

OZCHI 2014



Designing futures.

The future of design.

December 2-5 2014

Sydney, Australia

The 26th Annual Conference of the
Computer-Human Interaction Special Interest Group (CHISIG)
of the Human Factors and Ergonomics Society of Australia



Invitation

We are inviting you to be a sponsor at OZCHI 2014 to be held in Sydney from **Tuesday 2nd to Friday 5th December, 2014.**

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.

This year's venue in Sydney and attracts a large number of professionals, and students from across Australia, Europe, North America, Asia and elsewhere.

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 2014 conference theme is "Designing futures. The future of design". OZCHI provides a forum to discuss all aspects of design, interaction and participation in the creation and use of human-computing systems.

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.

2014 continues the tradition of OZCHI Industry Day, a one-day program focussed around case studies and practical discussion, specifically aimed to attract industry practitioners.

Venue

OzCHI will be held at the University of Technology Sydney, in the brand new Faculty of Engineering and Information Technology building. This state of the art green building is located five minutes from central station, and is walking distance to shops and restaurants in the city.

The venue itself is a cluster of lecture theatres and meeting rooms, with a large central space where attendees congregate regularly through the day and during meal breaks to view demonstrations and sponsor exhibits.



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 of academics, researchers and industry leaders 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 and product or service visibility to new and current clients.

Your support also brings benefits of complimentary registration, which a token of our thanks for your helping us to create a premier conference for the OzCHI community and its attendees.

Previous Sponsors





Picture by Sebastiaan ter Burg

Sponsorship Opportunities

OzCHI 2014 offers four sponsorship options that are tailored to suit a variety of organisations and budgets: Platinum, Gold, Silver and Bronze.

The Platinum and Gold options maximise your exposure and audience reach by being linked to specific conference features, such as the keynote address and conference dinner. As these are typically the most popular sponsorship opportunities, the Platinum and Gold 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).

Platinum Sponsorship

Investment:

AUD \$10,000

TWO options

TWO opportunities

Platinum sponsorships include the option of a table in the exhibition area for demonstrations, promotional material, competitions, etc.

Please contact us if you wish to discuss ways to upgrade your exhibition space (for a reasonable additional cost).

Option 1: Lanyard Sponsor

(Maximum of 1 sponsor)

- Your organisation's logo with the OzCHI 2014 logo on conference pass lanyards
- Up to two promotional items in each delegate bag
- Main advertisement on the electronic front page of USB proceedings
- Half page mono advertisement in program booklet (final artwork to be supplied by you)
- One display / demonstration table for your organisation's promotional material
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for two (2) of your organisation's representatives

Platinum Sponsorship

Investment:

AUD \$10,000

TWO options

TWO opportunities

Platinum sponsorships include the option of a table in the exhibition area for demonstrations, promotional material, competitions, etc.

Please contact us if you wish to discuss ways to upgrade your exhibition space (for a reasonable additional cost).

Option 2: Student Design Challenge Sponsor

(Maximum of 1 sponsor)

Your support in the form of cash or prizes, helps us to support students to participate in the OzCHI 2014 Student Design Challenge

- Naming rights for the OzCHI 2014 student Design Challenge
- Opportunity to present prizes and judge in the OzCHI 2014 Student Design Challenge
- Opportunity to choose the theme of the OzCHI 2014 Student Design Challenge
- Your organisation's logo on every page of the design challenge website, linked to your organisation's homepage
- Up to two promotional items in each delegate bag
- Full page mono advertisement in program booklet (final artwork to be supplied by you)
- One display / demonstration table for your organisation's promotional material
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for two (2) of your organisation's representatives
- Mention of the travel scholarship (provided to winners of the online challenge) in marketing material will be preceded by your organisation's name (i.e. the Brand Scholarship, where is your organisation's name)
- Your organisation's logo displayed on all printed material relating to the design challenge and by the poster display at the conference

Gold Sponsorship

Investment:

Investment: AUD \$7,000

TWO options

FOUR opportunities

Option 1: Keynote Sponsors

(Maximum of 3 sponsors: Opening Keynote Sponsor OR Industry Keynote Sponsor OR Closing Keynote Sponsor)

Your support helps us to bring excellent keynote speakers to OzCHI 2014.

- Introduce the Keynote Speaker as appropriate (2 minutes)
- Your banner at the Keynote session
- Up to two promotional items in each delegate bag
- Main advertisement on the electronic front page of USB proceedings
- Half page mono advertisement in program booklet (final artwork to be supplied by you)
- One display / demonstration table for your organisation's promotional material
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for two (2) of your organisation's representatives

Option 2: USB Proceedings Sponsor

(Maximum of 1 sponsor)

- Your organisation's logo on delegate USB proceedings
- Up to two promotional items in each delegate bag
- Main advertisement on the electronic front page of USB proceedings
- Half page mono advertisement in program booklet (final artwork to be supplied by you)
- One display / demonstration table for your organisation's promotional material
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for two (2) of your organisation's representatives

Silver Sponsorship

Investment:

Investment: AUD \$4,000

SEVEN options

ELEVEN opportunities

Option 1: Panel Sponsor

(Maximum of 3 sponsors)

Your support helps us to bring excellent panellists to OzCHI 2014.

- Introduce a featured panel discussion as appropriate (2 minutes)
- Your banner at the relevant panel session
- One promotional item in each delegate bag
- Advertisement on the electronic USB pen proceedings
- Quarter page mono advertisement in program booklet (final artwork to be supplied by you)
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) of your organisation's representatives

Option 2: Doctoral Consortium Sponsor

(Maximum of 1 sponsor)

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

Silver Sponsorship

Investment:

Investment: AUD \$4,000

SEVEN options

ELEVEN opportunities

Option 3: Lunch Break Demonstration Sponsor

(Maximum of 3 sponsors)

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 each delegate bag
- Advertisement on the electronic USB pen proceedings
- Quarter page mono advertisement in program booklet (final artwork to be supplied by you)
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) of your organisation's representatives
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) of your organisation's representatives

Option 4: Conference Dinner Sponsor

(Maximum of 1 sponsor)

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

Silver Sponsorship

Investment:

Investment: AUD \$4,000

SEVEN options

ELEVEN opportunities

Option 5: Delegate Bag Sponsor

(Maximum of 1 sponsor)

By sponsoring the OzCHI 2014 delegate bag, you will contribute to making this a greener conference.

- Your organisation's logo on each delegate bag
- One promotional item in each delegate bag
- Advertisement on the electronic USB pen proceedings
- Quarter page mono advertisement in program booklet (final artwork to be supplied by you)
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) of your organisation's representatives

Option 6: Student Volunteer Sponsor

(Maximum of 1 sponsor)

Your organisation's logo with OzCHI 2014 logo on T-shirts worn throughout the Conference by the team of Student Volunteers and organisers.

- One promotional item in each delegate bag
- Advertisement on the electronic USB pen proceedings
- Quarter page mono advertisement in program booklet (final artwork to be supplied by you)
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) of your organisation's representatives

Silver Sponsorship

Investment:

Investment: AUD \$4,000

SEVEN options

ELEVEN opportunities

Option 7: Welcome Reception Sponsor

(Maximum of 1 sponsor)

- An opportunity to make a brief speech at the welcome reception (5 minutes)
- 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
- Quarter page mono advertisement in program booklet (final artwork to be supplied by you)
- Acknowledgement and hyperlink on conference website
- Complimentary registration and conference dinner for one (1) of your organisation's representatives

Bronze Sponsorship

Investment:

Investment: AUD \$2,200

TWO options

NINE opportunities

Option 1: Book Sales

(Maximum of 3 sponsors)

- One display / demonstration table for your promotional material
- Complimentary refreshments and lunches for one person
- Complimentary registration and conference dinner for one (1)

Option 2: Promotional Material

(Maximum of 6 sponsors)

- Half page mono advertisement in program booklet (final artwork to be supplied by you)
- Your promotional material in electronic USB proceedings
- Complimentary registration and conference dinner for one (1)

In-kind Support

We would welcome in-kind contributions.

For example, writing pads, pens, other items or assistance in running the Conference.

Please email the details of your preferred sponsorship, together with your organisation's contact details, to secretariat@ergonomics.org.au and cc: jeannette.durick@uts.edu.au

How to sponsor OzCHI 2014

1. Select the category you wish to sponsor or contact Jeannette Durick to discuss alternatives.

Jeannette Durick
p: +61 413 077 227
e: jeannette.durick@uts.edu.au

2. Once you have selected a sponsorship category, please email the details of your preferred sponsorship, together with your organisation's contact details, to secretariat@ergonomics.org.au and cc: jeannette.durick@uts.edu.au
3. 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).
4. 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 2014. The balance to be paid by 31st October 2014. Tax invoices will be provided.
- Cancellation of bookings must be made in writing and forwarded to the Industry Chairs at industry@ozchi.org. Cancellations received before 30th September 2014 will receive a refund of all payments, less a non-refundable deposit of \$330, including GST.

Tuesday XX December

The conference will be preceded by one day of workshops, tutorials and a doctoral consortium. This will attract XX and be a good opportunity to XX

Wednesday XX December to Friday XX December

The main conference includes keynote speakers, full papers, posters and short papers, panels, demonstrations and industry case studies.

Thursday 1st December

Industry Day with a special focus on practical information and case studies for industry practitioners. Industry Day also features a keynote presentation.

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

Website

The conference website at www.ozchi.org will be updated to include the detailed programme closer to the event. OzCHI 2011 is being held “In Cooperation with the 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.