

# Intersection 2024

Where design meets development

**3-4 October 2024**  
Turin

# What is Intersection?

Join us **for the 6th edition** of Intersection, an immersive two-days journey where the forefront of design meets cutting-edge development. This year, we're reimagining the way professionals engage with technology, under the theme **"Revolutionizing User Interfaces: The Dawn of Intuitive Digital Worlds"**.

Dive into **in-depth discussions, hands-on workshops, and interactive sessions led by industry pioneers**, all designed to spark innovation and redefine your approach to digital landscapes.

Thursday 3 October

## DAY ONE



**Morning Talks**  
(different speakers)

Lunch Break

**Afternoon Workshops**  
(many to choose from)



Aperitivo & Meet Up 3 October (18:00-20:00)

Friday 4 October

## DAY TWO



**Morning Talks**  
(different speakers)

Lunch Break

**Afternoon Workshops**  
(many to choose from)



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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\*

\*You can also choose some of the add-ons available for deeper visibility in the next slide →

	DIAMOND (MAX 1)	PLATINUM (MAX 2)	GOLD (MAX 5)
Free tickets included	4	3	1
Branding	✓	✓	✓
Social Media Recognition	✓	✓	✓
Welcome Bag Inclusion	✓	✓	✓
Email banner	✓	✓	✗
Content Contributions	✓	✓	✗
Custom Content	✓	✗	✗
Custom Merchandise	✓	✗	✗
	3500€	2000€	900€

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## BRANDING OPPORTUNITIES

Evening Aperitivo	Coffee Break	Lunch Break
<ul style="list-style-type: none"><li>- <b>Sponsored meetup with food &amp; drinks</b></li><li>- <b>Reserved space</b></li><li>- <b>Dedicated talk</b></li><li>- This sponsor can place a <b>sponsored banner</b> at the serving table(s)</li></ul> <p><b>+ 4500€</b></p>	<ul style="list-style-type: none"><li>- Elevate your presence with a <b>branded coffee break.</b></li><li>- This sponsor can place a <b>sponsored banner</b> at the serving table(s)</li></ul> <p><b>+900€</b> per event day</p>	<ul style="list-style-type: none"><li>- <b>Reserved table</b> for you and your <b>guests/prospects</b></li><li>- This sponsor can place a <b>sponsored banner</b> at the serving table(s).</li><li>- <b>Promotional video.</b></li></ul> <p><b>+ 1500€</b> per event day</p>

If you are a sponsor, you will have access to a special discount on these three additional packs (Evening aperitivo, Lunch and Coffee breaks):

- - 30% *Diamond Sponsor*
- - 20% *Platinum Sponsor*
- - 10% *Gold Sponsor*

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## DIAMOND SPONSORSHIP → 3500€

**Free tickets:** 4 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.

**Social Media Recognition:** regular shoutouts and mentions on the event's social media platforms before and during the event.

**Welcome Bag Inclusion:** Inclusion of digital offers or branded items in the attendee swag bag.

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

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

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

**Custom Merchandise:** creation of dedicated merchandise stuff for the participants that they can bring back home

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## PLATINUM SPONSORSHIP → 2000€

**Free tickets:** 3 free tickets included.

**Enhanced Branding:** Logo and company mention on the event website and regular mentions during the event.

**Social Media Recognition:** regular shoutouts and mentions on the event's social media platforms before and during the event.

**Welcome Bag Inclusion:** Inclusion of digital offers or branded items in the attendee swag bag.

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

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

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## GOLD SPONSORSHIP → 900€

**Free tickets:** 1 free tickets included.

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

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

**Welcome Bag Inclusion:** Inclusion of digital offers or branded items in the 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

[intersection@hinto.com](mailto:intersection@hinto.com)

