

# Sponsorship for World Information Architecture Day 2025

Conference in Zürich, 8 March 2025

## What is Information Architecture?

The purpose of information architecture is to support people and organizations in making sense of information. With sense-making, we mean

- identifying relevant information
- finding direction, orientation and overview
- gaining a deeper understanding of a subject
- discovering new connections.

For all of these activities, the context - both that of the user processing information and that in which the information is embedded - is crucial. Therefore, this year's global theme is [Challenges of Change – Adapting Information Architecture for an Evolving World](#).

## What is World Information Architecture Day?

[World Information Architecture Day](#) is an annual event to celebrate the practice and education of Information Architecture. On one day, locations around the world simultaneously come together to teach, learn, and shape the future of Information Architecture.

## World Information Architecture Day 2025 in Zürich

Our goal is to promote the relevance of IA, to foster the community and to empower professionals, both young and mature. 2025 will be the 11th edition of [World IA Day in Zürich](#).

The sponsoring contributions will mainly be used to cover the costs of the venue and the speakers as well as the recording, transcription and distribution of the talks. Attendees will only pay a nominal fee to cover a part of the cost of food and beverages. The organization is entirely volunteer-run.

## **WIAD Zürich 2025 Sponsorship Packages**

### **Gold package (CHF 2'500.-)**

The package includes the following benefits

- 5 free seats at conference
- Publicity
  - Display of information material and/or rollup in the lobby of the venue (material to be provided by you)
  - Display of company logo on World IA Day Zürich 2025 website and newsletter
  - Digital advertising via social media and event calendars
  - Display of logo and mention in presentations

### **Silver package (CHF 1'000.-)**

The package includes the following benefits

- 3 free seats at conference
- Publicity
  - Display of information material and/or rollup in the lobby of the venue (material to be provided by you)
  - Display of company logo on World IA Day Zürich 2025 website and newsletter
  - Digital advertising via social media and event calendars
  - Display of logo and mention in presentations

# WORLD IA DAY

LOCAL CONNECTIONS. GLOBAL IMPACT.

## ZÜRICH, SWITZERLAND

### **Bronze package (CHF 500.-)**

The package includes the following benefits

- 1 free seat for conference (Saturday)
- Publicity
  - Display of company logo on World IA Day Zürich 2025 website and newsletter
  - Digital advertising via social media and event calendars
  - Display of logo and mention in presentations

No VAT applies to the sponsorship contributions.

### **Contact**

Andrea Rosenbusch, +41 76 344 98 48, [zurich@worldiaday.org](mailto:zurich@worldiaday.org)