



# Interaction

DUBLIN FEB 01-04



## Behaviour. Culture. Design.

### SUPPORT HISTORY

In the heart of one of Europe's historic capitals, IxDA brings its annual conference to Dublin, Ireland. Hosted in conjunction with design school IADT, this event will continue the IxDA tradition of curating inspirational speakers and practical learning with unprecedented experiences in local culture.

In 2012 we are expanding conference attendance to 750. We are also coordinating a collection of global post-conference events so that thousands more IxDA community members can create their own experiences and learning opportunities in a face-to-face setting. This means that prospective sponsors will be able to gain exposure to even more of the IxDA community.

### OUR DIFFERENCE

Since its inception, IxDA's annual Interaction conference has been a sell out. Increasing its numbers year on year even during hard economic times. The success of Interaction is in our unique content strategy and experience. Being a purely curated event we have been able to craft our conferences with timely, inspirational, and practical content from excellent and experienced presenters. We also design every facet of the conference with meticulous detail from visual communication to catering.

### BECOME A SPONSOR/PARTNER

We are looking not just for sponsors but partners with creative ideas for how to contribute to the IxDA community and participate in Interaction 12 | Dublin.

Have a read through our sponsorship options and if those pique your interest please contact us at:  
[sponsor-ixd12@ixda.org](mailto:sponsor-ixd12@ixda.org).



## SPONSOR OPPORTUNITIES

LEVEL	OPENINGS	COST (€)*
<b>Diamond:</b> 5 passes, 3m x 3m booth, main auditorium naming, closing reception, workshop and video archive presence	1	22,500
<b>Gold:</b> 4 passes, 3m x 2m booth, reception or breakfast, workshop or talk	3	15,000
<b>Silver:</b> 3 passes, 2m x 2m booth, breakfast	3	10,000
<b>Bronze:</b> 3 passes, 2m x 2m booth	5	5,000
<b>Recruiter:</b> 2 passes, 2m x 2m booth	8	3,000
<b>Poster:</b> 1 pass, poster (movie poster style; official size TBD)	15	1,500
<b>Patron:</b> 1 pass, text mentioned in media	unlimited	1,000
<b>WiFi:</b> 3 passes, exclusive logo on WiFi login screen	1	10,000
<b>Mobile Application:</b> 3 passes, exclusive logo on application startup	1	10,000
<b>IxDA Awards Reception:</b> 4 passes, 3m x 2m booth, press mention, reception	1	15,000
<b>IxDA Student Competition:</b> 3 passes, 2m x 2m booth, press mention, position on committee	1	10,000
<b>Please contact us if you are interested in showing support but do not see a package that fits. We love getting creative to help people support and contribute to IxDA and connect with our community.</b>		

\* be advised that all prices have components that are subject to VAT and other local taxes.

## EDUCATIONAL INSTITUTIONS

For any educational institution that registers 5 or more attendees, they will be able to put up a poster with a pocket for take away materials.

## INTERACTIVE STANDS

There may be opportunities for interactive stands (vertical kiosks &/or Microsoft Surface Tables). Pricing & full details are TBD.

## TAKE THE NEXT STEP

We hope that you're intrigued and want to show your support for the global interaction design community. Please find 1 of the many IxD12 representatives or shoot us an email to set up a time to talk: [sponsor-ixd12@ixda.org](mailto:sponsor-ixd12@ixda.org)

## ABOUT THE INTERACTION DESIGN ASSOCIATION (IxDA)

Officially founded in 2005, IxDA's community of practice represents approximately 25,000 practitioners of design from around the world interested in the discipline of interaction design. IxDA has local groups on every continent (except Antarctica) and a vibrant virtual community. Besides the annual sellout conference, Interaction, IxDA runs initiatives to advance the discipline of interaction design and help those who practice it grow and succeed. To learn more about IxDA and all that we represent go to <http://ixda.org/>