# ISAGA
## Conference
## 2024, July 8-12

#isaga24

## SPONSORSHIP OPPORTUNITY

**The 55th Conference of the International Simulation and Gaming Association**

8-12 July 2024, University of Canterbury,
Ōtautahi Christchurch, New Zealand

**www.isaga2024.com**

# You're Invited!

Tēnā kotou,

The International Simulation and Gaming Association (ISAGA) invites you to be part of our 55th ISAGA Conference as a sponsor. This conference is the premier world event for presenting and discussing research in applied games and simulation gaming (SG).

ISAGA is a unique community with a deep knowledge of simulation games and interactive experiences, and how to develop playful approaches for addressing difficult and complex organizational, social, and environmental problems. It connects international industry practitioners, research groups, and experts with a rich variety of skills, experience, and perspectives. Disciplines range from game design, management, social and environmental sciences, education, and planning, to technical sciences.

This five-day in-person event will run from **Monday to Friday, 8-12 July 2024**, at the University of Canterbury in Christchurch, New Zealand.

This year's theme is Simulation Gaming Across Borders. Topics will include:
- The design, application, interaction, and evaluation of SG.
- Physical and digital elements of SG, including immersive technologies.
- Use of SG in novel domains, contexts, or inter-cultural areas.
- Briefing, instruction, facilitation, and debriefing of SG.
- SG for social challenges, sustainability, peace, and inclusiveness.

This is a unique opportunity for your business to connect with and support this community as well as showcase your organization to an international audience. Details of how you can support ISAGA 2024 are outlined below.

Ngā mihi nui,

**ISAGA 2024 Conference Co-Chairs**

Assoc. Prof. Heide Lukosch

Dr.-Ing. Maria Freese

**Contact:** chairs@isaga2024.com

**Social Media:** https://www.linkedin.com/showcase/isaga-conference-2024

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# Why Sponsor ISAGA?

ISAGA 2024 provides many opportunities for sponsors, including the chance to:
- Increase your brand visibility as a worldwide leader and champion of SG.
- Showcase your organization to an audience of over 100 SG innovators.
- Meet international experts who can evaluate your products and services.
- Recruit top design and development talent to support your future projects.
- Use complimentary registrations to provide your staff with professional development opportunities.
- Gain continued exposure to thousands by being listed as a sponsor in conference proceedings published by Springer.
- Support thought leaders and entrepreneurs addressing social and environmental challenges.

# Event at a Glance

- Five days of keynote, paper, workshop, and poster sessions.
- Evening welcome reception.
- Formal conference dinner.
- Human Interface Technology Lab {HIT Lab NZ) tour.
- Games exhibition.
- Tree plant ng ceremony.
- Afternoon of cultural, historical, and nature activities around Otautahi Christchurch.

# ISAGA 2023 Sponsors

# Sponsorship Opportunities

| Item | Level | | | |
|---|---|---|---|---|
| | **Platinum** | **Gold** | **Silver** | **Bronze** |
| Cost (NZD ) | $5,000 +GST | $3,000 +GST | $2,000 +GST | $500 +GST |
| Maximum Number | 3 | 5 | 7 | Unlimited |
| Complimentary Registrations | 2 | 1 | 1 | 0 |
| Logo on Website | Yes | Yes | Yes | Yes |
| Logo on on-site Signage | Yes | Yes | Yes | Yes |
| Recognition slide at Ceremonies | Full-page | Half-page | Quarter-page | Logo |
| Recognition in Program | Full-page | Half-page | Quarter-page | Logo |
| Recognition in Proceedings | Full-page | Logo | Logo | Logo |
| Space at Games Exhibition Event | Yes | Yes | Yes | Yes |
| Welcome Bag Material | Full-page | Half-page | Quarter-page | - |
| Sponsor-hosted Event/Session/Room | Yes | - | - | - |

## We're Flexible!

If you would like to talk to us and/or take up any of the sponsorship and exhibition opportunities outlined above, please contact chairs@isaga2024.com

# Next Steps

For further information or to arrange your sponsorship package, contact Heide Lukosch at chairs@isaga2024.com.

- Inclusion in printed materials requires sponsorship confirmation, payment, and provision of content by **14 June 2024**.
- Full payment is due payable on the 20th of the month following the original invoice date, or 14 June 2024 (whichever date comes first).
- All payments will be made in NZ dollars.
- Sponsors will receive an access code to complete their complimentary registration on receipt of payment.

# ISAGA

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