HAI 2017

5th international Conference on Human-Agent Interaction

17 - 20 OCTOBER ~ BIELEFELD
www.hai2017.org

Sponsorship Information

HAI 2017 is the 5th annual International Conference on Human-Agent Interaction. It aims to be the premier interdisciplinary venue for discussing and disseminating state-of-the-art research and results that have implications across conventional interaction boundaries including robots, software agents and digitally-mediated human-human communication.

The theme for HAI 2017 is "How autonomy shapes interaction". During the last decade a large body of research has been devoted on increasing the interaction quality with artificial agents. This has now reached a quite convincing level for focused application scenarios. However, with robots and agents entering our everyday lives such scenarios will require more initiative and flexibility from the agent, i.e. more autonomy. Such autonomous behavior means, on the other hand, that the interaction will become less predictable. This may become problematic given the strong research focus on statistical behavior models that focus on observable behavior based on rather shallow structures. These models may not be able to capture the underlying interaction structure in less restricted scenarios. We thus need a better understanding and model of the underlying interaction principles that not only takes situational and task aspects into account but also includes detailed user models.

Therefore, a stronger research focus is needed to better understand the underlying principles of interaction between autonomous agents, leading to better and deeper models of interaction. We thus encourage contributions that try to tackle this question by focusing on more realistic and life-like scenarios.

The conference seeks contributions from a broad range of fields spanning engineering, computer science, psychology and sociology, and will cover diverse topics, including: human-robot interaction, affective computing, computer-supported collaborative work, gaming and serious games, artificial intelligence, and more.

Sponsorship Chair:

Sebastian Wrede, Bielefeld University, Germany
sponsorship@hai2017.org

Benefits of Sponsors

- Exposure to leading audience. We expect the attendance from a diverse range of international universities, research institutes, and companies.

- Opportunities to advertise your products, research and organisations as a whole online and during the conference.

- Job advertisements can be effectively communicated to the student audience of the conference through our online portal, in the published materials and at your exhibition booths during the conference.

Sponsorship Packages

Service Tier	Bronze	Silver	Gold	Platinum	VIP
Contribution (EUR)	1,500	2,500	5,000	10,000	> 10,000
Complimentary conference tickets	1	1	1	4	Upon request, sponsorship packages can be customised with additional benefits.
Additional registration fee discount		10%	15%	20%	
Place for exhibit booth (sqm)		2	8	20	
Display company logo with link to home page on conference website	√	√	√	√	
Write-up about sponsor on conference website		100 words only	200 words with 1 picture	400 words with 2 pictures.	
Logo display on cover page and sponsors page of Conference Programme Booklet	√	√	√	√	
Marketing materials included in each conference bag		1 A4-sized flyer	1 A5-sized 4-page brochure	1 A4-sized 10-page brochure with 1 corporate souvenir	
Banner in a visible place during all conference events				√	

Cancellation Charges

10% after issuance of invoice   50% before 4 Aug 2017

75% before 4 Sep 2017   90% before 27 Sep 2017

HAI2017 Sponsorship Application

1 Please read the information in this application carefully and print all information required

2 Complete, sign and send your application to sponsorship@hai2017.org

Company /Institution	Title and Name of Contact Person
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We herewith apply for the sponsorship package (tick one) ☐ Bronze ☐ Silver ☐ Gold ☐ Platinum ☐ VIP	
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