



IEEE VR 2024
ORLANDO, FL USA
March 16-21, 2024

The 31st IEEE Conference on Virtual Reality and 3D User Interfaces

Sponsor & Exhibitor Prospectus





IEEE VR 2024
ORLANDO, FL USA

Contact Us Today & Secure Your Sponsorship!

exhibitssponsors2024@ieeevr.org





IEEEVR 2024
ORLANDO, FL



Conference Overview

For over twenty years, the IEEE Virtual Reality Conference has been presenting the groundbreaking ideas and work of virtual reality pioneers: scientists, engineers, designers, and artists. Many of the virtual reality innovations hitting the marketplace today trace back to research that was first demonstrated at this conference. The next big advancements in virtual reality will come from attendees of the VR Conference.

The Conference takes place in **Orlando, Florida, USA** at the renowned **Disney Contemporary Resort**, an iconic Disney hotel offering attendees the perfect retreat.

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 and augmented reality, gaming, and 3D user interfaces.

EVENT AT A GLANCE

- **16-17 March**
Workshops, Tutorials, and Doctoral Consortium
- **18 March**
Exhibits set-up
- **18-21 March**
VR Conference
- **21 March**
Exhibits take-down



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Why Become a Sponsor?

IEEE VR 2024 provides various ways for sponsors to support the community and gain exposure:

- Demonstrate your organization as a leader in the XR Ecosystem.
- Showcase your innovations to over **500** attendees.
- Connect with international experts who can evaluate your products and influence their adoption.
- Gain worldwide visibility and recognition for your brand among tech-savvy influencers.
- Create opportunities to recruit top tech talent and build relationships with in-demand professionals.
- Foster employee development – develop deeper connections with industry peers and bring new ideas back to your company.
- Ensure 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.





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PREVIOUS EXHIBITORS & SPONSORS

- Advanced Realtime Tracking (ART)
- Amazon Web services
- Barco
- Crescent
- Clemson University
- DAQRI
- Dell
- Disney Research
- Digital Projection
- ESI North America
- Fakespace Labs
- Frontiers
- Fujitsu
- Georgia Institute of Technology
- Haption
- HITLabNZ
- Huawei Japan
- IBM
- Intel
- Magic Leap
- Microsoft
- Meta Reality Labs
- MiddleVR
- Mozilla
- National Science Foundation
- NIST— Public Safety Communications Research
- NVIDIA
- NVIS
- Oben
- Oxford University Press
- Phasespace
- Pico
- Polhemus
- PoSTMedia
- PRESENCE: Teleoperators and Virtual Environments
- Qualcomm
- Qualisys
- Springer
- Technicolor
- Tracking
- Ultrahaptics
- University of Georgia
- U.S. Army Research Lab.
- Vicon
- Viscon
- Virbela
- Vr-on
- Vrvana
- WorldViz
- XR Bootcamp
- Appen
- Pico
- Vicon
- Vimeo

Don't miss the deadlines:

- **16 February** – Application and Full payment due
- **23 February** – No refunds for cancellations
- **1 March** – Space assignment confirmation



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Exhibitor and Sponsor Levels

Exhibitor Levels	Cost	Registration		Exhibit Space	Setup Tables /Chairs
		Full Reg. / Conf.-only	Exhibits only		
Double booth	\$3 000	2F OR 4C	8	1.8m x 5m	2 / 4
Single booth	\$1 800	1F OR 2C	4	1.8m x 2.5m	1 / 2

Special Event Exclusive:
Awards Banquet Sponsor \$45 000

Sponsor Levels	Cost	Registration Full Conf. / Conf.-only	Slide at Opening/ Banquet/ Closing	Recognition in Proceedings	Recognition in Program
Diamond sponsor	\$20 000	5F OR 10C	1 page	1 page	2 pages
Platinum sponsor	\$15 000	3F OR 6C	1 page	Half page	1 page
Gold sponsor	\$10 000	2F OR 4C	Half page	Logo	Half page
Silver sponsor	\$4 000	1F OR 2C	Quarter page	Logo	Quarter page
Bronze sponsor	\$2 500	2C	Logo	Logo	Logo
Non-Profit	\$1 000	-	-	Logo	-



Supporter Levels

DOCTORAL CONSORTIUM SUPPORTER

\$500 suggested each (per DC student)

Your company logo will appear on all event stations and in the conference program to identify you as a Doctoral Consortium Supporter. Your contribution will support travel, board, and for graduate students researching at the frontiers of virtual reality. Costs per student for attending the conference are about 200K JPY. You may include logo giveaways during the event; give-a-ways will be at supporter's own expense.

BREAK SUPPORTER

\$2000 each

Your company logo will appear on all lunch-break stations and in the conference program to identify you as the Lunch Break Supporter. You may include logo giveaways during the breaks; giveaways will be at supporter's own expense

EVENT SUPPORTER

\$1500 each (25 available slots)

Your company logo will appear on all event stations and in the conference program to identify you as the Event Supporter. You may include logo give-a-ways during the event; give-a-ways will be at supporter's own expense. Events available for support: Exhibitors' Reception, Reception, post-banquet desert event, Tutorials, Paper sessions, and Poster sessions. Event support is nonexclusive.

CONTEST SUPPORTER

\$1000 suggested each (e.g., prize hardware)

Your company logo will appear on all event stations and in the conference program to identify you as a VR Contest Supporter. Your contribution will provide for prizes for teams who compete in the contest, including equipment, merchandise, or monetary awards. The nature and value of your contribution are subject to approval by the conference committee.

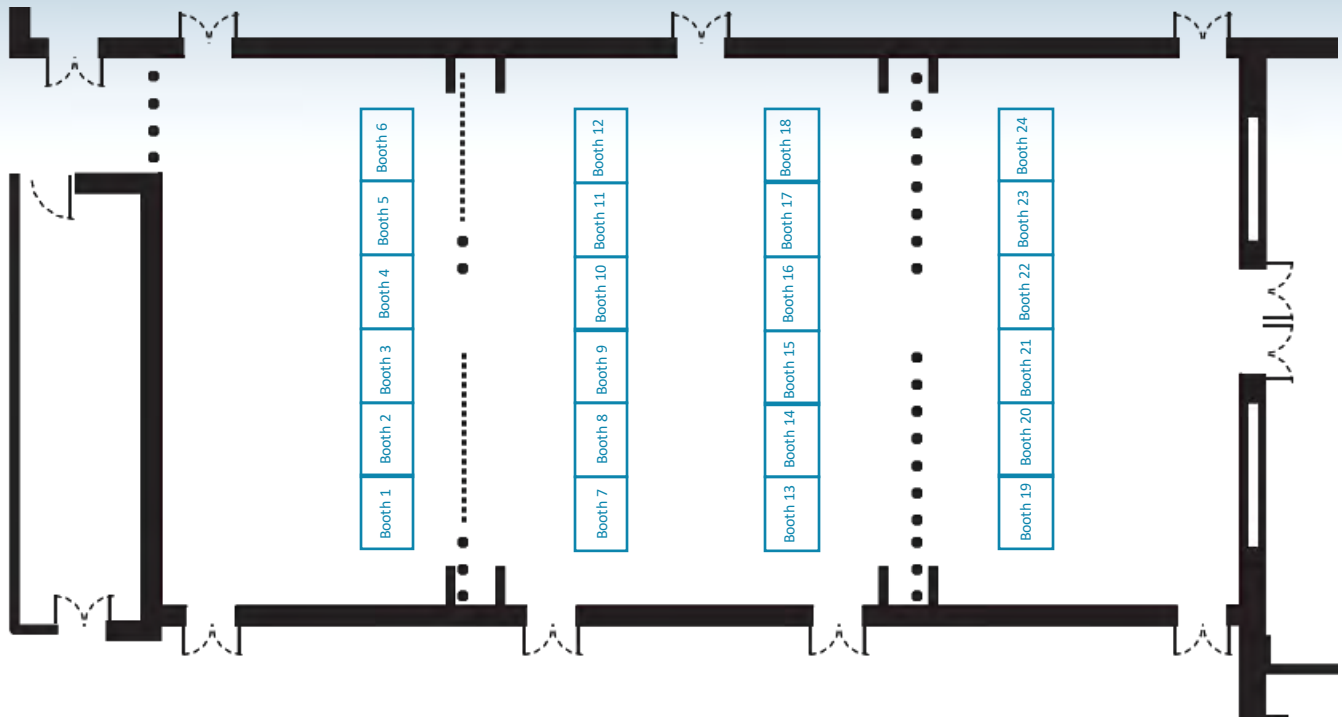
Exhibit Area Map



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Sorcerer's Apprentice Ballroom

Preliminary plan



Setup Schedule and Exhibition Times:

- ✓ Tuesday March 19:
 - Setup Time: 6.30am to 10.30am
 - Exhibits Open: 10.30am to 5.30pm
 - Exhibits Reception: 6pm
- ✓ Wednesday March 20:
 - Exhibits Open: 8.30am to 5.30pm
- ✓ Thursday March 21:
 - Exhibits Open: 8.30am to 3.00pm
 - Take-down: 3.00pm to 6.00pm

Each standard booth space includes:

- ✓ Single booth (1.8 x 2.5 m; 5.9 x 8 ft) or double booth (1.8 x 5 m; 5.9 x 16 ft) floor space
- ✓ 1 table and 2 chairs or 2 tables and 4 chairs
- ✓ One US standard electrical outlet
- ✓ Standard power options (extension cords and power strips not supplied)
- ✓ Sign board with exhibitor's name

Custom booth requirements can be supported.



Terms & Conditions



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Photo via Adobe Images

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 2024 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 2024 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. 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.

12. Exhibitor's Withdrawal

No refunds will be issued for withdrawal notices received on or after 23 February 2024. Withdrawal notice does not eliminate financial liability of balance due when withdrawing.

13. Exhibit Space Reduction

Exhibitors who reduce contracted exhibit space prior to 23 February 2024 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 23 February 2024, 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.

14. 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.

15. 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.

16. 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.

17. 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.

18. 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.

19. 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.

20. 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.

21. 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.

22. 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.

23. 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.

24. Use of VR 2024 Name

VR 2024 and the VR 2024 logo are registered trademarks owned by IEEE Computer Society. Participation by an Exhibitor in VR 2024 does not entitle the Exhibitor to use such names or logos, except that the Exhibitor may reference VR 2024 and the VR 2024 logo with reference to the Exhibitor's participation as an Exhibitor at VR 2024.

25. 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.

26. 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.

Supporter/Exhibitor Application

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

1. COMPANY INFORMATION

Please type company and exhibitor name as they 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. BOOTH

☐ Double booth - \$3000 ☐ Single booth - \$1800

Total Both Fee = \$

Exhibit space and sponsorships are sold separately

4. SPONSORSHIP PACKAGES

☐ Awards Banquet - \$45000 ☐ Silver - \$4000
☐ Diamond - \$20000 ☐ Bronze - \$2500
☐ Platinum - \$15000 ☐ Non-Profit
☐ Gold - \$10000

Total Sponsorship Packages Fee = \$

5. SUPPORTER ITEMS

☐ Doctoral Consortium Supporter - \$500+
☐ Break Supporter - \$2000 each
☐ Event Supporter - \$1500 each
☐ Contest Supporter - \$1000+

FINAL PROGRAM ADVERTISEMENT (FULL COLOR):

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

Total Single Supporter Items Fee = \$

6. PAYMENT INFORMATION

Double Booth & Single Booth = \$

Sponsorship Packages = \$

Single Supporter Items = \$

TOTAL = \$

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 2024. 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 APPLICATIONS TO:
exhibitssponsors2024@ieeivr.org