



Invitation to Sponsor Industry Day at Participatory Design 2010

December 2nd University of Technology, Sydney, Australia
www.pdc2010.org @pdcsydney

An **INDUSTRY DAY** has been incorporated to the 11th Biennial Participatory Design Conference (PDC) for the first time this year to support and enable collaboration between researchers and practitioners into the participatory design of products, systems and services.

Industry Day will take place on December 2nd and will include a keynote address, case studies of the application of participatory design approaches within industry, and a “pitch fest” where ideas for innovative products and services will be presented to a panel of judges. In addition Industry Day will provide the venue for informal conversations between researchers and practitioners.

We are seeking sponsorships to support Industry Day at PDC 2010

Participation is becoming integral to the way we do business, support civic engagement, collaborate with employees and connect with our clients, customers, constituents and community. Participation in the design of new products and services by the people who will use or benefit from them has become an important differentiator for companies.

Becoming a sponsor of PDC is an opportunity to heighten the profile of your organisation with conference attendees, interact with potential research collaborators, future employees and clients and demonstrate support for innovative approaches to participatory design. By supporting Industry Day your organisation will gain access to state of the art research into co-design methods and technologies being developed for contexts such as community design, healthcare, open innovation, end-user development and collaboration in distributed environments. A presence at PDC will be particularly valuable for organisations that utilise or develop collaborative products, advocate for participatory uses of technologies or seek to incorporate innovative co-design methods into their own products and services.

The Conference

PDC is an **international conference** which attracts over 300 researchers and practitioners from around the world. Held every two years since 1990 this year PDC is in the Southern Hemisphere for the first time, hosted by the University of Technology, Sydney. Locating PDC 2010 in Sydney will attract national and international participants and presenters wishing to combine the conference with experiences of the surrounding sights of Sydney and Australia.

Participatory Design

PD has its roots in the Scandinavian labour movement of the 70's and over the years has broadened its impact beyond workplaces to areas such as health care, international development, local government, education, communications, agile software development, new media, architecture, and the arts. Methods that are becoming common in industry today such as co-operative prototyping, future workshops and scenarios had their origins in early Participatory Design research. PDC provides an important venue for international discussion of the collaborative, social, and political dimensions of technology innovation and use.

Participatory Design Conference 2010 Sponsorship Opportunities

As the premier international venue for researchers and practitioners in Participatory Design, PDC 2010 invites companies and organisations to sponsor Industry Day activities and gain visibility across the conference.

Sponsorship categories

Below we outline the available sponsorship categories and their associated benefits. Sponsors may also propose alternative ways to provide support.

Industry Day Benefactor (Sponsorship Value of \$5000)

Benefits:

- Flyer/information in PDC conference packs
- Logo on signage for directions to Industry Day Sessions
- Acknowledgement and hyperlink on website and promotional tweet
- Acknowledgement in conference proceedings
- Two complimentary registrations for entire PDC conference, including conference dinner

Industry Day Enthusiast (Sponsorship Value \$2500)

Benefits:

- Flyer/information in PDC conference packs
- Logo on signage for directions to Industry Day Sessions
- Acknowledgement and hyperlink on website and promotional tweet
- Acknowledgement in conference proceedings
- Two complimentary registrations for Industry Day and the conference dinner

Industry Day Supporter (Sponsorship Value \$1500)

Benefits:

- Flyer/information in PDC conference packs
- Acknowledgement and hyperlink on website and promotional tweet
- Acknowledgement in conference proceedings
- One complimentary Industry Day registration and conference dinner

Industry Day Patron (Sponsorship Value \$500)

This sponsorship category is specifically offered for smaller organisations that want to support PDC Industry day but cannot afford other levels of sponsorship.

Benefits:

- Flyer/information in PDC conference packs
- Acknowledgement and hyperlink on website
- One complimentary Industry Day registration (does not include the conference dinner)

(All prices quoted are in Australian Dollars and + GST, if any).

Visit www.pdc2010.org to learn more about the Program and Venue for PDC.