

Intersection Conference

Where design meets development

3-4 October 2024
Turin

What is Intersection?

Intersection is the international event connecting **designers and developers** in both managerial and operative roles.

The place where to learn about the **best processes, methodologies, and technologies** on the market from high-profile professionals working for the World's top tech companies and startups through workshops and inspiring talks.

We believe that great things can come out from **confrontation, networking and exchange**. This is why, year by year, we select a meaningful theme in which we, as a community, can drive a positive impact.



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2024 main theme

Revolutionizing User Interfaces: The Dawn of Intuitive Digital Worlds

This theme focuses on the **evolution of user interfaces towards more intuitive, immersive, and interactive digital environments**, challenging professionals to reimagine the way users interact with technology in their daily lives.

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BEYOND BOUNDARIES

The topics

Sustainable Design & Development

Integrate sustainability principles into your design and development processes to reduce the environmental impact of digital technologies and products.

Design System & Scalability

Master the art of creating and managing robust design systems that scale across large organizations, enhancing consistency and efficiency in digital product design and development.

Natural User Interfaces

Learn about developing interfaces that leverage natural inputs like motion, gesture, voice, and gaze to create more fluid and intuitive interactions with technology.

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BEYOND BOUNDARIES

The topics

Generative AI

Dive into the creative possibilities of generative AI, from concept to final design. Explore ethical considerations, bias avoidance, and transparency in AI applications.

Micro-Frontends & Modular Architectures

Explore the adoption of micro-frontends and modular architectures to facilitate the development of complex, scalable user interfaces, offering greater code flexibility and reusability.

Cross-Platform Development

Assess the latest frameworks and tools for seamless cross-platform development, ensuring high-quality user interfaces and superior user experiences across multiple platforms.

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PREVIOUS SPEAKERS



Rebecca Hill
ZOOPLA



Florian Rival
GDEVELOP



Elizabeth Oliveira
XATA.IO



Tom Greever
INDIGO



Jeff Gothelf
GOTHELF.CO



Andreas Markdalen
FROG

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SPONSORSHIP

Why should you sponsor Intersection?

- 1.** Intersection positions itself at the cross-path between **User Experience and Development**, bringing together some of the best professionals across Europe for two days of workshops and talks.
- 2.** The mission of Intersection is to offer to its participants a **strategic, forward-looking baggage of ideas and experiences** that will change the way they reason about digital products. We want to function as an incubator of the ideas that will change tomorrow, fostering the exchange of knowledge.
- 3.** By becoming a sponsor, your company will position itself at the forefront of this new digital wave. **Increase your brand awareness, improve your attractiveness for new recruits, generate new leads and find new partners and customers** thanks to the communication plan and to the conference days.

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SPONSORSHIP OPPORTUNITIES

Diamond	Platinum	Gold
<ul style="list-style-type: none">- 10 free tickets included- Premier Branding- Session Booth- Custom Content: interviews, articles, or featured videos with the sponsor's leadership, shared on social media.- Digital Swag	<ul style="list-style-type: none">- 7 free tickets included.- Enhanced Branding- Dedicated Email Blast- Social Media Spotlight- Content Contributions- Networking Opportunities: Access to a roundtable discussion, branded with the sponsor's logo.- Digital Swag	<ul style="list-style-type: none">- 4 free tickets included.- Basic Branding- Session Recognition- Social Media Recognition- Digital Swag

DIAMOND SPONSORSHIP

Free tickets: 10 free tickets included.

Premier Branding: Highest visibility across all digital platforms, including the event's main page, registration page, and all attendee communications. Plus, prominent logo placement in all event-related videos.

Session Booth: Opportunity to deliver workshop or thematic sessions for the entire day positioning as a thought leader in the industry.

Custom Content: Development of custom content pieces such as interviews, articles, or featured videos with the sponsor's leadership, shared on social media.

Digital Swag: Inclusion of digital offers or branded items in the virtual attendee swag bag.

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PLATINUM SPONSORSHIP

Free tickets: 7 free tickets included.

Enhanced Branding: Logo and company mention on the event website, selected event materials, and specific session slides.

Dedicated Email Blast: One pre-event and one post-event email featuring the sponsor, sent to all registered attendees.

Social Media Spotlight: Regular shoutouts and mentions on the event's social media platforms before and during the event.

Content Contributions: Opportunity to contribute articles or thought leadership pieces to the event's content hub.

Networking Opportunities: Access to a roundtable discussion, branded with the sponsor's logo.

Digital Swag: Inclusion of digital offers or branded items in the virtual attendee swag bag.

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GOLD SPONSORSHIP

Free tickets: 4 free tickets included.

Basic Branding: Company logo on the event website and in the digital event program.

Session Recognition: Mention as a Gold Sponsor at the beginning of selected sessions.

Social Media Recognition: Mention in social media posts related to the event.

Digital Swag: Inclusion of digital offers or branded items in the virtual attendee swag bag.

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PLANNED PROMOTIONAL ACTIVITIES FOR THE EVENT

- Blogs and magazines
- Solid and consistent Social Media calendar
- Paid advertisement to increase brand awareness and boost ticket sales
- Periodic newsletters to the mailing lists Hinto®Group
- Involvement of our partners to expand the reach
- Public relations with institutions universities, companies, promoter and consultants of the UX and Development sector
- Ticket contests through media partners and on our Intersection Social
- General promotion of the event

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TICKETS



Blind bird: 270€ +vat

Early bird: 340€ +vat

Regular ticket: 440€ +vat

Bundle Day 1+2 Blind Bird:
370€ +vat

Estimated numbers of participants: 150

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Contact us

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