INTERACT 2007 CALL FOR SPONSORS

INTERACT 2007

SOCIALLY-RESPONSIBLE INTERACTION

SEPTEMBER 10-14, 2007
RIO DE JANEIRO, BRASIL

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International Federation for Information Processing

Brazilian Computing Society

1 Introduction

We are inviting your company to become a sponsor to support INTERACT 2007[1], the International Federation for of Information Processing's primary conference on Human-Computer Interaction (HCI), organized by IFIP TC 13[2]. INTERACT 2007 will take place on September 10-14, 2007, in the "marvelous city" of Rio de Janeiro, Brazil. It is co-sponsored by the Brazilian Computing Society, SBC[3], and it is supported by the Informatics Department at PUC-Rio[4], which has a long tradition on HCI research.

1.1 INTERACT Conference Series

The first INTERACT conference was held in 1984, and since 1995 the INTERACTconference series has been held every two years in various countries:

- 1995 Lillehammer, Norway
- 1997 Sydney, Australia
- 1999 Edinburgh, Scotland
- 2001 Tokyo, Japan
- 2003 Zurich, Switzerland
- 2005 Rome, Italy

1.2 INTERACT 2007 in Rio

Now, in 2007, it is the first time ever that TC 13 organizes its prestigious international INTERACT conference in a developing country such as Brazil. INTERACT conferences are very well known for their papers and events of high scientific quality, as well as contributions of high relevance to people's everyday life with computers. It has been a long standing desire in IFIP TC 13 to bring INTERACT to developing countries. Our goal is to be able to better exchange all the accumulated expertise worldwide on how we can design information technology in such a way that it is accessible to everyone and in such a way that everyone can interact naturally with computers.

The INTERACT 2007 conference in Rio de Janeiro will be a breakthrough for this ambition and it is intended to serve as a model for future INTERACT conferences in other developing countries. It is therefore very important that it be a successful conference, not only with respect to many high quality papers, but equally important with respect to a high number of participants and a high number of scientific contributions from local experts in the region of Latin America.

As with previous INTERACT conferences, we expect to receive approximately 450 participants in 2007 in Rio. Many of these participants would welcome an opportunity to learn more about your company and may be considered potential partners for R&D in your company. Many may even apply for open positions in your company, if available. INTERACT 2007 will also give your company an overview of the HCI research and development work being done in Latin America, in particular Brazil.

INTERACT 2007 will have three keynote sessions with renowned HCI researchers and professionals (to be announced). Although most participants are expected to have an academic

[1] http://www.interact2007.org
[2] http://www.ifip-hci.org
[3] http://www.sbc.org.br
[4] The Informatics Graduate Program at PUC-Rio was judged as the best one in the country in the 2004-2007 period by CAPES, the federal agency that evaluates all Graduate Programs in Brazil (http://www.capes.gov.br).

background, there are various participation categories, with which we aim to bring together researchers, practitioners, and students from many disciplines and practices related to HCI: tutorials, workshops, doctoral consortium, long papers, short papers, panels, interactive experience, special interest groups, HCI societies worldwide, organizational overviews, interactive posters, student posters, and video papers. Details on all submission categories may be found on our website at http://www.interact2007.org. In case any further information about the event or its organization is needed please contact the general co-chair Prof. Simone D. J. Barbosa (simone@inf.puc-rio.br).

1.3 Conference theme and topics — Socially-Responsible Interaction: Why now?[5]

Human beings evolved for many millenia; during most of that time, our major social contacts were within small, tightly knit groups who shared a common language culture and physical context.

In the last historical eyeblink, we rather suddenly find ourselves part of a global community. We have very different cultures, languages, perspectives, and physical contexts. Moreover, as a species we face the possibility of bringing about our own extinction if we cannot solve some exceedingly challenging problems. Our individual brainpower has not increased significantly in the last 100,000 years. Computing and communication technologies offer some potential, however, to increase greatly our collective intelligence and creativity. With the proper attention to both the human and technological aspects of HCI, we have the possibility to make a crucial difference in a variety of issues. For example, it is now possible as never before to design technology to support universal usability. We desperately need new thinking for our political, social, economic and ecological problems. We can now build tools to support creativity, discovery and innovation. Recently, we have begun to understand more about how to use technology to help integrate how we work as teams, groups, and communities. Medical informatics and personal medical devices offer new opportunities to reduce skyrocketing health care costs in the developed world and offer new hope to eradicate disease in developing countries. We invite your contributions to making HCI socially responsible.

Special-theme conference topics

- Creativity Support Tools
- Discovery and Innovation Tools
- Medical informatics
- Personal medical devices
- Social computing
- Universal Usability

Additional conference topics

Contributions on the following general HCI-related topics, but with a focus on the conference theme, are especially encouraged (in alphabetical order):

- Affective HCI, Emotion, Motivational aspects
- Adaptive Interfaces
- Augmented Reality and Tangible UIs
- Cognitive Models
- Computer-Mediated Communication and Online Communities
- Design Methods
- Development tools, UIMS, and UI design environments
- End-User Programming and Adaptation

[5] Text written by the special theme co-chairs and extracted from the conference website.

- Evaluation Methods
- HCI Education
- Collaborative Systems UIs
- Hypermedia and Web Design and Usability
- Intelligent User Interfaces and User Modeling
- International and Cultural Aspects of HCI
- Location-aware Interaction
- Mobile and Ubiquitous Computing
- Model-based Design of Interactive Systems
- Multi-modal Interfaces
- Multi-user Interaction
- Novel User Interfaces and Interaction Techniques
- Safety Issues and Human error
- Ubiquitous and Context-Aware Computing
- Usability & Accessibility
- Usability Evaluation
- Virtual Reality and 3D Interfaces
- Visualization Techniques
- Web Accessibility

1.4 Conference Venue

INTERACT 2007 will take place in Rio de Janeiro, RJ, Brazil. The city is in the southeast of Brazil and is famous for its sunny, beautiful beaches and wonderful natural landscape. Widely known landmarks include the Christ Redeemer Statue (*Cristo Redentor*) and the Sugar Loaf mountain (*Pão de Açúcar*), as well as the *Maracanã* soccer stadium. Rio is also the location of the largest urban forest in the world, *Floresta da Tijuca*. Rio de Janeiro has a year-round enjoyable climate, a pleasant atmosphere throughout the day and a very rich nightlife.

The conference will be held at the Rio Othon Palace Hotel (http://www.othonhotels.com/H00266/), which is equipped with a high quality convention center. It offers a complete physical infrastructure and up-to-date equipment that will provide all the necessary conditions for an excellent event. The size of conference halls and rooms can be adjusted to the different needs of the each event and plenary sessions. They are suitable and comfortable for both participants and presenters. Also the hotel is spacious and can foster networking and socializing among participants. Since the hotel is at a beautiful and touristic site facing the beach, participants will have a chance to relax during their free time as well.

2 Why sponsor INTERACT 2007?

Sponsors are very important to the conference, and the conference committee ensures that their contribution be well recognized. We list the proposed levels of sponsorships and their corresponding benefits in the following section. Corporate support can also be targeted to a particular event or activity during INTERACT 2007. For example, you might fund the coffee breaks, opening cocktail, conference dinner or internet room. We also welcome suggestions of others benefits that would make your sponsorship more attractive.

Sponsorship is sought mainly to bring registration fees below typical European conferences, so that Latin American researchers and students will be able to attend and actively participate in the conference. Corporate sponsor support is typically used to permit a greater number of students to attend the conferences at reduced fees without artificially increasing the general registration. It also allows student volunteers to receive complimentary registrations.

Supporting INTERACT would be a unique opportunity for your company to initiate or consolidate a partnership with the academic and practitioners' HCI communities in Latin America. Unfortunately, in Brazil there are few companies that support research and scientific events. As such, your support to INTERACT will contribute to your company's image as one that invests in the growth of local research communities as well. This attitude will be noticed and appreciated not only by researchers, practitioners and students who are part of the HCI community, but to all members of the Brazilian Computing Society as a whole, as well as other Latin American computing societies.

INTERACT 2007 is also an excellent recruiting venue for companies and universities looking for highly qualified graduate students, specially in computer science, but also in design, psychology and related disciplines.

3 Levels of Sponsorships and Benefits

INTERACT 2007 welcomes four levels of general sponsorship: Platinum, Gold, Silver, and Bronze. In addition, we welcome support on specific activities and resources.

3.1 Platinum Sponsor – 1 exclusive quota, USD 20,000 (twenty thousand dollars)

The Platinum sponsor is an exclusive sponsorship level. No other company will have the same visibility. The benefits of a Platinum Sponsor are:

- We will announce your company's contribution and offer a special acknowledgment at the opening and closing sessions of the conference, as **the Platinum Sponsor**.
- Your company name and large-sized logo will be used in all conference announcements, signage and banners **as the Platinum Sponsor**, located above the other sponsorship levels.
- Your company name, logo and hyperlink will be included in the conference web pages, **in a highlighted location**, maintained at http://www.interact2007.org.
- Your company name and logo will be displayed **as the main one** in all computing projections before and after each session.
- You can provide a **one-minute movie** (in English) about your company to be exhibited in the opening session. Your company should provide a DVD or computer-based movie in a widely used standard format.
- You will have the opportunity to include **material** and small **give-aways** with the conference material for each attendee.
- Your company name and logo in all attendees' bags, in the conference proceedings, and in the official conference program booklets.
- You will get **four complimentary registrations** for people from your company to attend the conference.
- You will have a booth ($6m^2$) in the exhibit space to expose and promote your products, or even recruit students and professionals, and highest priority in choice of site in exhibition hall.

3.2 Gold Sponsor – 2 quotas, USD 10,000 (ten thousand dollars) each

The **Gold Sponsor** is the second highest category to support INTERACT 2007. It is a non-exclusive sponsorship, for which we are offering only two quotas.

The benefits are:

- We will announce your company's contribution and offer a special acknowledgment at the opening and closing sessions of the conference, as a **Gold Sponsor**.

- Your company name and medium-sized logo will be used in all conference announcements, signage and banners **as a Gold Sponsor**, located below the Platinum Sponsor and above the Silver Sponsors.
- Your company name, logo and hyperlink will be included in the conference web pages, maintained at http://www.interact2007.org.
- Your company name and logo will be displayed in all computing projections before and after each session.
- You will have the opportunity to include **material** and small **give-aways** with the conference material for each attendee.
- Your company name and logo in all attendees' bags, in the conference proceedings, and in the official conference program booklets.
- You will get **two complimentary registrations** for people from your company to attend the conference.
- You will have a booth ($4m^2$) in the exhibit space to expose and promote your products, or even recruit students and professionals, and highest priority in choice of site in exhibition hall after the Platinum Sponsor.

3.3 Silver Sponsor – 4 quotas, USD 5,000 (five thousand dollars) each

The **Silver Sponsor** is the third highest category to support INTERACT 2007. It is a non-exclusive sponsorship, for which we are offering only four quotas.

The benefits are:

- Your company name and logo will be used in all conference announcements, signage and banners **as a Silver Sponsor**.
- Your company name, logo and hyperlink will be included in the conference web pages, maintained at http://www.interact2007.org.
- Your company name and logo will be displayed in all computing projections before and after each session.
- You will have the opportunity to include 1 piece of **material** or a small **give-away** with the conference material for each attendee.
- Your company name and logo in all attendees' bags, in the conference proceedings, and in the official conference program booklets.
- You will get **two complimentary registrations** for people from your company to attend the conference.
- You will have a table-top ($2m^2$) and a vertical panel ($2m^2$) in the exhibit space to expose and promote your products, or even recruit students and professionals.

3.4 Bronze Sponsor – 6 quotas, USD 2,000 (two thousand dollars) each

The **Bronze Sponsor** is a non-exclusive sponsorship, for which we are offering six quotas.

The benefits are:

- Your company name and logo will be used in all conference announcements, signage and banners **as a Bronze Sponsor**.
- Your company name, logo and hyperlink will be included in the conference web pages, maintained at http://www.interact2007.org.
- Your company name and logo will be displayed in all computing projections before and after each session.
- You will have the opportunity to include 1 piece of **material** or a small **give-away** with the conference material for each attendee.
- Your company name and logo in all attendees' bags, in the conference proceedings, and in the official conference program booklets.
- You will get **one complimentary registration** for someone from your company to attend the conference.

The following table summarizes the regular sponsorship levels:

Benefit x Sponsorship Level	**Platinum**	**Gold**	**Silver**	**Bronze**
Price per quota	USD 20k	USD 10k	USD 5k	USD 2k
Exclusive	**yes**	no	no	no
Quotas	1	2	4	6
Oral acknowledgement during opening and closing sessions	**yes**	**yes**	no	no
Name and logo in conference announcements, signage and banners	**yes, large-sized logo**	**yes, medium-sized logo**	**yes**	**yes**
Company name and logo in computing projections before/after sessions	**yes**	**yes**	**yes**	**yes**
Company name, logo and hyperlink on the website	**yes**	**yes**	**yes**	**yes**
Company name and logo in attendees' bags, proceeedings, and program booklets	**yes**	**yes**	**yes**	**yes**
Include material and/or small give-aways in conference bag	**yes, 1+**	**yes, 1+**	**yes, 1**	**yes, 1**
Present 1-minute movie about company in the opening session	**yes**	no	no	no
Complimentary registrations	4	2	2	1
Exhibit space	booth ($6m^2$)	booth ($4m^2$)	table-top ($2m^2$) and vertical panel ($2m^2$)	no

4 Supporters

The supporters can support specific activities in the conference or some of the conference material.

4.1 Supporting the Welcome Cocktail (1 quota) or Conference Dinner (2 quotas) – USD 8,000 (eight thousand dollars) each

We are offering a welcome cocktail to all attendees at the end of the first day of the main conference (September 12), in which food and drinks (soft drinks, beer, tropical drinks, and mineral water) are provided. On September 13 the conference dinner will take place at Porcão Rio's[6], an all-you-can eat gastronomic reference in the city.

The benefits to the supporter are:

- We will announce that the welcome cocktail/conference dinner is supported by your company on the opening session.
- Your company name and logo will be used in all conference announcements, signage and banners as a **Supporter**.
- Your company name, logo and hyperlink will be included in the conference web pages, maintained at http://www.interact2007.org.

[6] http://www.porcao.com.br/en/unidades/rios/default.asp

- Your company name and logo will be displayed in all computing projections before and after each session.
- You will have the opportunity to include **material** or small **give-aways** with the conference material for each attendee.
- Your company name and logo in all attendees' bags, in the conference proceedings, and in the official conference program booklets.
- You will get **two complimentary registrations** for people from your company to attend the conference.
- You will have a 5-minute talk (no multimedia support) to present your company during the cocktail/conference dinner.
- You will have a table-top ($2m^2$) in the exhibit space to expose and promote your products, or even recruit students and professionals.

4.2 Supporting the Coffee-Breaks – 5 quotas, USD 4,000 (four thousand dollars) each

We are offering coffee-breaks once a day to all attendees, in which a small assortment of cakes, cookies, small sandwiches, small loaves of different kinds of bread and croissant will be provided, as well as water, coffee, milk and juice.

The benefits to the supporter are:

- We will announce that the coffee-break is supported by your company during the opening session and at the end of each technical session.
- Your company name and logo will be used in all conference announcements, signage and banners as a **Supporter**.
- Your company name, logo and hyperlink will be included in the conference web pages, maintained at http://www.interact2007.org.
- You will have the opportunity to include 1 piece of **material** or small **give-away** with the conference material for each attendee.
- Your company name and logo in all attendees' bags, in the conference proceedings, and in the official conference program booklets.
- You will get **one complimentary registration** for someone from your company to attend the conference.
- You will have a table-top ($2m^2$) in the exhibit space to expose and promote your products, or even recruit students and professionals.

4.3 Supporting the Internet Room – 1 quota, USD 4,000 (four thousand dollars)

The internet room will provide a few PCs with broadband internet access to attendees that wish to get connected for short periods of time.

The benefits to the supporter are:

- We will announce that the internet room is supported by your company during the opening session.
- The internet room will have the name and logo of your company.
- Your company name and logo will be used in all conference announcements, signage and banners as a **Supporter**.
- Your company name, logo and hyperlink will be included in the conference web pages, maintained at http://www.interact2007.org.
- You will have the opportunity to include 1 piece of **material** or small **give-away** with the conference material for each attendee.
- Your company name and logo in all attendees' bags, in the conference proceedings, and in the official conference program booklets.

- You will get **one complimentary registration** for someone from your company to attend the conference.

If you need further information, please contact:

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