



INVITATION TO SPONSOR

The 43rd Annual CHI Conference on Human Factors in Computing Systems
chi2025.acm.org



CHI 2025

April 26–May 1, 2025
in Yokohama, Japan



CONTENTS

1 About the CHI Conference

What is CHI?
Who Attends CHI?

2 Why Sponsor CHI?

Top Four Reasons to Sponsor CHI
Three Keywords to Understand CHI
About CHI 2025
CHI Sponsorship Program

3-5 Sponsorship Levels and Benefits

Hero Sponsor
Champion Sponsor
Contributing Sponsor
Friends of CHI

6 Sponsorship Options

Themed-sponsorship Options
Guided Tours of CHI

8 Becoming a Sponsor

About ACM and SIGCHI
Ready to Sponsor?
Questions about Sponsorship

9 CHI 2025 Sponsorship Agreement

ABOUT THE CHI CONFERENCE

What is CHI?

CHI is the premiere worldwide forum for professionals interested in all aspects of human-computer interaction (HCI).

- The CHI 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.
- CHI 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.
- As the foremost conference in its field, CHI offers a wide-ranging program, supporting and facilitating the exchange of ideas within and between its various communities.

Who Attends CHI?

CHI is a multicultural community made up of designers, researchers, and practitioners from highly diverse backgrounds. Together, they investigate and design new and creative ways for people to interact using technology.

- Attendees come from all over the world, representing a myriad of application areas whose diverse perspectives influence each other.
- 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.
- Attendees have worked in the computer industry, education, research, telecommunications, government, finance and banking as well as many other areas.
- CHI is the place your organization needs to be to learn about leading-edge research and imminent technologies.

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, this conference will be of special interest.

WHY SPONSOR CHI?

Top Four Reasons to Sponsor CHI

There are four reasons companies sponsor CHI, and many sponsor for a combination of these reasons:

1. **Recruitment:** To recruit the top HCI, UX and design talent, from entry level to CxO level positions at one of the most diverse technology conferences.
2. **Education:** To learn from cutting-edge research and research communities addressing everything from smart cars to smart phones.
3. **Advertisement:** To showcase new corporate inventions and innovations. CHI is a great way to get the top decision makers in HCI and UX to see your products and research, and incorporate them into their work.
4. **Corporate Social Responsibility:** To publicly support cutting edge, diverse, multinational and impactful research, education, science and design.

Three Keywords to Understand CHI

Future

Since the development of the field, dozens of key HCI-generated products have been unveiled at the CHI conference prior to market deployment including multi-touch and 3D interaction, tangible interfaces, social networking, instant text messaging, personal health and elder care, fitness tracking, smart homes, internet of things, human-robot interaction and wearable devices.

4,800

The 2023 conference was held in Hamburg, Germany, and attracted >4,800 attendees (4,000 onsite and 800 online) from 75 regions around the world. Previous CHI conferences in New Orleans, USA; Glasgow, UK; Montréal, Canada; and Seoul, Korea successfully hosted between 2,500 and 3,800 attendees from over 70 regions.

92%

92% of participants reported that it was "worth their time and money." As previously introduced, CHI represents an interdisciplinary and culturally diverse community of people engaged in design, research, and practice in HCI, achieving a remarkable approval rating for an event of this scale.

About CHI 2025

CHI 2025 is an onsite-centric hybrid conference, and its onsite component will be held at the PACIFICO Yokohama North convention center in Yokohama, Japan.

CHI Sponsorship Program

The CHI Sponsorship Program was redesigned from the ground up beginning this year. The new program strives to provide more tangible benefits in a more streamlined and customizable structure.

Based on the amount of the financial contribution, the program assigns contributors to one of the following categories: Hero, Champion, Contributor and Friends of CHI. In addition, the program accepts optional contributions called "themed sponsorships" that provide contributors with more tangible and direct opportunities for exposure to attendees.

- **Hero Sponsor** (USD 50,000 and up)
- **Champion Sponsor** (USD 25,000 and up)
- **Contributing Sponsor** (USD 10,000 and up)
- **Friends of CHI**
- **Themed-sponsor Options** (USD 5K-20K additional contribution per theme)

For more details on the sponsorship program, please refer to the following pages.



PACIFICO Yokohama convention center in Yokohama, Japan.

SPONSORSHIP LEVELS AND BENEFITS

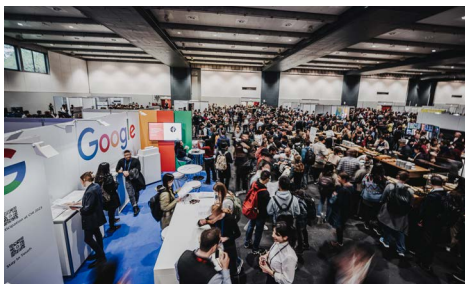
Hero Sponsor USD 50,000 and up



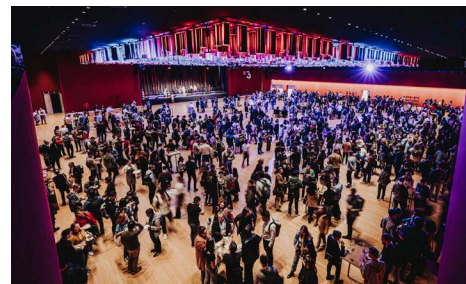
Top-tier logo display: conference website, online program, mobile app, and sponsor recognition banners.



Special recognition in keynote sessions: these sessions are the most popular of all, with an opening and closing.



Premium location large exhibit booth: reserved in the exhibit hall to enhance recruitment efforts, showcase technologies, and promote awareness of contributions to the field (10ft x 20ft or ~ 3m x 6m).



Four slots of invitations for VIP events: these events are exclusive networking opportunities, including a private appreciation lunch hosted by the CHI Conference Chairs.



Opportunity for an invited talk: the talk will be part of onsite conference program



Recruiting status publication: conference website, online program, mobile app, plus featuring at onsite Job Fair



Special recognition in CHI Conference proceedings: published by ACM Press and accessed globally through the ACM Digital Library



Links from CHI recruiting page to specific URLs: useful for engaging directly with attendees regarding special events, employment, internship opportunities, etc.; links will be activated 30 days prior to conference



Complimentary conference registrations: seven onsite and ten online-only passes



First opportunity to book meeting space for evening hospitality event: the space will be publicized upon request prior to and during conference



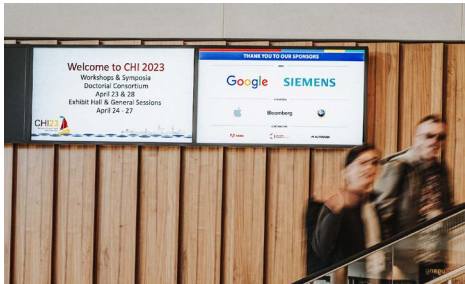
Early access to registration list of opted-in participants: the list can be utilized to enhance recruitment efforts and raise awareness of special programs and internship opportunities



Seven slots of invitations to Guided Tours of CHI: prominent figures in the field of HCI research will present highlights of the CHI conference; this is a new benefit introduced in CHI 2025, described in detail on p. 6.

SPONSORSHIP LEVELS AND BENEFITS

Champion Sponsor USD 25,000 and up



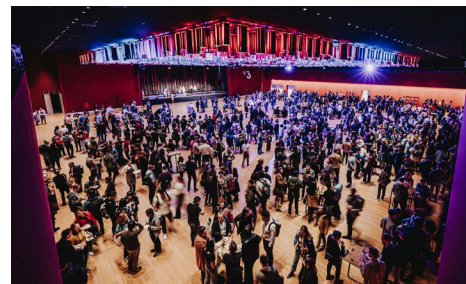
Prominent logo display: conference website, online program, mobile app, and sponsor recognition banners.



Individual recognition in keynote sessions: these sessions are the most popular of all, with an opening and closing.



Premium location standard exhibit booth: reserved in the exhibit hall to enhance recruitment efforts, showcase technologies, and promote awareness of contributions to the field (10ft x 10ft or ~ 3m x 3m).



Two slots of invitations for VIP events: these events are exclusive networking opportunities, including a private appreciation lunch hosted by the CHI Conference Chairs.



Opportunity for an invited talk: the talk will be part of onsite conference program



Recruiting status publication: conference website, online program, mobile app, plus featuring at onsite Job Fair



Special recognition in CHI Conference proceedings: published by ACM Press and accessed globally through the ACM Digital Library



Links from CHI recruiting page to specific URLs: useful for engaging directly with attendees regarding special events, employment, internship opportunities, etc.; links will be activated at start of conference



Complimentary conference registrations: three onsite and five online-only passes



Opportunity to book meeting space, if available, for evening hospitality event: the space can only be booked after Hero sponsors are placed



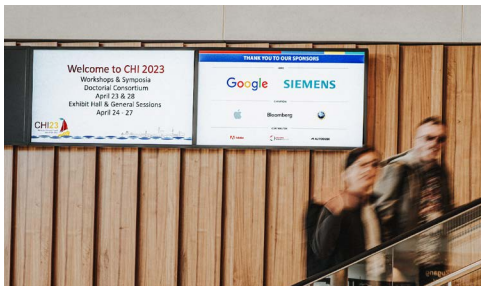
Access to registration list of opted-in participants: the list can be utilized to enhance recruitment efforts and raise awareness of special programs and internship opportunities



Three slots of invitations to Guided Tours of CHI: prominent figures in the field of HCI research will present highlights of the CHI conference; this is a new benefit introduced in CHI 2025, described in detail on p. 6.

SPONSORSHIP LEVELS AND BENEFITS

Contributing Sponsor USD 10,000 and up



Logo display: conference website, online program, mobile app, and sponsor recognition banners.



Recruiting status publication: conference website, online program, and mobile app



Recognition in CHI Conference proceedings: published by ACM Press and accessed globally through the ACM Digital Library



Complimentary conference registrations: one onsite and two online-only passes



Inclusion in sponsor group recognition: opportunities in past years have typically included opening and closing keynote sessions.



One slot of invitations for VIP events: these events are exclusive networking opportunities, including a private appreciation lunch hosted by the CHI Conference Chairs.



An invitation to Guided Tours of CHI: prominent figures in the field of HCI research will present highlights of the CHI conference; this is a new benefit introduced in CHI 2025, described in detail on p. 6.

Friends of CHI

Smaller donations (\$1K minimum) are also welcome.

Organizations offering support at this level are acknowledged as indicated below:



Organization name in text will be listed on conference website and mobile app



Text mention in CHI Conference proceedings, published by ACM Press and ccessed globally through the ACM Digital Library



One online-only complimentary conference registration

SPONSORSHIP OPTIONS (newly added for CHI 2025)

Themed-sponsorship options

USD 5,000-20,000 additional contribution per theme

In addition to standard sponsorship levels, beginning with CHI 2025, we will offer unique opportunities to increase visibility to CHI attendees through “*themed-sponsorship*” options. All themed-sponsorship contributors will be displayed on the conference website, in addition to exposure in relevant areas.

These options will be offered on a first-come, first-served basis, with priority given to higher-level sponsors in the event of a conflict. The number of available slots varies by theme option. Themes currently available include:

Accommodation sponsorships

- **Food and drink (\$5,000; 7 sponsors at maximum):** logo banners will be placed at the food and beverage counter during breaks and receptions.
- **Accessibility (\$10,000; 2 at maximum):** addresses accessibility needs including transcription and automatic translation of speeches; logo will be displayed during keynote sessions and logo signage or banners will be placed in the venue.
- **Wireless access (\$5,000; 4 at maximum):** supports the Internet connection in the venue; logo signage or banners will be placed in the venue.
- **Online experience (\$20,000; 2 at maximum):** supports the online attendees' experience; Internet connection in the venue; logo signage or banners will be placed in the venue.
- **Childcare (\$10,000):** supports parental needs; logo will be displayed during keynote sessions and logo signage or banners will be placed at the entrance of childcare area in the venue.

Special event sponsorships

- **Cultural experience (\$5,000; 4 at maximum):** logo signage or banners will be placed at the entrance of cultural experience area (e.g., zen, tea ceremony, etc.) in the venue.
- **Newcomer's breakfast (\$10,000):** logo will be displayed during keynote sessions and logo signage or banners will be placed at the breakfast venue.
- **Student activities (\$20,000; 3 at maximum):** supports student focused initiatives including Doctoral Consortium, Student Volunteer food and drinks, etc.; logo will be displayed during keynote sessions and also will be displayed in DC and SV rooms.

Guided Tours of CHI

Exclusive to Hero/Champion/Contributor

Newly introduced for CHI 2025, “*themed-sponsorship*” benefit is a complimentary additional benefit for category sponsors who receive a complimentary conference registration. Depending on the category, the following number of people may attend the tour:

- Hero Sponsor: **seven**
- Champion Sponsor: **three**
- Contributing Sponsor: **one**

This tour is a unique opportunity in which prominent figures in the field of HCI research will introduce highlights of the CHI conference. By attending the conference's major exhibits and scientific presentations with commentary, the attendees will be able to get the gist of the year's conference and get a sense of what's in store for the HCI field in the future.

BECOMING A SPONSOR

About ACM and SIGCHI

The CHI Conference 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 wideranging 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 nearly 100,000 members (representing over 190 countries) and the computing profession with leading-edge publications, conferences, and career resources. Please visit www.acm.org for more information.



Ready to Sponsor?

Please complete the "**CHI 2025 Sponsorship Agreement**" on the following page and send it to the CHI 2025 Sponsorship Chair (contact information below).

Contributions may be made by bank transfer, credit card, or company check. Detailed sponsor registration procedures will be provided once the sponsorship team receives the agreement form.

If you have any questions, please do not hesitate to contact us at the address below.

Bank (Wire) Transfer Payment

Payment should be made to ACM/CHI 2025 bank account. For Japan-based sponsors, we have a domestic account in Japanese Yen.

Check Payment

Checks should be made payable to ACM/CHI 2025. We kindly request that checks are sent by courier for tracking purposes.

Credit Card Payment

Credit Card payment should be made on the online platform provided by ACM/CHI 2025.

Questions about Sponsorship

Please feel free to contact us:

**CHI 2025 Sponsorship Chair
Jun Kato**

E-mail:
sponsor@chi2025.acm.org

Organizations based in the United States or organizations with United States branches or divisions should note that ACM (the CHI Conference parent organization) 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**.

CHI 2025 Sponsorship Agreement

Organization Name: _____

We read the code of conduct (CoC) <<https://chi2025.acm.org/sponsors-and-exhibitors/#code-of-conduct>>, and agree to sponsor CHI 2025 as (please tick one to confirm your understanding of the CoC and interest in the category):

Hero Sponsor: financial contribution of USD 50,000 and up

Champion Sponsor: financial contribution of USD 25,000 and up

Contributing Sponsor: financial contribution of USD 10,000 and up

Friends of CHI: financial contribution of USD 1,000 and up

Amount/Value (USD): _____

Authorized Representative

Name: _____ Title: _____

Signature: _____ Date: _____

Address: _____

Telephone: _____ E-mail: _____ Time Zone: _____

Direct Contact

Contact information for the person regarding delivering benefits (may be the same person as the authorized representative)

Name: _____ Title: _____

Telephone: _____ E-mail: _____ Time Zone: _____

Sponsor benefit options

The following answers can be tentative

Website URL: _____

*This URL will be used for links from CHI website etc.

[Hero/Champion] Check if you wish to have an onsite exhibiting or recruiting presence
*For those in another category, please do not hesitate to let us know your interest by noting it in the free text below

[Hero/Champion/Contributor] Check if you wish to be listed as a recruiter

[Hero/Champion] Check if you wish to access the list of attendees who opted in for contact
*Availability dates vary by sponsoring category

[Hero] Three weeks prior to CHI **[Hero/Champion]** Two weeks prior to CHI

[Hero/Champion] Three weeks after CHI

[Hero (7)/Champion (3)/Contributor (1)] Check to attend Guided Tours of CHI How many attendees? _____

Notes/requests for optional themed-sponsorship (p.6):

Please email your signed and completed form to **CHI 2025 Sponsorship Chair** <sponsor@chi2025.acm.org>