



**CHI 2014**  
**One of a CHInd**

Invitation to Exhibit at the  
Metro Toronto Convention Centre

26 April-1 May 2014

[www.chi2014.amc.org](http://www.chi2014.amc.org)

 **SIGCHI**



Association for  
Computing Machinery



CHI is the premiere worldwide forum for professionals interested in all aspects of human-computer interaction (HCI). The conference features work on the hardware and software

engineering of interactive systems, the structure of communication between human and machine, characterization of the use and contexts of use for interactive systems, methodology of design, design artifacts and experiences, and future technologies.

### Conference Format

CHI 2014 is a four-day conference (Monday through Thursday). The conference incorporates CHI Courses and is organized around papers, presentations, speakers and discussions on how to create better interactive experiences. As the foremost conference in its field, CHI 2014 continues to offer a wide-ranging program, supporting and facilitating the exchange of ideas within and between all of these communities.

### Who Will be at CHI 2014?

CHI 2014 will bring together computer scientists; design practitioners; human factors and ergonomics professionals; psychologists; social scientists; software developers; software/hardware architects; engineering, product and quality managers; educators and evaluators. These are the professionals who work at the heart of making systems and products usable.

CHI 2014 will be held at the Metro Toronto Convention Centre (South Building) in Toronto, Canada. The theme, "One of a CHInd" is a celebration of the conference's "one of a kind" diversity; from the broad range of backgrounds of its attendees, to the diverse spectrum of communities and fields which the conference and its research have an impact on. CHI 2014 will take place at the Metro Toronto Convention Centre in Toronto, Canada, a city itself known for its one of a kind cultural diversity.

CHI brings together attendees from many countries, representing different cultures and different application areas, whose diverse perspectives influence each other.

## An Invitation to Sponsor

If your organization supplies systems or products that involve users interacting with computer technology and the user aspects are important to the success of your product, then this conference will be of special interest to you. CHI 2014 is the place your organization needs to be to learn about leading-edge research and imminent technologies.

CHI 2013 in Paris, France, was a very successful conference, hosting almost 3,500 attendees representing over 50 countries. On site registration had to be closed because the conference had reached capacity. CHI 2012 in Austin, Texas, USA, was also highly successful. Past attendees have worked in the computer industry, education, research, telecommunications, government, finance and banking as well as many other areas. CHI 2014 is expected to be another highly successful conference.



*Rogers Centre retractable roof baseball stadium, next to CN Tower.*

### About Toronto, Canada

As an acclaimed European leader in research and Toronto is one of the most cosmopolitan cities in the world; a place where international ideas intersect with Canadian culture. A centre of rare openness, warmth, energy and style, Toronto is enriched by the fusion of traditions, passions and perspectives on life of the more than 100 cultures found here.

A city of contrasts, Toronto's skyline includes the CN Tower, one of the Modern Wonders of the World and glass skyscrapers juxtaposed with historic limestone facades. Miles of waterfront, boardwalks, parks and trails nestle together with urban delights like cafés, artisans' exhibits and one-of-a-kind shops.

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# Benefits of Sponsoring

CHI 2014 offers many opportunities created especially for sponsors. Some of the benefits this year include:

## Publicity (External and Internal)

Sponsors are featured on the CHI 2014 Conference web site. Not only is this site one of the most popular ACM sites, but the conference receives worldwide press coverage through various media forms including technical publications. The Advance Program alone is available on our site to more than 50,000 people in the fields of human-computer interaction, human factors, and usability engineering. The *Conference Proceedings* are also published by ACM Press and accessed globally through the ACM Digital Library.

Your sponsorship of this premiere conference is a strong statement about your organization's commitment to the field of HCI as well as your commitment to the professional development of your staff.

## Professional Development

In every economic climate, it is important to wisely utilize the funds you have available for professional development, and CHI 2014 is a wise investment. There is no other conference where there is so much cross-fertilization of ideas between professionals in product design, human factors, software development, systems design, interactive media, and e-business. Added to this mix are research students, educators and the world's best HCI researchers, along with mentors and leading thinkers in the field. This environment creates a unique event where your staff can benefit



*The Crystal at the Royal Ontario Museum, Daniel Libeskind's modern addition combining the new and the old.*

from unmatched inspiration and education in both breadth and depth. Sponsor invitations to private VIP events also ensure that your staff has special opportunities to mix with the elite of HCI research and practice.



## Recruiting, Networking & Business Development

Showcasing your organization through sponsorship increases the awareness of your products and services. Many opportunities are available to sponsors to maximize their efforts in this area. Also, should your organization be interested in hiring, your presence as a sponsor will enhance your efforts to recruit from among the foremost experts in the field. In addition, CHI 2014 offers dedicated on-site support for the recruitment efforts of its sponsors.

## Monday Evening Grand Opening of Exhibits and Reception

CHI 2014 is hosting the conference reception on Monday evening from 17:30 to 20:00 (5:30 to 8:00 pm) in the exhibit hall during the grand opening of the exhibits. Live entertainment, sweet and savory offerings, and the company of friends and colleagues create this memorable evening. Networking is effortless at this gala event attended by all conference registrants. As a special benefit to our Champion sponsors, a complimentary exhibit booth is included in the Champion Sponsor Benefits.

## Tuesday Evening Job Fair

To support recruiting, CHI 2014 features a Job Fair on Tuesday evening from 17:30 to 19:00 (5:30 to 7:00 pm). Recruiters renting booths are invited to take advantage of this key event to meet qualified job candidates. CHI 2014 will also facilitate the delivery of resumes from individuals to a designated contact and help coordinate places for interviewing and hospitality events (held this year on Wednesday night). Space is limited, so please indicate your interest in hosting a hospitality event as soon as possible. Recruiters confirmed by 3 months prior to the conference will appear in CHI 2014 publications and on the web site.

Please see the CHI 2014 Hero Sponsor Benefits, CHI 2014 Champion Sponsor Benefits, and CHI 2014 Contributing Sponsor Benefits for details about these and the many other advantages of sponsoring.





### Would Your Organization Like to Support CHI 2014?

Please complete the CHI 2014 Sponsorship Agreement on the last page

and return it with your contribution to the CHI 2014 Sponsor Coordinator to expedite processing. Contributions may be made by company check, credit card or bank transfer.

### Check Payment

Checks should be made payable to ACM/CHI 2014. We kindly request that checks are sent by courier with a tracking number.

### Credit Card Payment

Contributions may also be made by credit card. Please contact the CHI 2014 Sponsor Coordinator for assistance with making a credit card contribution.

### Bank (Wire) Transfer Payment

Please contact the CHI 2014 Sponsor Coordinator to make arrangements for the processing of bank (wire) transfers.

Organizations based in the United States or organizations with United States branches or divisions should note that ACM (the parent organization of CHI 2014) is classified as a non-profit and your sponsor contribution may be tax deductible. The US Federal Tax ID number for ACM is 13-1921358.

### Would You Like More Information About Sponsoring CHI 2014?

Please contact the CHI 2014 Sponsor Coordinator:

Carol Klyver  
CHI 2014 Sponsor Coordinator  
Foundations of Excellence  
446 Old County Rd., Ste. 100 - 204  
Pacifica, CA 94044 USA

Tel: +1 650.738.1200  
Fax: +1 650.738.1280  
Email: [sponsors@chi2014.acm.org](mailto:sponsors@chi2014.acm.org)

## Becoming a Sponsor

### Would You Like More Information About ACM and SIGCHI?

CHI 2014 is sponsored by ACM's Special Interest Group on Computer-Human Interaction (ACM SIGCHI). The scope of SIGCHI consists of the study of the human-computer interaction processes and includes research, design, development, and evaluation efforts for interactive computer systems. The focus of SIGCHI is on how people communicate and interact with a broadly-defined range of computer systems. SIGCHI serves as a forum for the exchange of ideas among computer scientists, human factors scientists, psychologists, social scientists, designers, educators, and practitioners involved in the design, implementation, and evaluation of interactive computing systems. Over 5,000 professional members of the SIGCHI community work together toward common goals and objectives. Preeminent in its field, ACM SIGCHI provides a wide-ranging forum for the exchange of ideas with others interested in HCI. Please visit [www.sigchi.org](http://www.sigchi.org) for more information.

ACM, the world's largest educational and scientific computing society, delivers resources that advance computing as a science and a profession. ACM provides the computing field's premier Digital Library and serves its members and the computing profession with leading-edge publications, conferences, and career resources. Please visit [www.acm.org](http://www.acm.org) for more information..



*Streetcars are a big part of Toronto's transit system.*

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# Hero Sponsor Benefits

(\$50,000 US or greater contribution)

## Press Releases and Publicity Support

Hero Sponsors are mentioned in all conference press releases, which are distributed world wide. We may also be able to work with your organization's marketing and public relations people to help you make the most of your firm's internal and external press releases regarding your support of and involvement with CHI 2014.



*Spiral Douglas fir staircase inside the Art Gallery of Ontario, Frank Gehry redesign.*

## Press Interview Opportunities

Press members are introduced to your designated representative on site and encouraged to report on your organization's involvement in CHI 2014.

## Company Profile on the CHI 2014 Web Site

You may work with us to create your own profile page on the CHI 2014 web site, if you wish. Present an overview of your organization and highlight your organization's participation in conference presentations, workshops and courses. If you are planning to host a hospitality event or an exhibit booth, advertise the details here and add your own personal invitation.

## Prominent Logo Display and Link on CHI 2014 Web Site

Hero logos are most prominently displayed on the extremely popular CHI 2014 web site. Your logo is also linked to your corporate home page or the page of a specialized sub-area (such as a user-interface group).



## Prominent Logo Display on Front of CHI 2014 Registration Bag

Hero Sponsor logos are also specially recognized on the CHI 2014 registration bag provided to all conference participants. Unlike other sponsor logos (which are placed on the back), Hero logos are placed on the front of the bag, beside the CHI conference logo. (Note: there is a limit of 3 Hero Sponsor logos on the front of the bag. Logo artwork must be received before the production deadline.)

## Seven (7) Complimentary Registrations

Hero Sponsors receive seven (7) complimentary conference registrations, including tickets to the conference reception and full registration benefits.

## Premium Exhibit Booth Reserved

Hero Sponsors are provided with a specially reserved, premium location exhibit booth. Use this benefit to advertise your most recent technology, increase market awareness of your organization, demonstrate your commitment to HCI, recruit from a targeted population of highly trained professionals, and even elicit expert feedback on technology prototypes. The conference reception, an event attended by all conference registrants, is hosted in the exhibit area in conjunction with the grand opening of the exhibits program on Monday evening.

## Hospitality Booking and Event Support

Hero Sponsors are offered first opportunity to book meeting space for an evening hospitality event. Specific times and locations are available for booking on a "first come, first served" basis. These hospitality events are publicized prior to and during the conference.

*(Hero Benefits continued on next page.)*



### Recruiting Support

In the event that your organization is recruiting, Wednesday evening features a Job Fair to support this.

The conference also supports recruitment efforts with a facilitated resume delivery service. Resumes are collected from respondents and delivered to your organization's designated contact. Your recruitment efforts are announced on the CHI 2014 web site (with a link to your organization's home page) as well as announced in the *Conference Program*. In addition, CHI 2014 also offers a complimentary recruiting announcement space on site.

### Prominent Logo Display on CHI 2014 Hero Sponsor Banner

Hero Sponsor logos are specially recognized on the CHI 2014 Hero Sponsor banner prominently displayed throughout the conference. When possible, this banner is located in a common area that serves as the heart of the conference for all participants.

### Special Recognition in Plenary Sessions

Hero Sponsors receive special recognition in the opening and closing general sessions. Individual slides of Hero logos are also part of the conference slide show preceding general sessions.

### Invitations to Private VIP Events

As a Hero Sponsor, several of your representatives will receive a special invitation to a private reception with the keynote speakers hosted by the CHI 2014 Chair. Your organization will also receive invitations to other private VIP events, such as an invitation to meet the CHI 2014 Doctoral Consortium participants. This is a valuable opportunity to meet the researchers and practitioners of the future as well as the HCI leaders acting as their faculty. Details will be announced as schedules are confirmed.

### Special Recognition in Conference Publications

Hero Sponsors confirmed by 3 months prior to the conference will be specially recognized in conference publications. The CHI 2014 *Conference Proceedings* is available world wide, and the *Extended Abstracts* and *Conference Program* are distributed to all participants. Those confirmed later will be specially recognized in the

## Hero Sponsor Benefits

(continued)

*Conference Program* (provided confirmation occurs prior to the production deadlines).

### Complimentary Full-page Program Ad

Hero Sponsors are offered a complimentary full-page advertisement with excellent placement in the CHI 2014 *Conference Program*. Conference programs are used for reference long after the event, making this ad an excellent way to extend your marketing efforts to a very targeted audience. Standard rates appear below:

#### Program Ad Rates (inside page, black & white)

Complimentary	Hero Sponsors
\$500	Champion Sponsors
\$1500	Contributing Sponsors
\$5000	Other purchasers (except exhibitors)

All prices shown are exclusive of HST. The CHI 2014 Sponsor Coordinator can provide details on availability, placement, and specifications. Support for Hero Sponsor ad production is also available, if needed.



St. Lawrence Market, rated by National Geographic as top food market in the world.

### Additional Advertising Opportunities

Registration bag inserts are also complimentary to Hero Sponsors. These opportunities are limited and are available on a "first come, first served" basis. Standard rates appear below:

#### Registration Bag Insert Rates

Complimentary	Hero Sponsors
\$500	Champion Sponsors
\$1500	Contributing Sponsors and Exhibitors
\$6000	Other purchasers

All prices shown are exclusive of HST The CHI 2014 Sponsor Coordinator can provide details on availability and specifications.



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# Champion Sponsor Benefits

(\$25,000 US to \$50,000 US contribution)

## Press Releases and Publicity Support

Champion Sponsors are mentioned in all conference press releases, which are distributed world wide. We may also be able to work with your organization's marketing and public relations people to help you make the most of your firm's internal and external press releases regarding your support of and involvement with CHI 2014.

## Prominent Logo Display and Link on Web Site

Champion logos are prominently displayed on the extremely popular CHI 2014 web site. Your logo is also linked to your corporate home page or the page of a specialized sub-area (such as a user-interface group).

## Prominent Logo Display on Registration Bag

Champion Sponsor logos are also specially recognized on the CHI 2014 registration bag provided to all conference participants. (Note: a limited number of places are available on a "first come, first served" basis, and logo artwork must be received before the production deadline.)

## Prominent Logo Display on CHI 2014 Champion Sponsor Banner

Champion Sponsor logos are specially recognized on the CHI 2014 Champion Sponsor banner prominently displayed throughout the conference. When possible, this banner is located in a common area that serves as the heart of the conference for all participants.

## Three (3) Complimentary Registrations

Champion Sponsors receive three (3) complimentary conference registrations, including tickets to the conference reception and full registration benefits.



EdgeWalk, the CN Tower adventure.



## Premium Exhibit Booth

A set of booths in a premium location has been set aside for Champions on a "first come, first served" basis. Use this benefit to advertise your most recent technology, increase market awareness of your organization, demonstrate your commitment to HCI, recruit from a targeted population of highly trained professionals, and even elicit expert feedback on technology prototypes. The conference reception, an event attended by all conference registrants, is hosted in the exhibit area in conjunction with the grand opening of the exhibits program on Monday evening.

## Hospitality Event Support

After Hero Sponsors, Champion Sponsors are offered the next opportunity to book meeting space for an evening hospitality event. Access to these locations is available on a "first come, first served" basis and the CHI 2014 Sponsor Coordinator will help you schedule your event. These hospitality events are publicized prior to and during the conference.

## Recruiting Support

In the event that your organization is recruiting, Tuesday evening features a Job Fair to support this. The conference also supports recruitment efforts with a facilitated resume delivery service. Resumes are collected from respondents and delivered to your organization's designated contact. Your recruitment efforts are announced on the CHI 2014 web site (with a link to your organization's home page) as well as announced in the Conference Program. In addition, CHI 2014 also offers a complimentary recruiting announcement space on site.

## Special Recognition in Plenary Sessions

Each Champion Sponsor receives special recognition in the opening and closing general sessions. In most cases, individual slides of Champion logos are part of the conference slide show preceding general sessions.

*(Champion Benefits continued on next page.)*



### Invitations to Private VIP Events

As a Champion Sponsor, your representative will receive a special invitation to a private reception with the keynote

speakers hosted by the CHI 2014 Chair. Your organization will also receive invitations to other private VIP events.

### Special Recognition in Conference Publications

Champion Sponsors confirmed by 3 months prior to the conference will be specially recognized in conference publications. The CHI 2014 *Conference Proceedings* is available world wide, and the *Extended Abstracts* and *Conference Program* are distributed to all participants.

Those confirmed later will be specially recognized in the *Conference Program* (provided confirmation occurs prior to the production deadlines).

## Champion Sponsor Benefits (continued)

### Reduced Rates on Advertising Opportunities

Conference advertising opportunities such as program ads and registration bag inserts are offered to Champion Sponsors at very reduced rates. These opportunities are limited and are available on a "first come, first served" basis. Special rates for sponsors are:

#### Program Ad Rates (inside page, black & white)

Complimentary	Hero Sponsors
\$500	Champion Sponsors
\$1500	Contributing Sponsors
\$5000	Other purchasers (except exhibitors)

All prices shown are exclusive of HST. The CHI 2014 Sponsor Coordinator can provide details on availability, placement, and specifications.

#### Registration Bag Insert Rates

\$500	Champion Sponsors
\$1500	Contributing Sponsors
\$5000	Others (except exhibitors)

All prices shown are exclusive of HST. The CHI 2014 Sponsor Coordinator can provide details on availability and specifications.



View of Toronto skyline from the water with CN Tower and Rogers Centre.



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## Contributing Sponsor Benefits

(\$10,000 US to \$25,000 US contribution)

### Logo Display and Link on Web Site

Contributing Sponsor logos are displayed on the extremely popular CHI 2014 web site. Your logo is also linked to your corporate home page or the page of a specialized sub-area (such as a user-interface group).

### Logo Display on Registration Bag

Contributing Sponsor logos are displayed on the CHI 2014 registration bag provided to all conference participants. (Note: a limited number of places are available on a “first come, first served” basis, and logo artwork must be received before the production deadline.)

### Recruiting Support

In the event that your organization is recruiting, Tuesday evening features a Job Fair to support this. The conference also supports recruitment efforts with a facilitated resume delivery service. Resumes are collected from respondents and delivered to your organization’s designated contact. Your recruitment efforts are announced on the CHI 2014 web site (with a link to your organization’s home page) as well as announced in the Conference Program. In addition, CHI 2014 also offers a complimentary recruiting announcement space on site.

### One (1) Complimentary Registration

Contributing Sponsors receive one (1) complimentary conference registration, including a ticket to the conference reception and full registration benefits.

### Logo Display on Sponsor Banner

Contributing Sponsors logos are recognized on a banner throughout the conference.



Hockey Hall of Fame, the only one in the world and home to the Stanley Cup.

### Recognition in Plenary Sessions

Contributing Sponsors are acknowledged as a group in specific general sessions.

### Private Lunch Invitation

Contributing Sponsors receive a special invitation to a private lunch with the keynote speakers.

### Special Recognition in Conference Publications

Contributing Sponsors confirmed by 3 months prior to the conference will be specially recognized in conference publications. The CHI 2014 *Conference Proceedings* is available world wide, and the *Extended Abstracts* and *Conference Program* are distributed to all participants.

Those confirmed later will be specially recognized in the *Conference Program* (provided confirmation occurs prior to the production deadlines).

### Reduced Rates on Advertising Opportunities

Conference advertising opportunities such as program ads and registration bag inserts are offered to Contributing Sponsors at reduced rates. These opportunities are limited and are available on a “first come, first served” basis. See page 6 for details on pricing. The CHI 2014 Sponsor Coordinator can provide details on availability.



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## Friends of CHI

(Contributions less than \$10,000 US)

Smaller donations are also welcome. Organizations providing these donations are acknowledged as Friends of CHI.

*Special thanks to the Toronto Convention and Visitors Bureau and the Tourism Toronto Image Gallery for the photographs appearing here.*



# Conference Sponsorship Agreement

**Sponsor Level:** \_\_\_\_\_

Organization Name: \_\_\_\_\_

We agree to sponsor CHI 2014 as (please check one):

- ☐ CHI 2014 Hero (\$50,000 USD or greater contribution)
- ☐ CHI 2014 Champion (\$25,000 up to \$50,000 USD contribution)
- ☐ CHI 2014 Contributing Sponsor (\$10,000 up to \$25,000 USD contribution)
- ☐ Other

Amount/Value: \$ \_\_\_\_\_

Description: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Organization Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Contact person for delivery of sponsor benefits:

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

- ☐ As a returning sponsor, you may check here to approve the use of your logo as it appears on the CHI 2013 Proceedings for publications purposes for CHI 2014.
- ☐ Check here if you are planning to have an exhibit or recruiting booth (complimentary for Hero and Champion Sponsors) at the conference.
- ☐ Check here to take advantage of your complimentary recruiting announcement space at the conference.
- ☐ Check here if you are interested in hosting a hospitality event during the conference.
- ☐ Check here if you wish to find out more about purchasing a program ad or registration bag insert at the special price for sponsors (complimentary for Hero Sponsors).

**Please fax or email this form to the Sponsor Coordinator. Then send the original form with payment to:**

**Carol Klyver**

**CHI 2014 Sponsor Coordinator**

Foundations of Excellence

Address: 446 Old County Rd., Ste. 100 - 204  
Pacifica, CA 94044  
USA

Tel: 1+ 650.738.1200

Fax: 1+ 650.738.1280

Email: [sponsors@chi2014.acm.org](mailto:sponsors@chi2014.acm.org)

**Payment of donations:** Please make check payable to ACM/CHI 2014 (We encourage sending payment via courier.) U.S. companies should note that ACM is classified as a non-profit and this contribution may be tax deductible. The Federal Tax ID number for ACM is 13-1921358.

Information for payment via bank transfer or credit card is also available. Please contact the Sponsor Coordinator, Carol Klyver, at Email: [sponsor@chi2014.acm.org](mailto:sponsor@chi2014.acm.org) or Tel: 1+ 650.738.1200 for details.