



Annual Symposium on
Computer-Human Interaction in Play

<http://chiplay.acm.org>

**Amsterdam University of Applied Sciences &
TU/Eindhoven**

Support the CHI PLAY 2017 conference

What is the CHI PLAY conference?

CHI PLAY is an international and interdisciplinary conference for researchers and professionals across all areas of play, games and human-computer interaction (HCI). Sponsored by the ACM Special Interest Group for Computer-Human Interaction (SIGCHI), the next CHI PLAY conference will be held in Amsterdam, the Netherlands.

The goal of the conference is to highlight and foster discussion of current high-quality research in games and HCI as foundations for the future of digital play. To this end, the conference will feature streams that blend academic research and games with research papers, interactive demos, and industry case studies.

Starting in 2014, ACM CHI PLAY was derived from the international Conference on Human Factors in Computing Systems (CHI), as well as from some smaller conferences such as Fun and Games and Gamification. Such a conference was essential after the recent overwhelming growth of the Games & Play community and its impact on recreational and applied games.

In the 2017 Amsterdam edition, we are proud to introduce several innovations that are new to the conference, one of them being an exhibition that explores the relationship between play, design, technology, and empowerment. The exhibition will allow attendees to interact with the showcased games in a variety of formats such as: digital games (running on computers, consoles, LCD screens, wall projectors, or arcade cabinets); mixed-reality installations (virtual reality, augmented reality); games for mobile devices (not only smartphones, but also wearables and tangibles); and ubiquitous and pervasive games for smart cities (exemplified through demo videos and prototypes).

'Spotlight Papers' will also be featured at the conference, in addition to the traditional academic tracks. Spotlight Papers will give space to significant work from both industry and research – from innovative implementations to thought-provoking case studies. The track is particularly suitable for individuals, studios, and companies who want to showcase their work and share lessons learned from success and failure.

Last but not least, we will have the pleasure to present Ian Bogost and Katherine Isbister as the keynote speakers, followed by a panel of industry and academia elite on the future of game

development. Sponsors contributing to the CHI PLAY conference may also have the chance to sit on the keynote panel.

In short, the CHI PLAY community aims to bridge the gap between academia and industry, to improve and learn from current gaming research, and to consolidate a strong interdisciplinary network. We hope that this conference offers a place where all of this can be achieved and more.

Be part of the network!

The CHI PLAY community consists of a large collection of researchers in game design and development, business modeling, and gaming technology. Amongst others, the most promising research includes:

- New techniques and design strategies for future (virtual) game worlds. With the improvement of rendering techniques and characters, environments may become hyper-realistic (also in terms of obeying plausible physics laws), with scalable methods for creating game worlds. We point at VR and AR as privileged technologies to maximize immersion, with the ultimate objective of blurring the border between real life and game life.
- In game AI, data driven design and adaptive gaming, where data gathered through sensors and in-game procedures steers adaptive game scenarios optimized to the individual player.
- The development of tools for game design that allow more powerful and flexible procedural content generation, automatically generated games, and the creation of live adaptable games.
- Alternative research into input/output devices. Research into VR headsets and hand tracking for PC/console gaming, and haptics, touchscreen gestures, GPS, and fitness sensor systems for mobile games.
- Research into Games for Change. The growing number of applied games and playful interventions to involve citizens, patients, and students in the broadest possible sense across spatial, social and mental levels.
- Research into validation, user research and assessment. The need for adaptive protocols, procedures and definitions for validating (applied) games is an urgent need. Such protocols will need to take into account a variety of parameters, including risks involved and the target application area.

You can become a member of this community with access to the knowledge base and proceedings by sponsoring our event.

How can you sponsor this event?

Supporting the event is an ideal way to demonstrate your organization's interest in and commitment to the field, as well as to publicize this support to many leaders and students involved. More importantly, it puts you in the unique position to contact and attract top talent from the conference, and also keep your company on the cutting edge of research and practice. Corporate support is vital to CHI PLAY, and the conference committee ensures that these contributions are well recognized.

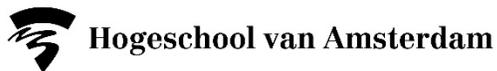
We have 2 levels of sponsorship, *Champion* and *Benefactor*. In addition to these, there are a variety of opportunities to sponsor specific items for the conference (and also get further exposure for your company or organization).

We are excited to invite you to support this one-of-a-kind event. Packages are negotiable in regards to the items they include and can be adjusted to specific needs. New ideas on how to contribute to CHI PLAY are also highly appreciated, so please don't hesitate to contact us.

See you in October!

CHI PLAY '17

Ben Schouten (General Chair)
Jan Willem Huisman (Industry Chair)
Veronica Zammitto (Industry Chair)



Sponsor Packages	
Champions (USD 3000)	Benefactors (USD 1500)
2 free conference passes (3 days)	1 free conference pass (3 days)
Participation in the panel: innovation in the game industry	Half A5 in printed program and acknowledgement on our website
Spread (2xA5) in Printed Program and acknowledgement on our website	a prominent space in the demo / poster area
special acknowledgement in conference announcements	You will be invited to contribute to a publication about innovation in the game industry, to be published in the upcoming year.
a large prominent space in the demo / poster area.	Logo on conference bag
You will be invited to contribute to a publication about innovation in the game industry, to be published in the upcoming year.	
Logo on conference bag	

Sponsor Items	
Half A5 in printed program	USD 200
Logo on conference bag	USD 500
1 hour Boat Trip	USD 1100
Cocktails during mixer	USD 2000
Dinner	USD 10,000