



(C) Yokohama Visitors Guide

INVITATION TO EXHIBIT

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



CHI 2025

April 26–May 1, 2025
in Yokohama, Japan





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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 EXHIBIT AT CHI?

Reasons to Exhibit at CHI

Companies exhibit at CHI to showcase their new outcomes representing inventions and innovations in the field. 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.

Starting this year, not only companies but also academic organizations including research laboratories, can have their own exhibition booth. This unique opportunity allows them to showcase their research in context, going beyond individual demonstrations and engaging the community through the rich storytelling capabilities of the exhibition booth.

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 Exhibitor Program

The CHI Exhibitor Program was redesigned from the ground up beginning this year. The new program aims to provide a transparent and clear structure with increased compatibility with the Sponsorship Program.

The program assigns exhibitors an exhibit booth of 10ft x 10ft or ~ 3m x 3m per financial contribution of USD 5,000. If they prefer a larger space, they can simply multiply the space and contribution amount. For more details, please refer to the following pages.

Please note that the CHI Sponsorship Program also provides an exhibit booth if the contributor falls into either the Hero Sponsor or Champion Sponsor categories. For details on the sponsor program, please refer to the website:

<https://chi2025.acm.org/sponsors-and-exhibitors/>



PACIFICO Yokohama convention center in Yokohama, Japan.

EXHIBITOR BENEFITS

Standard Exhibitor

10ft x 10ft or ~ 3m x 3m per USD 5,000



Exhibit booth: The booth is available to both Standard Exhibitor and Research Showcase categories. It is reserved in the exhibit hall to enhance recruitment efforts, showcase technologies, and promote awareness of contributions to the field. To support setting up and running the booth, booth staff passes will be issued on request which will only allow access to the exhibition hall.

A Standard Exhibitor is a company or other type of organization that would like to have an exhibit booth to showcase their products and/or interact with CHI attendees for recruitment and increased visibility in the community. While the booth is available throughout the conference program, except on the first day (set up), the key events for them include:

Coffee Breaks and Interactivity

The main CHI program includes coffee breaks between sessions, all of which are planned to take place in the exhibition hall. One of these breaks will also feature the Interactivity program, where the latest demonstrations of interactive systems will be shown in the hall. All of these time slots will offer sweet and savoury treats that will attract the company of friends and colleagues.

Job Fair

CHI features a Job Fair on a day of the main program. Recruiters renting booths are invited to take advantage of this key event to meet qualified job candidates. CHI will also help coordinate space for interviewing and events when possible. Confirmed recruiters are posted on the CHI website.

Research Showcase

10ft x 10ft or ~ 3m x 3m per USD 5,000

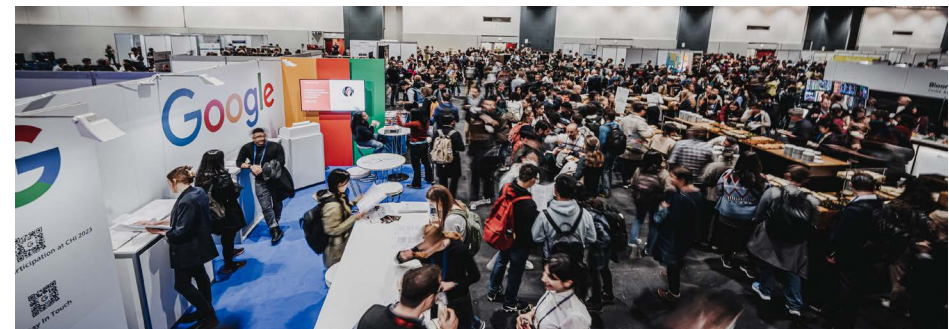
A Research Showcase is a new exhibitor category to disseminate research activities of an organization or a team. It is applicable to:

- research laboratories at publicly-funded educational or research institutions to showcase their research activities,
- academic communities and societies to disseminate their activities, and
- research groups with public research funding to present funded projects.

It is a new category of exhibitor added in 2025, with exactly the same benefits as the standard exhibitor, and is designed to allow academic organizations to showcase their research in a much more organized manner than the renowned Interactivity program.

While both of the Interactivity and Research Showcase are located in the same hall, the former must focus on a single project, while the latter can provide a thorough presentation of research projects in context. Such an opportunity allows the Research Showcase presenters to go beyond individual demonstrations and engage the community through the rich storytelling capabilities of the exhibitor booth.

Once the exhibitor slot is secured, the Research Showcase presenters will have the opportunity to coordinate the details of their demonstrations with the Interactivity program chairs.



Exhibitor booth setup example from a previous year.

BECOMING AN EXHIBITOR

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 Exhibit?

Please complete the "**CHI 2025 Exhibitor 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 exhibitor 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 exhibitors, 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 Exhibitor Program

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 an exhibitor contribution may be tax deductible in the United States.

The US Federal Tax ID number for ACM is **13-1921358**.

CHI 2025 Exhibitor Agreement

Organization Name: _____

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

Standard Exhibitor

Research Showcase (conditions apply; please refer to p.3 for details of this category)

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: _____

Exhibitor benefit options

The following answers can be tentative

Website URL: _____

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

- Check if you wish to have live demonstration of products and/or research prototypes at the booth and have any special requirements for the booth setup.
*If checked, the Sponsorship Chair team will make sure to involve the Interactivity Chair team in the booth setup.

Notes:

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