

# HCI 2006

# ENGAGE

Queen Mary, University of London

11-15 September 2006

## 20th BCS HCI Group conference in co-operation with ACM & UPA

**HCI 2006: ENGAGE** is the premier annual conference on human-computer interaction in Europe, attracting hundreds of delegates from over 20 countries. This is the only UK opportunity to reach the top decision-makers in the field. It's where you have to be if you're a leader in usability, user experience, interaction design, the web, wearable computers, mobile computing ... anything where people interact with computers.

This is the conference where:

- Academics present cutting-edge research – and find out what needs to be researched
- Practitioners keep up to date – and set challenges for researchers
- Students hone their skills – and look for jobs.



### And why should my organisation support you?

Three reasons why:

- You recruit people. They'll be here.
- You use academic research in your work. This is where you find out about it.
- Your product sells to usability people. They make decisions here.

### Where will it be?

This year, we're at Queen Mary, University of London. It's in the East End, just 10 minutes by tube from the City of London. There are some more details on the next page.



### OK, what are the opportunities?

You could be a sponsor: support the whole conference, make a big impact.

You could be an exhibitor: your chance to market to our attendees.

Or, be a supporter: show your commitment to excellence in research, education, and practice in the field.

We've listed all the levels below. And if you'd like to do something different – please get in touch. We're happy to discuss other options.



### Right, I'm in. What do I do next?

Please contact us:

Conference Chair: Nick Bryan-Kinns [nickbk@dcs.qmul.ac.uk](mailto:nickbk@dcs.qmul.ac.uk) 07903 945 194  
Sponsor liaison: Caroline Jarrett [cj@effortmark.co.uk](mailto:cj@effortmark.co.uk) 01525 370 379

## OUR ACADEMIC CREDENTIALS

All our submissions are peer-reviewed by leading academics and practitioners according to strict criteria. Our publications have an enviable record of being cited in scholarly research. And it means that practitioners respect and use what they learn.

This is our 20th year of being supported by the British HCI Group, a Specialist Group of the British Computer Society.

The conference is run in co-operation with Association for Computing Machinery (ACM) – the first society in Computing with over 80,000 members.

And this year, we're supported by the UK chapter of the Usability Professionals' Association (UPA) - the UPA's fastest-growing chapter.



### Now give me the numbers of who will come

We're expecting around 250 delegates. They're likely to be:

- 60% from UK
- 25% from EU
- 15% rest of the world

We'll be marketing this conference world-wide, and this year we're working particularly hard to make sure practitioners hear about it because our programme is especially attractive for them.

Last year, we had:

- 60% academics
- 20% practitioners
- 20% students

But this year, we're expecting double the number of practitioners: we're in London, where most practitioners are based, and we have a great programme.



### So what's in the programme this year?

#### ● **Enthralling experiences: what draws people in?**

**Example:** a brilliant paper on how blind people can work with graphs – and therefore engage more easily in technology and science.

#### ● **Interactions in the wild: how does technology breach boundaries?**

**Example:** how about an investigation of how passenger information at bus stops interacts with the traveller's sense of 'place' and 'space'?

#### ● **Connecting with others: what happens around and through technology?**

**Example:** a fascinating piece of research on how wearable computing could improve the effectiveness of Crime Scene Investigation.

#### ● **Mind, body, and spirit: how does diversity impact?**

**Example:** we're proud that the First International Conference on Digital Live Art will be co-located with our conference.

#### ● **Interactions for me: what improves my experience?**

**Examples:** A better way of selecting when using a stylus, for example on a PDA. An investigation of whether multimedia animations and comparison charts really do encourage shoppers to buy more on web sites.

#### ● **At the periphery: how can ambience engage?**

**Example:** an investigation of how ambient computing could improve way-finding.

## SPONSORSHIP – MAKE A BIG IMPACT

We offer three levels of sponsorship. You'll be seen as a major investor in the field.



GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
£10,000+VAT	£5,000+VAT	£2,000+VAT
Name & logo associated with the conference	Name & logo associated with the conference	Name & logo associated with the conference
Name & logo displayed on the HCI 2006 web site (as a click-through if desired)	Name & logo displayed on the HCI 2006 web site (as a click-through if desired)	Name & logo displayed on the HCI 2006 web site (as a click-through if desired)
Name and logo displayed on conference literature, including final programme and volume 2 of the conference proceedings	Name and logo displayed on conference literature, including final programme and volume 2 of the conference proceedings	Name and logo displayed on conference literature, including final programme and volume 2 of the conference proceedings
Three full complimentary registrations	Two full complimentary registrations	One full complimentary registration
Conference name and logo may be used by the sponsor in approved publicity campaigns	Conference name may be used by the sponsor in approved publicity campaigns	Conference name may be used by the sponsor in approved publicity campaigns
Name and logo displayed via data projectors during the conference		
Opportunity to include promotional leaflet in every delegate bag		
6 square metres of complimentary exhibition space	Priority in choice of site and space in exhibition hall (after Gold sponsor)	Priority in choice of site and space in exhibition hall (after Gold sponsor)

Please contact us:

**Conference Chair: Nick Bryan-Kinns** [nickbk@dcs.qmul.ac.uk](mailto:nickbk@dcs.qmul.ac.uk) 07903 945 194  
**Sponsor liaison: Caroline Jarrett** [cj@effortmark.co.uk](mailto:cj@effortmark.co.uk) 01525 370 379

## 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 in the Octagon, a wonderful, recently-restored Victorian building. This is also the place where coffee breaks happen – so it's the networking and social centre of the conference.

The exhibition starts with load-in on the morning of Wednesday 13th September 2006, and closes on the morning of Friday 15th September 2006.



GOLD EXHIBITOR	SILVER EXHIBITOR
£900+VAT	£600+VAT
Skirted table or 3m X 2m space, both with power point and seating	Skirted table or 3m X 2m space, both with power point and seating
2 Passes to attend conference sessions	1 Pass to attend conference sessions
Company name, logo and short entry in conference exhibition programme	Company name, logo and short entry in conference exhibition programme
Company logo with link to your web site on the official event exhibition website	
Insert in conference bag	
2 Invitations to the Conference Dinner on September 14th	

## SUPPORTER OPPORTUNITIES

Want to demonstrate your organisation's commitment to the best in HCI, but at a lower level?

### Break supporter: £600 + VAT

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.

### Doctoral consortium supporter: £300 + VAT

On the Tuesday of the conference, we hold the 'doctoral consortium'. PhD candidates spend the whole day discussing their research with their peers, moderated by Professor Angela Sasse and Assistant Professor Panos Markopoulos.

The candidates attend for free – and treasure the experience. Last year's moderator, Professor Ann Blandford, said "It's invaluable for them. They go back to their work invigorated, excited, and challenged to succeed".

Your contribution allows a candidate to attend. And you're invited to send one person to the doctoral consortium dinner: your chance to meet the brightest, newest people in the field.

### Wireless internet supporter: £150 + VAT

This year, we're offering wireless internet to delegates – if you help us to do it. This is a small but really important contribution to their experience, and they'll be delighted that you did it.

Please contact us:

Conference Chair: Nick Bryan-Kinns [nickbk@dcs.qmul.ac.uk](mailto:nickbk@dcs.qmul.ac.uk) 07903 945 194

Sponsor liaison: Caroline Jarrett [cj@effortmark.co.uk](mailto:cj@effortmark.co.uk) 01525 370 379

