

Code of Conduct for Sponsors/Exhibitors at CHI 2025

The ACM CHI conference has the following code of conduct for sponsors and exhibitors to ensure a professional, respectful, responsible and inclusive environment for all conference attendees. It is intended to foster a positive atmosphere that encourages open dialogue, collaboration, and knowledge sharing, aligning with our community's values and standards.

1. Alignment with Conference Values:

The mission, values, and business practices of the sponsor/exhibitor (referred to as *the sponsor* hereafter) should align closely with the core themes and ethical considerations of the CHI conference, particularly in promoting human-centered technology and responsible computing. The sponsor's topics of interest and interest in the location of the conference should align with the CHI conference that is being sponsored. The sponsor may actively work on topics related to human-computer interaction (HCI), works internationally or locally where the conference is held and there is a benefit and/or possibility for conference attendees to engage with the sponsor.

2. Commitment to Diversity and Inclusion:

The sponsor should have a proven track record of supporting diversity, equity, and inclusion (DEI) initiatives within their organization and in broader society. This includes gender equity, accessibility, and representation of underrepresented groups in tech.

3. Sustainability Practices:

The sponsor should demonstrate a commitment to environmental sustainability, including responsible sourcing, waste reduction, carbon footprint management, and contributions to sustainable development goals (SDGs).

4. Ethical Business Practices:

The sponsor should adhere to high ethical standards in all aspects of its business, including transparent governance, fair labor practices, and a clear stance against corruption and unethical behavior.

5. Innovation and Support for Research:

Preference should be given to sponsors that actively support innovation and research in the field of human-computer interaction (HCI) and related areas. Their involvement should contribute to the advancement of knowledge in the field.

6. Community Engagement and Social Responsibility:

The sponsor should be actively involved in corporate social responsibility (CSR) initiatives, particularly those that benefit the communities in which they operate, and should have programs that align with the social objectives and values of the CHI conference.

7. Global Reputation and Credibility:

The sponsor should be a globally recognized brand with a strong reputation for integrity, reliability, and respect in the international community. Their involvement should add prestige to the conference.

8. Transparency and Accountability:

The sponsor should maintain clear and open communication regarding financial contributions and key decisions related to the conference. They should be willing to share

relevant information with the conference organizers and uphold accountability to all stakeholders.

9. Support for Ethical AI and Technology Development:

The sponsor should be committed to the ethical development and deployment of AI and other emerging technologies. This includes promoting responsible innovation that benefits society while mitigating potential harms.

10. Long-term Partnership Potential:

The sponsor should bring more than just immediate financial support—they should envision a long-term, mutually rewarding partnership with SIGCHI. Their involvement represents a strategic investment in the future of HCI research and practice, fostering growth and innovation together.