



## 6<sup>th</sup> ACM SIGIR Conference on Human Information Interaction and Retrieval (CHIIR 2021)

### Sponsorship Brief

The ACM SIGIR Conference on Human Information Interaction and Retrieval (CHIIR) <http://sigir.org/chiir2021/> is the premier international forum on human computer interaction in information retrieval. Due to the continued uncertainty with travel caused by the COVID-19 virus, the 2021 CHIIR conference will be held online March 15<sup>th</sup>-19<sup>th</sup>, 2021.

The human information interaction research presented at CHIIR is foundational for next generation cognitive computing applications. As a top-tier ACM conference, CHIIR attracts the leading researchers and thought leaders from academia and industry.

The CHIIR community works at the intersection of search, information interaction design, machine learning, and artificial intelligence. Topics include information searching, dialogue frameworks, deep learning, user intention detection, deep semantic understanding, models of human interaction with information, models of types of information interactions, measurement of user engagement with systems, and neuro-physiological techniques to measure human information decision making and user experience.

CHIIR offers a unique opportunity to connect with scientists developing these next generation techniques, and learn about the state-of-the art and future research directions. In addition, CHIIR offers the chance to meet and recruit the top PhD students. It is an excellent venue to promote your organisation's brand to thought leaders with global influence. Sponsors will receive extensive exposure to this community during the conference promotion and during the conference.

We look forward to welcoming you to the virtual conference in 2021 and encourage you to consider the benefits of sponsoring CHIIR 2021.

## Benefits of Supporting CHIIR 2021

- Acknowledgement of your organisation's support leading up to and during the conference
- Networking opportunities during the conference to promote your products and services to specialists and graduate students
- A showcase for your brand in support of researchers in this increasingly important field
- An opportunity to establish contacts and strengthen relationships with the leading researchers and institutions from around the world
- Access to conference delegates for recruiting and promoting mind share of your organisation's brand
- A place and time for your researchers and management to connect face-to-face with the most influential people in this field in a setting especially conducive to learning and exploration of future opportunities

## Sponsorship Opportunities

There are five levels of sponsorship opportunities and the conference chairs are happy to discuss more specific sponsorship opportunities.

All conference sponsors receive the following standard benefits:

- Recognition as a supporter (with your logo) in the conference program
- Recognition as a supporter (with your logo) on the supporters' page of the official conference web site, including a hyperlink to your organisation's home page
- Acknowledgement as a supporter on the official audiovisual material used at the virtual conference (e.g., announcements in business sessions and logo in official virtual backgrounds)
- Use of the conference logo until the end of March 2021

Added Benefits of the different levels of sponsorship are outlined in the table below:

Level	Contribution	Free Conference Registrations	Dedicated Virtual Channel ("Booth")	Student Volunteer Program Sponsor
Platinum	US\$ 2.5K+	3	✓	✓
Gold	US\$ 1K+	2	✓	
Silver	US\$ 500	1		
Bronze	US\$ 100	-		

Diamond Level (US\$ 5K+): By negotiation.

Other opportunities to contribute to CHIIR 2021 may be possible, and we welcome your suggestions.

## Sponsorship Procedure

Please contact us for more information in regard to these sponsorship plans. We look forward to your generous support for CHIIR 2021.

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- Falk Scholer, Conference Chair, [falk.scholer@rmit.edu.au](mailto:falk.scholer@rmit.edu.au)
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