



INVITATION TO SPONSOR

Hybrid Conference
April 30 – May 6, 2022
New Orleans, Louisiana, USA



Association for
Computing Machinery

The 40th Annual CHI Conference on Human Factors in Computing Systems

chi2022.acm.org



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CHI 2022 Conference Sponsorship Agreement

What is CHI?

CHI is the premiere worldwide forum for professionals interested in all aspects of human-computer interaction (HCI).

- The CHI 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.
- CHI brings together people from multiple disciplines and a diversity of cultures to explore new ways to practice, develop and improve methods and systems in HCI, and to discuss ideas that lead to inspiration and innovation.
- As the foremost conference in its field, CHI offers a wide-ranging program, supporting and facilitating the exchange of ideas within and between its various communities.

Who Attends CHI?

CHI is a multicultural community made up of designers, researchers, and practitioners from highly diverse backgrounds. Together, they investigate and design new and creative ways for people to interact using technology.

- Attendees come from all over the world, representing a myriad of application areas whose diverse perspectives influence each other.
- Attendees include computer scientists; visual, interaction, product and experience designers; humanfactors and ergonomics professionals; psychologists; social scientists; software developers; software/hardware architects; engineering, product and quality managers; educators and evaluators.
- Attendees have worked in the computer industry, education, research, telecommunications, government, finance and banking as well as many other areas.
- CHI is the place your organization needs to be to learn about leading-edge research and imminent technologies.

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, this conference will be of special interest.

WHY SPONSOR CHI?

Top Reasons to Sponsor CHI

There are four reasons companies sponsor CHI, and many sponsor for a combination of these reasons:

1. To recruit the top HCI, UX and design talent, from entry level to CxO level positions at one of the most diverse technology conferences.
2. To learn from cutting-edge research and research communities addressing everything from smart cars to smart phones.
3. To showcase new corporate inventions and innovations. CHI is a great way to get the top decisions makers in HCI and UX to see your products and research, and incorporate them into their work.
4. To publicly support cutting edge, diverse, multinational and impactful research, education, science and design.

The CHI Conference Connection

Since the development of the field, dozens of key HCI-generated products have been unveiled at the CHI conference prior to market deployment including multi-touch and 3D interaction, tangible interfaces, social networking, instant text messaging, personal health and elder care, fitness tracking, smart homes, internet of things, human-robot interaction and wearable devices. As the premier world-wide forum for the exchange of information on all aspects of human-computer interaction, the CHI conference is often the first public demonstration of such advanced technologies.

Each year, CHI sees thousands of the top re-searchers, scientists, and designers in the world attend to present their latest research, solve their hardest problems, learn new material and build their networks. 92% report it was "worth their time and money", a remarkable approval rating for an event of this size.

History of Success

Previous CHI conferences in Glasgow, UK; Montréal, Canada; Seoul, Korea; and San Jose, USA, successfully hosted between 2,500 and 3,800 attendees from over 50 countries.

- Last year's fully-virtual CHI hosted almost 5,000 attendees from over 50 countries
- This year, CHI 2022 is also expected to be highly successful
- CHI 2022 is the place to find the latest in research and design of the world's most innovative interactive technologies.

Conference Format

The conference is organized around papers, presentations, speakers and discussions on how to create better interactive experiences.

- CHI 2022 is currently structured in two phases: a 2-day Web-Exclusive event occurring on April 13-14, 2022, followed by a Hybrid-Onsite full conference from April 30-May 6 in New Orleans, Louisiana, USA
- The on-site component of CHI 2022 will be held at the award-winning Ernest N. Morial Convention Center, the sixth largest convention facility in the US, consistently ranking in the country's top ten facilities holding the most conventions annually



The CHI 2022 Conference and Exhibition will be held at the Ernest N. Morial Convention Center in New Orleans, Louisiana, USA.

Top corporations in varying markets, as well as emerging companies and startups, send employees to the CHI Conference to present and hear the world's most advanced innovations.

CHI'S COMMITMENT TO SPONSORS

CHI 2022 offers many opportunities created especially for sponsors. Some of these opportunities include:

Recruiting, Networking & Business Development

Showcasing your organization through sponsorship increases the awareness of your products, services, and career opportunities. 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 2022 offers structured support for the recruitment efforts of sponsors including complimentary exhibit/recruiting booths for higher level sponsors, non-compete networking time during conference breaks and the conference-wide reception in the exhibit hall, the CHI Job Fair, and effective ways to publicize internship and other programs.

CHI sponsorship strongly enhances your talent acquisition efforts.

Professional Development

CHI 2022 is a wise investment of professional development funds. 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 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.

CHI sponsorship demonstrates your commitment to the professional development of your staff.

Publicity

Sponsors are featured on the CHI Conference web site, one of the most popular ACM sites, and the conference receives worldwide press coverage through various media forms including technical publications. The program on our website reaches 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.

Sponsorship of this premiere conference is a strong statement about your organization's commitment to the field of HCI.



SPONSORSHIP LEVELS

Hero Sponsor Benefits

\$50K USD or greater contribution

- Top-tier logo display on CHI 2022 website, sponsor recognition banners, virtual platform and conference mobile app
- Special recognition in opening and closing keynote sessions
- Opportunity to present an Invited Talk as part of conference program onsite and online
- Recruiting status publicized on conference web site, virtual platform, and mobile app and organization featured at CHI onsite Job Fair
- Special recognition in the prestigious *CHI Conference Proceedings*, published by ACM Press and accessed globally through the ACM Digital Library
- Premium location large exhibit booth (20 ft x 20 ft) reserved in the onsite exhibit hall to enhance recruitment efforts, showcase technologies and promote awareness of contributions to the field
- Dedicated sponsor page on virtual platform customized with sponsor logo, links, video, and other assets
- Seven (7) full conference complimentary registrations for onsite conference plus ten (10) online-only conference passes
- Invitations for four (4) designated representatives to attend VIP events and networking opportunities, including a private appreciation lunch hosted by the CHI Conference Chairs
- Opportunity to book meeting space when available for evening hospitality event (publicized upon request prior to and during the conference)
- Early access to registration list of opted-in participants to enhance recruitment efforts and raise awareness of special programs and internship opportunities

Champion Sponsor Benefits

\$25K USD up to \$50K USD contribution

- Prominent logo display on CHI 2022 website, sponsor recognition banners, virtual platform and conference mobile app
- Individual recognition in opening and closing keynote sessions
- Opportunity to present an Invited Talk as part of conference program onsite and online
- Recruiting status publicized on conference web site, virtual platform, and mobile app and organization featured at CHI onsite Job Fair
- Special recognition in the prestigious *CHI Conference Proceedings*, published by ACM Press and accessed globally through the ACM Digital Library
- Premium location exhibit booth (10 ft x 10 ft) in onsite exhibit hall to enhance recruitment efforts, showcase technologies and promote awareness of contributions to the field
- Dedicated sponsor page on virtual platform customized with sponsor logo, links, video, and limited assets
- Three (3) full conference complimentary registrations for onsite conference, plus 5 (5) online-only conference passes
- Invitations for two (2) designated representatives to attend VIP events and networking opportunities, including a private appreciation lunch hosted by the CHI Conference Chairs
- Opportunity to book meeting space, if available, for evening hospitality event (after Hero sponsors are placed)
- Access to registration list of opted-in participants to enhance recruitment efforts and raise awareness of special programs and internship opportunities

SPONSORSHIP LEVELS

Contributing Sponsor Benefits

\$10K USD up to \$25K USD contribution

- Logo display on CHI 2022 website, sponsor recognition banners, virtual platform and conference mobile app
- Included in group recognition of Contributing Sponsors in specific general sessions
- Recruiting status publicized on conference web site, virtual platform, and mobile app
- Recognition in the prestigious *CHI Conference Proceedings*, published by ACM Press and accessed globally through the ACM Digital Library
- Static sponsor page on virtual platform customized with sponsor logo, website, and company description (enhanced interactive page may be able to be purchased)
- One (1) full conference complimentary registration for onsite conference, plus two (2) online-only conference passes
- Invitation for one (1) designated representative to attend a private appreciation lunch hosted by the CHI Conference Chairs

Friends of CHI

Contributions less than \$10K USD

Smaller donations (\$1K minimum) are also welcome. Organizations offering support at this level are acknowledged as indicated below:

- Organization name in text listed on CHI 2022 website and conference mobile app
- Text mention in the prestigious *CHI Conference Proceedings*, published by ACM Press and accessed globally through the ACM Digital Library
- One (1) online-only conference pass



BECOMING A SPONSOR

About ACM and SIGCHI

The CHI Conference 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. Members of the SIGCHI community from

all over the world 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 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 nearly 100,000 members (representing over 190 countries) and the computing profession with leading-edge publications, conferences, and career resources. Please visit www.acm.org for more information.



Association for
Computing Machinery



SIGCHI

special interest group computer human interaction

Ready to Sponsor?

Complete the Agreement

Please complete the CHI 2022 Sponsorship Agreement on the following page and send it to the [CHI 2022 Sponsor Director](#) (contact information below). You may also upload it online during online registration.

Register Online

Please register online [here](#). During registration, you will be asked to select your preferred method of payment. Contributions may be made by bank transfer, credit card, or company check.

Bank (Wire) Transfer Payment

Contact the CHI 2022 Sponsor Director for bank (wire) transfer instructions.

Check Payment

Checks should be made payable to ACM/CHI 2022. We kindly request that checks are sent by courier for tracking purposes.

Credit Card Payment

Contact the Sponsor Director for assistance with a credit card contribution.

Questions About Sponsorship

Please Contact:
Carol Klyver
CHI 2022 Sponsor Director
Foundations of Excellence
Pacifica, CA USA
Email: chisponsors@comcast.net
Tel: +1 650.738.1200

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

CHI 2022 CONFERENCE SPONSORSHIP AGREEMENT

Sponsor Level: _____

Organization Name: _____

We agree to sponsor CHI 2022 Online as (please check one):

- CHI 2022 Hero (\$50,000 USD or greater contribution)
- CHI 2022 Champion (\$25,000 up to \$50,000 USD contribution)
- CHI 2022 Contributing Sponsor (\$10,000 up to \$25,000 USD contribution)
- CHI 2022 Friend of CHI (\$1,000 up to \$10,000 USD contribution)

Amount/Value: \$ _____

Description: _____

Authorized Representative: _____

Title: _____

Signature: _____ Date: _____

Organization Address: _____

Telephone: _____ Fax: _____

E-mail: _____ Website Link (for your logo): _____

Direct contact person for delivery of sponsor benefits:

Name: _____

Telephone: _____ Time Zone: _____

E-mail: _____

- If you are a **returning sponsor**, you may check here to approve CHI 2022 to use your same logo from the CHI 2021 website (chi2021.acm.org).
- Check here if you wish to have an **onsite** exhibiting or recruiting presence (complimentary for Hero/Champion Sponsors, but must be purchased by others).
- Check here if you wish to have an **online** exhibiting or recruiting presence (complimentary for Hero/Champion Sponsors, but must be purchased by others).
- Check here if you wish to be listed as a recruiter (complimentary to Hero/Champion/Contributing Sponsors).

Please email this signed and completed form to the Sponsor Director:

Carol Klyver
CHI 2022 Sponsor Director
Foundations of Excellence

Tel: +1 (650) 738-1200

Email: sponsor@chi2022.acm.org or chisponsors@comcast.net

Payment of contributions: Information for payment via bank transfer is available from the Sponsor Director, Carol Klyver (contact information above). If paying by check, please make check payable to ACM/CHI 2022. (We encourage sending check payments via courier.) US 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.

Please also complete online registration [HERE](#).

