



Sponsorship Opportunities

About

The Conference

The MobileHCI conference, organized by the Association for Computing Machinery (ACM) and its Special Interest Group on Computer-Human Interaction (SIGCHI), presents a unique platform for academics and industry experts to connect and explore the challenges and advancements in Human-Computer Interaction (HCI) concerning mobile systems and services. This annual conference, initiated in 1998 and sponsored by ACM SIGCHI since 2012, has played a pivotal role in shaping the landscape of mobile HCI research and development.

MobileHCI is renowned for its intellectually stimulating environment, where attendees can engage in thought-provoking discussions, share their insights, and gain valuable knowledge. The conference features a diverse range of activities, including tutorials, paper presentations, keynotes, demonstrations, and workshops, each carefully curated to provide a comprehensive overview of the latest developments in mobile HCI. Additionally, the conference fosters collaboration between industry professionals and academic researchers, enabling the cross-pollination of ideas and the exploration of real-world challenges and solutions.

The upcoming [MobileHCI'24](#) conference will be held in Melbourne, Australia, from September 30 to October 3, 2024. This four-day event promises to be an immersive experience, with a program that includes contributions from renowned universities worldwide and industry giants such as Google, Facebook, and Microsoft. Attendees can expect to engage in thought-provoking discussions, gain insights from leading experts, and explore the latest advancements in mobile HCI.

To enrich the conference experience, MobileHCI'24 will feature dedicated tracks for Demonstrations & Exhibits and Industrial Perspectives. These tracks provide a platform for industry professionals to showcase their innovative products and services, share their perspectives on the challenges and opportunities in mobile HCI, and engage in discussions with academic researchers. The conference organizers are committed to



MobileHCI 2024

fostering connections between industry, academia, and society, thereby creating a truly interdisciplinary and collaborative environment.

Key benefits for sponsors:

- **Showcase Your Advancements:** Engage with over 300 experts in mobile HCI and showcase your company's advancements in mobile computing through exhibits, research presentations, workshops, and more.
- **Network with Key Players:** Build valuable connections with thought leaders, researchers, and industry professionals shaping the future of mobile experiences.
- **Brand Exposure and Recognition:** Enhance your brand visibility and recognition among a global audience of experts and enthusiasts in the field of mobile HCI.

The Venue

<https://melbconnect.com.au/>

The Participants

The MobileHCI conference stands as a premier event, drawing researchers and professionals from diverse domains. This gathering is recognized as the largest conference of its kind, with over 300 participants spanning academia, industry, and government sectors. The conference delves into various aspects of mobile human-computer interaction through its diverse sessions. These sessions encompass topics such as the application of artificial intelligence and technology's impact on well-being.

In addition to regular paper sessions, the conference includes industry perspective papers, demos and posters along with a number of invited keynotes from leading experts in the field. The MobileHCI conference is a must-attend event for anyone interested in the latest advancements in mobile HCI. Attendees have the opportunity to learn from and network with the world's leading experts in the field.



Sponsorship Levels

General Sponsorship Opportunities

Join our conference and seize the opportunity to showcase your organization's work to a wide range of professionals. As an exhibitor, you can connect with researchers, companies, students, and UX professionals, potentially attracting future employees and securing new customers. Promote your products and services through flyers in the conference materials and harness your creativity to engage with attendees. Our team is eager to collaborate and tailor your participation to achieve your specific goals. Let's join forces to create a memorable and impactful experience at the conference, leaving a lasting impression on all.

Benefits	Levels			
	Bronze	Silver	Gold	Platinum
Brand Exposure				
Name and logo included on the conference website, conference programme, with link to sponsor web pages where possible ¹	YES	YES	YES	YES
Announcement and logo display during the official opening and closing ceremony	YES	YES	YES	YES
Conference name may be used by sponsor in approved publicity campaigns	YES	YES	YES	YES
Announcement and logo display during any presentation activities at social events ¹	YES	YES	YES	YES



MobileHCI 2024

Novelty Distribution (as part of conference bag) ²	YES	YES	YES	YES
Access to Social Media and Conference Events				
Number of Social Media Advertisements on MobileHCI (Facebook page, X)	1	2	2	4
Full complimentary registration included (fully interchangeable) as attendees or authors with access to welcome reception and gala dinner	1	2	3	4
Activations and Hospitality				
Dedicated table during welcome reception to distribute materials to attendees	-	NO	YES	YES
Special invitation for display of roll-up poster/banner of your choice (placed in visible locations at the venue)	-	2 Roll Up Banner	3 Roll Up Banner	4 Roll Up Banner
Dedicated exhibition space (industry booth) for all three days of the main conference	-	-	Yes, min. 6 sq.m (space only) ³	Yes, min. 9 sq.m (space only) ³
Total Costs (USD)	\$1,000	\$2,500	\$5,000	\$7,500

¹ A priority is given to a higher sponsor level

² Novelty items for the conference bag to be supplied by the sponsor.

³ Exact dimensions of the exhibition space to be confirmed once sponsorship is secured.



Other Sponsorship Opportunities

In addition to the general sponsorship levels, we also invite sponsorship of specific conference items or services. Please refer to the tables below for more information. Don't hesitate to contact us to discuss customized itemized opportunities that align with your organization's goals.

Conference Material

- **Conference Bag/Notebooks** - \$700 USD: Conference logo and Sponsor's logo printed on the Conference Bag and Notebook, distributed to all delegates.

Social Opportunities

- **Conference Dinner Sponsor** – \$7500 USD: 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)

Awards & Travel Grants

- **Student Design Competition Awards** - \$500 USD: Sponsor's logo and introduction at the [student design competition](#) awards
- **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



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 sponsorship2024@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 1 August 2024
- Balance the latest on 1 September 2024 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 USD.
- Credit cards are accepted.
- All sponsorship & exhibition prices are subject to VAT (if applicable). Bank charges are the responsibility of the payer.



Cancellation Policy

Cancellation requests must be sent in writing to sponsorship2024@mobilehci.acm.org.

Cancellation charges will be as follows:

- Cancellation request: Submitted the latest on 15 July 2024 (2 months before the Conference): 30% of the total cost will be charged as an administration fee.
- Cancellation request: Submitted within the period 16 July and 15 Aug 2024 (1 – 2 months before the Conference): 50% of the total cost will be charged as an administration fee.
- Cancellation request submitted after 15 Aug 2024: 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.