



interaction  
SOUTH AMERICA 2015  
C O R D O B A ♦ A R G E N T I N A

# SPONSORSHIP PROPOSAL

The 7th Latin American Conference on Interaction Design  
Córdoba, Argentina. November 2015.

[www.isa.ixda.org/2015](http://www.isa.ixda.org/2015)



# ABOUT IxDA

The Interaction Design Association (IxDA) is the largest professional association of interaction designers in the world. With over 65,000 members and more than 152 local groups in 43 countries, IxDA's focus is to work with interaction design issues for professionals, regardless of their level of experience.

IxDA was founded in 2003 and registered as a not for profit organization in late 2005.

We depend on the passion of the members as volunteers to help serve the international Interaction Design community needs.

In 2008 it launched the first edition of its annual conference Interaction, and 2009 saw the first regional conference for Latin America, Interaction South America (ISA).

You can learn more about IxDA in [WWW.IXDA.ORG](http://WWW.IXDA.ORG)





## ◆ WHAT'S 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, exhibitors, academics partners and local government support.

In November 2015 our city, Córdoba, Argentina will host the 7th edition! We estimate that about 650 people will attend the conference.

They will join us in Córdoba in four 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 its attendance and exhibitors has consistently grown, with such noted design personalities such as Donald Norman, Jared Spool, Lou Rosenfeld and Dan Saffer, among others speaking.

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

ISA11	BELO HORIZONTE	550 attendees
ISA12	SAO PAULO	750 attendees
ISA13	RECIFE	500 attendees
ISA14	BUENOS AIRES	600 attendees

ISA 2015 will be a great way to engage the interaction design community. Attendees that will come to the event will have different levels of experiences and backgrounds, including interaction designers, freelancers, user experience designers, startups, product managers, academia, renowned authors and managers of the most important companies South America.

Based on the conferences of previous years, we estimate that about 650 people will attend the conference in Córdoba. Approximately 65% visitors will be from countries other than Argentina. That is why ISA is positioned as a unique opportunity to connect with an International audience.





## ◆ CONFERENCE FORMAT

Interaction South America will be 4 days in November 2015. We plan to host the keynote talks at the Ciudad de Artes center, with workshops on the university campuses of IES and Metro. It will be 4 intense, exciting days of presentations, discussions and social activities for all.

**4 DAYS**

**50+ SPEAKERS**

**12 KEYNOTE SPEAKERS**

**80 UX EXPERTS FROM ALL THE WORLD**





## ◆ CONFERENCE FORMAT

### DAYS 1 & 2

There will be simultaneous talks and workshops, selected by a jury of respected professionals, academics and scientists according to the following format:

Articles that present the results of original scientific, business or professional case studies.

Short articles describing scientific issues or professional case studies.

Posters describing scientific issues or professional case studies.

Panels: Open discussions with different perspectives

Lightning Talks: Technical, business or presentations.

Professional Workshops: Activities with hands on learning.





## DAYS 3 & 4

The keynote session includes a dozen speakers who will present on stimulating topics within the UX community, and defining and extending the boundaries of the profession.

The talks will be given in their original language with simultaneous translation into Spanish and Portuguese. Also there will be other activities related to art and culture relating to design.



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# HOW TO BE PART OF THE EVENT

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There are many sponsorship options for ISA 2015. Our goal is to give your company the opportunity to connect with the community in the best way.

- Have a booth
- Do something creative
- Connect with the community
- Connect with the community
- Contribute to the social activities with after conference day parties

## Sponsor a lounge

These are relaxing areas where participants can network and interact with your company while watching a live broadcast of the talks. This includes chairs/sofas and free drinks. For a touch of fun you can also include a bar for an extra cost.

- Living room and furniture  
USD 3000
- Bar  
USD 5999



## Have a booth

For the two days of the keynote talks, have your own booth to engage directly with participants. It is a very good way to talk directly the participants about your products or services or recruiting new talent.

We have two booth options:

### Small

A desk 1m x 40cms

Place for a banner

USD 4000

### Large

An area of 2.5m x 1m

Have it as you like

USD 8000

## Sponsor the social scene

The IxDA ISA conference would not be complete without the magic that occurs when sharing experiences with colleagues around the world. Sponsor a social event that connects your company with the community.

### Happy hour

USD 5050

### Opening Night Party

To be agreed with the organization

### Closing party

To be agreed with the organization



## Do something creative

You can organize something for everyone to remember. We are reserving 4 ample places for this. It's not just to simply put up a banner, the idea is to surprise everyone with something creative and engaging. You can reserve this space for one day or booth days of the main talks.

**Creative Space (per day)**  
USD 9000

## Connect with the community

You can run a free workshop, presentation, or host another related activity. It is a great way to show your knowledge, your company, demo a product or talk about your company's services.

**Half Day Workshop (\*)**  
USD 1000

**Sponsor coffee break for speakers**  
USD 2000

(\*) Workshop proposal is subject to approval from the academic committee.

## ◆ ISA15 SPONSOR PACKAGES

We have 4 packages that with our sponsor's best interest in mind. Of course you are free to adapt it to your needs or customize it with some options we have to make your participation memorable.

All packages include:

- 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

**Bronze**

**Silver**

**Gold**

**Platinum**



## BRONZE

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- 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

### Plus:

2 tickets to Interaction South America

**USD 3599**

## SILVER

- 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

## Plus:

5 tickets to Interaction South America

A small booth in the hall of ISA15

Exclusive exhibition banner in all venues of ISA15

**USD 6999**



## GOLD

- 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

## Plus:

8 tickets to Interaction South America

A small booth in the hall of ISA15

Exclusive banner in all venues of ISA15

An outdoor social area (you can upgrade to include a bar)

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

**USD 9499**

## PLATINUM

- Presence of your brand in all event promotional material.
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- 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

10 tickets to Interaction South America

A large booth in the hall of ISA15

Exclusive banner in all venues of ISA15

An outdoor social area (you can upgrade to include a bar)

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

The name of the main auditorium is yours to choose

Take this package, have someone from your company give a talk. The topic should fit the theme of the event and needs pre approval of the organizing team.

**USD 14999**





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CORDOBA ♦ ARGENTINA

**iGRACIAS!**

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