

**1. Title:** Demo reception at ISS 2017

**2. Conference: What is the conference and its location?**

ACM ISS 2017, Brighton UK.

**3. Subject matter: What is the purpose of this project?**

The purpose of this project is to provide students with support to demo their projects at ISS 2017. We would like to specifically encourage students from Australasia, Africa and Americas to showcase their work in a live demo event. Live demos have historically been an important aspect of this conference. In the past, the conference had a strong culture of encouraging demonstrators through targeted activities such as demo receptions, boot camps and joint activities with other conferences (such as UIST 2013). However, in the recent years this aspect of the conference has waned. We hope to revive this culture of bringing demos to the conference through

- a) Providing financial support to students who are travelling from afar to bring their demos to the conference.
- b) Creating a specialised demo reception event that incentivises participation in demos through targeted promotion of the event and specifically inviting science journalists and bloggers to attend the event.

This project is expected to increase the number of participations at the conference from both students and non-student attendees as the entire program will be more attractive for everyone.

**4. Funding: How much funding is requested?**

We request a total of \$7700 to support this project. This is a one-time funding request. If the event is successful we will seek to make this an on-going feature of future ISS conferences. In this case, we will come back to the Specialised conference development fund with a plan for continuing funding through a mixed model of development funding and corporate sponsorship.

**5. Expenses details: How the requested funding is implemented in detail?**

The event will start immediately and end approximately 3 months after ISS 2017, when we submit a report of our assessment of the success of the efforts.

The detailed expenses would be as follows

- a) The venue cost for the reception event - \$2500 (inc VAT)
- b) Demo honorarium for up to 10 Students to bring their demo - \$400x10 = \$4000 (plus additional registration discount)
- c) A media relations person to promote the event to science journalists and bloggers - \$1200

Total requested \$7,700

The honorarium will only be made available for students who have a successfully accepted demo and who are travelling more than 500 miles to attend the conference. We may reduce the amount

of honorarium per student to allow us to block book a set of inexpensive hotel rooms for those awarded the honorarium. Within this group preference will be given to students who have the greatest need for this support. We will also augment the honorarium with a 50% discount on conference early-bird registration cost for students.

**6. People: Who speaks for, and take responsibility for this project?**

The project will be managed by the ISS 2017 general chairs Sriram Subramanian and Jurgen Steimle. They will be supported by the demo chairs and by a media relations manager. Between them they have experience in hosting demo events and making them attractive to the press. The project is supported by the ISS steering committee chaired by Sheelagh Carpendale.

**7. Relevance: What SIGCHI members are this project relevant to? Do they have similar projects already underway? How will they be involved?**

The funding is relevant to both the ISS community and to graduate students. The funding scheme will support and encourage Students to bring demonstrable outputs of their projects to the event and make them think about wider communication and dissemination of their research. This will in turn increase the attractiveness and value proposition of the ISS program encouraging wider participation from the community.

**8. Potential value: What is the potential value of the proposed project to SIGCHI members?**

The proposed project is of high potential value to SIGCHI members at it encourages students to attend the conference and become integral part of the ISS community. Furthermore, the demo reception increases the overall offering of ISS enhancing its potential value to the entire community and to SIGCHI.

**9. Additional funding: Have you considered other sources of funding? Will someone match SIGCHI Development Funding?**

We plan to seek corporate support for this event through the sale of exhibition space at the event. We have so far received \$4500 from one exhibitor and we expect to attract further exhibitors. The requested demo reception costs of \$3500 is substantially below the actual cost because of this corporate support for the event.