

OZCHI
 **2007**

entertaining
user interfaces

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

28 - 30 November 2007
University of South Australia
Adelaide, Australia

In November 2007 an International community of Computer-Human Interaction (CHI) researchers and practitioners will meet in Adelaide, South Australia for the annual conference of the Australian Computer-Human Interaction Special Interest Group (CHISIG). OZCHI is Australia's leading forum for finding out about the latest technology and methods concerning human-computer interaction, usability, and user experience. The conference has run annually since 1989.

The theme of Entertaining User Interfaces highlights both the need for user interfaces to be engaging and the role of entertainment in shaping the way that computer interfaces are developed today. The web, games, and entertainment in general have driven human computer interfaces to a new level of usability. The computer is no longer a workstation but an entire lifestyle portal.

Who will attend?

Presenters will be drawn from an international community of practitioners, researchers, academics and students from a wide range of disciplines, including human factors and ergonomics, information technology, artificial intelligence, design, social sciences and management. Attendees will be from Government departments, private industry, and academia.

Programme

The conference will be preceded by one day of Workshops, Tutorials and a Doctoral Consortium on Wednesday 28 November. The main Conference, on 29-30 November will include plenary speakers, full papers, posters and short papers, panels, demonstrations and industry case studies. The conference website at www.ozchi.org will be updated to include the detailed programme closer to the event.

Sponsorship Opportunities

As the premier annual Australian meeting of international specialists in human-computer interaction, OZCHI 2007 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. 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

The University of South Australia is hosting OZCHI 2007. Its City West campus, within the CBD, is an easy walk from city hotels and attractions. Delegates and sponsors will be able to interact in a central area that will accommodate luncheon and refreshments, displays, posters and sponsor's desks. Plenary and breakout sessions will be held in the adjacent theatrettes.

Sponsorship Opportunities

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

MAJOR SPONSORSHIP (maximum of five)

Investment AU\$5000

Benefits:

- Sponsorship of either the Keynote Address, the Conference Dinner, the Welcome Reception or an alternate event agreed with the sponsorship chair.
- Acknowledgement at commencement and end of the sponsored session
- Company logo on delegate satchels and on the conference CD
- Opportunity for company banner to be hung in the sponsored venue (keynote, dinner, reception)
- One table for company promotional material
- Acknowledgement and hyperlink on conference website
- Half page mono advertisement in program booklet
- Promotional material insert in delegate satchels
- Complimentary registration and conference dinner for two (2) company representatives
- For Dinner and Reception sponsors, an opportunity to make a brief speech

SPONSOR

Investment AU\$2200

Benefits:

- Acknowledgement and hyperlink on website
- Quarter page mono advertisement in program booklet
- Promotional material insert in delegate satchels
- Complimentary registration and conference dinner for one (1) company representative

LANYARD SPONSOR

Investment AU\$2200

Benefits:

- Company Logo with OZCHI 07 logo on conference pass lanyards
- Acknowledgement and hyperlink on website
- Promotional material insert in delegate satchels

STUDENT VOLUNTEER SPONSOR

Investment AU\$2200

Benefits:

- Company logo with OZCHI 07 logo on T-shirts worn throughout the Conference by the team of Student Volunteers and organisers. Sponsor provides the T-shirts.
- Acknowledgement and hyperlink on website
- Promotional material insert in delegate satchels

DOCTORAL CONSORTIUM SPONSOR

Investment AU\$2200

Benefits:

- Your banner at the Doctoral Consortium venue
- Quarter page mono advertisement in program booklet
- Acknowledgement and hyperlink on website
- Promotional material insert in delegate satchels

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

Satchel inclusion (one item).

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 (08) 8259 5403.

ENQUIRIES

Enquiries regarding sponsorship packages should be directed to:

Stuart Sutherland
OZCHI 2007 Sponsorship Chair

Tel: +61 (08) 8259 5403
FAX: +61(08) 8259 5139
Email: Sponsorship@ozchi.org

How to Sponsor OZCHI 2007

- > **1.** Select the category you wish to sponsor or call Stuart Sutherland (08 8259 5403) to discuss alternatives.

- >> **2.** Complete the form on the following page.

- >>> **3.** FAX the completed form to: (08) 8259 5139

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 July 2007. The balance to be paid by 31st October 2007. Tax invoices will be provided.

- iii. Cancellation of bookings must be made in writing and forwarded to The Sponsorship Chair, Stuart Sutherland, at the email or FAX address on the previous page. Cancellations received before 30th September will receive a refund of all payments, less the non-refundable deposit.

I choose to be a:

| | | | | | |
|--|--|---|--|---------------------------------|------------------------------------|
| <input type="checkbox"/> Major Sponsor (AU\$5000) of: | | | <input type="checkbox"/> Keynote | <input type="checkbox"/> Dinner | <input type="checkbox"/> Reception |
| | | | <input type="checkbox"/> Other (By arrangement with sponsorship chair) | | |
| Please specify:..... | | | | | |
| <input type="checkbox"/> Sponsor (AU\$2200) | | | <input type="checkbox"/> Lanyard Sponsor (AU\$2200) | | |
| <input type="checkbox"/> Student Volunteer Sponsor (AU\$2200) | | | <input type="checkbox"/> Doctoral Consortium Sponsor (AU\$2200) | | |
| <input type="checkbox"/> Book Sales (AU\$1000) | <input type="checkbox"/> Advertisement (AU\$500) | <input type="checkbox"/> Satchel Insert (AU\$275) | | | |
| <input type="checkbox"/> Alternative Sponsorship. (By arrangement with sponsorship chair). Please specify:..... | | | <input type="checkbox"/> In-kind support. Please specify:..... | | |
| At OZCHI 2007, for the total cost of AU\$..... | | | | | |

Enter Either: Credit Card Details

Please debit AU\$..... to: Bankcard 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 /9714/ Company Name

Bank SA (St George Bank) North Adelaide Branch,

90 O'Connell St, North Adelaide, SA 5006

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:...../...../.....