What is CHI?

CHI is the premier conference for human-computer interaction (HCI): the design, building and study of technologies to help people think, create and collaborate. Everything from the mouse to the smartphone has its roots in HCI!

**HCI Impacts Revenue**

HCI's impact on the technology industry has been enormous and is still growing. Leading companies have increased their success through the growing use of HCI methods to (1) avoid wasting precious investment money from failed deployments of inferior technologies and to (2) generate new revenue by identifying under-served needs and then to envision, design and test innovative products and services. Through rigorous beginning-to-end methods that combine concept design, design critique, cognitive analysis, performance experiments and more, HCI researchers assess whether technologies frustrate, thwart, and confound people, then design solutions that serve, engage and extend people's capabilities.

**HCI Impacts Innovation**

In addition to tremendous cost savings, the field of HCI has spawned billions of dollars of new revenue in innovative product and service categories. Everything from advances in mobile phones and graphical user interfaces to the Internet of Things and social media touches HCI, and many of the advances in today's systems can be traced back to papers and presentations at the CHI conference.

**HCI Creates Business Advantage**

As a concrete example of the bottom-line value of HCI, consider a recent US court decision (Apple Inc. v. Samsung Electronics Co., Ltd) that did not recognize infringement of 3 technology-based patents, but awarded a significant sum in damages for the infringement of 7 patents related to design and interaction. This ruling clearly illustrates that the court believes the HCI-related intellectual property created tremendous business advantage here.

Please join us at the Scottish Event Campus (SEC) in Glasgow, UK as a CHI 2019 Sponsor.

CHI 2019 General Conference Chairs

Stephen Brewster  
*University of Glasgow*

Geraldine Fitzpatrick  
*TU Wien*
CHI is the premiere worldwide forum for professionals interested in all aspects of human-computer interaction (HCI). The conference features work on the hardware and software engineering of interactive systems, the structure of communication between human and machine, characterization of the use and contexts of use for interactive systems, methodology of design, design artifacts and experiences, and future technologies.

**Conference Format**

CHI 2019 is a four-day conference (Monday through Thursday). The conference is organized around papers, presentations, speakers and discussions on how to create better interactive experiences. As the foremost conference in its field, CHI 2019 continues to offer a wide-ranging program, supporting and facilitating the exchange of ideas within and between all of these communities.

**Who Will Be at CHI 2019?**

The CHI conference brings together people from multiple disciplines and a diversity of cultures to explore new ways to practice, develop and improve methods and systems in HCI, and to discuss ideas that lead to inspiration and innovation. Attendees come from all over the world, representing a myriad of application areas whose diverse perspectives influence each other. CHI 2019 is truly an opportunity to find the latest in research and design of the world’s most innovative interactive technologies.

CHI attendees include computer scientists; visual, interaction, product and experience designers; human factors and ergonomics professionals; psychologists; social scientists; software developers; software/hardware architects; engineering, product and quality managers; educators and evaluators. These are the professionals who work at the heart of making systems and products usable.

CHI 2019 will be held at the Scottish Event Campus in Glasgow, Scotland and the theme is "Weaving the Threads of CHI." The theme is reflected in the Celtic knot logo, a symbol of strength and friendship, where the threads are interconnected and interwoven without a clear beginning or end. These people from different disciplines, cultures, sectors, communities, backgrounds – the designers, researchers, and practitioners – are the “threads” woven together into one community, with the common purpose of technology that works for people and society.

If your organization supplies systems or products that involve users interacting with computer technology and the user aspects are important to the success of your product, then this conference will be of special interest to you. CHI 2019 is the place your organization needs to be to learn about leading-edge research and imminent technologies. Last year’s CHI conference in Montréal, Canada (CHI 2018), was a highly successful conference with over 3000 attendees. Previous conferences in Denver, Colorado (CHI 2017), San Jose (CHI 2016), Seoul (CHI 2015), and Toronto (CHI 2014) were also highly successful, hosting between 2500 and 3800 attendees from over 50 countries. Past CHI attendees have worked in the computer industry, education, research, telecommunications, government, finance and banking as well as many other areas. CHI 2019 is expected to be another highly successful conference, and we anticipate excellent attendance.

**About Glasgow**

Officially the world’s friendliest city, the world-class visitor attractions, stunning architecture, food and drink, and legendary nightlife landed Glasgow on the New York Times list of the top 52 places in the world to visit in 2018.

The restaurants of Finnieston, Glasgow’s ‘foodie quarter,’ are showing up in influential guides like Condé Nast Traveller and the Michelin Guide, and Glasgow is also the UK’s most Vegan Friendly city. Since whiskey is Scotland’s national drink, a visit to one of its famous distilleries is a must, but Glasgow is also firmly part of the trending craft beer and gin revolution.

Glasgow was the UK’s first city to be designated a UNESCO City of Music, and is home to one of the world’s busiest concert venues, but there are endless other entertainment options as well. Glasgow has also consistently been voted the top place to shop in the UK outside of London’s west end, and it is particularly renowned for its vintage and second-hand shopping.

Boasting a rich architectural heritage, Glasgow is home to marvels like the medieval Glasgow Cathedral and the Neo-Gothic University of Glasgow (rumored to be the inspiration for Harry Potter’s Hogwarts), to some of the finest Victorian architecture in the UK, and the Art Nouveau wonders of renowned architect Charles Rennie Mackintosh. The city also has many world-class museums and galleries, many with no admission fee.

Walking tours, themed around everything from food and music to history and architecture can help you explore Glasgow, or you can leave it all behind to discover the natural beauty of Loch Lomond and explore a National Park only 30 minutes away. For more details on the top things to see and do in and around this amazing city, visit the People Make Glasgow website, the source of the information here.
CHI 2019 offers many opportunities created especially for sponsors. Some of the benefits this year include:

**Publicity (External and Internal)**

Sponsors are featured on the CHI 2019 Conference web site. Not only is this site one of the most popular ACM sites, but the conference receives worldwide press coverage through various media forms including technical publications. The advance program alone is available on our site to more than 60,000 people in the fields of human-computer interaction, human factors, and usability engineering. The Conference Proceedings are also published by ACM Press and accessed globally through the ACM Digital Library.

Your sponsorship of this premiere conference is a strong statement about your organization’s commitment to the field of HCI as well as your commitment to the professional development of your staff.

**Professional Development**

In every economic climate, it is important to wisely utilize funds available for professional development, and CHI 2019 is a wise investment. There is no other conference where there is so much cross-fertilization of ideas between professionals in product design, human factors, software development, systems design, interactive media, and e-business. Added to this mix are research students, educators and the world’s best HCI researchers, along with mentors and leading thinkers in the field. This environment creates a unique event where your staff can benefit from unmatchable inspiration and education in both breadth and depth. Sponsor invitations to private VIP events also ensure that your staff has special opportunities to mix with the elite of HCI research and practice.

**Recruiting, Networking & Business Development**

Showcasing your organization through sponsorship increases the awareness of your products and services. Many opportunities are available to sponsors to maximize their efforts in this area. Also, should your organization be interested in hiring, your presence as a sponsor will enhance your efforts to recruit from among the foremost experts in the field. In addition, CHI 2019 offers dedicated on-site support for the recruitment efforts of its sponsors.

**Monday Evening Grand Opening of Exhibits and Reception**

CHI 2019 is hosting the conference reception on Monday evening from 18:00 to 20:00 (6:00 to 8:00 pm) in the exhibit hall during the grand opening of the exhibits. Live entertainment, sweet and savory offerings, and the company of friends and colleagues create this memorable evening. Networking is effortless at this gala event attended by all conference registrants. As a special benefit to our Champion sponsors, a complimentary exhibit booth is included in the Champion Sponsor Benefits.

**Tuesday Evening Job Fair and Wednesday Hospitality Night**

To support recruiting, CHI 2019 features a Job Fair on Tuesday evening from 18:00 to 19:30 (6:00 to 7:30 pm). Recruiters renting booths are invited to take advantage of this key event to meet qualified job candidates. CHI 2019 will also facilitate the delivery of resumes from individuals to your designated contact and help coordinate space for interviewing and hospitality events, if space is available. Recruiters confirmed by 3 months prior to the conference will appear in CHI 2019 publications and on the web site.

Please see the CHI 2019 Hero Sponsor Benefits, Champion Sponsor Benefits, and Contributing Sponsor Benefits pages for details about these and the many other advantages of sponsoring.
Would Your Organization Like to Support CHI 2019?

Please complete the CHI 2019 Sponsorship Agreement on the last page and return it with your contribution to the CHI 2019 Sponsor Director to expedite processing. Contributions may be made by bank transfer, credit card, or company check.

Bank (Wire) Transfer Payment

Please contact the CHI 2019 Sponsor Director to make arrangements for paying your sponsor contribution via bank (wire) transfer.

Organizations based in the United States or organizations with United States branches or divisions should note that ACM (the parent organization of CHI 2019) is classified as a non-profit and a sponsor contribution may be tax deductible in the United States. The US Federal Tax ID number for ACM is 13-1921358.

Check Payment

Checks should be made payable to ACM/CHI 2019. We kindly request that checks are sent by courier with a tracking number.

Credit Card Payment

Contributions may also be made by credit card. Please contact the CHI 2019 Sponsor Director for assistance to make a credit card contribution.

Would You Like More Information About Sponsoring CHI 2019?

Please Contact:

Carol Klyver
CHI 2019 Sponsor Director
Foundations of Excellence
446 Old County Rd., Ste. 100 - 204
Pacifica, CA 94044 USA

Tel: +1 650.738.1200
Email: sponsor@chi2019.acm.org
chisponsors@comcast.net

Would You Like More Information About ACM and SIGCHI?

CHI 2019 is sponsored by ACM’s Special Interest Group on Computer-Human Interaction (ACM SIGCHI). The scope of SIGCHI consists of the study of the human-computer interaction processes and includes research, design, development, and evaluation efforts for interactive computer systems. The focus of SIGCHI is on how people communicate and interact with a broadly-defined range of computer systems. SIGCHI serves as a forum for the exchange of ideas among computer scientists, human factors scientists, psychologists, social scientists, designers, educators, and practitioners involved in the design, implementation, and evaluation of interactive computing systems. Members of the SIGCHI community from all over the world work together toward common goals and objectives. Preeminent in its field, ACM SIGCHI provides a wide-ranging forum for the exchange of ideas with others interested in HCI. Please visit www.sigchi.org for more information.

ACM, the world’s largest educational and scientific computing society, delivers resources that advance computing as a science and a profession. ACM provides the computing field’s premier Digital Library and serves its more than 100,000 members and the computing profession with leading-edge publications, conferences, and career resources. Please visit www.acm.org for more information.

The prestigious Glasgow Royal Concert Hall hosts world-renowned artists with almost 250 performances a year.
## SUMMARY OF SPONSORSHIP PACKAGES & BENEFITS

<table>
<thead>
<tr>
<th></th>
<th>Hero Sponsor</th>
<th>Champion Sponsor</th>
<th>Contributing Sponsor</th>
<th>Friend of CHI</th>
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<tbody>
<tr>
<td>Complimentary Single Premium</td>
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<td>Logo Display in CHI Conference Program</td>
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<td>Complimentary 2 Page Color Program Ad</td>
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<td>Special Program Ad Rates</td>
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<td>very reduced price</td>
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<td>Press Release Acknowledgement Opportunities</td>
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<tr>
<td>Press Interview Opportunities</td>
<td>introduction to your designated sponsor representative</td>
<td>introduction when requested by press</td>
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</tr>
</tbody>
</table>

**CHI 2019**
Press Releases and Publicity Support
Hero Sponsors are mentioned in all conference press releases, which are distributed worldwide. We may also be able to work with your organization's marketing and public relations people to help you make the most of your firm's internal and external press releases regarding your support of and involvement with CHI 2019.

Press Interview Opportunities
Press members are introduced to your designated representative on site and encouraged to report on your organization's involvement in CHI 2019.

Company Profile on the CHI 2019 Web Site
You may work with us to create your own profile page on the CHI 2019 web site if you wish. Here you can present an overview of your organization and highlight your organization's participation in conference presentations, workshops and courses. If you are planning to exhibit as well as sponsor, or host a hospitality event, you may advertise the details here and add a personal invitation.

Prominent Logo Display and Link on CHI 2019 Web Site
Hero logos are most prominently displayed on the extremely popular CHI 2019 web site. Your logo is also linked to your corporate home page or the page of a specialized sub-area (such as a user-interface group).

Seven (7) Complimentary Registrations
Hero Sponsors receive seven (7) complimentary conference registrations, including tickets to the conference reception and full registration benefits.

Premium Exhibit Booth Reserved
Hero Sponsors are provided with a specially reserved, premium location exhibit booth. Use this benefit to advertise your most recent technology, increase market awareness of your organization, demonstrate your commitment to HCI, recruit from a targeted population of highly trained professionals, and even elicit expert feedback on technology prototypes.

The conference reception, an event attended by all conference registrants, is hosted in the exhibit area in conjunction with the grand opening of the exhibits program on Monday evening.

Hospitality Booking and Event Support
Hero Sponsors are offered first opportunity to book meeting space for an evening hospitality event. Specific times and locations are available for booking on a "first come, first served" basis. These hospitality events are publicized prior to and during the conference.

(Hero Benefits continued on next page.)
Invitations to Private VIP Events

As a Hero Sponsor, several of your representatives will receive a special invitation to a private luncheon with keynote speakers and award winners hosted by the CHI 2019 Chairs. Your organization will also receive invitations to other private VIP events, such as an invitation to meet the CHI 2019 Doctoral Consortium participants. This is a valuable opportunity to meet the researchers and practitioners of the future as well as the HCI leaders serving as their mentors.

Special Recognition in Conference Publications

Hero Sponsors confirmed by 3 months prior to the conference will be specially recognized in conference publications. The CHI 2019 Conference Proceedings is available worldwide, and the Extended Abstracts and Conference Program are distributed to all participants. Those confirmed later will be specially recognized in the Conference Program (provided confirmation occurs prior to the production deadlines).

Complimentary Full-page Program Ad

Hero Sponsors are offered a complimentary two-page spread advertisement with excellent placement in the CHI 2019 Conference Program. Conference programs are used for reference long after the event, making this an easy way to extend your marketing efforts to a very targeted audience. Standard rates appear below:

<table>
<thead>
<tr>
<th>Program Ad Rates</th>
</tr>
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<tbody>
<tr>
<td>Complimentary Hero Sponsors (2 pages)</td>
</tr>
<tr>
<td>Champion Sponsors (per page)</td>
</tr>
<tr>
<td>Contributing Sponsors (per page)</td>
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<tr>
<td>Others (per page, except exhibitors)</td>
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</tbody>
</table>

The CHI 2019 Sponsor Director can provide details on availability, placement, and specifications. Support for Hero Sponsor ad production is also available, if needed.

Prominent Logo Display on Sponsor Banner

Hero Sponsor logos are specially recognized on the CHI 2019 sponsor banners prominently displayed at the conference and featured on the mobile app. When possible, banners are located in a common area that serves as the heart of the conference for all participants.

Special Recognition in Plenary Sessions

Hero Sponsors receive special recognition in the opening and closing general sessions. Individual slides of Hero logos are also part of the conference slide show preceding general sessions.

Recruiting Support

In the event that your organization is recruiting, Tuesday evening features a Job Fair to support this. The conference also supports recruitment efforts with a facilitated resume delivery service. Resumes are collected from respondents and delivered to your organization’s designated contact. Your recruitment efforts are announced on the CHI 2019 website (with a link to your organization’s home page) as well as announced in the Conference Program. In addition, CHI 2019 also offers a complimentary recruiting announcement space on site.

The music of Scottish bagpipes is a highlight at any event.
Press Releases and Publicity Support
Champion Sponsors are mentioned in all conference press releases, which are distributed worldwide. We may also be able to work with your organization’s marketing and public relations people to help you make the most of your firm’s internal and external press releases regarding your support of and involvement with CHI 2019.

Prominent Logo Display and Link on Web Site
Champion logos are prominently displayed on the extremely popular CHI 2019 website. Your logo is also linked to your corporate home page or the page of a specialized sub-area (such as a user-interface group).

Prominent Logo Display on Sponsor Banners
Champion Sponsor logos are specially recognized on the CHI 2019 sponsor banners prominently displayed at the conference. When possible, banners are located in a common area that serves as the heart of the conference for all participants.

Three (3) Complimentary Registrations
Champion Sponsors receive three (3) complimentary conference registrations, including tickets to the conference reception and full registration benefits.

Premium Exhibit Booth
A set of booths in premium locations are set aside for Champions on a “first come, first served” basis. Use this benefit to advertise your most recent technology, increase market awareness of your organization, demonstrate your commitment to HCI, recruit from a targeted population of highly trained professionals, and even elicit expert feedback on technology prototypes. The conference reception, an event attended by all conference registrants, is hosted in the exhibit area in conjunction with the grand opening of the exhibits program on Monday evening.

Hospitality Event Support
After Hero Sponsors, Champion Sponsors are offered the next opportunity to book meeting space for an evening hospitality event. Access to these locations is available on a “first come, first served” basis and the CHI 2019 Sponsor Director will help you schedule your event. These hospitality events are publicized prior to and during the conference.

Recruiting Support
In the event that your organization is recruiting, Tuesday evening features a Job Fair to support this. The conference also supports recruitment efforts with a facilitated resume delivery service. Resumes are collected from respondents and delivered to your organization’s designated contact. Your recruitment efforts are announced on the CHI 2019 website (with a link to your organization’s home page) as well as announced in the Conference Program. In addition, CHI 2019 also offers a complimentary recruiting announcement space on site.

Special Recognition in Plenary Sessions
Each Champion Sponsor receives special recognition in the opening and closing general sessions. In most cases, individual slides of Champion logos are part of the conference slide show preceding general sessions. (Champion Benefits continued on next page.)

The traditional 19th Century townhouses of Park Circus are known for their beautiful architecture.
Invitations to Private VIP Events
As a Champion Sponsor, two of your representatives will receive a special invitation to a private luncheon with keynote speakers and award winners hosted by the CHI 2019 Chairs. Your organization will also receive invitations to other private VIP events, such as an invitation to meet the CHI 2019 Doctoral Consortium participants. This is a valuable opportunity to meet the researchers and practitioners of the future as well as the HCI leaders serving as their mentors.

Special Recognition in Conference Publications
Champion Sponsors confirmed by 3 months prior to the conference will be specially recognized in conference publications. The CHI 2019 Conference Proceedings is available worldwide, and the Extended Abstracts and Conference Program are distributed to all participants. Those confirmed later will be specially recognized in the Conference Program (provided confirmation occurs prior to the production deadlines).

Reduced Rates on Advertising Opportunities
Conference advertising opportunities such as program ads are offered to Champion Sponsors at very reduced rates. These opportunities are limited and are available on a “first come, first served” basis. Special rates follow.

Program Ad Rates
Complimentary  Hero Sponsors (2 pages)
$  500 USD  Champion Sponsors (per page)
$1500 USD  Contributing Sponsors (per page)
$5000 USD  Others (per page, except exhibitors)

All prices shown are exclusive of tax. The CHI 2019 Sponsor Coordinator can provide details on availability, placement, and specifications.

CHI 2019 extends its special thanks to the Glasgow Convention Bureau for the cover and other photos that appear here.
Logo Display and Link on Web Site
Contributing Sponsor logos are displayed on the extremely popular CHI 2019 web site. Your logo is also linked to your corporate home page or the page of a specialized sub-area (such as a user-interface group).

Recruiting Support
In the event that your organization is recruiting, Tuesday evening features a Job Fair to support this. The conference also supports recruitment efforts with a facilitated resume delivery service. Resumes are collected from respondents and delivered to your organization's designated contact. Your recruitment efforts are announced on the CHI 2019 web site (with a link to your organization's home page) as well as announced in the Conference Program. In addition, CHI 2019 also offers a complimentary recruiting announcement space on site.

One (1) Complimentary Registration
Contributing Sponsors receive one (1) complimentary conference registration, including a ticket to the conference reception and full registration benefits.

Recognition in Plenary Sessions
Contributing Sponsors are acknowledged as a group in specific general sessions.

Private Luncheon Invitation
As a Contributing Sponsor, your representative will receive a special invitation to a private luncheon with keynote speakers and award winners hosted by the CHI 2019 Chairs.

Special Recognition in Conference Publications
Contributing Sponsors confirmed by 3 months prior to the conference will be specially recognized in conference publications. The CHI 2019 Conference Proceedings is available worldwide, and the Extended Abstracts and Conference Program are distributed to all participants. Those confirmed later will be specially recognized in the Conference Program (provided confirmation occurs prior to the production deadlines).

Reduced Rates on Advertising Opportunities
Conference advertising opportunities such as program ads are offered to Contributing Sponsors at reduced rates. These opportunities are limited and are available on a “first come, first served” basis. See page 8 for details on pricing. The CHI 2019 Sponsor Director can provide details on availability.

FRIENDS OF CHI
(CONTRIBUTIONS LESS THAN $10,000 US)
Smaller donations are also welcome. Organizations offering support at this level are acknowledged as Friends of CHI.
CONFERENCE SPONSORSHIP AGREEMENT

Sponsor Level: ____________________________________________________________

Organization Name: _____________________________________________________

We agree to sponsor CHI 2019 as (please check one):

☐ CHI 2019 Hero ($50,000 USD or greater contribution)
☐ CHI 2019 Champion ($25,000 up to $50,000 USD contribution)
☐ CHI 2019 Contributing Sponsor ($10,000 up to $25,000 USD contribution)
☐ Other
   Amount/Value: $____________________
   Description: ___________________________________________________________________

Authorized Representative:_________________________________________________________________________________________________

Title:_________________________________________________________________________________________________________________________

Signature:____________________________________________________________  Date:_______________________________________________

Organization Address:_______________________________________________________________________________________________________

_____________________________________________________________________________________________________________________________

Telephone:______________________________________________  Fax:______________________________________________________________

E-mail:_____________________________________________  Website Link (for your logo):__________________________________________

Contact person for delivery of sponsor benefits:

Name:______________________________________________________________________________________________________________________

Telephone:_______________________________________  Fax:_____________________________________________________________________

E-mail:___________________________________________________________________________________________________________________

☐ If you are a returning sponsor, you may check here to approve the use of your logo as it appears on the CHI 2018 Conference Proceedings or website for publications purposes for CHI 2019.

☐ Check here if you are planning to have an exhibit or recruiting booth (complimentary for Hero and Champion Sponsors) at the conference.

☐ Check here to take advantage of your complimentary recruiting announcement space at the conference.

☐ Check here if you are interested in participating in a joint event during the conference.

☐ Check here if you wish to find out more about purchasing a program ad or registration bag insert at the special price for sponsors (complimentary for Hero Sponsors).

Please email this signed and completed form to the Sponsor Director:

Carol Klyver  
CHI 2019 Sponsor Director  
Foundations of Excellence  
Tel: +1 (650) 738-1200  
Email: sponsor@chi2019.acm.org or chisponsors@comcast.net

Payment of donations: Information for payment via bank transfer is available from the Sponsor Director, Carol Klyver (contact information above). If paying by check, please make check payable to ACM/CHI 2019. (We encourage sending check payments via courier.) US companies should note that ACM is classified as a non-profit and this contribution may be tax deductible. The Federal Tax ID number for ACM is 13-1921358.