Support the CHI PLAY 2019 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 Barcelona, Spain.

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 2019 Barcelona edition, we include an exhibition that explores the relationship between play, design, technology, and empowerment. The exhibition will allow attendees to interact with showcased games and demonstrations 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).

'Rapid Communications' will also be featured at the conference, in addition to the traditional academic tracks. Rapid Communications 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.

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. You will get the chance to hire outstanding candidates at a range of points in their career (from students to established leaders in the field). CHI PLAY is recognised as the premier conference in player-computer interaction – researchers, doctoral candidates, and industry leaders meet at CHI PLAY. If you are in the lookout for creative, innovative individuals, this is the place to be. 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 '19

Joan Arnedo (General Chair)
Lennart Nacke (General Chair)
Pau Yanez (Industry Chair)

Sponosor Packages	
Benefactor (USD 1500)	**Champion (USD 3000)**
1 free conference pass (3 days)	All the benefits included at the benefactor level.
Your company name and logo will be used in all conference announcements and on the advance program.	Two extra free conference passes (3 total).
Your company name, logo and link will be included in the conference web pages. We will list your company's contribution at the opening and closing sessions of the conference.	Your company name will be listed in all the material as a Benefactors Sponsor. You will receive special acknowledgement in the conference announcements and publications.
A special invitation to give a demonstration of your choice as part of the CHI PLAY Demo/ Poster Reception. You will receive a *small but prominent* space in the demo / poster area to talk to the conference attendees, show your demos, offer literature and other freebies, etc.	You will get a special invitation to give a demonstration of your choice as part of the CHI PLAY Demo/ Poster Reception. You will receive a *prominent* space in the demo / poster area to talk to the conference attendees, show your demos, offer literature and other freebies, etc.
You will have the opportunity to include material and giveaways with the conference material for each attendee.	