

Better Life Ergonomics For Future Humans

# IEA 2024

## 22ND TRIENNIAL CONGRESS OF THE INTERNATIONAL ERGONOMICS ASSOCIATION

August 25-29, 2024 ICC JEJU, Republic of Korea



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## 22nd Triennial Congress of the IEA

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The 22nd Triennial Congress of the International Ergonomics Association (IEA) is coming to Jeju, South Korea, August 25-29, 2024. The grand world congress will be together with the 3rd INCOSE (International Council on Systems Engineering) HIS(Human Systems Integration) Workshop. The Ergonomics Society of Korea (ESK) is proud to be the host of this event and plans to welcome over 1,500 delegates from over 70 countries.

ESK is excited to present various sponsorship opportunities for IEA2024 with INCOSE HSI. Regardless of whether your organization operates in the private sector, academia, government, transportation, healthcare, or consulting, these sponsorship options provide a chance to enhance your brand visibility and showcase your products or services to the worldwide Human Factors and Ergonomics community.

All sponsors will be acknowledged extensively as indicated, including:

- IEA2024 Website with links to your site
- Acknowledgment in promotions
- Recognition in the Opening Plenary Session
- Listing in print and mobile apps

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## Further Information

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on the following, multiple sponsorships or possibilities not listed here, please contact Congress administration.

### Contact

Myung Hwan Yun, Chair of the Congress  
oc@iea2024.org, mhy@snu.ac.kr

Gwansub Shin, IEA2024 Secretariat  
info@iea2024.org, gshin@unist.ac.kr

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## Sponsorship Opportunities

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There is a diverse selection of captivating sponsorship opportunities for your participation in IEA2024, allowing you to showcase your company, products, and services to the global Human Factors and Ergonomics (HFE) community. The following table provides an overview of the different sponsorship levels offered for the Congress, along with the associated programs available at each level of sponsorship. If you have specific interests or preferences that are not explicitly mentioned in the table, we strongly encourage you to reach out to the Congress Organizing Committee for a personalized discussion of your requirements. For a comprehensive understanding of each sponsorship level, please refer to the subsequent sections of this Prospectus, which contain detailed information about each level, followed by descriptions of the various programs on offer.

We look forward to working with our sponsors to deliver extraordinary value and enhance brand visibility. Your support helps advance the field of Human Factors and Ergonomics.

	<b>Main Sponsor</b>	<b>Platinum</b>	<b>Diamond</b>	<b>Gold</b>	<b>Sliver</b>
USD\$	40,000	24,000	16,000	8,000	4,000
Website	○	○	○	○	○
Social media	○	○	○	○	○
Exhibit booth	○	○	○	○	
Insert in bags	○	○	○		
Proceedings	○	○	○		

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## Sponsorship Levels

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### Congress Main Sponsor – USD \$40,000

The Congress Main Sponsors are valued partners of the Congress, playing a pivotal role akin to Olympic Main Sponsors. They collaborate closely with the Organizing Committee to co-manage various aspects of the congress. As The Main Sponsors, they enjoy comprehensive visibility throughout IEA2024, encompassing the whole congress space, website, the Congress mobile app, and promotional materials. Moreover, they actively participate in the congress's program by contributing to Plenary Speeches and Special Sessions.

From the moment the Congress commences, and throughout its duration, Primary Sponsors are prominently recognized and acknowledged in social media announcements. Their involvement extends to interactions with professional and trade media outlets, ensuring that their support receives widespread attention.

In addition to these benefits, Congress Main Sponsors are entitled to a prominent exhibit booth in the main hall, providing them with a prime location to engage with delegates and showcase their offerings. Furthermore, they have the opportunity to distribute promotional materials that will be placed in delegate bags, allowing them to directly reach the conference attendees and make a lasting impression.

In addition, Congress Main Sponsors will be entitled to the following benefits.

- Free Registration up to 10 Participants (Designation)
- Front Hall Exhibition Space
- Participation in Organizing Committee (Programs)
- 1 Special Session (All Presenters Free Registration)
- 1 Plenary Speech (Designation)
- 1 Special Events Host (Banquet)

## Platinum Sponsor – USD \$24,000

Platinum sponsors hold an important position as substantial supporters of the Congress, making significant contributions to its success. In recognition of their vital role, they are entitled to prominent visibility and a host of corresponding benefits that extend across various facets of the conference.

First and foremost, Platinum sponsors enjoy a high-profile presence on the IEA2024 website and mobile app, ensuring that their brand and contributions are prominently featured for all attendees to see. Additionally, their participation is celebrated through dynamic social media announcements, amplifying their reach and impact within the conference community.

In addition, Platinum Sponsors will be entitled to the following benefits.

- Free Registration up to 10 Participants (Designation)
- Complimentary Exhibition Space
- Participation in Organizing Committee (Programs)
- 1 Special Session (All presenters Free Registration)
- 1 Special Event Host (Reception)

## Diamond Sponsor – USD \$16,000

Diamond sponsors are esteemed and well-regarded contributors to the Congress, enjoying a distinguished status among supporters. Their commitment to the event is met with extensive recognition and prominent visibility across multiple platforms.

Foremost among the avenues of recognition, Diamond sponsors receive premium exposure on the IEA2024 website and mobile app, ensuring that their brand and contributions are prominently showcased to all conference participants. Furthermore, their presence is highlighted in various promotional materials related to the Congress, reinforcing their integral role in the event's success. Their contributions are celebrated and their names are prominently displayed to emphasize their role in enhancing the event.

In addition, Diamond sponsors will be entitled to the following benefits

- Free Registration up to 5 Participants (Designation)
- Complimentary Exhibition Space
- 1 Special Session (All presenters Free Registration)

## Gold Sponsor – USD \$8,000

Gold sponsors have consistently held a distinguished and pivotal role as the most sought-after and essential supporters of The Congress throughout its tradition. In recognition of their esteemed status, Gold sponsors will continue to receive the customary benefits associated with this level of sponsorship.

These benefits encompass a variety of valuable privileges. First and foremost, Gold sponsors enjoy the privilege of having their logo prominently displayed in key locations, including the photo booth, congress website, and recognition during the banquet event. These high-visibility placements ensure that their brand and contributions remain at the forefront of the Congress, reinforcing their significant role in its success.

In addition, Gold sponsors will be entitled to the following benefits.

- Free Registration up to 2 Participants (Designation)
- Complimentary Exhibition Space
- 1 Special Session (Session Organizer Free Registration)

## Silver Sponsor – USD \$4,000

Silver sponsors play a pivotal role as substantial backers of the Congress, constituting a significant portion of its support. Their contribution grants them noteworthy visibility, making them a prominent and widely recognized form of support.

To underline their importance, Silver sponsors are prominently featured on the Congress website and mobile app, providing attendees with easy access to their information and underscoring their commitment to the event. Silver sponsors enjoy recognition throughout the physical Congress space, reinforcing their presence and importance. Their names and logos are prominently displayed in key areas, creating a lasting impression on attendees and emphasizing their integral role in the Congress's success.

In addition, Silver sponsors will be entitled to the following benefits

- Free Registration 1 Participant (Designation)
- 1 Special Session (Session Organizer Free Registration)

## Other forms of Sponsorship

Other sponsorships are welcome and provide general support for the Congress to be applied where it's most needed (minimum USD\$ 1,000). All sponsorships will be listed on the IEA2024 website.

## Tax Deductions for Donations

The Ergonomics Society of Korea is an institution in accordance with the laws of South Korea, and individuals and corporations who make donations to The Ergonomics Society of Korea in accordance with relevant laws are eligible for legal tax deductions for their donations. The relevant documentation will be issued by the ESK after the conclusion of the Congress.

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## About ESK

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The Ergonomics Society of Korea was established in 1982, and in 2022, it proudly celebrated its 40th anniversary. It has rightfully earned its place as a central academic organization for ergonomics and human factors engineering in South Korea. Throughout its history, our society has been dedicated to advancing the field of ergonomics and human factors engineering academically and promoting its application in the industry. As a result, ergonomics and human factors engineering has gained recognition for its central role in areas such as safety, health, and UI/UX design within the industrial sector.

Internationally, after successfully hosting the International Ergonomics Association (IEA) World Congress in 2003, we are once again hosting it in Jeju in 2024. South Korea becomes the first country in Asia and the seventh country in the world to host this event twice, demonstrating our elevated status in the field of ergonomics and human factors engineering.

In the future, the ESK will continue to leverage the expertise of our members to address social and technological challenges. We aim to remain at the forefront of ergonomics and human factors engineering in South Korea.

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## About IEA

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The International Ergonomics Association (IEA) is a global organization dedicated to advancing the field of ergonomics and human factors engineering. Founded in 1959, the IEA brings together professionals, researchers, and practitioners from various disciplines to promote the understanding and application of ergonomics principles to improve human well-being and system performance.

IEA plays a pivotal role in fostering collaboration and knowledge exchange among individuals and organizations worldwide. It hosts the triennial IEA World Congress on Ergonomics, which is a prestigious event attracting experts and professionals from diverse fields to discuss the latest research, developments, and applications in ergonomics.

The association also promotes standards and guidelines, advocates for the adoption of ergonomic principles in various industries, and supports research initiatives to advance the science of ergonomics. Through its activities, IEA contributes to enhancing safety, efficiency, and the overall quality of life for people across different work environments and daily activities. It serves as a global hub for advancing the understanding and practice of ergonomics on a worldwide scale.



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## About IEA2024

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The triennial World Congress IEA 2024 is the premier conference of The International Ergonomics Association (IEA), widely regarded as the most prestigious conference on Ergonomics and Human Factors Engineering in the fields. IEA 2024, particularly, is a joint conference with another prestigious organization on Systems Engineering, the International Council on Systems Engineering (INCOSE), HSI (Human System Integration) Working Group (HSI WG). The Ergonomics Society of Korea (ESK) is proud to host the 22nd Triennial Congress, IEA2024 bringing the highest caliber of expertise in Human Factors and Ergonomics, Industrial Design, Engineering and related domains to South Korea. Further information will become available on the IEA2024 website ([www.iea2024.org](http://www.iea2024.org))

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## About Ergonomics and Human Factors Engineering

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Ergonomics, also known as human factors engineering, is a multidisciplinary field dedicated to enhancing the interaction between humans and their environment. This discipline focuses on designing products, systems, and processes that align with human capabilities, needs, and limitations to optimize comfort, safety, and performance. It encompasses various domains, including workplace ergonomics, physical ergonomics, cognitive ergonomics, and macroergonomics, all aimed at creating user-friendly and efficient environments and products. Ergonomics and human factors engineering, while referred to by different names, share a common goal of applying human-centered design principles to improve usability, minimize human error, and elevate overall well-being and productivity across diverse industries and contexts.

# Application

Please complete the application form below and send it to Fax (+82 (0)2-6455-2994) or e-mail (oc@iea2024.org)

Bank Information: Hana Bank 225-910079-27604 (Account Holder: Ergonomics Society of Korea)

Contact: Myung Hwan Yun, Chair of the Congress (oc@iea2024.org, mhy@snu.ac.kr)

Gwansub Shin, Secretariat of the Congress (info@iea2024.org, gshin@unist.ac.kr)

## Applicant's Information

- Organization: \_\_\_\_\_ (Chairman: \_\_\_\_\_ )
- Contact Person
  - Name: \_\_\_\_\_ (Department: \_\_\_\_\_ Job Title: \_\_\_\_\_ )
  - Tel: \_\_\_\_\_
  - Mobile: \_\_\_\_\_
  - Fax: \_\_\_\_\_
  - e-mail: \_\_\_\_\_

## Programs

Sponsorship Level	USD (\$)	Benefits	Check to Select
Main Sponsor	40,000	1. Free Registration up to 10 Participants 2. Front Hall Exhibition Space 3. Special Events Host (Banquet), and so forth	<input type="checkbox"/>
Platinum	24,000	1. Free Registration up to 10 Participants 2. Complimentary Exhibition Space 3. Special Events Host (Reception), and so forth	<input type="checkbox"/>
Diamond	16,000	1. Free Registration up to 5 Participants 2. Special Session (All Presenters Free Registration), and so forth	<input type="checkbox"/>
Gold	8,000	1. Free Registration up to 2 Participants 2. Special Session (Session Organizer Free Registration), and so forth	<input type="checkbox"/>
Silver	4,000	1. Free Registration up to 1 Participant 2. Special Session (Session Organizer Free Registration)	<input type="checkbox"/>

Requests:

I am applying for IEA 2024 sponsorship as above

Date of Application \_\_\_\_\_