

# INTERACTION SOUTH AMERICA 2015

7th Latin American Conference on Interaction Design

November 18th - 21st, Córdoba Argentina.

## ABOUT INTERACTION SOUTH AMERICA

Interaction South America (ISA) is the most important conference for Interaction Design, User Experience, Technology and innovation within South America. The ISA events have a reputation for being exciting, top-level conferences. A tradition that is only possible thanks to sponsors, academic partners and local government support.

In November 2015 our city, Córdoba, Argentina will host the 7th edition! We estimate that about 600 people will attend the conference. They will join us during 4 days of talks and workshops, to share the best of Interaction Design.

The first Latin American edition was held in São Paulo, Brazil in 2009. Since then, the attendance and speakers have consistently grown. Interaction South America showcases noted design personalities such as Donald Norman, Jared Spool, Lou Rosenfeld and Dan Saffer, among others speakers.

Other host cities have been Belo Horizonte (Brazil), Curitiba (Brazil), Recife (Brazil) and Buenos Aires (Argentina).

Edition	City	Attendees
ISA 11	Belo Horizonte	550 attendees
ISA 12	São Paulo	750 attendees
ISA 13	Recife	700 attendees
ISA 14	Buenos Aires	600 attendees

ISA15 will be a great way to engage with the Interaction Design community. Attendees that will come to the event have different levels of experience and background, including Interaction Designers, User Experience designers, Startups, Product Managers, Academia and renowned Authors and Managers of the most important companies in the world.

Based on previous attendance, we estimate that about 600 people will attend the conference in Córdoba. Approximately 65% visitors will be from countries other than Argentina. That is why ISA is positioned as an unique opportunity to connect with both a local and an international audience.

## CONFERENCE FORMAT

Interaction South America will be held during 4 days in November 2015. There will be 4 intense, exciting days full of presentations, discussions and social activities for everyone. Keynote talks will take place at Ciudad de las Artes center while workshops will be held at Colegio Universitario IES.

### **Days 1 & 2. Colegio Universitario IES.**

There will be simultaneous talks and workshops, curated by a jury of respected professionals, academics and scientists. In order to grant to the Interaction Design community the opportunity to share their knowledge among peers, Interaction South America opened a Call for proposal.

### **Days 3 & 4. Ciudad de las artes center.**

The keynote session includes a 13 speakers who will present on stimulating topics within the UX community to define and extend the boundaries of the profession. The talks will be given in their original language with simultaneous translation into Spanish and Portuguese.

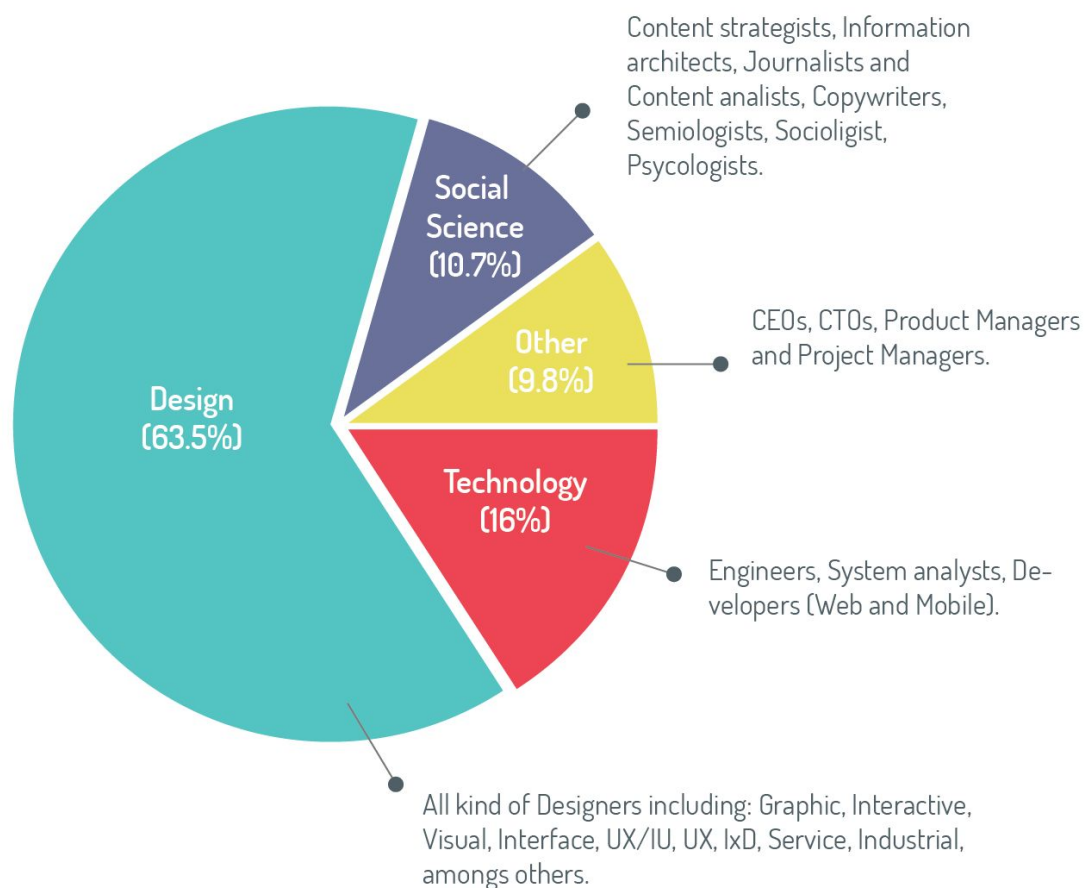
# REASONS WHY YOUR COMPANY SHOULD BE PART OF INTERACTION SOUTH AMERICA 2015.

- 1 HIRE:** Connect with hundreds of influential User Experience professionals, industry leaders, developers and talented designers. Interaction South America has a proven record of being the space where companies had recruited their UX dream team.
- 2 KEEP YOUR TEAM UP TO DATE:** New trends, techniques and approaches are developed as the discipline grows. Interaction South America is the place where all those conversations take place. This year's conferences holds more than 110 session between workshops and talks to learn from international professionals.
- 3 BE A LEADER:** Place your company's name as an industry reference. Be the first thing that comes to mind to people's head when thinking about user centered solutions.
- 4 GET VISIBILITY:** Visibility for your products and services through by giving away complimentary tickets to partners and clients as part of your sponsorship package.
- 5 ISA HAS A LONG TERM IMPACT:** As part of your sponsorship package you make sure that your company's name will be feature in the post event instances that we are going to publish like videos of the keynote speakers.
- 6 TO GIVE AND RECEIVE:** Help the growth of the Interaction Design and User Experience community in Latin America.

# ATTENDEES PROFILE

Interaction South America has a great combination of professionals from different disciplines.

Among them you'll find:



# SPONSORSHIP PACKAGES



PLATINUM



GOLD



SILVER



BRONZE

## MARKETING

Presence of your brand in all event promotional material.



Presence of your brand on sponsors banner in the main auditorium.



Presence of your brand with a link on the conference website.



Presence of your brand in all promotional material that is posted online after the event.



The right to include promotional material in the participants welcome kits



Exclusive exhibition banner in all venues of ISA15



Right to use the participant mailing list of those who have accepted to be contacted



## TICKETS

10

8

5

2

## ADDED VALUE

Have someone from your company give a talk\*



\$99.999+IVA

\$66.200+IVA

\$49.599+IVA

\$24.999+IVA

## ADDITIONALS



PLATINUM



GOLD



SILVER



BRONZE

### HAVE A BOOTH

Small

Included

USD 800

Large

Included

USD 1600

### Sponsor a Lounge

Living and furniture

Included

Included

USD 3000

Bar

USD 5999

## SPONSOR SOMETHING SPECIFIC

### CONECTAR CON LA COMUNIDAD

Half day Workshop

USD 1000

Coffee break for speakers

USD 2000

### CONTRIBUTE TO THE SOCIAL SCENE WITH AN AFTER EVENT PARTY

Happy hour

USD 5050

Opening or closing party

To be agreed

### INFRASTRUCTURE

Wi-fi

To be agreed

Water and snacks

To be agreed

## Not finding quite what you need?

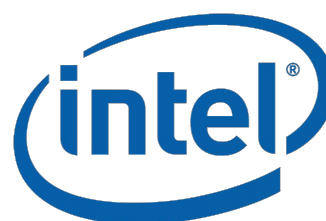
Not all is lost. Contact us! We have a team ready to help your company shine during the event! We are here to bring your ideas to reality. Let's talk.

## OUR SPONSORS

### Hosts



### Bronze



### Partners



## Supporters

proto.io

 Rosenfeld

UXPin

KAMBRICA

 GatherContent

marvel

## Collaborators

 Travtion**SOFA.  
PRODUCCIONES**

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CON  VISTA AL MAR

## PREVIOUS EDITIONS

Among many companies, the following have partnered with ISA on previous editions to bring the best of Interaction Design to South America: Bloomberg, Philips, Microsoft, Sapient Nitro, Mailchimp, Google, R/GA, Frog, Intel, Facebook, Wordpress.com, Axure, OLX, Instituto Nokia de Tecnología, Design Thinkers, Gauge, Mura.ly, Making Sense, Rosenfeld y O'reilly.