

# MobileHCI 2010 Conference

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## *Call for Sponsors*

You are invited to support the MobileHCI 2010 conference, helping us ensure a successful event. This is the ideal way to show your organisation's commitment and interest in the field of mobile and wearable computing devices and services. Also it is an excellent opportunity to present your company to top researchers in the mobile field.

Sponsors are very important to the conference and the organising committee ensures that their contribution is well recognized. We would like you to consider becoming a corporate sponsor: Platinum, Gold, Silver or Bronze Sponsor.

If you wish to support MobileHCI2010 as a sponsor of any kind, please contact Prof. Luis Carriço, Dr. Marco de Sá or Prof. Nuno Correia ([sponsoring@mobilehci2010.org](mailto:sponsoring@mobilehci2010.org)).

## **The conference**

MobileHCI 2010 will be the 12<sup>th</sup> International Conference on Human-Computer Interaction with Mobile Devices and Services. The **MOBILEHCI SERIES** (<http://www.all.mobilehci.org/>) provides a forum for academics and practitioners to discuss the challenges and potential solutions for effective interaction with mobile systems and services. It covers the design, evaluation and application of techniques for all mobile and wearable computing devices and services. The lemma of this 12<sup>th</sup> Edition is "A mobile world for all", thus adding to the aspects of mobile human-computer interaction, those of universal accessibility in mobile settings.

The sponsoring of this conference series, during the previous 11 editions, includes: governmental established agencies and organizations, like **SenterNovem** of the Dutch Ministry of Economic Affairs (MobileHCI'08) or Germany's **UMIC** (MobileHCI'09); research institutes, such as **Fraunhofer** (MobileHCI'09) or Singapore's **MXR** (MobileHCI'07); mobile telecommunications companies, like **Vodafone** (MobileHCI'08); mobile hardware and software creators, such as **RIM** (MobileHCI'08) and **Microsoft** (MobileHCI 02-05); and of course **NOKIA** that has a long time sponsoring agreement with the conference series and has sponsored it since its 1<sup>st</sup> edition back in 1998, in Glasgow.

The conference proceedings are published in the **ACM DL**, one of the most, if not the most, important publisher of computer research results all over the world, thus counting with a huge impact on the research community. **SIGMOBILE** and **SIGCHI ACM** interest groups have also sponsored the conference during the last years.

## The sponsoring opportunities

### Platinum Sponsors (15.000€)

- Mentioned continuously on all the website's pages – larger logo
- On the cover of the final program and conference proceedings (larger logo)
- Two company–provided items in tote bag (a small A6 bag)
- One sign in all conference rooms
- Large Exhibit space during the conference (3 days)
- Priority in item sponsoring
- Banner at the conference registration desk/lobby
- Four free conference registrations

### Gold Sponsors (10.000€)

- Mentioned continuously on all the website's pages – large logo
- On the cover of the final program and conference proceedings (large logo)
- Two company–provided items in tote bag (a small A6 bag)
- One sign in one conference room
- Medium Exhibit space during the conference (3 days)
- Banner at the conference registration desk/lobby
- Three free conference registrations

### Silver Sponsor (5000€)

- Mentioned on the website homepage – medium logo
- On the back of the conference proceedings (medium size) and conference program second page
- One company–provided item in tote bag (a small A6 bag)
- Small Exhibit space during the conference (3 days)
- Banner at the conference registration desk/lobby (all silver sponsors together)
- One free conference registration

### Bronze Sponsor (3.000€)

- Mentioned on the website homepage – small logo
- On the back of the conference proceedings (small size) and program second page
- One company–provided item in tote bag (a small A6 bag)
- Banner at the conference registration desk/lobby (all bronze sponsors together)
- One free conference registration

### Additional Items

- Logo on the cover of the final program and conference proceedings – € 1000
- Individual banner at the registration desk – € 1000
- Individual banner at the poster and demo session of the conference – € 500
- Sign in conference room – € 250 per sign and room
- Conference Badge/Tote–Bag: your logo beside the MobileHCI logo – € 2.000
- Exhibit space (9 sqm) – € 1400

- Job offer desk (3 sqm) – € 300

**Entrance:** one free conference registration per €5.000 of sponsoring amount

## **Sponsoring fulfilment**

Sponsoring can be achieved by:

- Direct transfer into the conference management account
- Provision of prizes for the Best Paper, Best Student Paper, Best Industrial Case, Study Best Poster, Best Demo, Best Design and/or Best Innovation Awards