



# CHI 2024

Surfing the World

11-16 May 2024  
Honolulu,  
Hawai'i, USA

## Invitation to Sponsor

The 42nd Annual  
CHI Conference on  
Human Factors in  
Computing Systems  
[chi2024.acm.org](http://chi2024.acm.org)



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## CHI 2024 Conference Sponsorship Agreement

# ABOUT THE CHI CONFERENCE

## 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; human factors 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 decision 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 researchers, 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 Hamburg, Germany; New Orleans, USA; Glasgow, UK; Montréal, Canada; and Seoul, Korea successfully hosted between 2,500 and 3,800 attendees from over 70 countries.

- Last year's conference in Hamburg hosted just under 4,000 in-person participants and more than 800 online participants from 75 countries.
- CHI 2024 is the place to find the latest in research and design of the world's most innovative interactive technologies.

## Conference Format

CHI 2024 is a hybrid conference organized around papers, presentations, speakers and discussions on how to create better interactive experiences.

- The on-site component of CHI 2024 will be held at the Hawaii Convention Center in Honolulu, Hawai'i, USA.



Hawai'i Convention Center in Honolulu, Hawai'i, 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 2024 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 2024 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 additional effective ways to publicize internship and other programs.

*CHI sponsorship strongly enhances your talent acquisition efforts.*



Aerial view of Ala Wai Harbor, Waikiki

CHI 2024 extends its special thanks to the Hawai'i Visitors & Convention Bureau for the cover and other photos that appear here.

## CHI and Innovation

The field of HCI has spawned billions of dollars of new revenue in innovative products and services, from advances in mobile phones and graphical user interfaces to the Internet of Things, VR, AR, MR, Artificial Intelligence and social media. *Many of the advances in today's systems can be traced back to papers and presentations at the CHI conference.*

## Professional Development

CHI 2024 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 2024 website, sponsor recognition banners, online program and conference mobile app
- Special recognition in opening and closing keynote sessions
- Opportunity to present an Invited Talk as part of onsite conference program
- Recruiting status publicized on conference web site, online program, and mobile app, plus 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 (10ft x 20ft or ~ 3m x 6m) reserved in the exhibit hall to enhance recruitment efforts, showcase technologies and promote awareness of contributions to the field
- If requested, link provided from CHI website recruiting page to sponsor's own website or customized page where sponsor may engage directly with attendees regarding special events, employment, and internship opportunities, etc. (activated 30 days prior to conference)
- 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
- First 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 2024 website, sponsor recognition banners, online program and conference mobile app
- Individual recognition in opening and closing keynote sessions
- Opportunity to present an Invited Talk as part of onsite conference program
- Recruiting status publicized on conference web site, online program, and mobile app, plus 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 standard exhibit booth (10ft x 10ft or ~ 3m x 3m) reserved in exhibit hall to enhance recruitment efforts, showcase technologies and promote awareness of contributions to the field
- If requested, link provided from CHI website recruiting page to sponsor's own website or customized page where sponsor may engage directly with attendees regarding special events, employment, and internship opportunities, etc. (activated at start of conference)
- 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 2024 website, sponsor recognition banners, online program and conference mobile app
- Included in group recognition of Contributing Sponsors in specific general sessions
- Recruiting status publicized on conference web site, online program, and mobile app
- Recognition in the prestigious *CHI Conference Proceedings*, published by ACM Press and accessed globally through the ACM Digital Library
- 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 2024 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](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 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](http://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 2024 Sponsorship Agreement on the following page and send it to the [CHI 2024 Sponsor Director](#) (contact information below). You may also upload it online during online registration.

### Register Online

Please register online below as well, for the conference. 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 2024 Sponsor Director for bank (wire) transfer instructions.

### Check Payment

Checks should be made payable to ACM/CHI 2024. We kindly request that checks are sent by courier for tracking purposes.

### Credit Card Payment

Credit Card payment may be made in the online registration platform.

[Register Online Now](#)

## Questions About Sponsorship

Please Contact:  
Carol Klyver  
CHI 2024 Sponsor Director  
*Foundations of Excellence*  
Pacifica, CA USA  
Email: [chisponsors@comcast.net](mailto: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 2024 CONFERENCE SPONSORSHIP AGREEMENT

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

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

We agree to sponsor CHI 2024 as (please check one):

- CHI 2024 Hero (\$50,000 USD or greater contribution)
- CHI 2024 Champion (\$25,000 up to \$50,000 USD contribution)
- CHI 2024 Contributing Sponsor (\$10,000 up to \$25,000 USD contribution)
- CHI 2024 Friend of CHI (\$1,000 up to \$10,000 USD contribution)

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

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

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

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

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

Telephone: \_\_\_\_\_ Time Zone: \_\_\_\_\_

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 2024 to use your same logo from the CHI 2023 website ([chi2023.acm.org](http://chi2023.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 be listed as a recruiter (complimentary to Hero/Champion/Contributing Sponsors).

We would like to receive the list of attendees who opted in to being contacted (**NOTE:** Friend of CHI donors are not eligible to receive the list)

3 weeks prior OR

3 weeks after CHI OR

We do not want the list

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

Carol Klyver

CHI 2024 Sponsor Director

Foundations of Excellence

Tel: +1 (650) 738-1200

Email: [sponsor@chi2024.acm.org](mailto:sponsor@chi2024.acm.org) or [chisponsors@comcast.net](mailto: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 2024. (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](#).**

