# ACM CREATIVITY AND COGNITION 2009

**27-30 Oct 2009**
**Berkeley Art Museum & UC Berkeley**

## :: OPPORTUNITIES ::

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**www.creativityandcognition09.org**

Creativity is the key to capitalising on opportunities in a climate of limited resources and growing instability. Creative organisations succeed through innovation, differentiation, and tapping into the public's growing appetite for creative, engaging experiences which promote wellbeing and a higher quality of life. Indeed, the creative industries themselves account for an exponentially growing segment of GDP, with many regions seeing over 10% of their GDP accounted for by the creative sector.

The ACM Creativity and Cognition conference series is the world's leading forum for practitioners, academics, and artists to develop new understandings of creativity and its exploitation. This year's theme of Everyday Creativity addresses the increasing desire for creativity throughout our daily lives from social networking and online gaming to radical business solutions. Associating your name with the conference raises your visibility in a field that is critical to success in our modern environment. It gives you access to a multidisciplinary community with over 200 participants attending the last conference (25% practitioners, 75% academics and artists; 60% North America, 25% EU, 15% rest of the world) with unrivalled opportunities for networking, identifying new collaboration opportunities, finding new talent, promoting new ideas and products, learning about new methods and techniques that will provide much needed competitive edge, and being in a position to apply for relevant funding and investment.

## WHAT ARE THE OPPORTUNITIES?

**Sponsor**: support the whole conference and make a big impact.

**Exhibitor**: market your products and services to the community.

**Supporter**: show your commitment to excellence in research, education, and practice in the field.

And if you'd like to do something different, please get in touch. We're happy to discuss other ideas.

## WHERE WILL IT HAPPEN?

University of California, Berkeley is world leading in technology innovation and commercialisation. The conference takes place at the UC Berkeley Art Museum and Pacific Film Archive which is the visual arts centre of the UC Berkeley, and one of the largest university art museums in the United States. This combination of cutting edge innovation, art, and commerce will create a stimulating confluence of ideas, methods, and practical opportunities at the conference. Indeed, the museum is steeped in a history of radical interdisciplinary creativity and provides the ideal environment for researchers, practitioners and artists to come together to examine and reflect on the role of technology in Everyday Creativity.

## WHO ARE THE KEY SPEAKERS?

### Mihály Csíkszentmihályi
Prof. of Psychology & Management Claremont Graduate University, USA Director of the Quality of Life Research Center, a non-profit research institute that studies "positive psychology" and "flow" experiences.

### JoAnn Kuchera-Morin
Director, Allosphere Research Laboratory Nanosystems Institute, USA Composer, Professor of Media Arts and Technology and Music, and a leading researcher in multi-modal media systems.

### Jane Prophet
Prof. of Interdisciplinary Computing Goldsmiths University of London, UK Renowned British visual artist who uses traditional and new media and materials to produce surprising and beautiful objects.

## ABOUT US

All our submissions are peer-reviewed by leading academics and practitioners according to strict criteria and are highly cited in scholarly research. The conference is sponsored by the Association for Computing Machinery (ACM) – the first society in Computing with over 80,000 members. And, we have co-operations from special interest groups on Multimedia, Software, and Art.

## SPONSORSHIP PACKAGES

### GOLD SPONSOR
$10,000
Name & logo associated with the conference
Name & logo displayed on the CC09 web site
Name and logo displayed on conference literature, including final programme and conference proceedings
Name and logo displayed via data projectors during the conference
Opportunity to make an introductory presentation for a chosen session
Three full complimentary registrations
Conference name and logo may be used by the sponsor in approved publicity campaigns
Opportunity to include promotional leaflet in every delegate bag
6 square metres of complimentary exhibition space in a prime location

### SILVER SPONSOR
$5,000
Name & logo associated with the conference
Name & logo displayed on the CC09 web site
Name and logo displayed on conference literature, including final programme and conference proceedings
Opportunity to make an introductory presentation for a chosen session
Two complimentary registrations
Conference name and logo may be used by the sponsor in approved publicity campaigns

### BRONZE SPONSOR
$2,000
Name & logo associated with the conference
Name & logo displayed on the CC09 web site
Name and logo displayed on conference literature, including final programme and conference proceedings
One complimentary registration
Conference name and logo may be used by the sponsor in approved publicity campaigns

## EXHIBITION OPPORTUNITIES

Put your product or service into our exhibition, and you'll get the attention of the top decision-makers. It will be held on UC Berkeley Campus in the evening of Weds 28th October 2009 with a reception making it the networking and social centre of the conference.

### GOLD EXHIBITOR
$2,000
Large skirted table or 4m X 3m space, both with power point and seating
2 Passes to attend conference sessions
Company name, logo and short entry in conference exhibition programme
Company logo with link to your web site on the official exhibition website
Insert in conference bag

### SILVER EXHIBITOR
$1,200
Skirted table or 3m X 2m space, both with power point and seating
1 Pass to attend conference sessions
Company name, logo and short entry in conference exhibition programme
Company logo with link to your web site on the official exhibition website

### BRONZE EXHIBITOR
$800
Small skirted table or 2m X 2m space, both with power point and seating
1 Pass to attend conference sessions
Company name, logo and short entry in conference exhibition programme
Company logo with link to your web site on the official exhibition website

# SUPPORTER OPPORTUNITIES

## GALA SUPPORTER
$1000
Support the gala event on Thursday 29th Oct at the Berkeley Art Museum - a heady mix of food, live performance, drinks, art, and serious networking. Become the sole supporter and make a memorable impact.

## BREAK SUPPORTER
$500
Delegates will learn that their chance to relax, refresh and network is provided by you. Your logo will be prominently displayed as coffee, tea and juice are served, and you'll be acknowledged in the conference programme.

## GRADUATE SYMPOSIUM SUPPORT
$300
On the first day of the conference we hold a 'Graduate Symposium' where PhD and MFA students discuss their research with peers and professors. You can sponsor one of the brightest young stars to attend the symposium. You will be invited to attend the Symposium dinner to meet the symposium attendees, and your support will be acknowledged in the conference programme.

We would be more than happy to discuss any other ideas you have. Just drop us a line and we'll work out what is best for you.

# WHO ARE WE?

## ORGANISING COMMITTEE
General Chair: Nick Bryan-Kinns, UK
Program Chair: Mark Gross, USA
Program co-Chair: Ron Wakkary, Canada
Program co-Chair: Hilary Johnson, UK
Program co-Chair: Jack OX, USA
Demos & Posters Chair: Yukari Nagai, Japan
Tutorials Chair: Yusuf Pisan, Australia
Workshops: Ryohei Nakatsu, Singapore
Grad Symposium: John C Thomas, USA
Grad Symposium: Celine Latulipe, USA
Art Exhibition Chair: Jennifer Sheridan, UK
Art Exhibition Executive Committee: Sara Diamond, Canada
Treasurer: Ellen Do, USA
Sponsorship: Doug Riecken, USA
Publicity: David A Shamma, USA
Local inspiration: Richard Rinehart, USA
Local Committee Chair: Daniela Rosner, USA
Steering Committee:
  Ernest Edmonds, Australia
  Linda Candy, Australia
  Tom Hewett, USA
  Janis Jefferies, UK
  Ben Shneiderman, USA
  Gerhard Fischer, USA

## PROGRAM COMMITTEE
Edith Ackermann, MIT
Piotr Adamczyk, University of Illinois, Champagne-Urbana
Goel Ashok, Georgia Institute of Technology
Steve Benford, University of Nottingham
Olav Bertelsen, University of Aarhus
Dorritt Billman,
Alan Blackwell, Cambridge University
Nathalie Bonnardel, Université de Provence - Aix-en-Provence
Will Bridewell, Stanford University
Amy Bruckman, Georgia Institute of Technology, Atlanta, USA
Winslow Burleson, Arizona State University
Jack Caroll, Pennsylvania State University
Lin-Lin Chen, National Taiwan University of Science and Technology
Roger Dannenberg, CMU
Margaret Dolinsky, INdiana University
Steven Dow, Stanford University
Claudia Eckert, The Open University
Umer Farooq, Microsoft Corporation
Sidney Fels, University of British Columbia
Jason Freeman, Georgia Institute of Technology
John Gero, George Mason University
Pablo Gervas, Universidad Complutense de Madrid
Elisa Giaccardi, University of Colorado, Boulder
Ken Goldberg, University of California, Berkeley
Gabi Goldschmidt, Technion
Keith Green, Clemson
Daryl Hepting, University of Regina
Suguru Ishizaki, Carnegie Mellon University
Alejandro James, Telefonica Research, Madrid
Pamela Jennings, Banff New Media Institute
Lorraine Justice, Hong Kong Polytechnic University
Yehuda Kalay, University of California

Karrie Karahalios, University of Illinois, Champagne-Urbana
Andruid Kerne, Texas A&M University
Jon Kolko, frog design
Brian Magerko, Georgia Institute of Technology
Eduardo Miranda, University of Plymouth
Kazuyuki Miwa, University of Nagoya
Dan Morris, Microsoft Research
Hoda Moustapha, Carnegie Mellon University
Piero Mussio, Università degli Studi di Milano
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Valentina Nisi, University of Madeira
Gary Olson, University of California, Irvine
Susannah Paletz, University of Pittsburgh
Paul Pangaro, Pangaro, Inc.
Deana Pennington, University of New Mexico
Dana Plautz,
Mark Plumbley, Queen Mary University of London
Mette Ramsgard Thomsen, Royal Danish Academy of Fine Arts
Casey Reas, UCLA
Liz Sanders, MakeTools LLC
Mark Sandler, Queen Mary University London
Susan Schwartzenberg, Exploratorium, San Francisco, USA
Eric Schweikardt, Cornell University
Jimmy Secretan, University of Central Florida
Edward A. Shanken, University of Amsterdam
Carol Strohecker, University of North Carolina
Laurel Swan, Royal College of Art
Sheila Vyas, frog design
Andrew Warr, Microsoft Corporation
Geraint Wiggins, Goldsmiths College, University of London
Terry Winograd, Stanford University
Rob Woodbury, SFIA
Jin Yan, University of Southern California