

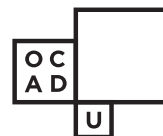
IxDA | 10 YEAR ANNIVERSARY

SOCIAL IMPACT SOCIAL INNOVATION

Celebrate 10 years of interaction design and embark on a journey toward defining our role as guides through social interactions, digital and beyond. Inspire and be inspired at IxD13 and make an impact on the social fabric of your community, organization, and society.

The INTERACTION DESIGN ASSOCIATION along with Academic Partner OCAD University proudly presents Interaction 13 Conference.

JANUARY 27 - 31, 2013 IN TORONTO.



THE INTERACTION CONFERENCE

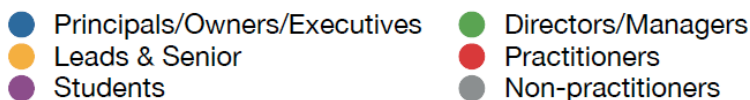
In 2008 IxDA organized our first conference in Savannah, GA. Planned for 250 participants, the conference was attended by 450 delegates, leaving another 200 people on a waiting list. Interaction 12 was IxDA's first conference outside of North America. Almost 800 individuals from 33 countries, including 675 attendees from overseas, traveled to Dublin, Ireland for this event.

CONFERENCE	LOCATION	DELEGATES
Interaction 12	Dublin, Ireland	793
Interaction 11	Boulder, CO	625
Interaction 10	Savannah, GA	525
Interaction 9	Vancouver, Canada	400
Interaction 8	Savannah, GA	450

ATTENDEE PROFILES



We have a great spread of representation of fresh talent all the way to the executive. Traditionally nearly half of our attendees are from agencies, consultants or are independents who service corporations. The next third work internally at corporations or at startups. The remainder are in education, including both educators and students.



ACADEMIC PARTNER

OCAD UNIVERSITY

We would like to recognize OCAD University as our Academic Partner for IxD13. OCAD University is located in the heart of Toronto, Canada's largest center for design, culture and business, and offers its students a unique environment that combines studio-based learning with critical inquiry. As Canada's "university of the imagination," OCAD University will lead in art and design education and research, contributing significantly to the fields of art and design, as well as local and global cultural initiatives.

DFI

The Digital Futures Initiative is a breakthrough partnership opening the door to greater innovation, collaboration and research at OCAD University and beyond, unleashing a wave of talent whose imaginings will revolutionize how Canada works, builds, designs, thinks and lives. The Graduate Program in Digital Futures is a unique, practice-based program for future innovators, leaders and creators of digital media and new technologies.

SPONSORSHIP OPPORTUNITIES

DIAMOND | \$40,000 1

Our primary sponsorship package, this sponsor directly reaches our audience through a tremendous party, a featured lightning session talk, & booth in the immediate vicinity of the conference.

- 1 speaker workshop or talk in the programming.
- Product Demo Session.
- Includes “sponsored by” logo on the syndicated conference videos distributed and archived post-conference.
- Main theatre naming.
- 10' × 10' booth in the main Theater lobby.
- Top logo on any conference materials, interim slide loop, and website.
- Five (5) complimentary conference registrations.

GOLD | \$25,000 4

There are four gold sponsorships available – each reaching the IxDA audience in meaningful and direct manner through sponsored events and exhibits.

- 1 speaker session in the programming.
- 10' × 5' booth in proximity to the main Theater.
- Hosts either the Monday evening happy hour or breakfast.
- Logo included on any conference materials, interim slide loop, and website.
- Four (4) complimentary conference registrations.

STUDENT COMPETITION | \$12,000 1

Our student competition sponsorship is a way to support the student design community and engage them in a design challenge of your choice. You define the context of the design challenge, asking the students to “look into the future” and imagine how an aspect of our everyday life or current interactions will be, all while promoting your brand.

- 5' × 5' booth.
- Position on the committee.
- Press mention.
- Logo included on the website.
- Two (2) complimentary conference registrations.

EDUCATIONAL INSTITUTIONS For any educational institution that registers 5 or more attendees, they will be able to put up a poster with a pocket for take away materials.

CLOSING NIGHT | \$35,000 1

Our closing night party sponsor package directly reaches our audience through a tremendous party that allows your brand to be the “star” of the night and bidding our audience farewell with a special sendoff.

- Hosts the Wednesday evening closing party.
- Includes “sponsored by” logo on the syndicated conference videos distributed and archived post-conference.
- Logo included on the website.
- Speaker time to kick off the event to promote the brand.
- Five (5) complimentary conference registrations.

SILVER | \$19,000 4

Our silver sponsorships are ways to bring your brand presence to the conference through sponsored events and exhibits.

- 5' × 5' booth in proximity to the main Theater.
- Hosts either Tuesday or Wednesday breakfast or happy hour.
- Logo included on conference badge, slide loop, & website.
- Three (3) complimentary conference registrations.

RECRUITER | \$5,000 8

Our recruiter sponsorships are ways to recruit top-tier talent at the IxDA conference.

- 5' × 5' booth.
- Logo included on the website.
- Two (2) complimentary conference registrations.

PATRON | \$1,500 unlimited

The patron sponsorship is an easy way to support the IxDA at this premier event.

- Logo included on the website.
- One (1) complimentary conference registration.

INTERACTIVE STANDS There may be opportunities for interactive stands (vertical kiosks &/or interactive tablets). Pricing and full details are TBD.

Please contact us if you are interested in showing support but don't see a package fit. We love getting creative to help people support & contribute to IxDA & connect with our community.

Interaction 13

T O R O N T O 1 / 2 7 - 1 / 3 1
INTERACTION DESIGN ASSOCIATION

TORONTO

Toronto is one of the most cosmopolitan cities in the world; a place where international ideas intersect with Canadian culture. Toronto is a center of rare openness, warmth, energy and style. A city of contrasts, Toronto's skyline includes the CN Tower, one of the Modern Wonders of the World and glass skyscrapers juxtaposed with historic limestone facades. "Starchitectural" enhancements to prominent arts attractions contribute to the atmosphere of a city in the midst of a "cultural renaissance".



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