



interaction14

5 – 8 February, Amsterdam

Sponsorship opportunities

Let Amsterdam inspire you

Amsterdam has inspired artists and designers for ages. From the Golden Age to the present day, design has played an important role in the city's prosperity.

Next February, it will also inspire interaction designers from around the world. IxDA, the renowned Interaction Design Association with 50,000+ members globally, has selected Amsterdam to host Interaction14. Our main venue is the Westergasfabriek, a beautifully designed industrial terrain. From February 5 – 8, there will be four days of presentations, workshops and social events.

Who exactly will you reach?

IxDA has a tradition of crafting impressive conferences. A tradition only made possible thanks to sponsors and exhibitors. In return, we want our sponsor experiences to be equally memorable.

Interaction14 is a good way to reach the interaction design community. Our attendees are spread equally 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 1,000 companies.

Based on our previous conferences, we estimate that 800 people will join us in Amsterdam. About 50% of the attendees will be from North America, 45% from Europe and 5% from the rest of the world. There is an even split between those who work inside client corporations and those who work for consultancies and agencies.

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Sponsorship opportunities to engage

There are several Interaction14 sponsorship options. Tell us your sponsorship goals and needs and we can create a tailored sponsorship proposal. You can:

- Have a booth
- Do something creative
- Share with the community
- Rent a meeting room or lounge
- Improve the social scene
- Support education
- Place your logo on infrastructure
- Ready-made packages

We also have special recruitment packages. Review the options of the following pages.

Have a booth

For three days, you can have an exhibition booth. Have personal conversations during breaks, meals and during conference sessions. An excellent way to directly engage attendees.

Standard exhibition 3m x 3m booth	€5,000	max 10
Large exhibition 5m x 3m booth	€10,000	max 4
Small exhibition 1 high top kiosk	€2,000	max 10
Recruiter evening High top table with two stools in a grand cafe setting. Co-organized by Coroflot. A big success for the last three IxDA conferences.	€2,250	max 20



Do something creative

Plan an activity people will remember. We are setting aside four large spaces. Surprise us with your creativity. Don't just show up, do something. You can reserve this space on a per day basis or for all three exhibition days.

Activity area 5m x 3m. Facilities depending on custom needs.	from €4,000	4 / day
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Share with the community

Give a workshop, meal time presentation or sponsor an afternoon activity. A good way to showcase your knowledge and expertise.

Half day workshop Be perceived as an interaction design thought leader. Teach something in a way that only your team can.	€7,500	max 4
20 minute meal time presentations During one of the breaks - present your organization, products or services to an estimated audience of 250 people.	€10,000	max 6
Side event Sponsor an event to show attendees something different in Amsterdam or related to interaction design.	from €5.000	max 8

Rent a meeting room or lounge

Depending on availability, you can rent space during the conference and otherwise add to the Interaction14 experience.

Meeting room Reserve a meeting room for interviews or business meetings.	€500 / 4 hours	
Lounge space Create a lounge space for people to relax while getting a feed of the main conference stage. A/V included. With rounds and chairs and cold drinks. Full cafe bar can be provided. If it's a cash bar, no charge to sponsor. If not, catering costs are paid by the sponsor.	from €15,000	max 2



Improve the social scene

An IxDA Interaction conference wouldn't be complete without sharing experiences with colleagues from around the globe. Sponsor a social event and enhance your brand within the community.

Happy hour Provide afternoon snacks and drinks. This can include a short talk or promotional video.	€15,000	max 3
Welcome party Sponsor the opening night of the conference, where many attendees meet friends from previous years. The event will have an open bar and light canapés (not meant as a meal).	€30,000	1
Closing party After the IxDA Awards ceremony, we will close out the conference in style. Be the organization that gets the last word and make it grand.	€40,000	1
Night out Sponsor an evening out in the inspiring city of Amsterdam.	€8,000	max 2
Night out stop Sponsoring a spot on the Amsterdam Night Out Tour. As a Stop Sponsors, you agree to offer one drink ticket per visitor - up to 300 tickets.	Actual costs	max 10

Support education

We are continuing two initiatives that advance education: the Student Design Challenge and the Education Summit. Show your support for interaction design education and make the future of our discipline a reality.

Student Design Challenge Interaction14 will host the 5th Student Design Challenge. This event gets ample media coverage - especially for announcements of the challenge, jury placement and involvement in creating the theme.	€15,000	1
Student Design Challenge Prize Contributor Contribute a prize and have your organization mentioned before and during the conference. Tiered based on value of contribution.		
Interaction Design Education Summit The Education Summit enters its second year. It is for those who are interested in advancing our education as interaction design practitioners and researchers. Help us to bring speakers and pay for the day-long event.	€15,000	1

For more information, please contact sponsorship@ixda.org

Place your logo on infrastructure

Some things need to get done and they cost money. By sponsoring things like Wi-Fi, let people know you support our community.

Video Sponsor the video recording, production and distribution. These videos remain online for years. The sponsor can have their branding as the opening leader to every single presentation.	€25,000	1
Wi-Fi We are a connected group and need Wi-Fi everywhere. We need your help to do that. Sponsor logos will be prominently displayed at the official conference venue for three days.	€15,000	1
Giveaways Sponsor a giveaway item with your logo on it. You can discuss suitable giveaways with the experience design team.	Actual costs	max 10
Shuttles People will need to get around wintry Amsterdam. Get exposure every time people walk on and off our conference vehicles.	€10,000	2

Ready-made packages

We have two ready-made packages that meet the needs of the majority of sponsors. Of course, you are free to get creative with them as well.

Supporter Small logo on slides and web site, 1 ticket.	€1,500	many
Recruiter Small logo, small booth (3 days), 1 exhibitor pass, 2 regular tickets, 20% discount up to 3 regular tickets, 10% after that, one Coroflot event table.	€4,000	max 20

Increase your visibility



Logo and tickets

Of course, we will happily put your logo on conference outings and provide conference passes. The logo size and the number of passes depend on your financial contribution. If you wish, we offer the ability to upgrade your logo size and a discount on additional tickets.

€30,000 and more	Largest Logo (largest distribution and size)	5 regular tickets free 50% off next 5 regular tickets 25% off next batches of 5 regular tickets 10% off exhibitor passes (max 4)
€15,000 – 30,000	Large Logo	3 regular tickets free 33% off next 5 regular tickets 20% off next batches of 5 regular tickets 5% off exhibitor passes (max 4)
€5,000 – 15,000	Medium Logo Upgrade to Large for € 2,000	2 regular tickets free 20% off next 5 regular tickets* 10% off next batches of 5 regular tickets Max 4 exhibitor passes
€1,500 – 5,000	Small Logo Upgrade to Medium for € 1,000	1 regular ticket free 20% off next 5 regular tickets* 10% off next batches of 5 regular tickets

Please contact sponsorship@ixda.org for more information.

* Educational sponsors get 20% off all regular tickets purchased by the institution for staff, faculty and students.

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