

Intersection 2024

Where design meets development

3 October 2024
Turin

What is Intersection?

Join us **for the 6th edition** of Intersection, an immersive 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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SOME SPEAKERS FOR 2024



Enrico Palumbo



Ludovico Besana



Sören Weber



Jaime Levy

**AUTHOR OF
"UX STRATEGY"**



Tommaso Allevi



Francesco Napoletano



And more to come...

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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	✓	✗	✗
	4500€	2000€	900€

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BRANDING OPPORTUNITIES

Evening Aperitivo	Coffee Break	Lunch Break
<ul style="list-style-type: none">- Sponsored meetup with food & drinks- Reserved space- Dedicated talk- This sponsor can place a sponsored banner at the serving table(s) + 3500€	<ul style="list-style-type: none">- Elevate your presence with a branded coffee break.- This sponsor can place a sponsored banner at the serving table(s) +900€	<ul style="list-style-type: none">- Reserved table for you and your guests/prospects- This sponsor can place a sponsored banner at the serving table(s).- Promotional video. + 1500€

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 → 4500€

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

Estimated numbers of participants: 90

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Contact us

intersection@hintogroup.eu

