



CHI 2021

Making Waves, Combining Strengths

May 8 – 13, 2021

CHI 2021 Online
Updated Sponsor Benefits January 2021



Association for
Computing Machinery

The 39th Annual CHI Conference on Human Factors in Computing Systems

chi2021.acm.org



SIGCHI
Special Interest Group on Computer-Human Interaction

Hero Sponsor Benefits
(Contribution \$50,000 USD and higher)
CHI 2021 Virtual Conference

1. Conference-hosted Premium Engagement Page

- CHI 2021 will provide a hosted Premium Engagement Page with the following attributes:
 - Brandable backdrop
 - Editable (may be directly, or conference will provide support)
 - Embedded video capability
 - Live chat
 - Link to private meeting room (sponsors may also use their own meeting platform)
 - Recruiter announcement space
 - Links to sponsor presentations and events
 - Encourages interaction in other languages if possible (“Japanese spoken here”)
- Link to engagement page is visible at the top level of the live conference home page and sponsor page (and exhibitor page, if applicable)
 - Attendees may access the engagement page from the home page, and also from the sponsor logo page and company description page
- Page will be live by start of the conference, but is planned to be viewable much earlier

2. Recruitment and Event Support

- ***Published Events***
 - CHI 2021 will publish up to 4 scheduled sponsor events in the conference program.
 - Events may not conflict with keynote presentations or any special conference-wide events)
- ***Recruitment Listing (if requested)***
 - Highest-level listing on conference website recruiter page
 - Designated company contact information and office hours included

3. Complimentary Conference Registrations

- In place of the typical 7 full conference registrations offered for in-person conferences, CHI 2021 will provide an equivalent value in virtual conference registrations.

4. Logo Display, Company Description, and Other Recognition

- ***Logo Display on Website***
 - Tier one logo display on conference website pages
 - Highest-level, largest logo display with link on conference website sponsor page
 - Highest-level, largest logo display on sponsor slide loop running prior to opening and closing keynotes (1 slide per Hero Sponsor)

- **Logo Display in Conference Publications**
 - Highest-level, largest logo display with link in *Conference Proceedings* (sponsor page)
 - Highest-level, largest logo display with link in *Extended Abstracts* (sponsor page)
 - The *Conference Proceedings* and *Extended Abstracts* are archived in and accessible via the ACM Digital Library
- **Company Description on Website**

5. Invited Sessions, Hosted Channels, and Other Engagement Support

- **Invited Sessions**
 - Up to 4 invited sessions reserved for sponsor (for example, “Meet the Expert” sessions or “Internship Information” sessions)
 - Sessions are published in conference program and session slots are reserved ahead of time
- **Hosted Branded Engagement Channels**
 - Up to 8 branded hosted channels (virtual voice rooms) provided to support direct sponsor interaction with attendees
- **Dedicated Interaction Times**
 - Dedicated published times for attendees to interact with sponsors are built into the conference program
- **Email addresses of “opted in” participants**
 - Email addresses of “opted in” participants provided
 - Attendees are given the opportunity to opt in during registration

6. Special Advertising Opportunities

- **Poster Advertisements**
 - Up to 6 virtual “poster advertisements” included in virtual poster display (sponsor may choose topic area for poster ad display)
 - Priority choice of topic/theme area based on level of sponsorship and date/time of registration
- **Social Media Announcements**
 - Individual welcome announcement made across social media platforms
 - Logo included in welcome announcements for lower-level sponsors on platforms where more text is possible (for example, LinkedIn or Facebook)

7. Press Support

- Introductions made to all press representatives
- Acknowledgement as financial supporter of conference in standard text of any press release that may be distributed by conference

Champion Sponsor Benefits
(Contribution \$25,000 USD up to \$50,000 USD)
CHI 2021 Virtual Conference

1. Conference-hosted Premium Engagement Page

- CHI 2021 will provide a hosted Premium Engagement Page with the following attributes:
 - Brandable backdrop
 - Editable (may be directly, or conference will provide support)
 - Embedded video capability
 - Live chat
 - Link to private meeting room (sponsors may also use their own meeting platform)
 - Recruiter announcement space
 - Links to sponsor presentations and events
- Link to engagement page is visible at the top level of the live conference home page and sponsor page (below Hero Sponsors)
 - Attendees may access the engagement page from the home page, as well as from the sponsor logo page and sponsor & exhibitor profile page
- Page will be live by start of the conference, but is planned to be viewable much earlier

2. Recruitment and Event Support

- ***Published Events***
 - CHI 2021 will publish up to 2 scheduled sponsor events in the conference program
 - Events may not conflict with keynote presentations or any special conference-wide events)
- ***Recruitment Listing (if requested)***
 - High-level detailed listing on conference website recruiter page
 - Designated company contact information and office hours included

3. Complimentary Conference Registrations

- In place of the typical 3 full conference registrations offered for in-person conferences, CHI 2021 will provide an equivalent value in virtual conference registrations (minimum of 2 to 1 ratio, or 6 minimum)

4. Logo Display, Company Description, and Other Recognition

- ***Logo Display on Website***
 - Tier one logo display on conference website pages
 - High-level, large logo display with link on conference website sponsor page
 - High-level, large logo display on sponsor slide loop running prior to opening and closing keynotes (1 slide per Champion Sponsor)

- **Logo Display in Conference Publications**
 - High-level logo display with link in *Conference Proceedings* (sponsor page)
 - High-level logo display with link in *Extended Abstracts* (sponsor page)
 - The *Conference Proceedings* and *Extended Abstracts* are archived in and accessible via the ACM Digital Library
- **Company Description on Website**

5. Invited Sessions, Hosted Channels, and Other Engagement Support

- **Invited Sessions**
 - Up to 2 invited sessions reserved for sponsor (for example, “Meet the Expert” sessions or “Internship Information” sessions)
 - Sessions are published in conference program and session slots are reserved ahead of time
- **Hosted Branded Engagement Channels**
 - Up to 4 branded hosted channels (virtual voice rooms) provided to support direct sponsor interaction with attendees
- **Dedicated Interaction Times**
 - Dedicated published times for attendees to interact with sponsors are built into the conference program
- **Email addresses of “opted in” participants**
 - Email addresses of “opted in” participants provided
 - Attendees are given the opportunity to opt in during registration

6. Special Advertising and Recognition Opportunities

- **Poster Advertisements**
 - Up to 3 virtual “poster advertisements” included in virtual poster display (sponsor may choose topic area for poster ad display)
 - Priority choice of topic/theme area based on level of sponsorship and date/time of registration
- **Social Media Announcements**
 - Individual welcome announcement made across social media platforms
 - Logo included in welcome announcements for lower-level sponsors on platforms where more text is possible (for example, LinkedIn or Facebook)

7. Press Support

- Introductions to press members made when journalists request this
- Acknowledgement as financial supporter of conference in standard text of any press release that may be distributed by conference

Contributing Sponsor Benefits
(Contribution \$10,000 USD up to \$25,000 USD)
CHI 2021 Virtual Conference

1. Conference-hosted Limited Engagement Page

- CHI 2021 will provide a hosted Limited Engagement Page with the following attributes:
 - Brandable backdrop
 - Editable (may be directly, or conference will provide support)
 - Static page with limited number of images, links and text possible
 - May purchase upgrade to Premium Page (with embedded video, live chat, etc.)
- Link to engagement page is visible below Hero and Champion Sponsor links on the sponsor page and on the sponsor & exhibitor profile page
- Page will be live by start of the conference

2. Complimentary Conference Registration

- In place of the typical 1 full conference registration offered for in-person conferences, CHI 2021 will provide an equivalent value in virtual conference registrations (minimum ratio is 2:1, or 2 minimum)

3. Logo Display, Company Description, and Other Recognition

- ***Logo Display on Website***
 - Tier two logo display on conference website pages
 - Lower-level, medium logo display with link on conference sponsor page
 - Lower-level, medium logo display on sponsor slide loop running prior to opening and closing keynotes (included in group slide of Contributor logos)
- ***Logo Display in Conference Publications***
 - Lower-level, medium logo display with link in *Conference Proceedings* (sponsor page)
 - Lower-level, medium logo display with link in *Extended Abstracts* (sponsor page)
 - The *Conference Proceedings* and *Extended Abstracts* are archived in and accessible via the ACM Digital Library
- ***Company Description on Website***
 - Listed below Hero and Champion Sponsor descriptions
- ***Recruitment Listing (if requested)***
 - Listed on conference website recruiter page
- ***Social Media Announcements***
 - Included in Contributing Sponsor group welcome announcement across social media platforms

4. Hosted Channel and Other Engagement Support

- ***Hosted Branded Engagement Channel***
 - One branded hosted channel (virtual voice room) provided to support direct sponsor interaction with attendees
- ***Dedicated Interaction Times***
 - Dedicated published times for attendees to interact with sponsors are built into the conference program
- ***Email addresses of “opted in” participants***
 - Email addresses of “opted in” participants provided
 - Attendees are given the opportunity to opt in during registration

Friend of CHI Sponsor Benefits
(Contribution \$1,000 USD up to \$10,000 USD)
CHI 2021 Virtual Conference

1. Complimentary Conference Registration

- 1 full virtual conference registration

2. Recognition

- ***Name in Text Listing on Website***
 - Name as text listing on conference website sponsor page
- ***Name in Text Listing in Conference Publications***
 - Name as text listing in *Conference Proceedings* (sponsor page)
 - Name as text listing in *Extended Abstracts* (sponsor page)
 - The *Conference Proceedings* and *Extended Abstracts* are archived in and accessible via the ACM Digital Library
- ***Recruitment Listing (if requested)***
 - Listed on conference website recruiter page

CHI 2021 Online Conference Sponsorship Agreement

Sponsor Level: _____

Organization Name: _____

We agree to sponsor CHI 2021 Online as (please check one):

- CHI 2021 Hero (\$50,000 USD or greater contribution - benefits attached)
- CHI 2021 Champion (\$25,000 up to \$50,000 USD contribution - benefits attached)
- CHI 2021 Contributing Sponsor (\$10,000 up to \$25,000 USD contribution - benefits attached)
- CHI 2021 Friend of CHI (\$1,000 up to \$10,000 USD contribution - benefits attached)

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 2021 to use your same logo from the CHI 2020 website and the *CHI 2020 Conference Proceedings*.
- 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).
- Check here if you wish to find out more about digital "poster ads" (only available to Hero Sponsors and Champion Sponsors).

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

Carol Klyver
CHI 2021 Sponsor Director
Foundations of Excellence

Tel: +1 (650) 738-1200

Email: sponsor@chi2021.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 2021. (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.

