



**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**<sup>TH</sup> 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.**



## PERSONAL SPONSORSHIP PACKAGES AND BENEFITS (ALL AMOUNTS IN USD)



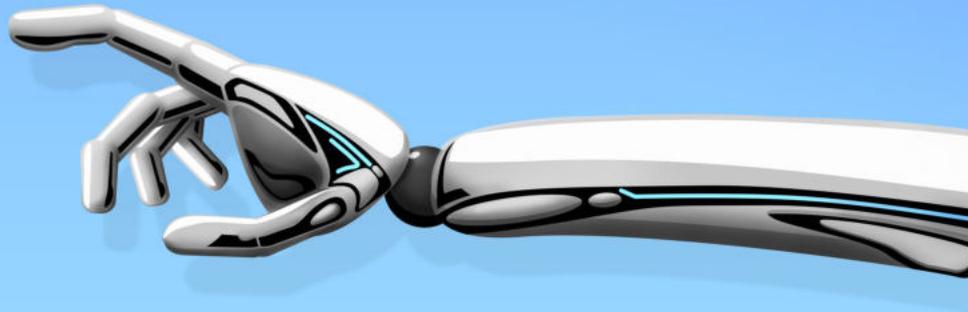
Packages and Benefits (all amounts in USD)		SIGHCI Social Media	Workshop program*	ICIS Conference HCI Track**	Business meetings	SIGHCI Website	Newsletter	Registrations
<b>PERSONAL</b>	<b>Gold \$300</b>	✓	✓	✓	✓	✓	Name + Link + 250 words	Up to \$150 in value
	<b>Bronze \$150</b>	✗	✗	✗	✓	✓	✗	Up to \$75 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.

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





## 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/name 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 \$150 in value of complimentary workshop registrations** that may be used for any of the following purposes: 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/or logo shared on the website on a "Donor's Wall"** with other sponsors for a year.

## MEETINGS

**Verbal acknowledgement** of sponsorship during meetings.



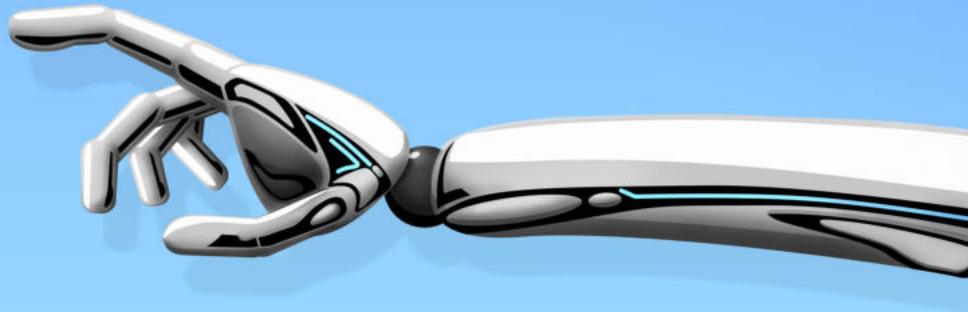
## SOCIAL MEDIA

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



## REGISTRATIONS

The Bronze sponsorship package will provide **up to \$75 in value of complimentary workshop registrations** that may be used for any of the following purposes: registrations of graduate students (of your choice or identified by SIGHCI), or added to a fund for student registrations in next year's Workshop.



### 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.



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

**SPONSOR LEVEL**

- Personal Gold (\$300 USD)
- Personal Bronze (\$150 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 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:**  
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**Signature of Cardholder Authorizing the Charge:** \_\_\_\_\_

**For payment by credit card, please return the form by email to [tenez@aisnet.org](mailto: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 - Personal \_\_\_\_\_