

Sponsoring Information Architecture Day 2017
February 17-18, 2017 in Zürich, Toni-Areal

What is Information Architecture?

Information Architectures (IA) are structures that we use to make sure that the information people need is easy to find and to understand. So when you use a website, a mobile application or go into a store and you can find what you need and everything makes sense, that means the information architecture is doing its job.

www.iainstitute.org/what-is-ia

What is World Information Architecture Day?

World Information Architecture Day is an annual event to celebrate the practice and education of Information Architecture. On one day, locations around the world simultaneously come together to teach, learn, and shape the future of Information Architecture. Our event will be held on February 18th, 2017. As an entirely volunteer-run non-profit, we are looking for sponsors to help us run our global logistics and support local event organization.

This year's global theme is Information Strategy & Structure (see page 4).

2017.worldiaday.org

World Information Architecture Day in Zürich

2017 will be the third edition of World IA Day in Zürich. Due to the large interest in the event, it is continually growing from year to year. 2017, we will have 150 seats available for the conference, plus 50 seats each for the workshops on the previous day. Including the wait list for the conference, we estimate to target over 300 interested people.

The sponsoring contributions will mainly be used to cover the venue, the international speakers, and the recording and distribution of the talks. Attendees will only pay a fee to cover the cost of lunch and beverages. The organization is entirely volunteer-run.

2017.wiadswitzerland.org

WIAD Zürich 2017 Sponsorship Packages

Gold package (CHF 2'500.-)

The package includes

Tickets

- 3 reserved seats for free conference (Saturday)
- 1 free workshop registration (1 for each workshop on Friday)
- 1 free fondue dinner after workshop (Friday)
- Reduction of 25% on additional workshop tickets

Publicity

- Display of information material and/or rollup in the lobby of the venue (material to be provided by you)
- Display of company logo on World IA Day Zürich 2017 website and newsletter
- Digital advertising via social media and event calendars
- Display of logo and mention in presentations

Silver package (CHF 1'000.-)

The package includes

Tickets

- 2 reserved seats for free conference (Saturday)
- Reduction of 25% on workshop tickets

Publicity

- Display of information material and/or rollup in the lobby of the venue (material to be provided by you)
- Display of company logo on World IA Day Zürich 2017 website and newsletter
- Digital advertising via social media and event calendars
- Display of logo and mention in presentations

WORLD IA DAY 2017

LOCAL CONNECTIONS. GLOBAL IMPACT.

ZÜRICH, SWITZERLAND

Bronze package (CHF 500.-)

The package includes

Tickets

- 1 reserved seat for free conference (Saturday)

Publicity

- Display of company logo on World IA Day Zürich 2017 website and newsletter
- Digital advertising via social media and event calendars
- Display of logo and mention in presentations

No VAT applies to the sponsorship contributions.

Contact

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World IA Day 17 Theme: Information Strategy & Structure

In today's world, organizations are required to rethink how to architect and manage information to maintain a competitive and organizational edge. Many are embracing strategies that are more flexible, moving away from isolated systems and departmental silos. These organizations recognize the need for information to be structured so that it is clear, usable, findable and understandable.

But, the need for information strategy and structure extends beyond the enterprise. Whether information is architected to inform algorithms, to bring awareness to important societal challenges, or to clearly communicate available resources to help those in need; information strategy and structure plays an important role in our everyday lives.

Join us on February 18, 2017 as information architecture practitioners around the world come together to celebrate, share knowledge, and bring awareness to the importance of strategy and structure.