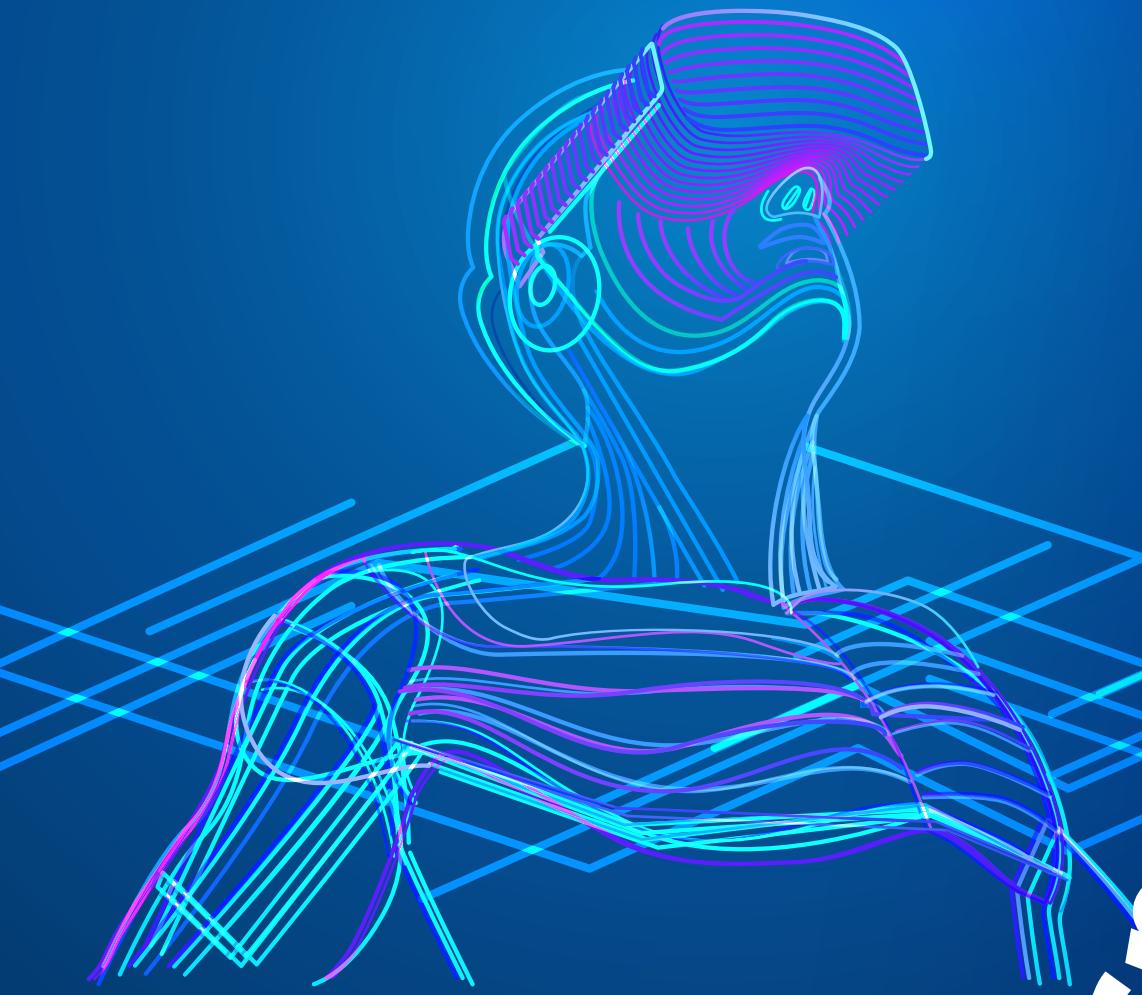




THE 27TH IEEE CONFERENCE ON VIRTUAL REALITY AND 3D USER INTERFACES

22–26 March 2020

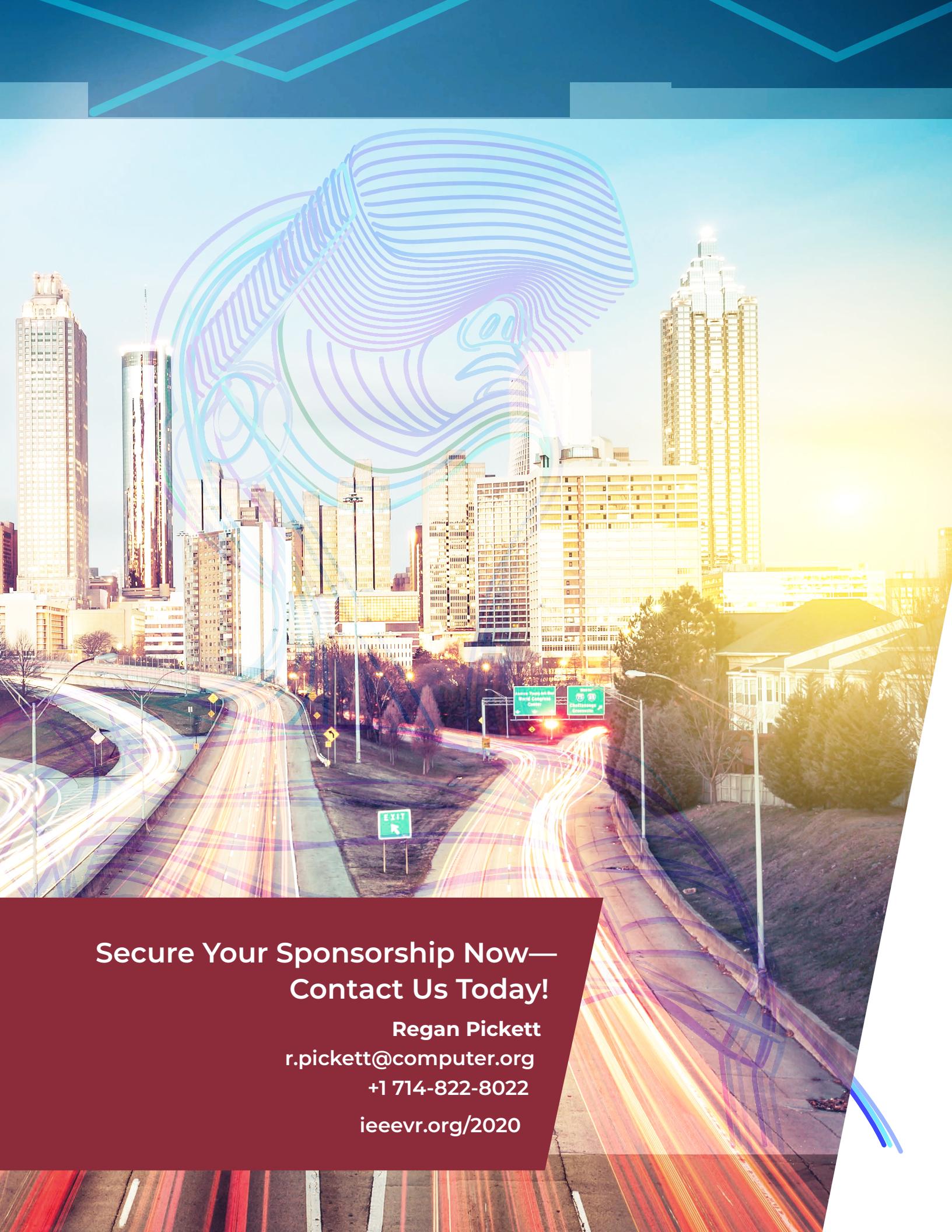
The W Atlanta—Midtown · Atlanta, GA, USA



**Sponsor & Exhibitor
Prospectus**



ieeevr.org/2020



**Secure Your Sponsorship Now—
Contact Us Today!**

Regan Pickett

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ieeevr.org/2020



International and Multifaceted

For over 26 years, the **IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR)** has presented groundbreaking research and accomplishments by virtual reality pioneers: scientists, engineers, designers, and artists.

The 2020 conference program will offer a similar experience as our previous event:

- 140+ oral presentations
- 200 posters
- 35 research demos
- 18 workshops

As the globally recognized event for introducing the next big advancements in virtual reality, IEEE VR is an exceptional and unique opportunity to access key professionals from a wide variety of virtual reality and 3D user interface interests—all in one place.

We invite you to exhibit and to showcase your products at the leading academic event that combines the brightest minds, most innovative research, and most exciting companies working with virtual environments, augmented reality, gaming, and 3D user interfaces.

Event at a Glance

- **22 March**
Workshops, tutorials,
and Doctoral Colloquium
- **23 March**
Exhibits set-up
- **23–26 March**
VR conference programs
and exhibition
- **26 March**
Exhibits break-down

Why Become a Sponsor?

VR 2020 provides various ways for sponsors to support the community while gaining exposure as well as other benefits which include:

- Connecting with international experts and influencers who can evaluate your products and influence their adoption
- Positioning your company as a leader in the VR space by showcasing your innovations to over 500 attendees
- Gaining worldwide recognition and visibility for your brand with enhanced branding opportunities
- Demonstrating your company as a thought leader and positioning your technology in front of tech-savvy influencers
- Creating opportunities to recruit top tech talent and building relationships with in-demand professionals
- Fostering employee development—give conference passes to technical staff who will develop deeper connections with industry peers and bring new ideas back to your company
- Ensuring continued exposure to thousands by being listed as a sponsoring company in the published proceedings, hosted on IEEE Xplore

Maximize your presence at the conference with a Diamond, Gold, Silver, Bronze, or Event Supporter sponsorship.





IEEE VR Technology is In Demand and Highly Valued

IEEE VR is a world-recognized event that publishes its proceedings in the IEEE Xplore digital library, demonstrating that it attracts technical papers and presentations from the most accomplished, focused, and forward-thinking researchers, practitioners, and innovators.

Past Participating Companies

Our strong conference history attracts an impressive list of attendees from recognized academic institutions, research organizations, and major corporations, including:

- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none">■ Advanced Realtime Tracking (ART)■ Archivetips■ BARCO■ Crescent■ DAQRI■ Dell■ Disney Research■ Digital Projection■ Frontiers■ Fujitsu■ GREE, Inc.■ Haption■ Huawei Japan■ IBM■ Intel■ Knowledge Service Network■ Magic Leap■ Mercari | <ul style="list-style-type: none">■ Microsoft■ MiddleVR■ Mozilla Corporation■ National Science Foundation■ NIST—Public Safety Communications Research■ NVIDIA | <ul style="list-style-type: none">■ Oben■ Phasespace■ Polhemus■ PoSTMedia■ Qualisys■ Sense Time Japan■ SoftCube Corp■ Solidray Co., Ltd■ Sumitomo Electric■ Technicolor | <ul style="list-style-type: none">■ Tracking■ Ultrahaptics■ U.S. Army Research Laboratory■ Vicon■ Viscon■ VR-on■ Vrvana■ WorldViz |
|--|--|--|--|

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Exhibitor and Sponsor Levels

Exhibitor Level	Cost (USD)	Exhibits Only Registration ¹	Tables (6') / Chairs	Benefits
Table Top	\$3k	1	1/2	<ul style="list-style-type: none"> Your company name and booth number will be included in the final program Discounts for small startups and non-profits are available

Sponsor Levels	Cost (USD)	Full ² Conference Only Reg. (choose 1)	Present- Time	Signage ³	Event Support	Slide at Opening/ Banquet/ Closing	Recognition in Proceedings ^{4,5}	Final Program Space ⁵
Diamond (limit 2)	\$25k	5	10 min.	Individual banner and/or panel + catalog stand	Choose: ⁶ Keynote or banquet. Table top and/or demo	1 page	1 page	1 page
Gold (limit 4)	\$15k	3	–	Individual panel + catalog stand	Choose: ⁷ Table top and/or demo	Half page	Logo	Half page
Silver (limit 6)	\$10k	2	–	Individual panel + catalog stand	Table top	Quarter page	Logo	Quarter page
Bronze (limit 12)	\$5k	1	–	Catalog stand	Table top	Logo	Logo	Logo
Event Supporter (limit 24)	\$1k	–	–	–	–	Logo	Logo	Logo

1. Each exhibits-only registration includes access to the exhibit space and tickets for Exhibitor's Reception.
2. Each full registration includes USB proceedings, access to all events, and tickets for Exhibitor Reception.
3. Printing of individual banner is the responsibility of the supporter. Banner will be displayed at all food service events selected by the sponsor.
4. Design and creation of ad is the responsibility of the sponsor.
5. Inclusion in printed conference materials requires registration prior to printed materials deadline.
6. Exclusive event support.
7. Non-exclusive event support.

Sponsor Today and Enhance Your Reach Before, During, and After IEEE VR 2020!

Discover more about these new sponsorship benefits and how they can benefit your company.

Sponsorship Levels

Diamond

Gold

Silver

Bronze

Event Supporter

À-la-carte Sponsorships

Doctoral Consortium Supporter

\$500+ USD

Your company logo will appear in the conference program, identifying you as a Doctoral Consortium Supporter. Your contribution supports travel, board, and meals for graduate students researching at the frontiers of virtual reality. Approximate cost per student for attending the conference is \$2000 USD. You may distribute branded giveaways during the event.

Coffee Break Supporter

\$5000 USD each (\$20K exclusive)

Your company logo will appear on all coffee-break stations and in the conference program, identifying you as the Coffee Break Supporter. You may distribute branded giveaways during the break at your expense.

VR Contest Supporter

\$1000+ USD or in-kind donations

Your company logo will appear on all contest signage, contest communication, and in the conference program, identifying you as a VR Contest Supporter. Your contribution is used for prizes for contest participants, which can include equipment, merchandise, or monetary awards.

Final Program Advertisement (full color)

- Full page — \$2000
- Half page — \$1000
- Quarter page — \$500
- Eighth page — \$250

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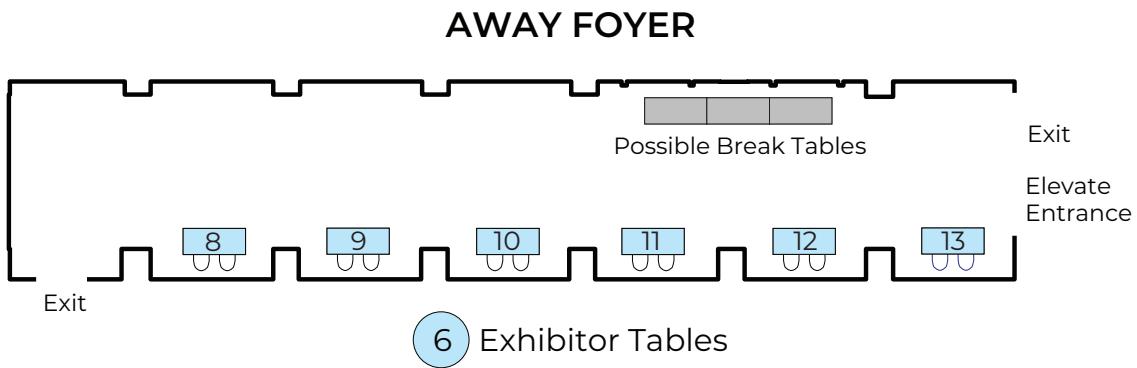
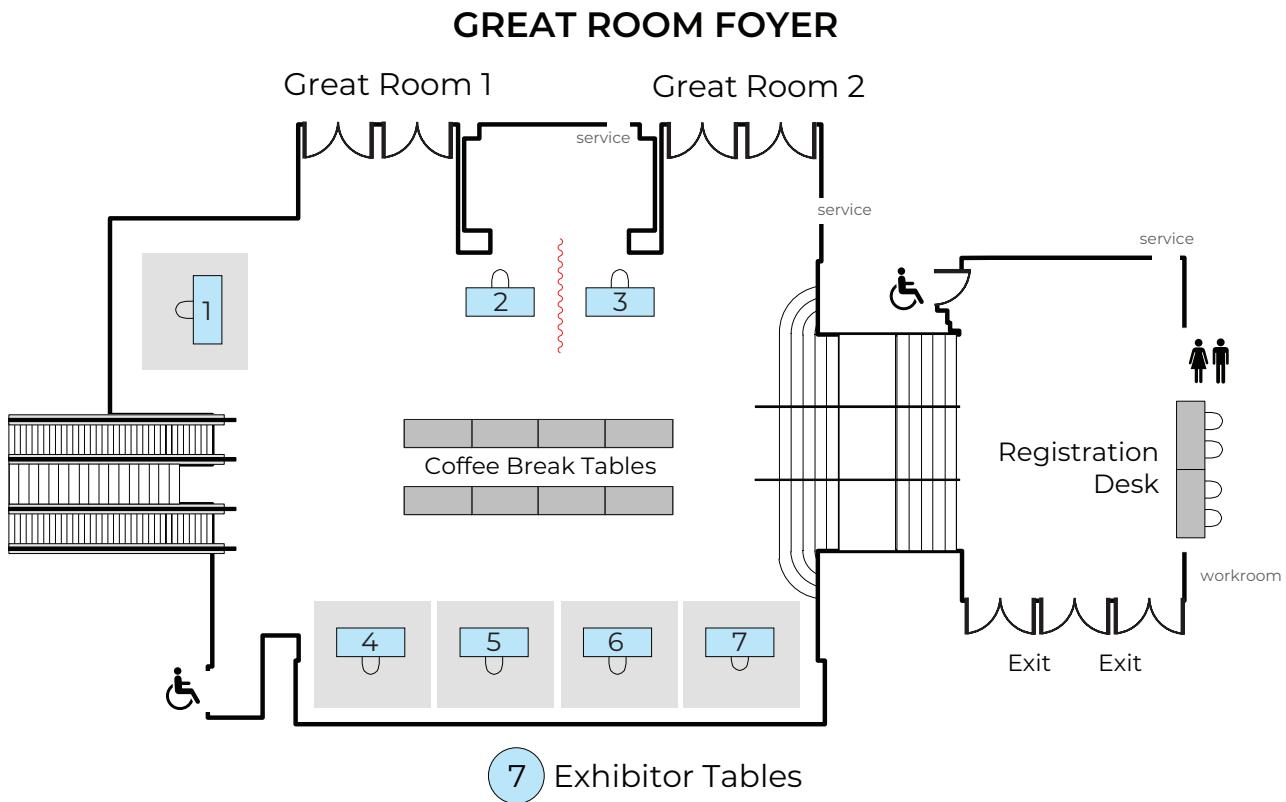
ieeenvr.org/2020

Important Deadlines

Don't miss these important deadlines:

- **31 January 2020** – Deadline for application and full payment
- **7 February 2020** – No refunds for cancellations
- **21 February 2020** – Space assignment mailed to exhibitors

Exhibit Area Map



EXHIBITION & SPONSORSHIP APPLICATION

INSTRUCTIONS: Complete all sections. Obtain authorized signature. Application will be confirmed in writing.

1. COMPANY INFORMATION

Please type company and exhibitor name as it should be published.

Company Name:

Street Address:

City/State/Zip/Country:

Website URL:

2. CONTACT INFORMATION

Individual to receive all information on exhibit logistics and operations.

Name:

Title:

Phone:

Email:

We would like to be contacted regarding promotional opportunities.

3. TABLE TOP

Table Top — \$3,000

Table Top Location Preference (if applicable)

Option 1: _____ Option 2: _____ Option 3: _____

TOTAL Table Top Fee = \$

Exhibit space and sponsorships are sold separately.

4. SPONSORSHIP PACKAGES

Details on page 4.

<input type="checkbox"/> Diamond — \$25,000	<input type="checkbox"/> Bronze — \$5,000
<input type="checkbox"/> Gold — \$15,000	<input type="checkbox"/> Event Supporter — \$1,000
<input type="checkbox"/> Silver — \$10,000	

TOTAL Sponsorship Packages Fee = \$

5. A-LA-CARTE SPONSORSHIP ITEMS

Details on page 5.

- Doctoral Consortium Supporter — \$500+
- Coffee Break Supporter — \$5k each (\$20k exclusive)
- VR Contest Supporter — \$1k or in-kind donations

FINAL PROGRAM ADVERTISEMENT (FULL COLOR)

- | | |
|--|---|
| <input type="checkbox"/> Full page — \$2,000 | <input type="checkbox"/> Quarter page — \$500 |
| <input type="checkbox"/> Half page — \$1,000 | <input type="checkbox"/> Eighth page — \$250 |

TOTAL Single Sponsorship Items Fee = \$

6. PAYMENT INFORMATION

Table Top	= \$
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Sponsorship Packages	= \$
----------------------	------

Single Sponsorship Items	= \$
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TOTAL	= \$
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Note: Sponsorships and Expo Space balance is due upon receipt of invoice.

Payments can be made via bank transfer, check, or credit card.

7. AUTHORIZED SIGNATURE

This Application shall not be confirmed unless and until it is accepted and approved in writing by the IEEE Computer Society. You are hereby authorized to reserve space for our use at VR 2020. We agree to exhibit under and comply with the terms and conditions of the agreement and by the guidelines provided.

Name (Print):

Title:

Signature:

Date (mm/dd/yyyy):

SUBMIT APPLICATION TO:

IEEE Computer Society, Sales Management

Amir Draquez

Email: adraquez@computer.org · Phone: +1 714-816-2119 · Fax: +1 714-821-4010

VR 2020 c/o IEEE Computer Society.

10662 Los Vaqueros Circle, Los Alamitos, CA 90720-1314, USA

VR 2020 Exhibits Terms and Conditions

1. Organizer Principal Purpose

The word "Organizer" as used herein shall mean the IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR) and the Institute of Electrical and Electronics Engineering (IEEE) Computer Society. The word "Management" as used herein shall mean the representatives acting for it in the management of the Exhibition. The main purpose of this Conference and Exhibition is educational and the Exhibition staged in conjunction with the Conference is a vital element of this educational process. The Organizer and the Exhibitor agree that the purpose of the Exhibition is exclusively for the education of persons attending the Conference, and will conduct themselves accordingly.

2. Sub-Leasing

Exhibitor may not sublet his/her space, nor any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his/her own name, except where such articles are required for the proper demonstration or operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate or other identification which in standard practice appears normally on them. Exhibitor may not permit in the booth non-exhibiting companies' representatives. Rulings of the Management shall in all instances be final with regard to use of any exhibit space.

3. Eligible Exhibits

Management has sole right to determine the eligibility of any company or product for inclusion in the Exhibition.

4. Limitation of Liability

Neither the Organizer, nor the Management nor the Expo floor nor the Exhibition agency nor any of their officers, agents, employees, or other representatives, shall be held liable for, and they are hereby released from liability for, any damage, loss, harm, or injury to the person or property of the Exhibitor or any of its officers, agents, employees, or other representatives, resulting from theft, fire, water, accident, or any other cause. The Exhibitor shall indemnify, defend, and protect Organizer, Management, and IEEE VR 2020 and hold and save Organizer and Management harmless from any and all claims, demands, suits, liability, damages, loss, attorney's fees, and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, agents, employees, or other representatives. All Exhibitors are required to provide for their own floater insurance coverage, protecting against damage, loss, or theft, as well as business auto coverage.

5. Installation; Showing; Dismantling

Hours and dates for installation, showing, and dismantling shall be those specified by Management. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exhibition before conclusion of this dismantling period as specified by Management.

6. Damage to Property

Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other Exhibitor's property. Exhibitor may not apply paint, lacquer adhesive, or other coating to building columns and floors or to standard booth equipment.

7. Beverages/Food Distribution

Exhibitors should check with the Exhibition Officer if they plan on distributing beverages or food items during the IEEE VR 2020 Exhibits.

8. Attendance

Management shall have sole control over admission policies at all times.

9. Booth Representatives

Exhibitor's booth representatives shall be restricted to employees of exhibiting company who are actually working in Exhibitor's booth. Booth representatives shall wear "EXHIBITOR" badge identification, furnished by Management, at all times. Management may limit the number of booth representatives at any time. All Exhibitor's company personnel other than those working in booth are to register as attendees at the Exhibition.

10. Demonstration Equipment Placement

All demonstration equipment including operator's position must be located at least 1 (one) meter removed from the aisle line of the exhibit area. No display material and/or equipment can be placed in meeting rooms of the Convention Center or in conference hotels without written permission from Management.

Exhibitor warrants and agrees that the Exhibitor is solely responsible for assuring that its exhibit, demonstration(s), and all related materials are accessible to persons with disabilities and complies with all applicable provisions of United States laws.

11. Decoration

Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth which Management deems inconsistent with the Principal Purpose of the Exhibition or inappropriate for any other reason, and no liability shall attach to Management for costs that may evolve upon Exhibitor thereby. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to Exhibitors in adjoining booths. If such surfaces remain unfinished at noon on opening day of the Exhibition, Management shall authorize the official Booth Installer to effect the necessary finishing and Exhibitor must pay all charges involved thereby.

12. Exhibitor's Representatives' Responsibility

Exhibitor agrees to indemnify Management against and hold it harmless for any claims arising out of the acts or negligence of Exhibitor, his/her agents, or employees.

13. Exhibitor's Withdrawal

No refunds will be issued for withdrawal notices received on or after **7 February 2020**. Withdrawal notice does not eliminate financial liability of balance due when withdrawing.

14. Exhibit Space Reduction

Exhibitors who reduce contracted exhibit space prior to **7 February 2020** will be charged 50% of originally purchased exhibit space plus an additional 10% penalty on originally

blocked space. If request to reduce space is received after **7 February 2020**, exhibitor shall remain liable for the total rental amount (including any balance due) of its original square footage. Such replacement exhibit space(s), if any, shall be provided based on availability as determined at Management's sole discretion. Additional charges may apply, depending on final booth size.

15. Insurance Requirements

If the Exhibitor causes fire, theft, or any other forms of deliberate or accidental damages to the Organizer or other parties, the Exhibitor is solely liable for the compensation to damages caused. The Exhibitor is also solely liable for the insurance of the items displayed.

16. Exhibitor's Discussions; Costumes; Promotion

Exhibitor shall not engage in any activities in the aisles or in booths other than his/her own. Exhibitor's representatives wearing distinctive costumes, or carrying banners or signs separately or as part of their apparel must remain in their own booths.

17. Failure to Hold Expo

Except as the Exhibitor's rental obligations may be reduced as set forth in paragraph 13, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by the Exhibitor because of the failure of an Exhibit to arrive for any reason, or cancellation by Organizer of the Exhibition, in whole or in part, as the result of riot, strike, civil disorder, act of war, act of God, or any other reason of any kind whatsoever not within Organizer's control.

18. Floor Load

Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or person resulting from failure, knowingly or otherwise, to distribute the load of his/her exhibit material in conformity with the maximum floor load specifications.

19. Flammable Materials

No flammable fluids or materials of any nature may be used in any booth and/or decorative materials, including any materials the use of which is prohibited by national, state, or city fire regulations.

20. Lotteries; Contests

The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime, is permitted only on written approval from Management.

21. Noise and Odors

No noisy or obstructive work will be permitted during open hours of the Exhibition, nor will noisily operating displays, nor exhibits producing objectionable odors, be allowed.

22. Obstruction of Aisles or Booths

Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby Exhibitor's booth shall be suspended for any periods specified by Management.

23. Regulations Governing Displays

Regulations relating to maximum allowable heights of back wall and sidewall display panels are included with the Expo Service Manual to be distributed.

24. Rejected Displays

Exhibitor agrees that his/her exhibit shall be admitted and shall remain from day to day solely in strict compliance with the rules herein laid down. Management reserves the right to reject, eject, or prohibit any exhibit in whole or part, or Exhibitor or his/her representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to Exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules or for other stated reasons, no return shall be made.

25. Safety Devices

Exhibitor agrees to accept full responsibility for compliance with national, city, and province regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment.

26. Samples; Souvenirs

Samples, souvenirs, publications, etc. may be distributed by Exhibitor only from within his/her booth. The distribution of any article that interferes with the activities in or obstructs access to neighboring booths, or that impedes aisles, is prohibited. Balloons (air or helium) are prohibited.

27. Signs; Sign Copy; Illumination

No "sold" signs of any nature which designate prices or notices of "sales," etc., are permitted. Electric flashers are prohibited. Should the wording on any sign or area in an Exhibitor's booth be deemed by Management to be contrary in any way to the best interest of the Exhibition, Exhibitor shall make such changes or remove sign as requested by Management. Management's decision will be final in such matters.

28. Sound Amplifying Reproducing Equipment

The use of sound systems is permissible, provided they are not audible more than 2 meters into the aisle or into neighboring booths, and that the sound is directed exclusively into the Exhibitor's booth. Noise levels must be held to an 80-decibel maximum at all times. Management shall have absolute control over this regulation, the intent of which is to ensure that sound systems shall not be audibly objectionable to neighboring Exhibitors. Sound amplification may be used by an Exhibitor only for the dissemination of information to the IEEE VR 2020 audience directly relating to products and/or services of the particular Company displaying such products and/or services at IEEE VR 2020.

29. Amendment to Rules

Any matters not specifically covered by the preceding Rules shall be subject solely to the decision of Management. These Rules may be amended at any time by Management, and all amendments so made shall be binding on Exhibitor equally with the foregoing Rules and Regulations.

30. Agreement to Rules

Exhibitor (self and employees), agrees to abide by the foregoing Rules and by any amendments that may be put into effect by Management.



Join and support the international virtual reality research community at VR 2020!

Make meaningful connections.



Showcase your innovations.



Support VR research and advancement.





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