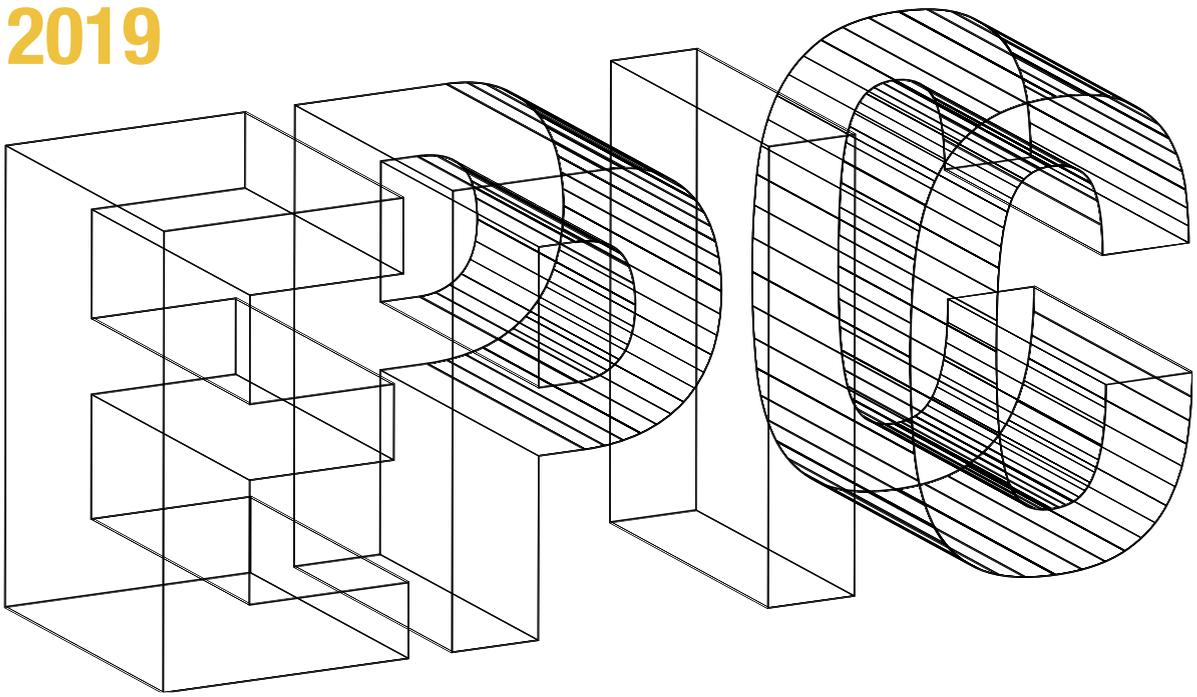


2019



Sponsor the premier global organization dedicated to advancing the value of ethnography in business

EPIC promotes the use of ethnographic principles, methodologies, and tools to create business value. Our global community of practitioners, working in every industry, shapes business opportunities anchored in what matters to people in their everyday lives. Online and at our annual conference, EPIC offers essential professional resources, learning opportunities, networking, and cutting-edge expertise.

SPONSORSHIP is a powerful statement about your organization's commitment to human-centered research, innovation, and product development, as well as the professional development of your staff. Sponsors have exceptional opportunities to promote their brand, showcase their capabilities, and access practical insights professional development, networking, and participation in programming.

“At this moment of rapid change in markets, businesses need new approaches for learning and open innovation. Honing your understanding of customers and designing human-centered solutions is a cornerstone of staying competitive in this digitally transforming landscape. EPIC is a strategic asset for our business because it offers us a leading community of human-centered business thinkers to tap into and provides a wide range of learning experiences for our people.”



DONNA FLYNN, Vice President, Workspace Futures & Market Insights, Steelcase

EPIC2019 offers clear ROI focused on networking, business development, brand visibility & program participation

EPIC2019 is the premier global conference on ethnography in business and a high-demand, sell-out event.

Attendees come from every industry, including Fortune-500 companies, the world's top technology firms, management consultancies, design studios, universities, NGOs, public policy organizations, and think tanks. We share cutting-edge research approaches and business case studies, gain new skills and expertise, network, recruit, and connect to new business partners.

EPIC brings research leaders together with practitioners, and encourages organizational partners and colleagues to engage with ethnographic work. We actively support the intersection of industry and academia as well as student participation.

CO-CHAIRS Julia Haines (Google) and Lisa DiCarlo (Brown University), with a diverse committee of EPIC Members, are building a program that foregrounds the theme Agency.

Organizations seeking competitive advantage are using AI for automation and optimization, machine learning for predictive insights, and even intelligent agents to engage directly with employees and customers. These new technologies create new sources of business value, but also new risks and challenges. How will decision making, accountability, trust, and value be reconfigured?

Agency addresses core business challenges of today and tomorrow. Conference participants will share new insights and practices that shape our products, markets, brands, organizations, and business strategy.

“We’re not just building new AI products, we’re building new ways of thinking, knowing, and working at every stage of the product cycle. EPIC is the rare conference where passionate, creative people from diverse contexts are creating these new ways of thinking and doing. Ethnographers bring essential concepts and tools to this brave new cognitive world.”

MARK BURRELL, Design Director, IBM Watson Health



SILVER

GOLD

PLATINUM

\$5,000

Networking & Business Development

EPIC partners with Silver Sponsors to promote your brand and capabilities to our global community. We offer an array of opportunities to make meaningful connections and achieve your networking, branding, and business development goals.

KEY BENEFITS

- **Brand Visibility:** website, social media, email newsletters, EPIC2019 stage & lobby, conference program, published proceedings
- **Perspectives Article:** publish in our prominent blog
- **Your Collateral:** distributed/ displayed in EPIC2019 registration area
- **Sponsor Exhibition:** present your brand & capabilities at the EPIC2019 Welcome Reception
- **1 Complimentary Registration**

\$10,000

Showcase Branding

EPIC partners with Gold sponsors to showcase your organization through the exclusive branding of a major conference component. In addition to the array of benefits designed to achieve your networking and business development goals, your brand visibility is elevated through the program and the introduction of your organization from the stage.

KEY BENEFITS

Silver-Level Benefits

- + **Showcase Branding** of plenary conference program component with stage presence
- + **Gold-Level Brand Placement**
- + **2 Total Complimentary Registrations**

\$20,000

Custom Programming

EPIC partners with Platinum sponsors to feature a member of your organization as speaker in the conference program. In addition to the array of benefits designed to achieve your networking and business development goals, program participation is an opportunity to leverage the expertise of the international EPIC community in your area of special interest and showcase the thought leadership of your speaker. The speaker role will be collaboratively designed in alignment with EPIC's program development process.

KEY BENEFITS

Silver-Level Benefits

- + **Customized Speaker Role** in conference program
- + **Platinum-Level Brand Placement**
- + **4 Total Complimentary Registrations**

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“The shape of social connection between people is changing—and understanding these changes is why we need people with deep ethnographic skills. EPIC is where this community of people shares knowledge, keeps businesses refreshed on core approaches, and evolves new approaches to understanding how technologies fit into people’s everyday lives.”



ELIZABETH CHURCHILL, Director of UX, Google & Vice President, ACM