EPIC promotes the use of ethnographic principles in business, bringing conceptual leadership and practical skills to challenges and opportunities faced by organizations, markets and society. EPIC people draw on the immense expertise of the global community to learn, connect and develop as professionals. By enabling year-round programming, your sponsorship is vital to our impact.

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 teams. Sponsors have exceptional opportunities to demonstrate leadership, showcase capabilities and brands, and network. In response to the global pandemic, EPIC2020 sponsor benefits will be realized virtually.

"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

sponsorship@epicpeople.org
EPIC2020 is the premier global conference on ethnography in industry and a high-demand, sell-out event.

Attendees come from every industry and include 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 Alex Zafiroglu (ANU) and Tania Lewis (RMIT), with a diverse committee of EPIC members, are building a program that foregrounds the theme of SCALE.

Organizations seeking competitive edge look to scale (bigger, faster, broader) to create business value. In today’s world of intelligent technologies and complex systems with global impact, ideas brought to scale take on more responsibility. How can and should ethnographic principles and practices contribute to scaling goals or re-thing scaling strategies? How should ethnography and research be scaled?

SCALE addresses core challenges in business, markets, and society today. EPIC2020 is an opportunity to develop critical practices that shape products, markets, brands, organizations, and 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, Senior Director, Experience Design, Foundation Medicine
## 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, EPIC20 stage & lobby, conference program, published proceedings
- **Perspectives Article**: publish in our prominent blog
- **Your Collateral**: displayed virtually on EPIC20 site
- **Sponsor Exhibition**: present your brand & capabilities at EPIC2020 (delivered online)

1 Complimentary Registration or 5 memberships for a year

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## 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 (virtual) stage.

**KEY BENEFITS**
- **Silver-Level Benefits**
  - Showcase Branding of plenary conference program component
  - Gold-Level Brand Placement
  - 2 Total Complimentary Registrations or 10 memberships for a year
- **Platinum-Level Benefits**
  - Customized Event live, online
  - Platinum-Level Brand Placement
  - 4 Total Complimentary Registrations or 20 memberships for a year

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## Custom Programming

EPIC partners with Platinum sponsors to develop an event showcasing your leadership, such as a panel or workshop. In addition to the array of benefits designed to achieve your networking and business development goals, the custom event is an opportunity to showcase the thought leadership of your organization. The event will be collaboratively designed in alignment with EPIC’s program theme.

**KEY BENEFITS**
- **Silver-Level Benefits**
  - Customized Event live, online
  - Gold-Level Brand Placement
  - 4 Total Complimentary Registrations or 20 memberships for a year
- **Platinum-Level Benefits**
  - Customized Event live, online
  - Platinum-Level Brand Placement
  - 4 Total Complimentary Registrations or 20 memberships for a year

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**Recent Sponsors**

- IBM
- Spotify
- Facebook
- Ipsos
- Nissan
- Convo
- Dscout
- Google
- Intel
- Mozilla
- Multilingual Connections
- Red
- Salesforce
- Steelcase
- Stripe
- Uber

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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

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*sponsorship@epicpeople.org*