

2 – 7 FEBRUARY 2020
MICO–MILANO CONGRESSI
MILAN, ITALY

IxDA

INTERACTION 20 A New Dawn.

We're living in an era of ever-evolving contexts and boundaries. Interaction designers have begun to design almost anything for anywhere. The results have far-reaching impact, unexpected benefits, as well as consequences. We will explore the meaning and evolution of interaction design by understanding the brightest minds, not just in design, but also in mathematics, philosophy, psychology, and even industry.

Milan's unique characteristics are the brain child of Leonardo Da Vinci, the greatest "super genius" of his time, and perhaps all time. He designed and planned the city's layout and network of canals.

We take inspiration from his multi-disciplinary approach — in the world capital of (physical) product design — to explore interaction design through the eyes of other disciplines.

Milan, Italy / the global capital of design

Join us in Milan, recently crowned with the **2019 Design Award for Best City**, by Wallpaper* magazine, citing an "exciting renaissance." This ancient, sophisticated city is often described as the world capital for fashion, product design, and furniture design, but Northern Italy also played a key role in the advancement of interaction design. In 2003, **Arduino** was invented in nearby Ivrea, at the **Interaction Design Institute**, which later

merged with **Domus Academy**, our education partner for the 2020 conference.

As Italy's industrial and business center, Milan has many **world-class attractions**, from ancient ruins to cutting edge institutions. With the sartorially sophisticated locals, renowned restaurants, modernist architecture, and opulent museums and galleries, Milan is a surprisingly **cool city**.

/ Milan Cathedral



/ Piazza Gae Aulenti



/ Milan Navigli



Why partner with us?

IxDA is renowned for its impressive conferences — a tradition made possible thanks to our partners. Interaction20 is a key opportunity for our partners to reach the interaction design community and its professional stakeholders.

The narratives we hope to establish at the conference will resonate throughout the year, generating thousands of new connections and promoting the overall sophistication of design practice worldwide.

We expect **1500 people** to join us in Milan. Our attendees are spread across many design disciplines: interaction designers, user experience consultants, product managers, academics, but also, thought leaders on user experience and VPs of Fortune 100 companies and forward-thinking nonprofits.

In addition to helping us create an amazing conference, partnering with IxDA will set your footprint in a fresh and ambitious location where interaction design rubs shoulders with many other industries: industrial design, manufacturing, fashion, food...and the list goes on.

Contact

Interaction20 packages are moving quickly.

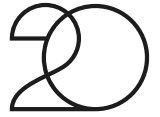
Opportunities include social events, workshops, evening programs and exhibit spaces.

Please contact **sponsorship@ixda.org** for information.

Presenting partner / USD 150,000 | EUR 133,000

As the Presenting Partner of Interaction20, receive exclusive branding of the Closing Party and top billing at the conference, including one 36 m² (20' × 20') activity space, 10 conference tickets, 6 exhibitor passes, and the opportunity to make welcome remarks from the main stage.





Physical space

Fully integrated in our main conference venue, your exhibition space will have proximity and access to catering space for breakfast, lunch, breaks, and end of day happy hours. Your booth will be your exclusive platform to: connect with attendees, demo your latest technology, and meet and talk to key people or potential recruits.

36 m² (20' × 20') **BOOTH SPACE**

USD 17,000 | EUR 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.

9 m² (10' × 10') **BOOTH SPACE**

USD 9,000 | EUR 8,000

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.

1.5 m² (5' × 3') **LOCAL SPONSOR**

EUR 4,500

Exclusive to companies with under 50 employees, headquartered in Italy.

Social

WELCOME PARTY

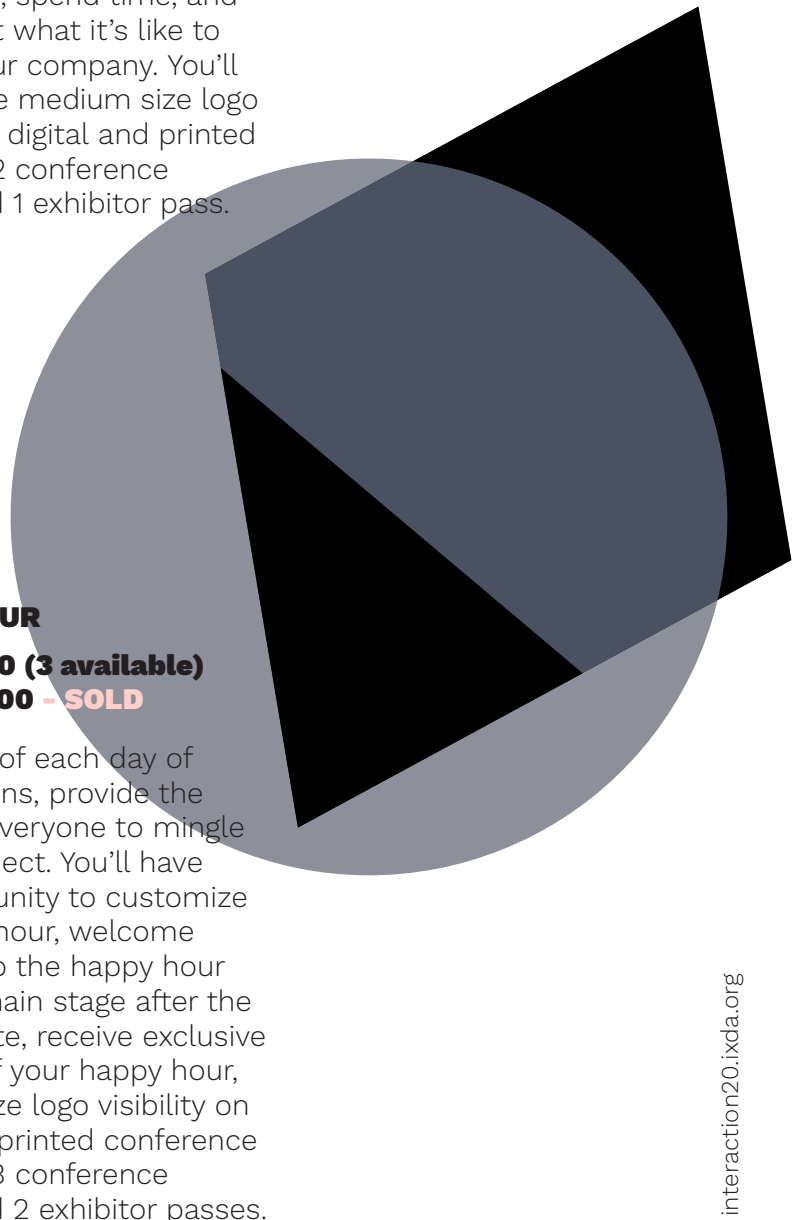
USD 50,000 | EUR 44,500

You'll receive exclusive branding of the opening party, the opportunity to customize the experience, present remarks at the event, large size logo visibility on the conference's digital and printed materials, one 9 m² (10' x 10') booth space, 6 conference tickets, and 3 exhibitor passes.

HAPPY HOUR

USD 25,000 (3 available)
| EUR 22,000 - SOLD

At the end of each day of presentations, provide the space for everyone to mingle and reconnect. You'll have the opportunity to customize the happy hour, welcome everyone to the happy hour from the main stage after the final keynote, receive exclusive branding of your happy hour, medium size logo visibility on digital and printed conference materials, 3 conference tickets, and 2 exhibitor passes.



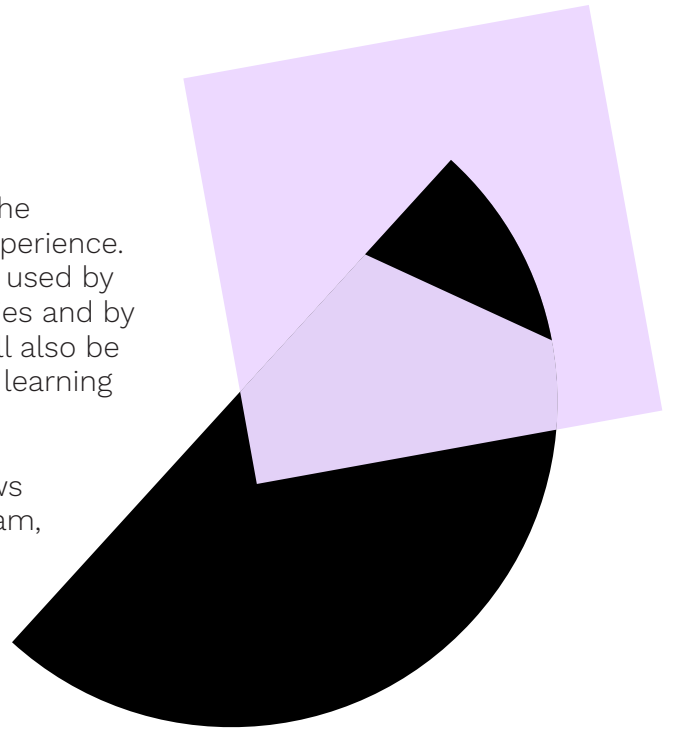
Infrastructure

LIVESTREAM & VIDEO

USD 50,000 | EUR 44,500

Livestreaming, recording, producing, and distributing the conference content is a hallmark of the Interaction experience. Following the conference, Interaction video content is used by IxDA Local Groups to organize 'Redux' days in their cities and by educators in their curriculum. Interaction 19 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 livestream, recorded video content, a 9 m² (10' x 10') booth space at the conference, large size logo visibility on digital and printed materials, 6 conference tickets, and 3 exhibitor passes.



TRANSPORTATION

USD 35,000 | EUR 31,000

Help us make sure everyone get from A to B smoothly, each day of the event. You receive primary branding for transportation, large size logo visibility on digital and printed materials, and 4 conference tickets.

WI-FI

USD 15,000 | EUR 13,500

We are always connected. Help us stay that way during our time together in Milan, from opening night through the closing party. You receive primary branding on the wi-fi, medium size logo visibility on digital and printed materials, and 3 conference tickets.

LANYARDS - SOLD

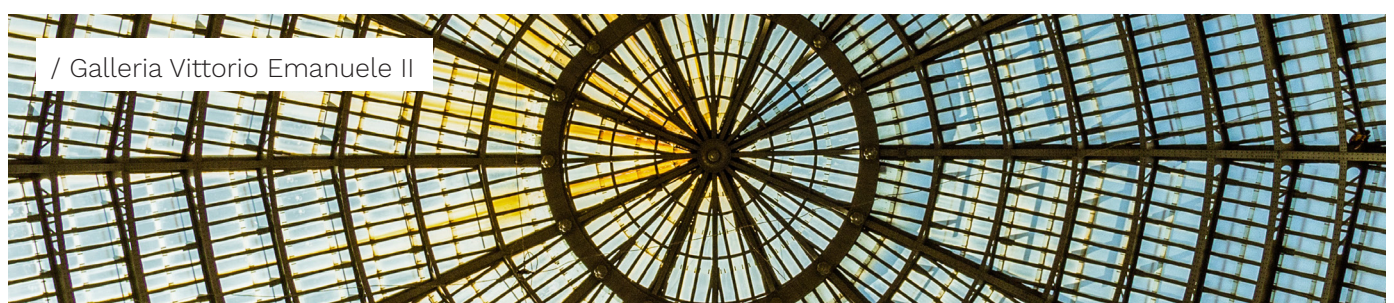
USD 15,000 | EUR 13,500

Show your support by sponsoring the official Interaction 19 lanyard! Each attendee will receive this item during registration and will wear it throughout the duration of the event. You receive exclusive branding on the conference lanyards, medium size logo visibility on digital and printed materials, and 3 conference tickets.

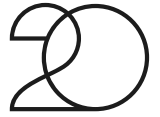
SUPPORTER

USD 2,700 | EUR 2,400

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.



/ Galleria Vittorio Emanuele II



Attendee experience

DIVERSITY & INCLUSION SCHOLARSHIPS

USD 25,000 | EUR 22,000

IxDA values diversity and inclusion as core principles and will offer 15 USD \$1,000 travel scholarships for selected attendees who would not otherwise be able to participate in Interaction20. You will receive exclusive recognition as the diversity & inclusion sponsor, medium size logo visibility on digital and print materials, and 2 conference tickets.

ONSITE CHILDCARE

USD 20,000 | EUR 18,000

Interaction20 will mark the first year we offer complimentary child care for children 12 and under. Partner with us in making the conference even more accessible to those travelling with children. You will receive exclusive recognition as the childcare sponsor, medium size logo visibility on digital and print materials, and 2 conference tickets.

Content

STUDENT DESIGN CHARETTE - SOLD

USD 27,000 | EUR 24,000

In its 8th year, this experience is building a reputation amongst the next generation of interaction designers. Selected students participate in a 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 9 m² (10' x 10') booth space at the conference, large size logo visibility on digital and printed materials, 3 conference tickets, and 2 exhibitor passes.

EDUCATION SUMMIT - SOLD

USD 27,000 | EUR 24,000

The Education Summit, a 1.5 day event taking place prior to the conference, is in its 5th 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, 3 conference tickets, and 2 exhibitor passes.

WORKSHOPS - SOLD

USD 16,000 | EUR 14,000 (8 HRS)

USD 8,000 | EUR 7,000 (4 HRS)

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 - 4 hours and 8 hours. These can occur onsite, or at your studio or company if the project makes sense. Both receive medium size logo visibility on digital and print materials. 8 hr workshops receive 3 conference tickets, 4 hr workshops receive 2.

INTERACTION AWARDS

In its 8th 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. This year, there are multiple opportunities to sponsor the Awards, with the winners announced during the Awards Ceremony at Interaction 20. Please contact sponsorship@ixda.org for more information on sponsoring this year's Interaction Awards.