



# interaction 19

3-8 February 2019

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## Design in the Wild

**Interaction 19** will assemble a diverse group of practitioners, business leaders and academics from around the world to explore the edges of interaction design, and help spark a transformation of the discipline to be relevant to the needs of the 21st century.

## Seattle: city of innovation

Forever a metropolis, with its roots in engineering and innovative thinking, **Seattle is emerging** from recent boom years with new infrastructure, an increasingly potent business ecology and a new awareness of its presence on the global stage. The profession of design is flourishing here, and Seattle is ever more desirable as a destination.

More and more Seattle is an international hub in the global marketplace of ideas.

As interaction design looks to a future inclusive of the developing world, ideas and experiences developed here are driving change. From personal computing to e-commerce, from disease prevention to fair trade and environmental responsibility, from social media to new music, from fusion cuisine to international air travel, **Seattle's innovative spirit has led to an outsized contribution in making the world a more open and inclusive place.**



## Why partner with us?

IxDA is renowned for its impressive conferences—a tradition made possible thanks to our partners. Interaction 19 is a key opportunity for our partners to reach the interaction design community and its professional stakeholders.

The professional narratives we hope to establish at the conference will resonate throughout the year, generating thousands of new connections and promoting the overall sophistication of design practice worldwide.

We expect 1500 people to join us in Seattle. Our attendees are spread across many design disciplines: interaction designers, user experience consultants, product managers, academics, but also authors of best-selling books on user experience and VPs of Fortune 1000 companies.

In addition to helping us create an amazing conference, partnering with the IxDA will set your footprint in a fresh and ambitious location where interaction design rubs shoulders with many other industries: videogame, art, innovation, research... and the list goes on.

## Our venues

Through Seattle's unique venues, our attendees will experience the faces of our city. Their journey begins at **The Seattle Art Museum**, steps from the world-famous Pike Place Market, the Seattle waterfront, and the conference hotel, **The Westin Seattle**.

The core of Interaction 19 will take place in the **Amazon Doppler Meeting Center**, located in the heart of Amazon's headquarters.

Our closing evening will take us by monorail to the site of the 1962 World's Fair, for the Interaction Awards ceremony at **Fisher Pavilion** and our final party at **MoPop**.

Through these venues, and the other exciting locales where we have chosen to gather, the attendees will be left with a memorable impression of Seattle.

Interaction 19 packages are moving quickly. Opportunities include social events, workshops, evening programs and exhibit spaces.

Please contact [sponsorship@ixda.org](mailto:sponsorship@ixda.org) for information.



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## PRESENTING PARTNER

**\$125,000 - SOLD**

As the Presenting Partner of Interaction 19, receive exclusive branding of the Closing Party and top billing at the conference, including one 20x20 activity area, 8 conference tickets, 6 exhibitor passes, and the opportunity to make welcome remarks from the main stage.

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## PHYSICAL SPACE

Fully integrated in our main conference venue, your exhibition space will have proximity and access to catering space for lunch, breaks and end of day happy hours. Your booth will be your exclusive platform to: connect with attendees, demo your latest technology, meet and talk to key people or potential recruits, be seen...

### 20X20 ACTIVITY SPACE

**\$17,000 - SOLD**

Turn your space into an immersive experience—a living room to hangout, recharge devices, and play; an interactive demo space for the latest technology; a chance to meet and talk to key people. You'll also receive medium size logo visibility on digital and printed materials, 3 conference tickets, and 2 exhibitor passes.

### 10X10 SPACE

**\$9,000 - LIMITED AVAILABILITY**

Ideal for connecting with attendees, especially if you are a recruiter who wants to have a fixed point for people to come by, spend time, and learn about what it's like to work at your company. You'll also receive medium size logo visibility on digital and printed materials, 2 conference tickets, and 1 exhibitor pass.

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## SOCIAL

### WELCOME PARTY

**\$50,000**

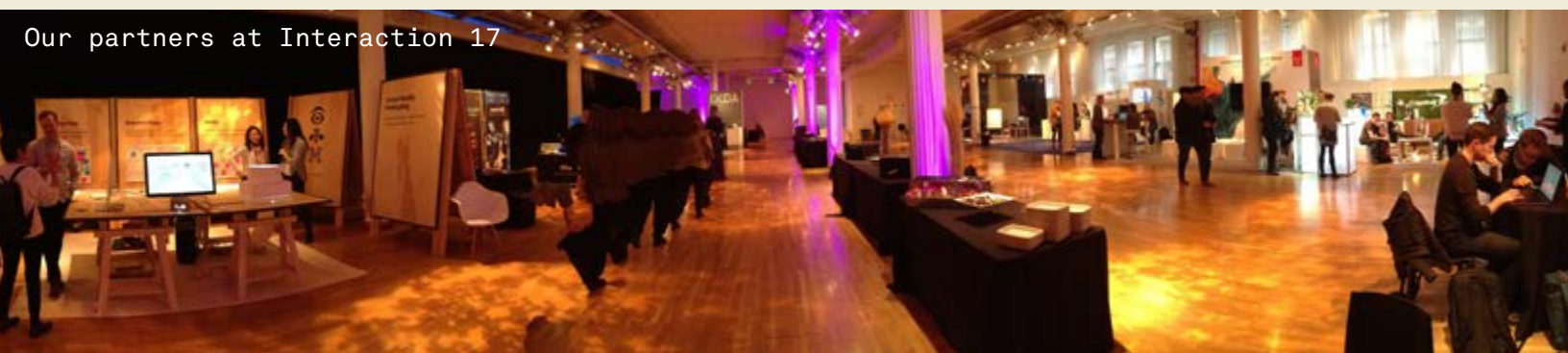
You'll receive exclusive branding of the opening party and the opportunity to present remarks at the party, large size logo visibility on the conference's digital and printed materials, one 10x10 exhibition space, 5 conference tickets, and 3 exhibitor passes.

### HAPPY HOUR

**\$18,500 - 2 AVAILABLE**

At the end of each day of presentations, provide the space for everyone to mingle and reconnect. You receive exclusive branding of your happy hour, medium size logo visibility on digital and printed conference materials, 3 conference tickets, and 2 exhibitor passes.

Our partners at Interaction 17



## INFRASTRUCTURE

### LIVESTREAM & VIDEO \$50,000

Livestreaming, recording, producing, and distributing the conference content is a hallmark of the Interaction experience. Interaction video content is used by IxDA Local Groups to organize 'Redux' days in their cities following the conference. Interaction 19 videos will also be added to the IxDA Vimeo channel, a growing library of learning resources on Interaction Design.

Our Vimeo content averages more than 1,000,000 views annually. You receive primary branding on the livestream, recorded video content, a 10x10 activity space at the conference, large size logo visibility on digital and printed materials. 5 conference tickets, and 3 exhibitor passes.

### WI-FI \$15,000 - SOLD

We are always connected. Help us stay that way during our time together in Seattle, from opening night through the closing party. You receive primary branding on the wi-fi, a 10x10 activity space at the conference, medium size logo visibility on digital and printed materials, 2 conference tickets, and 1 exhibitor pass.

### TRANSPORTATION \$20,000

Help us make sure everyone gets from A to B safe and sound. You receive primary branding for transportation, large size logo visibility on digital and printed materials, and 3 conference tickets.

### LANYARDS \$15,000 - SOLD

Show your support by sponsoring the official Interaction 19 lanyard! Each attendee will receive this item during registration and will wear it through-out the duration of the event. You receive exclusive branding on the conference lanyards, medium size logo visibility on digital and printed materials, 2 conference tickets. and 1 exhibitor passes.

### SUPPORTER \$2,700

We know that some of our closest supporters have been with us for the longest and we want to continue this tradition. As a supporter, you receive logo recognition and a discounted conference ticket.

Interaction 18 Opening Party



## CONTENT

### STUDENT DESIGN CHARETTE \$27,000 - SOLD

In its 8th year, this experience is building a reputation amongst the next generation of interaction designers. Selected students participate in a 72-hour charrette-style challenge. Finalists reflect the diversity of interaction design education today and the excellence that is emerging from a new generation of designers. You receive primary branding for the program, a 10x10 activity space at the conference, large size logo visibility on digital and printed materials, 2 conference tickets and 2 exhibitor passes.

### EDUCATION SUMMIT \$27,000 - SOLD

The Education Summit, a 1.5 day event taking place prior to the conference, is in its 5th year as a gathering point for all those interested in how we educate ourselves as interaction design practitioners and researchers. You receive primary branding for the program, a 10x10 activity space at the conference, large size logo visibility on digital and printed materials, 2 conference tickets, and 2 exhibitor passes.

### WORKSHOPS \$16,000 (8 HRS) \$8,000 (4 HRS)

We know there is great work going on and great stories to share. We want to co-create conference content that is clearly sponsored and allows for you to engage with attendees in a way that aligns with the conference. Our pre-conference day is a great time to teach us what only your team knows. This year we have two workshop formats - 4 hours and 8 hours. These can occur onsite or at your studio or company if the project makes sense.

### INTERACTION AWARDS

In its 7th year, the Interaction Awards have become our community's opportunity to recognize great work and build a learning resource of exceptional interaction design case studies. This year there are multiple opportunities to sponsor the Awards, with the winners announced during the Awards Ceremony at Interaction 19. Please contact [sponsorship@ixda.org](mailto:sponsorship@ixda.org) for more information on sponsoring this year's Interaction Awards.



2018 Interaction Awards

