AIS SIGHCI

INVITATION TO SPONSOR

2021 - 2022
The Association for Information Systems (AIS) serves society through the advancement of knowledge and the promotion of excellence in the practice and study of information systems. AIS is the premier professional association for individuals and organizations who lead the research, teaching, practice, and study of information systems worldwide.
ABOUT SIGHCI

AIS SIGHCI is the Special Interest Group on Human-Computer Interaction (HCI) that is affiliated with the Association for Information Systems (AIS). Founded in July 2001, SIGHCI was one of the first six officially sanctioned SIGs by the AIS.

SIGHCI’S MISSION

- To facilitate the exchange, development, communication, and dissemination of information among AIS members.
- To promote research related to human-computer interaction within business, managerial, and organizational contexts among AIS members and to the larger community of practitioners and scholars.
Building on past pre-ICIS HCI Research in MIS workshops as well as the tremendous interest in broad HCI issues exhibited by MIS colleagues, the AIS SIGHCI will hold its 20th annual pre-ICIS HCI research workshop prior to ICIS 2021 on Sunday, December 12, 2021. This year the workshop will be held in a hybrid format.
BENEFITS OF SPONSORING

SIGHCI-sponsored conference workshops, tracks, and activities are very successful. SIGHCI has an active membership in excess of 400 HCI researchers and practitioners, a social media reach in excess of 1,000 followers, and an extended email distribution network in excess of 4,000 subscribers. In addition, more than 3,500 unique users visit the SIGHCI website multiple times each year.

In total, sponsoring organizations may be mentioned in media posts that generate more than 100,000 impressions during the year.

SPONSORING SIGHCI WOULD BE A GREAT OPPORTUNITY TO:

1. Reach a targeted group of professionals within the field of Human-Computer Interaction both during the conference and digitally in the months leading up to and after the workshop and ICIS conference.

2. Recruit HCI and User Experience talent for varied professional roles and levels.

3. Receive complimentary workshop registrations and options to share with colleagues and/or students.

4. Be up to date with current research in the field of HCI.

5. Publicly support cutting edge and impactful research.
# ACADEMIC SPONSORSHIP PACKAGES AND BENEFITS

(ALL AMOUNTS IN USD)

<table>
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<tr>
<th>ACADEMIC</th>
<th>SIGHCI Social Media</th>
<th>Workshop*</th>
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<th>Registrations</th>
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<tr>
<td>Gold $1,000</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️ + link</td>
<td>Logo + Link + 250 words</td>
<td>Up to $400 in value</td>
</tr>
<tr>
<td>Silver $500</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>Logo + Link + 100 words</td>
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<tr>
<td>Bronze $250</td>
<td>✗</td>
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<td>✔️</td>
<td>Logo</td>
<td>Up to $100 in value</td>
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*The Annual Workshop on HCI Research in MIS is organized by the Association for Information Systems (AIS) Special Interest Group on Human–Computer Interaction (SIGHCI).

**The sponsorship option at the ICIS conference is for the sessions during the HCI track only.

This workshop is held a few days prior to the International Conference on Information Systems (ICIS).
GOLD
$1,000

ICIS CONFERENCE HCI TRACK
Verbal acknowledgement of sponsor's name at the beginning and at the end of each session within the HCI track of the conference.

WORKSHOP
Sponsor's logo shared on the map during the rapid research round-table AND an option to appear on a banner where a sponsor can share a website link, image, video, or text.

PROGRAMS
Logo included in the digital workshop program sent to all participants.

REGISTRATIONS
The Gold sponsorship package will provide up to $400 in value of complimentary workshop registrations that may be used for any of the following purposes: registrations for your employees, registrations of graduate students (of your choice or identified by SIGHCI), or added to a fund for student registrations in next year’s Workshop.

NEWSLETTER
Sponsor's logo, link, and 250 words description will be featured in the semi-annual electronic newsletter.

WEBSITE
Name and logo shared on the website on a "Donor's Wall" with other sponsors for a year.

MEETINGS
Verbal acknowledgement of sponsor during meetings.

SOCIAL MEDIA
Sponsor's logo shared on SIGHCI's Facebook, LinkedIn, and Twitter accounts AND an option to submit a story/post for publication that is not explicitly related to HCI research or other relevant content such as job opportunities, calls for funding, research proposals, etc.

@SIGHCI
@AISSIGHCI
AIS SIGHCI
SILVER
$500

REGISTRATIONS

The Silver sponsorship package will provide **up to $200 in value of complimentary workshop registrations** that may be used for any of the following purposes: registrations for your employees, registrations of graduate students (of your choice or identified by SIGHCI), or added to a fund for student registrations in next year's Workshop.

**NEWSLETTER**

Sponsor's **logo, link, and 100 words description** will be featured in the semi-annual electronic newsletter.

**WEBSITE**

Name and logo shared on the website on a "Donor's Wall" with other sponsors for a year.

**PROGRAMS**

Logo included in the digital workshop program sent to all participants.

**MEETINGS**

Verbal acknowledgement of sponsor during meetings.

**ICIS CONFERENCE HCI TRACK**

Verbal acknowledgement of sponsor's name at the beginning and at the end of each session within the HCI track of the conference.
REGISTRATIONS

The Bronze sponsorship package will provide **up to $100 in value of complimentary workshop registrations** that may be used for any of the following purposes: registrations for your employees, registrations of graduate students (of your choice or identified by SIGHCI), or added to a fund for student registrations in next year's Workshop.

**NEWSLETTER**

Sponsor's **logo, link, and 50 words description** will be featured in the semi-annual electronic newsletter.

**WEBSITE**

**Name and logo shared on website on a "Donor's Wall"** with other sponsors for a year.

**MEETINGS**

**Verbal acknowledgement** of sponsor during meetings.
SPONSOR LEVEL

☐ Academic Gold ($1,000 USD)
☐ Academic Silver ($500 USD)
☐ Academic Bronze ($250 USD)

Sponsor Name (as it should appear in print form): _____________________________________________________

Sponsor Logo URL (optional): _____________________________________________________________________

Contact Name: _________________________________________________________________________________

Contact Email: _________________________________________________________________________________

PAYMENT METHODS

1 CREDIT CARD (SELECT ONE):

☐ Visa  ☐ MasterCard  ☐ American Express

Card Number: ________________________________________

Expiration Date: ________________________________CVV/CVV2____________________________________

Cardholder’s Name as it appears on the credit card: _________________________________________________

Cardholder’s Email Address: ___________________________ Cardholder’s Telephone Number: ____________

Cardholder’s Complete Billing Address:

___________________________________________________________________________________________

___________________________________________________________________________________________

___________________________________________________________________________________________

Signature of Cardholder Authorizing the Charge: _________________________________________________

For payment by credit card, please return the form by email to tenezaisnet.org

2 Payment by Check:

This option is only available by mailing this form along with your check payment and a copy of your invoice.
Checks can be mailed directly to the AIS office. The check should be payable to AIS and mailed to:

AIS
PO Box 2712
Atlanta, GA 30301

*Please include this sponsorship brochure or note the payment is for SIGHCI

Purpose of Payment: ____________ SIGHCI Sponsorship - Academic ____________