

Mobile HCI 2011

Stockholm: August 30th to September 2nd

MobileHCI 2011 Conference CALL FOR INDUSTRIAL EXHIBITS



The MobileHCI 2011 industrial exhibits program is an excellent opportunity for your company to showcase its offerings to the broadest professional community of mobile human-computer interaction practitioners and researchers. By exhibiting at MobileHCI 2011, you gain access to students and professionals in the mobile HCI field with interests spanning the design, development, and evaluation of current human-computer interaction and future technologies. You also gain access to the executives at partnering companies from the largest telecom manufactures and operators in the world.

The conference

The **MOBILEHCI SERIES**¹ provides a forum for academics and practitioners to discuss the challenges and potential solutions for effective interaction with mobile systems and services. It covers the design, evaluation and application of techniques for all mobile and wearable computing devices and services.

MobileHCI 2011 will be the 13th International Conference on Human-Computer Interaction with Mobile Devices and Services. The conference will stretch over 4 days and be split into two parts: one day of workshops and three days with research presentations. There are also social and demonstration activities scheduled during breaks and evenings.

¹ <http://www.all.mobilehci.org/>

Location of Exhibits

MobileHCI 2011 exhibits will be held the Münchenbryggeriet² in central Stockholm. The exhibits hall will be located at the heart of the conference venue, in a high-traffic area. Coffee will be served in this area during the breaks of the 3-day conference. This maximizes exhibit exposure and facilitates continuous interaction between exhibitors and attendees.

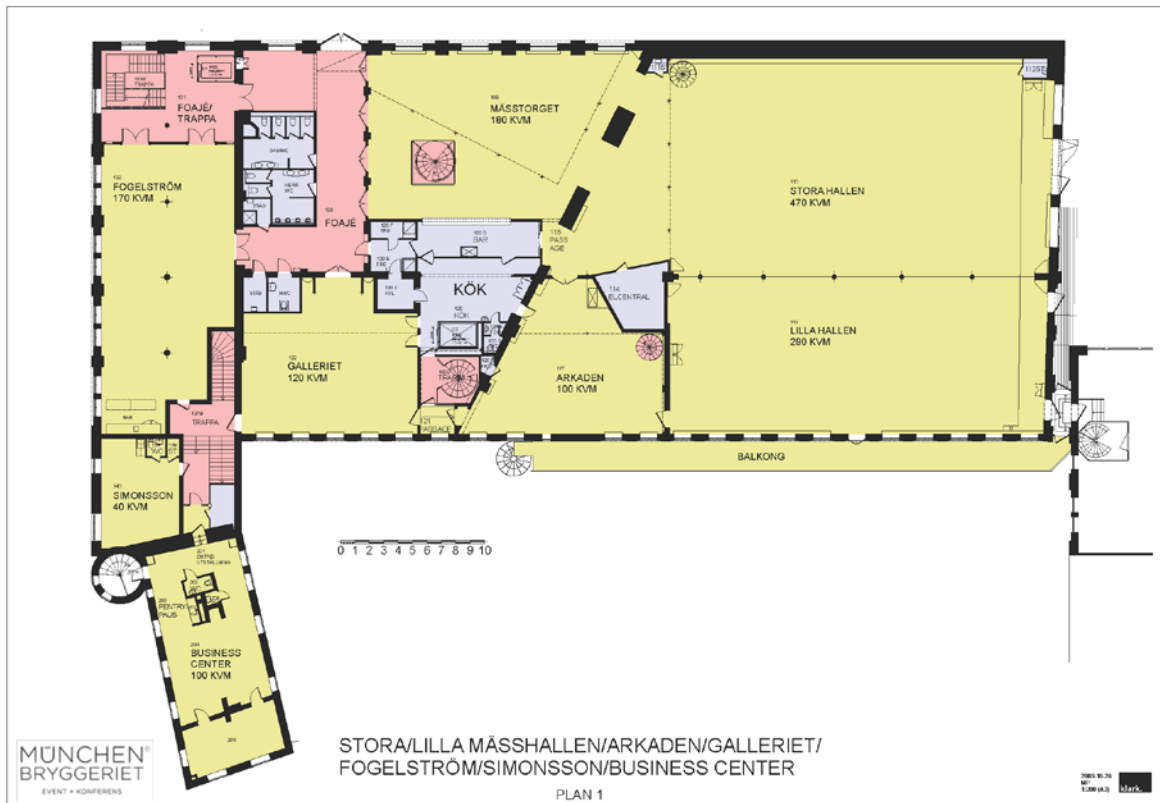


Figure1. Conference hall (“Lilla hallen”) where exhibitions will be setup. Main sessions will be held in “Stora hallen” and “Fogelström”.

Attendance

Exhibitors at MobileHCI 2011 presenting products and services will find hundreds of eager students and professionals from corporate, education, entertainment, health care, government and research institutions. Past MobileHCI conferences have attracted over 350 participants from all over the world. This year we have had a 25% increase in the amount of submitted papers which indicate an even greater number of attendees.

Recruiting Opportunities

Mobile HCI 2011 provides support for recruiting by offering organizations the opportunity to rent exhibit stand space for this purpose.

Sponsorship Opportunities

Exhibiting and recruiting efforts are further enhanced by becoming a conference sponsor. For more

² <http://www.m-b.se/eng/>

detailed information about this and the advantages of sponsoring, please contact the General Chair Markus Bylund (bylund@sics.se).

Stand Fees

Stand rental fees are:

- Before June 30, 2011: EUR 1400
- June 30 to August 12, 2011: EUR 1800

The stand rental includes:

- 3m x 2m space
- 1 table
- 2 chairs
- 1 free conference registration, ACM professional discount on registration 2-5.
- Company name and brief product description listed in the program

Booth assignments will be made on a first-come, first-served basis, and every effort will be made to keep competing exhibitors separated as much as possible. Multiple booth assignments will be made side by side unless requests are made for different arrangements.

MobileHCI 2011 Industrial Exhibits Chair

For more information, please contact the Exhibits Chair, Tomas Bennich (tomas.bennich@kista.com)

For more information about the venue, please refer to <http://www.mobilehci2011.org/node/6>, or contact the Local Chair, Maria Holm (mh@sics.se).