

Design Confluences

Dissolving boundaries, building connections

From the rise of artificial intelligences and virtual reality to the commoditization of smart services — technology continues to redefine the relationship between us and the world we live in. Interaction 18 will offer practitioners and companies the opportunity to reflect on how we are shaping the world, by building bridges across cultures, disciplines and industries to discover shared directions and goals.

— **Lyon, France** **Bold, joyful, daring.**

France's second largest city, Lyon is built around a robust infrastructure of transportation, business and tourism. Lyon is easily accessible, whether you are in Europe or other parts of the world.

Lyon is a unique blend of history, culture, commerce and industry: an international metropolis offering an authentic French experience.

Lyon is ever changing, bathed in a joyful daring spirit, its ambitious urban projects transforming the city through the decades. Confluence district, centerpiece of Interaction 18, is the latest transformation, expanding the city center, as well as delivering an innovative architectural facet and an innovative way of living.

Lyon is a city of design, its lively community gathered around dozens of coworking spaces, innovation incubators, and a growing number of diverse businesses. Lyon nurtured France's fledgling videogame industry, rapidly becoming its strategic hub. In 2018, Lyon will host both Interaction Week and for the second time the WWW2018, the world's biggest web event.

— **Venues**

Through Lyon's unique venues, our attendees will experience the different eras and cultures, all within its historic center. Their journey begins at our most iconic venue: the brand new **Musée des Confluences**. This vessel of glass and steel, floating above the spot where two rivers merge, will be the host to the opening ceremony.

The core of Interaction Week 18 will take place in **La Sucrière**. The commercial and industrial heritage of Lyon emerges from this stunningly brutal building, reborn in 2003 when it first welcomed the Contemporary Art Biennial.

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



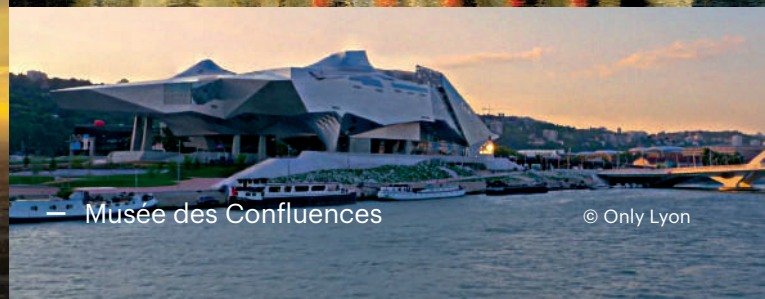
— Lyon's skyline

© Only Lyon



— La Sucrière

© Nicolas Robin



— Musée des Confluences

© Only Lyon

– Why partner with us?

IxDA is renowned for its impressive conferences — a tradition made possible thanks to our sponsors. Interaction Week 18 is a key opportunity for our sponsors to reach the interaction design community and its professional stakeholders.

We expect 1,000 people to join us in Lyon. 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 1,000 companies. About 35% of the attendees will be from North America, 50% from Europe and 15% from the rest of the world. About half of them work for in-house corporate design teams and the other half for agencies and consultancies.

As well as helping us create an amazing conference, you 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.

Contact

Interaction Week 18 packages are moving quickly.

Opportunities include social events, workshops, evening programs and exhibit spaces.

Please contact sponsorship@ixda.org for information.

– Physical space at Interaction 18

Fully integrated in our venue at La Sucrière, your exhibition space will be integrated in the catering space for lunch, breaks and end of day happy hours.

Your booth will be yours to use: connect with attendees, demo your latest technology, meet and talk to key people or potential recruits, be seen...

Recruiter Package

- + 9 m² booth (10' × 10')
- + Table at recruiting event
- + 2 conference tickets
- + 1 exhibitor pass
- + Medium logo visibility on digital & printed materials

€11000 (\$12,000)

36 m² booth (20' × 20')

- + 3 conference tickets
- + 2 exhibitor passes
- + Medium logo visibility on digital & printed materials

€15000 (\$16,000)

9 m² booth (10' × 10')

- + 2 conference tickets
- + 1 exhibitor pass
- + Medium logo visibility on digital & printed materials

€7500 (\$8,000)

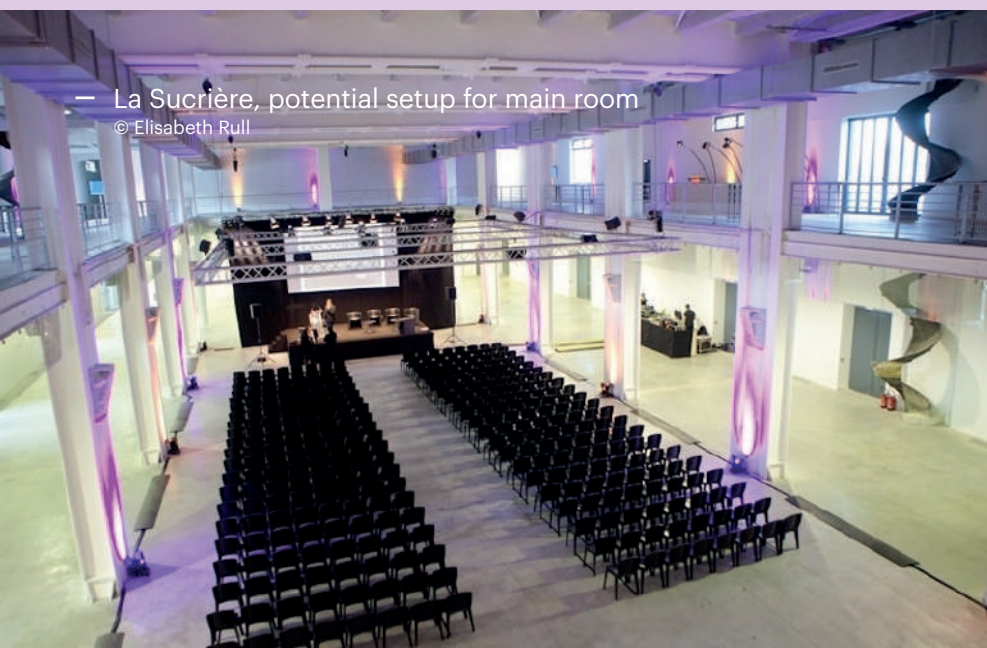
1.5 m² booth (5' × 3')

- + 1 conference tickets
- + 1 exhibitor pass
- + Logo visibility on digital & printed materials

€4500

ONLY OPEN TO LOCAL SUPPORTERS
(COMPANIES WITH HEADQUARTERS IN LYON AND THE RHÔNE AREA)

– La Sucrière, potential setup for main room
© Elisabeth Rull



– Interaction 18 Social events

Make an impression during Interaction Week 18. The Welcome Party and Closing Night are well known social events of the Conference. Happy hours provide the space for everyone to mingle and reconnect at the end of each day of presentations.

Closing Night

- + Exclusive branding of the Closing Night
- + Present remarks during the Night
- + 36 m² (20' × 20') activity booth
- + 6 conference tickets
- + 4 exhibitor passes
- + Key logo visibility on digital & printed materials

€95 000 (\$100,000)

Welcome Party

- + Exclusive branding of the Welcome Party
- + Present remarks at the Party
- + 9 m² (10' × 10') activity booth
- + 4 conference tickets
- + 2 exhibitor passes
- + Key logo visibility on digital & printed materials

€37 500 (\$40,000)

Happy Hours

- + Exclusive branding of your Happy Hour
- + 3 conference tickets
- + 2 exhibitor passes
- + Large logo visibility on digital & printed materials

€17 500 (\$18,500)

– Interaction 18 Logistics

Leave your mark on the Conference and help us offer the best experience possible to our valued attendees.

Video

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 event. Interaction 18 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/year. annually.

- + Primary branding on the video content
- + 9 m² (10' × 10') activity booth
- + 4 conference tickets
- + 2 exhibitor passes
- + Large size logo visibility on digital & printed materials

€28 000 (\$30,000)

Wi-fi

We are always connected. Help us stay that way during our time together in Lyon, from opening night through closing party.

- + Primary branding on the wi-fi
- + 3 conference tickets
- + 2 exhibitor passes
- + Large size logo visibility on digital & printed materials

€14 000 (\$15,000)

Transportation

Help us make sure everyone accesses all locations easily, every single day of the event.

- + Primary branding for transportation
- + 9 m² (10' × 10') activity booth
- + 3 conference tickets
- + 2 exhibitor passes
- + Large size logo visibility on digital & printed materials

€25 000 (\$27,000)



– Interaction 18 Content

Interaction 18 is part of Interaction Week, a celebration of global interaction design excellence across education and practice.



Student Design Challenge

In its ninth year, this experience has built an important reputation amongst the next generation of interaction designers. The Student Design Challenge is 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.

- + Primary branding for the program
- + 9 m² (10' × 10') activity booth
- + 4 conference tickets
- + 2 exhibitor passes
- + Key logo visibility on digital & printed materials

€25 000 (\$27,000)



Education Summit

The Education Summit, a full day event taking place prior to the conference, is in its sixth year as a gathering point for all those interested in how we educate ourselves as interaction design practitioners and researchers.

- + Primary branding for the program
- + 9 m² (10' × 10') activity booth
- + 4 conference tickets
- + 2 exhibitor passes
- + Key logo visibility on digital & printed materials

€25 000 (\$27,000)



Interaction Awards

In its seventh 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. Your support will help us convene the annual meeting of our international jury and record their reflections for the IxDA Vimeo channel.

- + Primary branding for the program
- + 9 m² (10' × 10') activity booth
- + 6 conference tickets
- + 2 exhibitor passes
- + Key logo visibility on digital & printed materials

Presenting sponsor* - €47 000 (\$50,000)

* Other opportunities available

Workshops

We know there's great work going on and great stories to share. Our pre-conference day is an excellent time to teach us what only your team knows. This year we have two workshop formats – half day and full day. These can occur onsite or at your studio or company if the project makes sense.

Full day

- + 3 conference tickets
- + 2 exhibitor passes
- + Large logo visibility on digital & printed materials

€15 000 (\$16,000)

Half day

- + 2 conference tickets
- + 1 exhibitor passes
- + Medium logo visibility on digital & printed materials

€7 500 (\$8,000)

Supporter

Some of our closest supporters have been with us for the longest and we want to continue this tradition. We welcome contributions from anyone who wants to help us make Interaction Week 18 a memorable experience.

- + Discounted conference ticket
- + Logo recognition on digital & printed materials

€2 500 (\$2,700)



ixda.org



awards.ixda.org



ixda-lyon.fr



edusummit.ixda.org



interaction18.ixda.org



sdc.ixda.org