



MobileHCI'23

Athens-Greece

26-29 September 2023

Athens - Greece

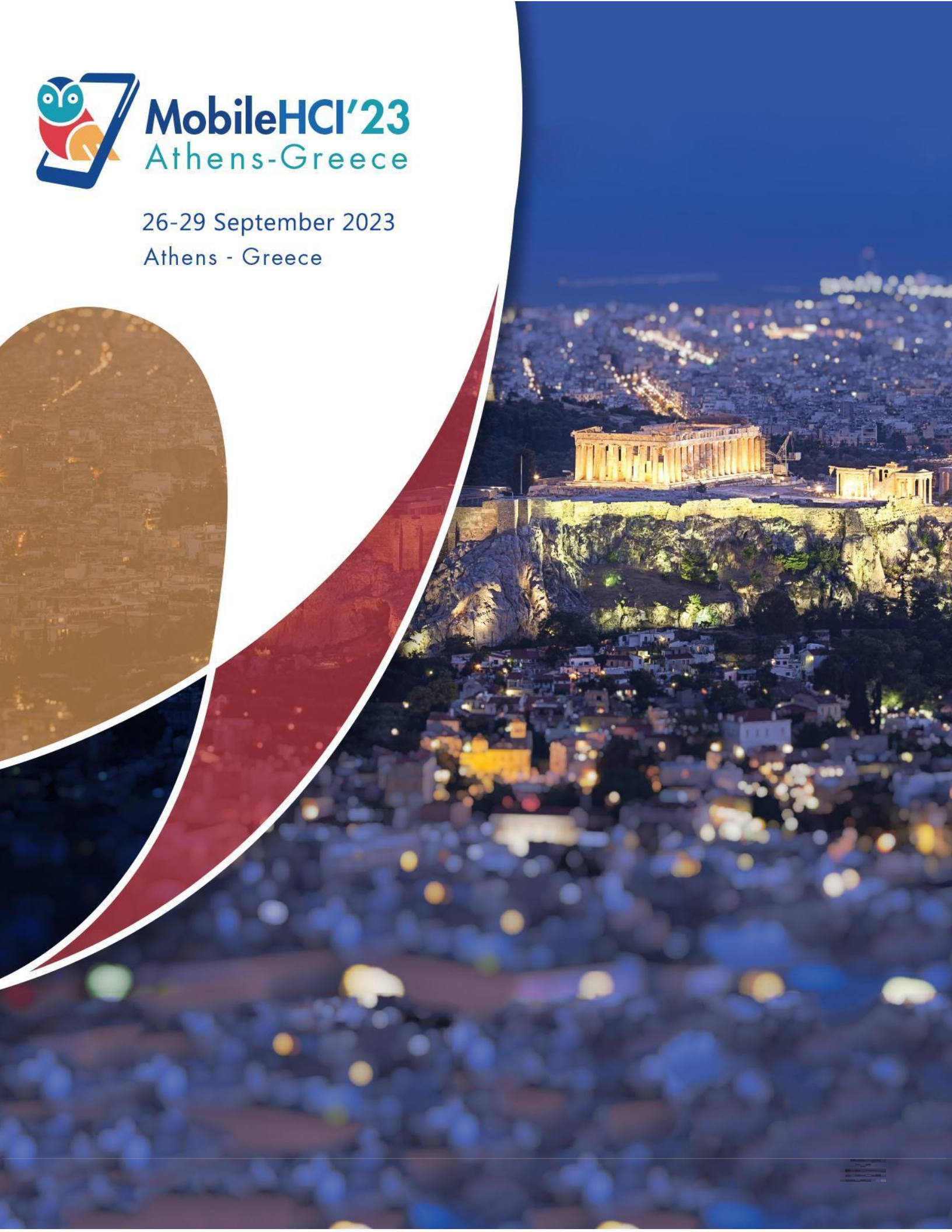



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This document presents the range of sponsorship & exhibition opportunities associated with MobileHCI'23. For ease of reference, the information in this document is organised in the following sections:

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The ACM International Conference on Mobile Human-Computer Interaction (MobileHCI) provides a forum for academics and practitioners to discuss the challenges, potential solutions and innovations towards effective interaction with mobile systems and services – the Human-Computer Interaction (HCI) of mobile devices. The conferences are unique in bringing together researchers and practitioners in an informal and collaborative format.

MobileHCI is a leading series of research conferences in HCI and is sponsored by ACM, the world's largest computing professional society, and ACM's SIGCHI, the Special Interest Group on Computer-Human Interaction, a community of approximately 3000 HCI & UX professionals globally. MobileHCI has been held annually since 1998 and has been an ACM SIGCHI sponsored conference since 2012. The conference is very competitive, with an acceptance rate around 25%. The conference series has shaped research, development, and practice in mobile devices and services for over 20 years and attracts contributions from prestigious universities across the world, as well as regular contributions from industry (e.g., Google, Facebook, Microsoft).

MobileHCI'23 - 26-29 September 2023, Athens, Greece

<https://mobilehci.acm.org/2023/>

MobileHCI'23 is a four-day international conference (September 26-29, 2023), to be held in Athens, Greece. The conference is organized around tutorials, papers, presentations, speakers, demonstrations, and workshops which seek contributions in the form of innovations, insights, and analyses related to Human-Computer Interaction and experiences with mobility and beyond. As with previous conferences, we expect to attract an audience between 250-300 participants. The conference will be co-located with the biannual conference of the Greek ACM SIGCHI chapter ([CHIGreece'23](#)), which would increase attendance to around 400 participants.

MobileHCI'23 for Industry and Organisations

Industry presence is highly encouraged at MobileHCI. We welcome not only scientific contributions, but have dedicated tracks for Demos & Exhibits, as well as an Industrial Perspectives track, where industry-based participants can share insights, challenges and solutions with academic researchers. For MobileHCI'23, we are working on creating further opportunities to link industry, academia and society:

- An open demo and exhibit day, where invited schools, university students, the press and members of the general public may visit and interact with scientists and exhibitors who will be presenting posters and demos of their work and products.
- A “meet our sponsors” session, where industrial and academic parties will get an opportunity to

- network and explore collaboration possibilities with sponsors.
- A networking session to bring the practitioner and research communities at a local (Greek), European and International level closer, including opportunities for recruitment, partnership and knowledge exchange.

Conference Dates

The Conference Dates are: Tue 26 – Fri 29 September 2023

General Chairs



Andreas Komninou
University of Patras, Greece



Carmen Santoro
ISTI-CNR, Pisa, Italy



Damianos Gavalas
University of the Aegean, Greece

Email: chair2023@mobilehci.acm.org

Conference Venue

<https://www.eef.edu.gr/en/>

The Eugenides Foundation welcomes you to a fully renovated environment, having created a high-standard conference centre that has served scientific and technical education for more than 60 years. The prestige and substantial experience in hosting Greek and international scientific and professional conferences, combined with the modernized and fully equipped facilities, make the Eugenides Foundation Conference Centre a point of reference and attraction for important figures of the Greek and international scientific, technical and cultural community. Eugenides Foundation premises are accessible and friendly to people with mobility impairment and the disabled, while guide dogs for the blind are welcome.

Hybrid/ Virtual Participation

The conference is primarily aimed towards physical participation, but virtual attendance options will be available for remote participants.

Language

English is the official language of the Conference.

Professional Congress Organiser

CONVIN S.A.

K. Varnali 29, 15233 Chalandri,

Athens Tel.: +30 210 6833600

www.convin.gr

A bustling and cosmopolitan metropolis, Athens is the center of the economic, financial, industrial, political and cultural life in Greece. Located at the crossroads of three continents, the capital of Greece with an overall population of close to 5 million people has often been the melting pot of many cultures.

Characterized by the spirit of hospitality, the host city embraces every guest with a warm welcome. Athens is an ideal Conference destination, combining state-of-the-art infrastructures, excellent Conference facilities and easy access from all over the world with world-class cultural attractions, modern amenities and diverse entertainment.

10 “hot” features of Athens

1. **Athens International Airport (AIA)** “Eleftherios Venizelos”, is one of the fastest-growing airports globally.
2. **Best Value:** A privileged geographical location at the crossroads of three continents offers easy and affordable access.
3. **Meeting Facilities:** Athens boasts a variety of state-of-the art meeting venues, conference hotels and unique social event venues which can be tailored to every need.
4. **Transportation:** State-of-the-art transport network including metro, bus, tram, train, trolleybus, taxis and expansive highways.
5. **Accommodation:** More than 30.000 rooms at approximately 650 hotels in a constantly developing sector.
6. **Know How:** One of the top 24 most popular meeting destinations worldwide, according to ICCA (International Congress and Convention Association) rankings.
7. **A City to Thrill:** Lively nightlife, world-famous Mediterranean cuisine, make up Athens a unique entertainment scene. Its contemporary urban vibe caters to every segment of the tourism market. From landmark venues to indie hubs, Athens guarantees authentic nightlife experiences.
8. **Culture Shots:** World-famous museums and UNESCO sights go hand-in-hand offering a vibrant contemporary urban experience.
9. **A Sunny Disposition:** With an average daylight of 8-9 hours, famous mild climate and incredible blue skies, Athens will entice you with its atmosphere.
10. **Athens Riviera:** Get away from the bustling city center to the glorious Athens Riviera in under 30 minutes.

Reasons to Attend

Growth and Success

Help ensure the future growth and success of your career and organization by attending the leading conference on Human-Computer Interaction which ensure to be one step ahead of the changes that occur in how research is being conducted worldwide. Take some time to break away from the daily routine and surround yourself with researchers of various of fields, companies and organizations that will have you thinking outside the box. Immediately put to use all of the fresh ideas and strategies you've learned — and positively affect your bottom line.

Educational Opportunities – Industry Expertise

Immerse yourself in 4 unique days of Mobile HCI. Chosen for their contribution to the research field, insight and ability to connect with the audience, our speakers will broaden your horizons and provide you with the latest trends and knowledge that you can use in your day-to-day operations.

Attend, Network, Engage

There is no better place than the MobileHCI'23 to network with a majority of attendees from all around the world. Nowhere else can you connect with such a diverse audience of research professionals in such an enjoyable way. Engage with the other attendees at our welcome reception, lunches, networking events and coffee breaks, while admiring the luxurious Conference venue "Eugenides Foundation". Do not forget your business cards!

Real Value. Measurable ROI - Improve Your Team

Engage in discussions on real-life project performance. By keeping the conference focused, we bring together greater opportunities and keep your conference learning experience dedicated only to the issues that matter most. Share your newfound knowledge with your co-workers, management team and recruits, and watch your company soar!

Fill Yourself with Memories

Being in Athens and walking around the city is like visiting an open-air museum, with some of the most impressive ancient monuments appearing at every turn. "The Acropolis", "The Temple of Olympian Zeus", "The Panathenaic Stadium", "The Herod Atticus Odeon", "The Academy of Athens" and so on. So don't forget your comfy pair of shoes and let's set out to discover all those must-see Athens landmarks – and when you get hungry there will be countless ways to enjoy the famous Greek cuisine at restaurants or at waterfront traditional tavernas serving just-out-of-the-net seafood.

Indulge Yourself

After tolerating while within a pandemic, the necessary social distancing, the lockdowns and the long-lasting travel restrictions, here is the time to get together again. Hence, feel free to recommence travelling and consider combining your professional activities during the pleasant late spring season with leisure by either offering yourself some time to relax while swimming into the deep blue sea or by exploring some out of the numerous Greek cultural heritage sites

Sponsorship Opportunities

Sponsorship is welcomed at various levels of contribution, each associated with different benefits, as outlined in the table below.

MobileHCI'23 Sponsorship Levels					
Benefit	Level 1	Level 2	Level 3	Level 4	
Logos being prominently displayed in the venue and during the official opening and closing sessions.	✓	-	-	-	
Name and logo included in the conference website and in the program, with link to sponsor web pages where possible.	✓	✓	✓	✓	
Conference name may be used by sponsor in approved publicity campaigns.	✓	✓	✓	✓	
Social Media Advertisement on MobileHCI channels (Facebook, Twitter).	✓ 4 times	✓ twice	✓ once	✓ once	
Full complimentary registrations included (fully interchangeable) as attendees or authors.	4	2	1	-	
Special invitation to give a demonstration or poster of your choice as part of the Mobile HCI Demo / Poster exhibition (not included in the conference proceedings).	3 items (Poster and/or Demo)	1 item (Poster or Demo)	1 item (Poster or Demo)	-	
Dedicated exhibition space for all three days of the main conference.	✓ 9 sq.m (space only)	✓ 6 sq.m (space only)	Roll Up Banner Placement	-	
Cost in Euro*	€7,501.00 or more	€4,001.00 - €7,500.00	€2,501.00 - €4,000.00	€1,000.00 - €2,500.00	

*VAT is not included

We also welcome sponsorship of specific conference items or services, as an addition, or alternative to the general sponsorship levels. Please consult the tables below and don't hesitate to contact us to discuss bespoke itemized opportunities to suit your organization.

Technical Services

Sponsorship Opportunities	Cost	Details
Water Station <i>Exclusive Sponsorship</i>	2.500 €	<i>Sponsor's logo visible on the water stations (sticker) for the whole duration of the Conference.</i>
Charging Station <i>Exclusive Sponsorship for each station</i>	1.500 €	<ul style="list-style-type: none"> <i>A special construction with different recharge plugs for devices will be placed in the area.</i> <i>Sponsor's logo visible in the device charger area for the whole duration of the Conference.</i>

Conference Material

Sponsorship Opportunities	Cost	Details
Conference Bag <i>Exclusive Sponsorship</i>	1.500 €	<i>Conference logo and Sponsor's logo printed on the Conference Bag, distributed to all delegates.</i>
Conference Notebooks <i>Exclusive Sponsorship</i>	550 €	<i>Conference logo and Sponsor's logo printed on notepads (inserted in each Conference bag).</i>
Conference Pens <i>Exclusive Sponsorship</i>	250 €	<i>Conference logo and Sponsor's logo printed on pens (inserted in each Conference bag).</i>
Conference Lanyards <i>Exclusive Sponsorship</i>	750€	<i>Conference logo and Sponsor's logo printed on the lanyards given along with badge to all delegates. (two-color print)</i>

SPECIAL REQUESTS

Looking for something different? If the sponsorship opportunities outlined in this brochure do not fully match your marketing and corporate objectives, we would be happy to hear any suggestions. To find out more about sponsorship opportunities or to address your specific inquiry, please contact sponsorship2023@mobilehci.acm.org

Social Opportunities

Sponsorship Opportunities	Cost	Details
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Coffee Breaks <i>Cost per Coffee break / day</i>	1.800€	<ul style="list-style-type: none"> Sponsor's logo displayed in various high visibility foyer locations where both coffee and lunch will be served.
Standing Lunches <i>Cost per Lunch break / day</i>	4.500€	
Conference Dinner Sponsor <i>Exclusive Sponsorship</i>	10.000€	Sponsor's logo / roll up banner will be placed in Dinner Venue Locations. The sponsor's amount reflects to certain services that will take place (i.e., Welcome Drink, transportation, signage)

Advertisement / Other branding options

Sponsorship Opportunities	Cost	Details
Conference Bag Insert <i>Unlimited</i>	500 €	Sponsor's promotional material will be inserted in each Conference bag. (Content and format approval required)
Conference Bag Souvenir <i>Unlimited</i>	Upon request	Sponsor's souvenir proposal will be inserted in each Conference bag. (Content and format approval required)
Internal Adv. Page in final e-Program <i>Unlimited</i>	1.000 €	2 pages adv (spread) inside the final e- Program
	600 €	Full page inside the final e- Program
	300 €	1/2 (Half) page adv inside the final e- Program

Awards & Travel Grants

Sponsorship Opportunities	Cost	Details
Conference Awards	upon request	Sponsor's logo on the conference awards (Best Paper, Best Poster, Best Reviewer, 10-year impact award)
Keynote speaker Travel & Accommodation Expenses	upon request	Sponsor's logo and introduction (if required) of the opening or closing keynote speaker presentations
Travel Grants	upon request	Sponsor's logo on the conference travel grant website

General Terms & Conditions

How to apply & Cancellation Policy

HOW TO APPLY

Exhibition space, booths and exclusive opportunities will be offered on a first come, first served basis.

To apply, please fill in the **Sponsorship & Exhibition Form (pg. 14)** or send your request by email to sponsorship2023@mobilehci.acm.org

- Upon receipt of the Sponsorship/Exhibition Form of Interest, we will send a confirmation and a contract which should be signed and returned, accompanied by the relevant deposit payment (as per payment conditions)
- First come- First served policy will apply to all sponsorship & exhibition options according to receipt of a signed contract and deposit.

PAYMENT CONDITIONS

- 30% of the sponsorship upon confirmation (contract signing) • 40% of the sponsorship the latest on 10 July 2023 • Balance the latest on 27 July 2023, against invoice.

Please note that:

- Any sponsorship/exhibition opportunity will only be reserved upon the payment of the required first deposit
- Any late payment of the second or third installment that exceeds one week will be considered as an application for cancellation of the interested party for the selected sponsorship. Under such circumstances the cancellation policy will be activated by the Organizers.
- The issuance of an invoice for any partial payment is possible only upon request.
- All the amounts and payments are in Euro (EUR).
- Credit cards are accepted.
- All sponsorship & exhibition prices are subject to VAT (if applicable). Bank charges are the responsibility of the payer.

CANCELLATION POLICY

Cancellations requests must be sent in writing to the dedicated address:

E-mail: sponsorship2023@mobilehci.acm.org

Cancellation charges will be as follows:

- ▶ Cancellation request: Submitted the latest on 26 June 2023
(3 months before the Conference): 30% of the total cost will be charged as an administration fee
- ▶ Cancellation request: Submitted within the period 27 June 2023 and 26 July 2023
(2 months before the Conference): 50% of the total cost will be charged as an administration fee
- ▶ Cancellation request submitted after 27 July 2023: 100% of the amount due will be charged as an administration fee

Depending on the amount of the administration fee that will be charged, as per the previous cancellation provisions, the issuance of an invoice may be deemed necessary in case any previous invoice does not cover the final amount due as a result of the cancellation. All invoices shall be paid within a week following the date of invoice issuance.

Exhibition Information

ADDITIONAL SERVICES

All additional requirements (e.g., special decoration, extra lighting, furniture, booth cleaning etc not included in the provided services mentioned in the entitlements) should be ordered separately and will be supplied at extra cost. Orders can be made upon request at sponsorship2023@mobilehci.acm.org

EXHIBITOR REGISTRATION

Exhibitor staff must be registered and will receive a badge displaying the exhibiting company's name. The exhibitor badges will grant access to the exhibition area and to the coffee breaks/lunches as well as to the Opening Ceremony. In addition, you may purchase tickets for the Gala Dinner.

Additional exhibitor registrations are charged at the conference registration fees (t.b.a on the conference website).

OFFICIAL MAIN CONSTRUCTOR

The Official Main Constructor is the Professional Congress Organiser, CONVIN SA

NON-OFFICIAL CONSTRUCTORS

Exhibitors who have selected space only option, may appoint any competent constructor to design and construct their booth. The Organisers reserve the right to reject any construction or design they deem inappropriate.

Any contracting company must obtain consent and access permission from the Organiser.

Sponsors wishing to use their own booth must clearly indicate it on the Exhibition Booking Form (which will be part of the Exhibitor Manual).

In this case, the Sponsor is responsible for submitting construction details to the Professional Congress Organiser, in order for the appointed construction company to receive permission and access to the conference venue.

EXHIBITORS' MANUAL

The Exhibitors' Manual will be released the latest 2 months before the Conference and it will include all technical details about the Venue, final exhibition details / information and various options for extra exhibitors' needs.

Conference Policy

The assigned Professional Congress Organiser is committed to ensure the highest standards of quality and kindly asks for the implementation of the following policy:

All sponsoring & exhibiting companies are kindly requested to abide by the Guidelines listed above.

- ▶ The technical services provided for all sessions of the Conference will be managed by the official AV company; any other potential supplier proposed by the sponsoring companies will be taken into account only if the official AV company is unable to meet the same requirements.
- ▶ Communication agencies called to manage the exhibition or any other aspect of the Conference on behalf of the sponsoring / exhibiting company, are requested to submit the draft assignment to the Professional Congress Organiser for final approval.
- ▶ The distribution of corporate promotional material is forbidden outside of the relevant area of the exhibition stand.
- ▶ All food & beverage services provided during the Conference, can be delivered only by the official supplier of the venue. Requests should always be made directly to the Professional Congress Organiser.
- ▶ All suppliers (of goods and services) must be provided for and approved by the Professional Congress Organiser.

Contacts us

Professional Congress Organiser

MobileHCI'23 Project Manager: Georgia Kateriniou gkateriniou@convin.gr

CONVIN S.A.

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www.convin.gr

CONVIN S.A is the official Congress partner for hospitality services (i.e. hotel accommodation, land arrangements etc.) and is the only agency offering hospitality services on behalf of the MobileHCI'23.

A variety of rooms have been secured in a wide range of hotels in the area of the Conference Venue. Early booking is highly recommended.

MobileHCI 2023 Sponsorship Chairs



Tousif Ahmed
Samsung Research America, USA



Eleni Voyiatzaki
University of Patras, Greece



Zhihan Lv
Uppsala University, Sweden

E-mail: sponsorship2023@mobilehci.acm.org

Please contact us to discuss
sponsorship packages tailored to fit your
needs.

PHISHING AWARENESS

You are strongly advised to be alert for unauthorized agents who may contact you directly by email or phone, offering their services. **CONVIN S.A is the only authorized agency for MobileHCI '23**, as the officially appointed Professional Congress Organiser.

Please fill in and return this form via e-mail to sponsorship2023@mobilehci.acm.org

Company Invoicing Details	
Company name	
Area of expertise	
Address	
Telephone	
Email	
Contact person	
VAT Registration Number	

Company Name:

Please indicate company name as you wish to appear in the Final e- Program, Congress Website, Exhibitors Badges, etc.

Our company wishes to support MobileHCI'23 as follows:

SPONSORSHIP LEVELS					
Type	Amount*	(✓)	Type	Amount*	(✓)
Level 1 €		Level 2 €	

Type	Amount*	(✓)
Level 4 €	

OTHER SPONSORSHIP OPPORTUNITIES		
Item	Cost*	(✓)
TECHNICAL SERVICES		
Water Station	2.500 €	
Charging Station	1.500 €	
CONFERENCE MATERIAL		
Conference Bag	1.500 €	
Conference Notebooks	550 €	
Conference Pens	250 €	
Conference Lanyards	750 €	
SOCIAL OPPORTUNITIES		
Coffee Break	1.800 €	
Standing Lunches	4.500 €	
Conference Dinner Sponsor (Specific services provision)	10.000 €	

OTHER SPONSORSHIP OPPORTUNITIES		
Item	Cost*	(✓)
ADVERTISEMENT / OTHER BRANDING OPTIONS		
Conference Bag Insert	500€	
Conference Bag Souvenir	Upon request	
Program advertisement (Inner page)	2 pages spread 1 full page 1 half-page	1.000€ 600€ 300€
AWARDS & TRAVEL GRANTS		
Best Paper Awards	Upon request	
Keynote Speaker Expenses	Upon request	
Travel Grants	Upon request	

** Prices are subject to VAT (at current rate on date of invoicing), unless EU legislation to the contrary is applicable.*

Date	Signature

