



AIS SIGHCI



**INVITATION
TO SPONSOR**

2021 - 2022



ABOUT AIS



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.



THE **20**TH ANNUAL PRE-ICIS WORKSHOP ON HCI RESEARCH IN MIS

The workshop provides Management of Information Systems (MIS)-focused HCI researchers the opportunity to come together and build a dynamic community for open and constructive discussion and exchange of ideas related to the HCI research field.

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.



CORPORATE SPONSORSHIP PACKAGES AND BENEFITS (ALL AMOUNTS IN USD)

NEW

WE ARE OPEN TO CREATING A **CUSTOMIZED PLAN** FOR SPONSORSHIPS IN EXCESS OF US\$ 5,000. WE ARE WILLING TO **LISTEN TO YOUR NEEDS** AND WILL STRIVE TO ACCOMMODATE **ANY SPECIFIC REQUESTS** THAT ARE IN LINE WITH YOUR CORPORATE STRATEGY.

| Packages and Benefits (all amounts in USD) | | SIGHCI Social Media | Workshop* | ICIS Conference HCI Track** | Workshop program | Business meetings | SIGHCI Website | Newsletter | Registrations *** | |
|---|---------------------------------|------------------------|-----------|-----------------------------------|------------------------|----------------------|-------------------|---|---------------------------|---|
| CORPORATE | Diamond \$ Customized | ✓ | ✓ | ✓ | ✓ + Keynote Speaker | ✓ | ✓ + link | Logo + Link + 2 full-page inserts | Up to \$4,000 in value |  |
| | Gold \$5,000 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ + link | Logo + Link + 250 words | Up to \$1,000 in value |  |
| | Silver \$2,500 | ✗ | ✗ | ✓ | ✓ | ✓ | ✓ | Logo + Link + 100 words | Up to \$600 in value |  |
| | Bronze \$1,000 | ✗ | ✗ | ✗ | ✗ | ✓ | ✓ | Logo | Up to \$200 in value |  |

*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).

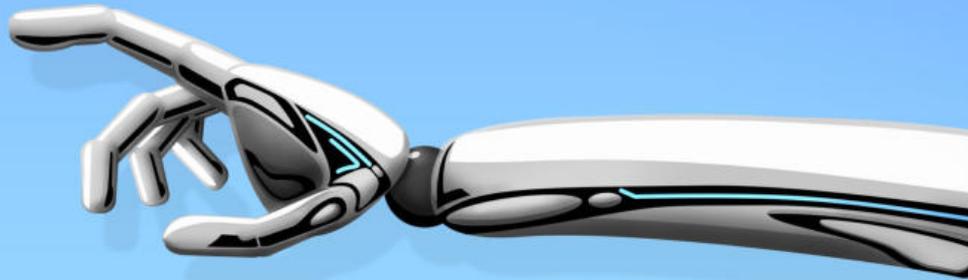
**The sponsorship option at the ICIS conference is for the sessions during the HCI track only.

*** Diamond plan registration is up to \$4,000 in value: \$1,000 for sponsor representatives; \$1,000 for students; \$2,000 for student travel scholarships.

This workshop is held prior to the International Conference on Information Systems (ICIS).

DIAMOND

\$ CUSTOMIZED



NEW

CUSTOMIZED PLAN

Customize your plan for sponsorship of more than 5,000 USD. Advertising with us and/or posting relevant content such as job opportunities, calls for funding, research proposals. We are willing to listen to your needs and are open to any specific requests that are in line with your corporate strategy.

WEBSITE

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

REGISTRATIONS

The Diamond sponsorship package will provide up to **\$4,000 in value of complimentary workshop registrations** (\$1,000 for sponsor representatives; \$1,000 for students; \$2,000 for student travel scholarships).

NEWSLETTER

Sponsor's **logo, link, and two full-page inserts** will be featured in the semi-annual electronic newsletter.

MEETINGS

Verbal acknowledgement of sponsorship 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.

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. Also, the diamond sponsor would be invited to give this year's **Industry Keynote** and sponsor the **SIGHCI social event**.

PROGRAMS

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



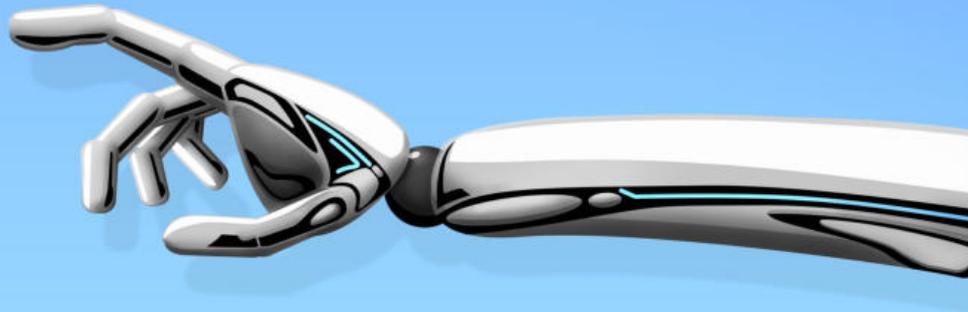
SOCIAL MEDIA

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

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ICIS CONFERENCE HCI TRACK

Verbal acknowledgement of a 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 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 \$500 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.

MEETINGS

Verbal acknowledgement of each sponsors during meetings.

WEBSITE

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



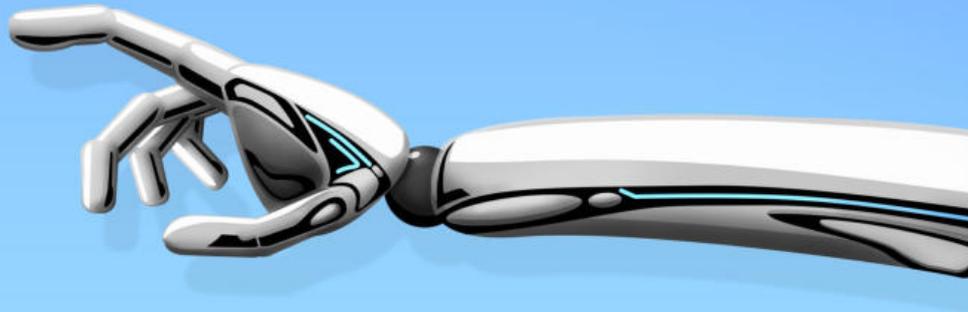
SOCIAL MEDIA

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

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REGISTRATIONS

The Silver sponsorship package will provide **up to \$250 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 a 100 word description** will be featured in the semi-annual electronic newsletter.

WEBSITE

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

PROGRAMS

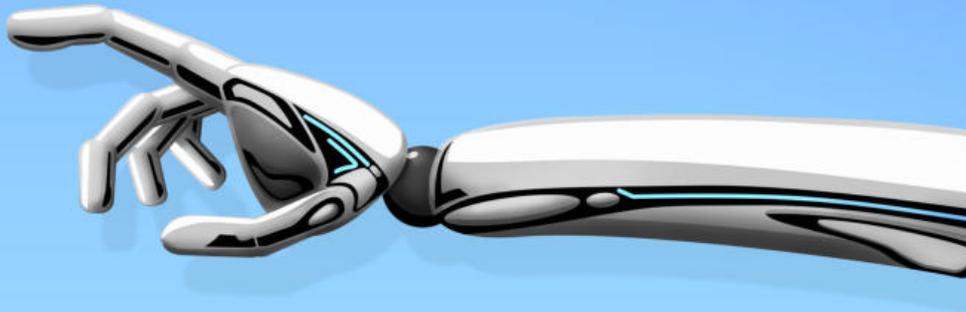
Logo included in the digital workshop program sent to all participants.

MEETINGS

Verbal acknowledgement of sponsorship 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 a 50 word description** will be featured in the semi-annual electronic newsletter.

WEBSITE

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

MEETINGS

Verbal acknowledgement of sponsorship during meetings.



**Association for Information Systems
AIS Offices ■ P.O. Box 2712 ■
Atlanta, GA 30301-2712, USA**

SPONSOR LEVEL

- Corporate Diamond (\$_____USD)
- Corporate Gold (\$5,000 USD)
- Corporate Silver (\$2,500 USD)
- Corporate Bronze (\$1,000 USD)

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

Sponsor Logo URL (optional) : _____

Contact Name : _____

Contact Email : _____

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PAYMENT METHODS

1

- Visa
- MasterCard
- American Express

CREDIT CARD (SELECT ONE):

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 tenez@aisnet.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 - Corporate _____