



# CHI 2021

Making Waves, Combining Strengths

May 8 – 13, 2021

**CHI 2021 Online**  
**Updated Exhibitor Offering March 2021**



Association for  
Computing Machinery

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

[chi2021.acm.org](http://chi2021.acm.org)



**SIGCHI**  
special interest group computer human interaction

## Updated Exhibitor Offering – March 2021

### Conference-hosted Standard Engagement Page (functions as virtual booth)

- Standard Engagement Page attributes:
  - Brandable backdrop
  - Company logo
  - Embedded video capability to showcase product demos (editable)
  - Live chat (text) capability with up to 3 individual team members
  - Live chat (text) capability routed to all team members
  - Ability to set and post "office hours"
  - Book Appointment feature (book appointments to hold one-on-one meetings with supported audio and video)
  - Dynamic "About Company" section for providing general information about company or advertise events, links to additional info, etc.
  - Resource section to upload up to 5 assets
  - "Ask a Question" section allows for asynchronous questions to be recorded when office hours are not in session
  - Portions of page are directly editable
  - Access to company website and LinkedIn profile
  - Quick link for attendees to email exhibitor

### Attendee access to Engagement Page

- Access is gained through:
  - Exhibitor tab from the navigation bar
  - Sponsor and Exhibitor Directory page
  - Exhibitor gallery page (tiled images)

Page will be live by start of the conference.

### Additional Recognition Support

- Social Media Announcement
  - Individual welcome announcement made across social media platforms
- Company Description on Website
  - Company description posted on Sponsor and Exhibitor Directory (200 characters)

### Complimentary Conference Registrations

- Four (4) virtual conference registrations are provided

### Other Engagement Support

- Dedicated Interaction Times
  - Dedicated times for attendees to interact with exhibitors are built into program
- Email addresses of "opted in" participants
  - Email addresses of "opted in" participants (available 1 week prior to start)
  - Attendees are given the opportunity (and encouraged) to opt in during registration

## Terms and Conditions of Contract to Exhibit

### 1. Purpose of Exhibit:

The main purposes of this exhibit are technical and educational. The exhibition offered in conjunction with the technical sessions is a vital element of the conference.

### 2. Terms:

The fee to exhibit is \$2400 USD. Full payment is due with the Application/Contract. There is a no refund policy for cancellation. Exhibitor is responsible for total fee irrespective of the reason for cancellation.

### 3. Exhibitor Offering:

The attached CHI 2021 Online Exhibitor Offering is included as a part of these terms and conditions.

### 4. Use of Virtual Exhibit (Standard Engagement Page):

Exhibitor shall not assign to a third party its right hereunder to the virtual booth (Standard Engagement Page) or any portion thereof without the prior written consent of ACM/CHI 2021, which it may withhold at its sole discretion.

### 5. Exhibitor Conduct:

Exhibitor or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste.

### 6. Registration List:

ACM/CHI 2021 will provide Exhibitor with a registration list of "opted in" participants to Exhibitor 1 week prior to the conference.

### 7. Agreement to Conditions of Contract to Exhibit:

Exhibitor agrees to observe and abide by the foregoing Conditions of Contract to Exhibit and by such additional Conditions of Contract made by ACM/CHI 2021 from time to time for the efficient operation of the Exhibit including, but not limited to, those contained in this contract. In addition to ACM/CHI 2021's right to close an Exhibit and withdraw its acceptance of this Application/Contract, ACM/CHI 2021, in its sole judgment, may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Conditions of Contract to Exhibit set forth in the Application/Contract. There is no other agreement or warranty between the Exhibitor and ACM/CHI 2021 except as set forth in this document. The rights of ACM/CHI 2021 under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ACM/CHI 2021.

# CHI 2021 Online Exhibitor Application/Contract

## Agreement

Exhibitor hereby requests a virtual booth (Standard Engagement Page) at the ACM/CHI 2021 Online Conference and Exhibition from 10-13 May 2021. Acceptance of this Application/Contract by ACM/CHI 2021 converts it to a full contract for exhibits and shall be considered a binding agreement between the Exhibitor and ACM/CHI 2021. Exhibitor accepts all terms and conditions and rules for exhibiting as outlined in the attached Terms and Conditions of Contract to Exhibit.

Signature of Authorized Representative: \_\_\_\_\_

Printed Name of Authorized Representative: \_\_\_\_\_

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

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

Company Name on Exhibit (if different than above): \_\_\_\_\_

Company Address (Line 1): \_\_\_\_\_

Company Address (Line 2): \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

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

Email: \_\_\_\_\_ Company Website: \_\_\_\_\_

## Additional Information

Name of Point of Contact for Exhibit (if different from above): \_\_\_\_\_

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

Country: \_\_\_\_\_ Telephone: \_\_\_\_\_

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

## Registration

- [Click here](https://cvent.me/xqxzVX) to complete the online registration process or go to <https://cvent.me/xqxzVX>
- Upon completion of online registration, a confirmation email and invoice/receipt will automatically be sent to you.
- Note - during online registration, you will be asked to upload this completed and signed agreement form. Please have the completed form ready to upload before beginning your online registration.

## Fee

- The fee for a virtual exhibit booth is **\$2400 USD**.

## Payment

- Payment by credit card is preferred.
- Payment by check must be made payable to ACM/CHI 2021 Exhibits., and checks must be in US dollars payable through a US bank.
- Payment may also be made by bank (wire) transfer. Contact the CHI 2021 Exhibit Director for instructions.