

chi

spark*s 2014

april 3rd,
the hague university
of applied sciences

creating the difference

sponsorship opportunities



about chi sparks

Chi Sparks is Chi Nederland's bi-annual conference for human-computer interaction and user experience and was started 15 years ago. The conference is unique in the Netherlands for focusing on HCI while bringing together members of industry, academia and the arts for one inspiring day.

Chi Nederland started as the local chapter and Dutch Special Interest Group on Human-Computer Interaction of the ACM (Association of Computing Machinery), an international academic organization.

This year Chi Sparks will take place on April 3rd, 2014 at the Hague University of Applied Science (de Haagse Hogeschool). We would like to offer your company or organization a presence at conference.





creating the difference

The theme for Chi Sparks 2014 is 'Creating the Difference'. HCI is a creative field where practitioners make a difference in people's lives, addressing genuine, intrinsic human needs. This year's participants will share, discuss and demonstrate new ideas and developments in how HCI creates a difference in society for individuals, businesses and institutions.

audience

Chi Sparks has attracted on average 230 visitors from the HCI, UX, and creative technology communities during past editions. Visitors include the young and ambitious as well as the experienced and influential. 75% of attendees are under 40.

It is a meeting of minds for professionals ($\pm 45\%$), academics ($\pm 25\%$) and students ($\pm 30\%$). The companies represented include startups, multinational corporations, colleges, universities, research institutions, R&D departments and strategic management.

Job titles of visitors include,

- **Interaction designers, programmers, user researchers, ergonomists and human factors specialists, usability experts**
- **Professors, new and future graduates, instructors, post-doctoral researchers, PhD candidates**
- **Marketing professionals, creative directors, R&D managers**



25%

academics



30%

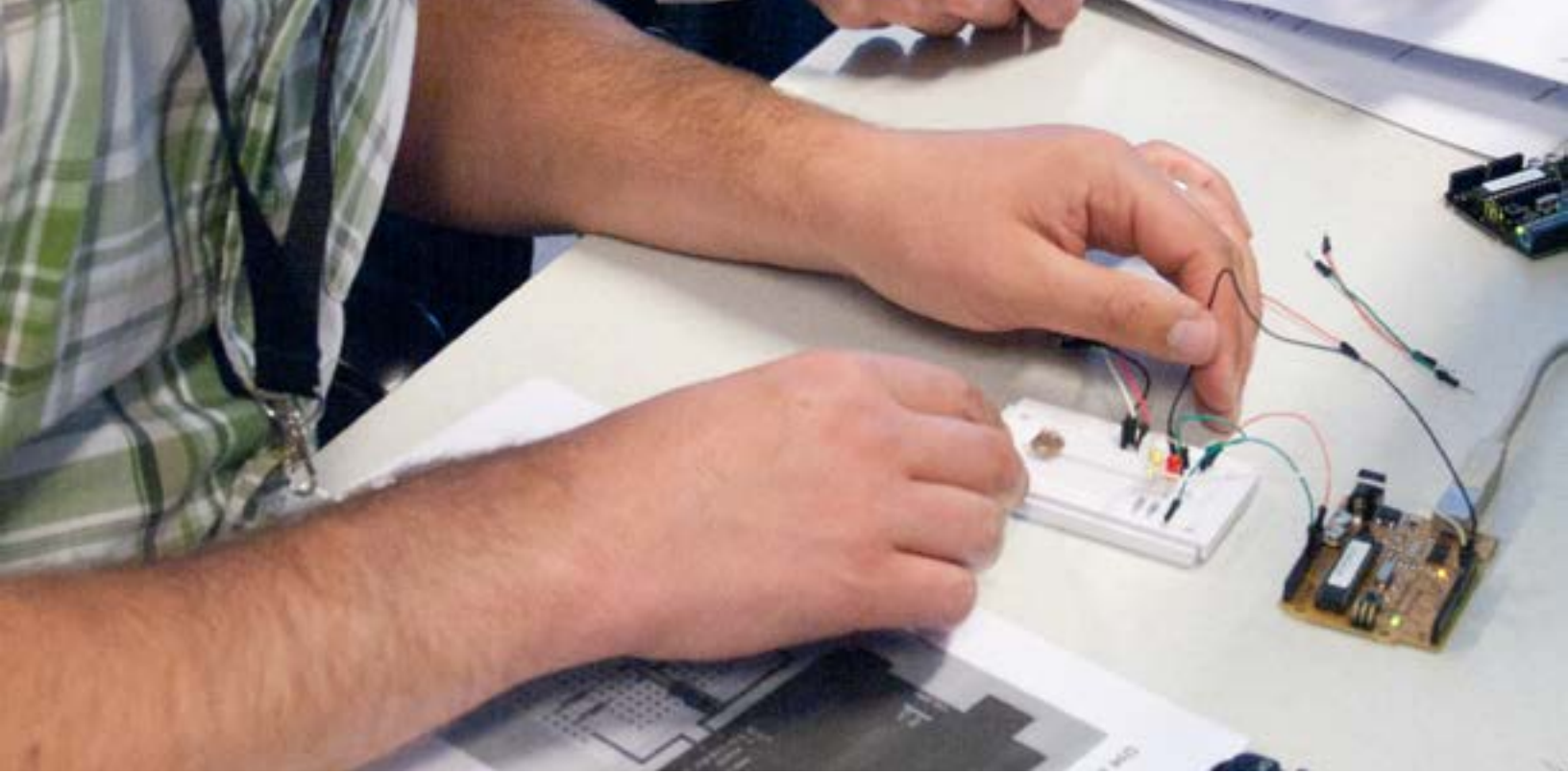
students



45%

professionals





keynote speakers

Thomas Marzano

Thomas Marzano is the Global Head of Brand Communication Design at Philips Design. He has 15 years of experience in brand communication, UX, product design, strategy, web, video and sound design. Presently, Thomas is driving the design strategy of the global digital presence of Philips. He has a firm belief that putting people at the center of the imagination is the only

sustainable way to create meaningful experiences and achieve long-term business relevance.





Ohyoon Kwon

Ohyoon Kwon is an award-winning service designer and social innovator, developing exciting concepts in South Korea, the UK and the Netherlands. Ohyoon has been working with city authorities and organizations in the Netherlands to address homelessness, youth problems and community development. His current project is Homeless SMS, a text messaging service for people in a socially isolated position that enables them to stay in contact with care workers and build an informal support network.



Dick Rijken & Frank Baldé, STEIM

STEIM is an independent, electronic music center focusing on live performance. The foundation's artistic and technical departments support an international community of performers, musicians, and visual artists, allowing them to develop unique instruments. STEIM promotes the idea that touch is crucial in communicating with the new electronic performance art technologies. It has stimulated the design of extremely physical interfaces and is widely considered as the pioneering place for the live and ecstatic use of electronics in performance.

sponsor benefits

Chi Sparks offers a one-of-a-kind opportunity for your organization to meet important, internationally known people in the field as well as up-and-coming local talent. Build your presence and visibility within a community that is regionally and internationally reaching.

Networking opportunities throughout the day let you access and influence key people in the industry. The topic-focused, young group is an excellent pool from which to scout new talent.

Support a conference that brings the HCI, UX, and creative communities together to spark innovation. Fill up on the state-of-the-art, latest trends, and newest ideas.





visibility



presence



happening

sponsor opportunities

Want to become a conference sponsor, to reach potential users, advertise products and services, or get the attention of talented new recruits? We have various sponsoring packages focusing on,

- Visibility (physical, booklet, website, adopt a room, goodies)
- Presence (booth)
- Essential events (breakfast, lunch, break)

The packages are described in detail on the next page.
Contact information can be found at the end of this document.

sponsor packages

bronze

€ 1000,-

- Small logo & name on booklet
- Website: small logo & name on sponsor page
- Logo & name on common slide with other bronze sponsors during intermissions
- Logo in program booklet sponsor page only
- Small table for promotional material

silver

€ 2000,-
(max. 4)

- Medium size logo on banner in main conference room
- Medium size logo & name in conference booklet (sponsor page & cover)
- Medium size Logo & name on sponsor page website
- Logo & name on common slide w/ other silver sponsors during intermissions
- Mentioned at opening & closing presentation
- Large table for promotional materials and space for banners
- 1 extra ticket for conference

Extra:

Adopt-a-room for a day—
other rooms

gold

€ 4000,-
(max. 2)

- Large size logo & name on banner in main conference room
- High visibility logo & name visibility in conference booklet: cover page & large area on sponsor page
- Website: large area on sponsor page and on home page
- Mentioned at opening and closing presentations
- Separate slide shown during intermissions
- Prominent, large stand for promotion/ recruitment/demo's etc.
- Mentioned in communications (announcements, emails)
- Logo on volunteer t-shirt and bag
- 2 extra tickets to conference

Extra, for gold only:

Adopt-a-room for a day —
main conference room

Add-ons (to be added on to any package)

- Lunch
- Borrel/beer tap/bitterbal flags
- Coffee & tea: morning, break
- Goodies: pens, water bottles, etc.

chi nederland

Chi Nederland, the Dutch association for HCI, is one of the largest HCI communities in the world and the main HCI association in the Netherlands. It has a membership of ± 400 user interface professionals, and organizes several conferences and meetings every year. Events run by Chi Nederland include,

- Chi Sparks
- The Web and Beyond
- Chi Café
- BOF User Research

Chi Nederland does the following: promotion of the profession and its people; improving the quality of the profession; promoting contact between members; liaison with government organizations and networks; and research and dissemination of knowledge. Chi Nederland maintains a presence through **its website** and a monthly newsletter.

www.chi-nederland.nl



the hague university of applied sciences

The Hague University of Applied Sciences gives students the opportunity to develop their talents to the greatest extent possible through the provision of high-quality, innovative professional education. It has a multicultural student body of 25,000.

The region views and values The Hague University of Applied Sciences as an institution that is committed to sharing its knowledge, and it has a growing network of international partners.

Communication & Multimedia Design (CMD) is a comprehensive program in the field of design that offers a unique focus on interaction design, in addition to foundations in visual design, ICT, media and communication. Students are trained to work as interaction designers, comprising a broad basic task area within the wider field of digital interactive applications. CMD graduates can also progress further and become user-experience designers, usability researchers, web designers, visual interface designers or front-end developers.



the hague

Located on the North Sea, The Hague is Holland's third-largest city, located 60km southwest of Amsterdam. It hosts a population of half a million, including a large expat community. The Hague is the capital city of South-Holland, the seat of the government of the Netherlands, and home to the International Court of Justice and International Criminal Court. The Royal family has residences here.

contact

Interested in more information? Contact Sanne or Vanessa.
You can also find more information about the conference
online.

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