



Photo Credit: Jorge Franganillo

INVITATION TO EXHIBIT

The 44th Annual CHI Conference on Human Factors in Computing Systems

chi2026.acm.org



Association for
Computing Machinery



SIGCHI

CHI'26

Barcelona, April 13–17, 2026



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ABOUT THE CHI CONFERENCE

What is CHI?

CHI is the premiere worldwide forum for professionals interested in all aspects of human-computer interaction (HCI).

- The CHI conference features work on the hardware and software engineering of interactive systems, the structure of communication between human and machine, characterization of the use and contexts of use for interactive systems, methodology of design, design artifacts and experiences, and future technologies.
- CHI brings together people from multiple disciplines and a diversity of cultures to explore new ways to practice, develop and improve methods and systems in HCI, and to discuss ideas that lead to inspiration and innovation.
- As the foremost conference in its field, CHI offers a wide-ranging program, supporting and facilitating the exchange of ideas within and between its various communities.

Who Attends CHI?

CHI is a multicultural community made up of designers, researchers, and practitioners from highly diverse backgrounds. Together, they investigate and design new and creative ways for people to interact using technology.

- Attendees come from all over the world, representing a myriad of application areas whose diverse perspectives influence each other.
- Attendees include computer scientists; visual, interaction, product and experience designers; human factors and ergonomics professionals; psychologists; social scientists; software developers; software/hardware architects; engineering, product and quality managers; educators and evaluators.
- Attendees have worked in the computer industry, education, research, telecommunications, government, finance and banking as well as many other areas.
- CHI is the place your organization needs to be to learn about leading-edge research and imminent technologies.

If your organization supplies systems or products that involve users interacting with computer technology and the user aspects are important to the success of your product, this conference will be of special interest.



WHY EXHIBIT AT CHI?

Reasons to Exhibit at CHI

Companies exhibit at CHI to showcase their new outcomes representing inventions and innovations in the field. CHI is a great way to get the top decision makers in HCI and UX to see your products and research and incorporate them into their work.

Not only companies but also academic organizations including research laboratories, can have their own exhibition booth. This unique opportunity allows them to showcase their research in context, going beyond individual demonstrations and engaging the community through the rich storytelling capabilities of the exhibition booth.

Three Keywords to Understand CHI

Future

Since the development of the field, dozens of key HCI-generated products have been unveiled at the CHI conference prior to market deployment, including multi-touch and 3D interaction, tangible interfaces, social networking, instant text messaging, personal health and elder care, fitness tracking, smart homes, Internet of Things, human-robot interaction, and wearable devices.

5,600

The 2025 conference was held in Yokohama, Japan, and attracted over 5,600 attendees (5,145 onsite and 500 online) from 75 regions around the world. Previous CHI conferences in Honolulu, USA; Hamburg, Germany; New Orleans, USA; Glasgow, UK; Montréal, Canada; and Seoul, Korea successfully hosted between 2,500 and 4,600 attendees from more than 70 regions.

92%

92% of participants reported that it was "worth their time and money." As previously noted, CHI represents an interdisciplinary and culturally diverse community of people engaged in design, research, and practice in HCI—achieving a remarkable approval rating for an event of this scale.

About CHI 2026

CHI 2026 is an onsite conference, taking place at the Centre de Convencions Internacional de Barcelona (CCIB).

CHI Exhibitor Program

The CHI Exhibitor Program aims to provide a transparent and clear structure with increased compatibility with the Sponsorship Program.

The program assigns exhibitors an exhibit booth of 10ft x 10ft or ~3m x 3m per financial contribution of USD 3,500. If they prefer a larger space, they can simply multiply the space and contribution amount. For more details, please refer to the following pages.

Please note that the CHI Sponsorship Program also provides an exhibit booth if the contributor falls into either the Hero Sponsor or Champion Sponsor categories. For details on the sponsor program, please refer to the website:

<https://chi2026.acm.org/sponsors-and-exhibitors/>



Centre de Convencions Internacional de Barcelona (CCIB)

EXHIBITOR BENEFITS

Exhibitor

10ft x 10ft or ~ 3m x 3m per USD 3,500

An Exhibitor is a company or other type of organization that would like to have an exhibit booth to showcase their products and/or interact with CHI attendees for recruitment and increased visibility in the community.

Alternatively, an Exhibitor Booth can be used to disseminate research activities of an organization or a team. It is applicable to:

- research laboratories at publicly-funded educational or research institutions to showcase their research activities,
- academic communities and societies to disseminate their activities, and
- research groups with public research funding to present funded projects.

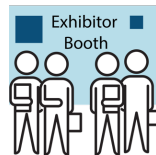


Exhibit Booth: The booth is reserved in the exhibit hall to enhance recruitment efforts, showcase technologies, and promote awareness of contributions to the field.



Two Exhibit Passes: To support setting up and running the booth, two booth staff passes will be issued which will only allow access to the exhibition hall. Discounts will be offered for exhibitors who want to purchase a full conference pass

While the booth is available throughout the conference program, except on the first day (set up), the key events for them include:

Coffee Breaks and Interactivity

The main CHI program includes coffee breaks between sessions, all of which are planned to take place in the exhibition hall. One of these breaks will also feature the Interactivity program, where the latest demonstrations of interactive systems will be shown in the hall. All of these time slots will offer sweet and savoury treats that will attract the company of friends and colleagues.

Job Fair

CHI features a Job Fair on a day of the main program. Recruiters renting booths are invited to take advantage of this key event to meet qualified job candidates. CHI will also help coordinate space for interviewing and events when possible. Confirmed recruiters are posted on the CHI website.



Exhibitor booth setup example from a previous year.

BECOMING AN EXHIBITOR

About ACM and SIGCHI

The CHI Conference is sponsored by ACM's Special Interest Group on Computer-Human Interaction (ACM SIGCHI). The scope of SIGCHI consists of the study of the human-computer interaction processes and includes research, design, development, and evaluation efforts for interactive computer systems.

The focus of SIGCHI is on how people communicate and interact with a broadly-defined range of computer systems. SIGCHI serves as a forum for the exchange of ideas among computer scientists, human factors scientists, psychologists, social scientists, designers, educators, and practitioners involved in the design, implementation, and evaluation of interactive computing systems. Members of the SIGCHI community from all over the world work together toward common goals and objectives. Preeminent in its field, ACM SIGCHI provides a wide-ranging forum for the exchange of ideas with others interested in HCI. Please visit www.sigchi.org for more information.

ACM, the world's largest educational and scientific computing society, delivers resources that advance computing as a science and a profession. ACM provides the computing field's premier Digital Library and serves its nearly 100,000 members (representing over 190 countries) and the computing profession with leading-edge publications, conferences, and career resources. Please visit www.acm.org for more information.



Ready to Exhibit?

Please complete the "**CHI 2026 Exhibitor Agreement**" on the following page and send it to the CHI 2026 Sponsorship Chairs (contact information below).

Contributions may be made by bank transfer, credit card, or company check. Detailed sponsor registration procedures will be provided once the sponsorship team receives the agreement form.

If you have any questions, please do not hesitate to contact us at the address below.

Bank (Wire) Transfer Payment

Payment should be made to the ACM/CHI 2026 bank account.

Check Payment

Checks should be made payable to ACM/CHI 2026. We kindly request that checks be sent via courier for tracking purposes.

Credit Card Payment

Credit card payments should be made through the online platform provided by ACM/CHI 2026.

Questions about Sponsorship

Please feel free to contact us:

CHI 2026 Sponsorship Chairs

Anicia Peters
Pablo Pérez
Jude Yew
Sergio Cabrero

E-mail:
sponsor@chi2026.acm.org

Organizations based in the United States or organizations with United States branches or divisions should note that ACM (the CHI Conference parent organization) is classified as a non-profit, and a sponsor contribution may be tax deductible in the United States.

The US Federal Tax ID number for ACM is 13-1921358.

CHI 2026 Exhibitor Agreement



Organization Name:

We agree to have a booth at CHI 2026 as (please tick one category):

Standard Exhibitor

Amount/Value (USD): _____

Authorized Representative

Name: _____ Title: _____

Signature: _____ Date: _____

Address: _____

Telephone: _____ E-mail: _____ Time Zone: _____

Direct Contact

Contact information for the person regarding delivering benefits (may be the same person as the authorized representative)

Name: _____ Title: _____

Telephone: _____ E-mail: _____ Time Zone: _____

Exhibitor Benefit Options

The following answers can be tentative

Website URL: _____

*This URL will be used for links from CHI website etc.

Check if you wish to have live demonstration of products and/or research prototypes at the booth and have any special requirements for the booth setup.

*If checked, the Sponsorship Chair team will make sure to involve the Interactivity Chair team in the booth setup.

Notes:

Please email your signed and completed form to **CHI 2026 Sponsorship Chair** <sponsor@chi2026.acm.org>