



# interaction17

NEW YORK CITY • 6-8 FEBRUARY 2017

## INTERACTION 17:

# How the environment shapes interaction and how our interactions shape the environment

## AS DESIGNERS HOW SHOULD WE RESPOND?

Our investigation will range from simple visual affordances, to newly physical interfaces; from the culture of the organizations where we design, to the social, political and economic forces that shape those organizations, and therefore our work. We will ask how we, as designers, can work responsibly in this context, and perhaps more powerfully: how can we design spaces, perspectives, and processes that allow design itself to flourish?

## Why New York?

There's no better setting for thought and action on this theme than New York City, a place that functions as both operating system and laboratory for design. The metropolis itself will illustrate our theme through our chosen venues, field trips, sessions, and social activities. We'll provide privileged access to, and back story on, how environment affects design approaches in the city's core institutions—cultural centers like MoMA, Cooper Hewitt, and even the Bronx Zoo. We'll even go spelunking into the accidental interactive spaces that have emerged organically, occasionally chaotically, throughout the city's long history of diversity, experimental culture, and entrepreneurialism.

We'll provoke lively sessions and pointed questions about how we actively design our design practice in its context. How do new social and physical interactions affect our work and us? How do digital interfaces contribute to the physical and social environment they exist in, and vice versa? At Interaction17 in New York, we will

work together to map this emerging terrain and identify the tools, processes, and frameworks we can all employ to take us forward.

## Why partner with IxDA

IxDA has a tradition of crafting impressive conferences—a tradition made possible thanks to our partners. In return, we want our partners' experiences to be equally memorable. Interaction17 is a great way to reach the interaction design community.

We expect 1000 people to join us in New York. Our attendees are spread across levels of experience. They include interaction designers, user experience consultants, product managers, academic staff, but also authors of best-selling books on user experience and VPs of Fortune 1000 companies. About 40% of attendees will come from the NYC area, 30% from the rest of North America, 20% from Europe, and 10% from the rest of the world. About half of attendees work inside client corporations and the other half inside consultancies and agencies.

ORGANIZED BY



EDUCATION PARTNER



# Partnership opportunities

We're seeking mutually beneficial partnerships with organizations who want to help make Interaction Week the best experience for everyone who attends. Here is a preliminary view of the opportunities to partner with IxDA.

## SOCIAL

### Closing Night \$100,000

Receive top billing at the conference, including one 20x20 activity area, 6 conference tickets, 4 exhibitor passes, exclusive billing of the closing evening, and the opportunity to make remarks on the night.

### Welcome Party \$40,000 - SOLD

As the sponsor of the Welcome Party, you'll receive key billing at the conference, including one 10x10 exhibition space, 4 conference tickets, 2 exhibitor passes, the opportunity to present remarks at the party, and exclusive branding of the opening party.

### Happy Hour \$17,500

At the end of each day of presentations, provide the space for everyone to mingle and reconnect. You receive exclusive branding of your happy hour, medium size logo visibility on digital and printed conference materials, 3 conference tickets, and 2 exhibitor passes.

## CONTENT

### Student Design Challenge \$25,000 - SOLD

In its eighth year, this experience is building a 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. You receive primary branding for the program, a 10x10 activity space at the conference, large size logo visibility on digital and printed materials, 2 conference tickets and 2 exhibitor passes.

### Education Summit \$25,000 - SOLD

The Education Summit, a full day event taking place prior to the conference, is in its fifth year as a gathering point for all those interested in how we educate ourselves as interaction design practitioners and researchers. You receive primary branding for the program, a 10x10 activity space at the conference, large size logo visibility on digital and printed materials, 2 conference tickets, and 2 exhibitor passes.

## PHYSICAL SPACE

### 20 x 20 activity space \$15,000

Turn your space into an immersive experience – a living room to hangout, recharge devices, and play; an interactive demo space for the latest technology; a chance to meet and talk to key people. You'll also receive medium size logo visibility on digital and printed materials, 3 conference tickets, and 2 exhibitor passes.

### 10x10 spaces \$7,500

Ideal for connecting with attendees, especially if you are a recruiter who wants to have a fixed point for people to come by, spend time, and learn about what it's like to work at your company. You'll also receive medium size logo visibility on digital and printed materials, 2 conference tickets, and 1 exhibitor pass.

### Recruiter \$11,000

Designed for those who want to be seen, plus have a spot at the Coroflot Connects evening event. You receive a 10x10 activity space, 2 conference tickets and 1 exhibitor pass, plus a table at Coroflot Connects.

### Workshops \$15,000 (4 hrs) / \$7500 (2 hrs) - SOLD

We know there is great work going on and great stories to share. We want to co-create conference content that is clearly sponsored and allows for you to engage with attendees in a way that aligns with the conference.

Our pre-conference day is a great time to teach us what only your team knows. This year we have two workshop formats - 2 hours and 4 hours. These can occur onsite or at your studio or company if the project makes sense.

### Interaction Awards \$50,000 - SOLD

In its sixth 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. You receive primary branding for the program, a 10x10 activity space at the conference, large size logo visibility on digital and printed materials, 3 conference tickets, and 2 exhibitor passes.

## INFRASTRUCTURE

### Video \$40,000

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 conference. Interaction 17 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 annually. You receive primary branding on the video content, a 10x10 activity space at the conference, large size logo visibility on digital and printed materials. 4 conference tickets, and 2 exhibitor passes.

### Wi-Fi \$30,000 - SOLD

We are always connected. Help us stay that way during our time together in New York, from opening night through the closing party. You receive primary branding on the wi-fi, a 10x10 activity space at the conference, large size logo visibility on digital and printed materials, 3 conference tickets, and 2 exhibitor passes.

### Transportation \$30,000

Help us make sure everyone get from A to B smoothly, every day of the event. You receive primary branding for transportation, a 10x10 activity space at the conference, large size logo visibility on digital and printed materials, 3 conference tickets, and 2 exhibitor passes.

## SUPPORTER

### Supporter \$2,500

We know that some of our closest supporters have been with us for the longest and we want to continue this tradition. As a supporter, you receive logo recognition and a discounted conference ticket.

## Contact

Interaction17 packages are moving quickly. Opportunities include social events, workshops, evening programs and exhibit spaces. Please contact [sponsorship@ixda.org](mailto:sponsorship@ixda.org) for information.

## INTERACTION WEEK

Interaction17 is part of Interaction Week, a celebration of global interaction design excellence across education and practice.



[edusummit.ixda.org](http://edusummit.ixda.org)



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