

Sponsorship for World Information Architecture Day 2026

Conference in Zürich, 7 March 2026

Why Information Architecture Matters

Information is everywhere—but without structure, it's overwhelming. Information Architecture (IA) helps people and organizations:

- Identify what's relevant
- Navigate complexity and find orientation
- Gain deeper understanding
- Discover unexpected connections

This year's global theme is "Designing for Meaning"—exploring how context shapes understanding and how we can make information more usable, human, and impactful.

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, across dozens of cities worldwide, professionals come together to learn, share, and shape the future of how we design information.

In Zürich, 2026 will mark our 12th edition. Our goal:

- Promote the relevance of IA in today's information-driven world
- Strengthen and grow the professional community
- Empower both emerging and experienced practitioners

Why Sponsor WIAD Zürich?

By supporting WIAD Zürich, your organization becomes part of an international movement while also gaining visibility among designers, researchers, strategists, technologists, and decision-makers in Switzerland and beyond.

Your sponsorship directly funds:

- The venue and speaker program
- Recording, transcription, sharing of talks (expanding the reach beyond the day itself)
- A highly accessible event: attendees pay only a nominal fee for catering, while the event is organized 100% by volunteers

In short: your support keeps knowledge open, inclusive, and accessible.

WIAD Zürich 2026 Sponsorship Packages

Gold package	Silver package	Bronze package
CHF 2'500.-	CHF 1'000.-	CHF 500.-
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 2026 website and newsletter - Digital advertising via social media and event calendars - Display of logo and mention in presentations	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 2026 website and newsletter - Digital advertising via social media and event calendars - Display of logo and mention in presentations	Benefits: 1 free seat for conference Publicity: - Display of company logo on World IA Day Zürich 2026 website and newsletter - Digital advertising via social media and event calendars - Display of logo and mention in presentations

Join Us in Designing for Meaning

Support WIAD Zürich 2026 and connect your brand with a forward-looking, international design and technology community. Together, we can **create meaningful experiences with information.**

No VAT applies to the sponsorship contributions.

Contact

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