complementary registration and conference dinner for two (2) company representatives



Plus an option for one of the following

1. Keynote Sponsor (3 available)

OzCHI 2024 will host three keynote speakers during the conference; Professor Paul Dourish, from University of California, Irvine; Professor Elizabeth Churchill, from Mohamed bin Zayed University of Artificial Intelligence; and Professor Margot Brereton, from Queensland University of Technology.

- » Acknowledgement and digital logo placement at start of keynote
- » Display up to four company banners during this session

2. Conference Dinner Sponsor (1 available)

- » Your representative may address delegates to introduce your company (5 minutes maximum)
- » Display up to four company banners during this session

3. Student Design Challenge Sponsor (1 available)

- » 'Naming rights' to this challenge including promotional activities leading up to the conference
- » Display up to four company banners during this session

Silver Sponsorship



Investment: AUD \$3,300 (GST included)

Maximum of 4 silver sponsorships available and allocated on first-come basis.

- » Digital promotion included in on-site proceedings distributed to attendees
- » One table in the exhibition space for company promotion
- » One pull-up banners in the lunch space for company promotion
- » Standard acknowledgement and linking on conference website
- » Acknowledgement and linking on conference social media
- » Complementary registration and conference dinner for one (1) company representatives



Plus an option for one of the following

1. Delegate Name Badge Lanyard Sponsor (1 available)

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.

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

2. Doctorial Consortium Sponsor (1 available)

- » Display up to four company banners during this session

3. Welcome Reception Sponsor (1 available)

- » Display up to four company banners during this session

4. Student Volunteer Sponsor (1 available)

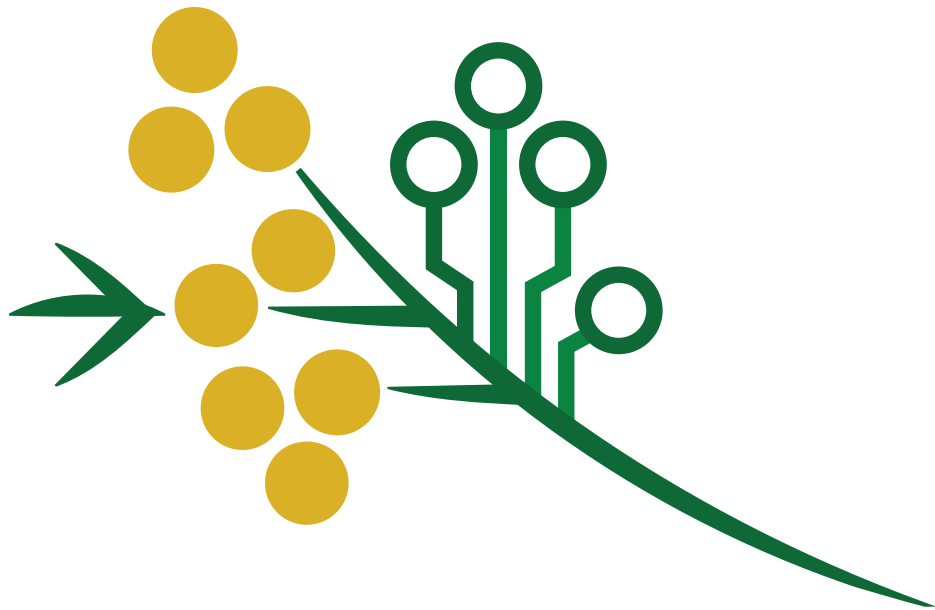
- » Student volunteers to wear a custom t-shirt displaying your company logo for the duration of their volunteering at the conference (size and position of logo at the discretion of the organising committee)

Bronze Sponsorship

Investment: AUD \$1,100 (GST included)

Smaller donations are welcomed with organisations offering support at this level being acknowledged as OzCHI Bronze Sponsors 2024

- » Digital promotion included in on-site proceedings distributed to attendees
- » Acknowledgement and linking on conference website
- » Acknowledgement and linking on conference social media



Application to Sponsor



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

Company Name

Company ABN

Company Address

Contact Name

Phone

Email

I am interested in sponsorship at the following level and option:
(please tick category and preferred option)

- ☐ **Gold Sponsor** – \$5,500 (inc GST)
- ☐ Option 1 – Keynote Sponsor (Professor Paul Dourish)
 - ☐ Option 1 – Keynote Sponsor (Professor Elizabeth Churchill)
 - ☐ Option 1 – Keynote Sponsor (Professor Margot Brereton)
 - ☐ Option 2 – Conference Dinner Sponsor
 - ☐ Option 3 – Student Design Challenge Sponsor

- ☐ **Silver Sponsor** – \$3,300 (inc GST)
- ☐ Option 1 – Delegate Name Badge Lanyard Sponsor
 - ☐ Option 2 – Doctorial Consortium Sponsor
 - ☐ Option 3 – Welcome Reception Sponsor
 - ☐ Option 4 – Student Volunteer Sponsor

- ☐ **Bronze Sponsor** – \$1,100 (inc GST)

- ☐ **Sponsor** (Alternative suggestion - provide details below)

Conditions

- » All opportunities are allocated strictly in order of receipt.
- » The balance to be paid by 31st October 2024. Tax invoiced will be provided.
- » Cancellations of bookings must be made in writing and forwarded to j.weigel@uq.edu.au.



www.ozchi.org/2024

