On behalf of the Conference Committee of the Sixth Conference on Artificial Intelligence and Interactive Digital Entertainment, we invite you to participate in the sponsor program for AIIDE-10. The conference will be held October 11-13, 2010 at Stanford University in Palo Alto, California. AIIDE is the definitive point of interaction between entertainment software developers interested in AI and academic and industrial AI researchers. Sponsored by the Association for the Advancement of Artificial Intelligence (AAAI), the conference is targeted at both the research and commercial communities, promoting AI research and practice in the context of interactive digital entertainment systems with an emphasis on commercial computer and video games. The central Silicon Valley location serves as a perfect meeting ground for the games industry and research communities.

AIIDE-2009 attracted over 100 AI Games community representatives. Highlights included invited talks by industry leaders, such as Paul Tozour, David Hernández Cerpa (LucasArts), Michael Mateas (University of California, Santa Cruz), Michael Booth (Valve), Richard Evans (Maxis / Electronic Arts), and Steve Gargolinski and Leland Hepler (Blue Fang Games), as well as technical presentations and demonstrations on cutting-edge research and applications. Your participation in the AIIDE-10 Sponsor Program will give you instant visibility and access to this dynamic group of AI Games professionals, representing the premier talent in this quickly emerging area.

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- **Gold** $10,000
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- **Bronze** $2,000

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For more information about AIIDE-10, please contact us at aiide10@aaai.org, or visit our website at http://www.aiide.org.

G. Michael Youngblood, University of North Carolina, Charlotte
Conference Chair, AIIDE-10
AIIDE-10 Sponsor Contract

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