



AIIDE-11 Sponsor Program

On behalf of the Conference Committee of the Seventh Conference on Artificial Intelligence and Interactive Digital Entertainment, we invite you to participate in the sponsor program for AIIDE-11. The conference will be held October 10-14, 2011 at Stanford University in Palo Alto, California. AIIDE is the definitive point of interaction between entertainment software developers interested in AI and academic and industrial AI researchers. Sponsored by the Association for the Advancement of Artificial Intelligence (AAAI), the conference is targeted at both the research and commercial communities, promoting AI research and practice in the context of interactive digital entertainment systems with an emphasis on commercial computer and video games. The central Silicon Valley location serves as a perfect meeting ground for the games industry and research communities.

Past AIIDE conferences have attracted over 100 AI Games community representatives. 2011 highlights include invited talks by industry leaders, **Robert Zubek (Zynga)**, **Akhil Madhani (Walt Disney Imagineering R&D)**, **Dan Kline and Lauren McHugh (Maxis)**, **Louis Gascoigne (Electronic Arts)**, and **Bob Fitch (Blizzard)**, as well as a series of three workshops, and technical presentations and demonstrations on cutting-edge research and applications. Your participation in the AIIDE-11 Sponsor Program will give you instant visibility and access to this dynamic group of AI Games professionals, representing the premier talent in this quickly emerging area.

Sponsorship Levels

- Platinum \$20,000
- Gold \$10,000
- Silver \$5,000
- Bronze \$2,000

Benefits

Each AIIDE-11 Sponsor will receive the following benefits (as time allows):

- Company name and/or logo on conference website
- Company name and/or logo displayed in registration area
- Listing on the conference proceedings sponsor page
- Complimentary exhibit tabletop in conference center foyer
- Complimentary one-page insert placement in conference bags

*Sponsors at the **Silver** level or higher will also receive:*

- Complimentary technical conference registration(s)
- Listing in AI Magazine masthead for one year

*Sponsors at the **Gold** level or higher will also receive:*

- Opportunity for banquet/meal sponsorship
- Logo on conference bag (as appropriate)

*Sponsors at the **Platinum** level - additional benefits to be discussed*

For more information about AIIDE-11, please contact us at aiide11@aaai.org, or visit our website at <http://www.aiide.org>.

Vadim Bulitko, University of Alberta
Conference Chair, AIIDE-11

AIIDE-11 Sponsor Contract

Name of Company/Organization: _____

[The above name will be used in all publicity material unless otherwise specified.]

Level of Sponsorship (please circle one):

Platinum *Gold* *Silver* *Bronze*

The benefits of sponsorship will be assigned as outlined in the accompanying AIIDE-11 Sponsor Program description.

The sponsor shall provide a high-resolution electronic copy of the sponsor logo by email attachment to aiide11@aaai.org. The sponsor agrees to its use as outlined in the AIIDE-11 Sponsor Program description.

Invoices are available upon request. Payment is due with signed contract and may be made by:

- Check (payable to AIIDE-11 and drawn on a US bank)
- MC, Visa or Amex

Card Number _____ Expiration Date _____

Verification Number _____

*The verification number on Visa and MasterCard is the last 3 digits of the number printed on the signature strip on the back of your card. On American Express cards, the verification number is a 4-digit number printed on the front of your card, above and to the right of your card number.

Name (as it appears on card) _____

Credit Card Billing Address _____

Company Name (if company card) _____

Sponsorships are not refundable.

Please sign below and return this agreement with your payment to the address below: A copy signed by an AIIDE representative will be sent to you upon receipt of the contract and payment.

Signed (for company): _____

Name and position: _____

Date: _____ Email: _____

**AIIDE-11 Sponsorship
Association for the Advancement of Artificial Intelligence
445 Burgess Drive
Menlo Park, CA 94025-3442 USA
650-328-3123 ♦ 650-321-4457 (fax)
aiide11@aaai.org
www.aiide.org**

Thank you for your sponsorship of AIIDE-11!