



IEEE Virtual Reality 2013

Walt Disney World Swan Resort
1500 Epcot Resorts Blvd.
Lake Buena Vista, FL 32830, USA

Conference Dates:
18-20 March 2013
Exhibit Dates:
18-19 March 2013

<http://ieeivr.org/2013/>

Supporter/Exhibitor Prospectus

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Overview

IEEE Virtual Reality (VR) is the world's premier international technical conference and exhibition on all aspects of virtual, augmented, and mixed reality. It has been held annually since 1993. In addition to the virtual reality conference, this year's event is collocated with the **IEEE Symposium on 3D User Interfaces (3DUI)**, held 16-17 March 2013, and an exciting program of Workshops and Tutorials. Innovative research, groundbreaking products, pioneering concepts and hands-on experiences in the disciplines of virtual reality, augmented reality, and 3D user interfaces are what IEEE VR, March 18-20, 2013 in Orlando, Florida is all about. At the heart of Central Florida, Orlando is known by its university life as well as a number of commercial and military simulation companies that make the city rich with simulation technology innovation. At this year's conference, we will promote awareness and collaboration with the modeling and simulation community through publicity and joint activities.

The IEEE 3DUI Symposium is one of the premier venues in 3D user interfaces, which gathers researchers from academics and industry together with user interface developers to discuss the frontiers of the field, and I3D is the leading conference for real time 3D computer graphics and human interaction. Collocation of IEEE VR, IEEE 3DUI and i3D provides a premier opportunity for VR researchers to meet with the graphics and user interface folks and share their latest innovations with each other and with industry.

Conference attendees come from around the world, and include researchers and developers from industry, government, and academia. The exhibit area at the conference provides a unique opportunity to interacting with leading experts from those groups, as well as giving the attendees the opportunity to learn directly from you about your products and services and how they can help them to stay at the forefront of their fields.

We invite you to exhibit and to showcase your products at the most exciting combination of brightest minds, the most innovative research, the leading companies, and the most stimulating discussions in the fields of virtual environments, augmented reality, gaming, and 3D user interfaces.

The Conference and the Exhibit will be held at the Walt Disney World Swan Hotel, in Orlando, FL. The weekend activities (Sat-Sun, March 16-17) will include the Workshops, and the Tutorials of 3DUI Symposium, as well as the IEEE VR *Exhibits Reception* on Sunday evening organized in the exhibition area. This reception will take place in/throughout the exhibit space and the adjacent terraces, welcoming attendees in a convivial setting focused solely on the Exhibitors. This will be the only event held that night, and it will provide a unique opportunity to meet and capture attention of all conference attendees right at the start of the conference. The weekday activities will consist of the main VR conference program (Monday March 18 - Wednesday March 20), including the vendor and research exhibitions. The VR conference will coincide with the 3DUI symposium (Saturday March 16 - Sunday March 17).

Orlando, Florida is ideally located at the heart of Central Florida, and is within 15 minutes' drive from the Orlando International Airport, with many shopping malls, sandy beaches located just one hour from the city, Cape Canaveral, and theme parks such as Walt Disney World, SeaWorld, Universal Studios, and the Wet'n Wild Water Park. The city of Orlando also houses many museums, art galleries, delicious dining, and challenging golf courses, making it a perfect tourist destination for entire family.

Why Support and Exhibit at IEEE VR?

- Your organization will have the *opportunity to meet 500 or more influential conference participants* – and potential customers – from government, industry, and academia around the world that specialize in immersive environments, user interfaces, and content creation and analysis.
- *Increase visibility* among conference attendees through print, media, and personal contact. The VR 2013 exhibits will be held in an exclusive exhibits area, and will be the location of the Sunday evening reception as well as the location for break food service.
- *Your logos will be displayed* on conference support placards, interstitial displays of the technical presentations, the conference web page, and will also be included in the conference proceedings and the final program (subject to print deadlines).
- *Recruit* from among the very best graduate students working in these areas.
- *Facilitate* the continuation of the most exciting and cutting-edge meeting on virtual reality.

Deadlines

10 January 2013 (tentative, TBC)

Deadline for Application and Full Payment to be included in the conference proceedings

1 February 2013

Deadline for Application and Full Payment

8 February 2013

Space Assignments Mailed (for exhibitors)

18 February 2013

No Refunds for Cancellation

IEEE Virtual Reality 2013 Meeting Contacts

Exhibits Co-Chairs (*exhibitschairs@ieeivr.org*):

Amela Sadagic, Naval Postgraduate School, USA
Andrew Robb, University of Florida, USA
Roland Blach, Fraunhofer IAO, Germany

Conference Co-Chairs (*generalchairs@ieeivr.org*):

Benjamin Lok, University of Florida, USA
Greg Welch, University of Central Florida, USA

Local Arrangements Chair (*localarrangementschairs@ieeivr.org*):

Michael Eakins, University of Central Florida, USA
Diego Rivera-Gutierrez, University of Florida, USA
Aleshia Panbamrung, University of Central Florida, USA

3D User Interfaces Symposium 2013 Meeting Contacts

Symposium Co-Chairs:

Anatole Lécuyer, INRIA, France
Frank Steinicke, University of Wuerzburg, Germany
Mark Billinghurst, University of Canterbury, New Zealand

Interactive 3D Graphics and Games Symposium

Symposium Co-Chairs:

Marc Olano, University of Maryland, Baltimore County <olano@umbc.edu>
Miguel A. Otaduy, URJC Madrid <miguel.otaduy@urjc.es>

Previous Exhibitors and Attendance History

VR 2012 Orange County, USA	VR 2011 Suntec, Singapore	VR and HS 2010 Waltham, MA, USA	VR 2009 Lafayette, LA, USA	VR and HS 2008 Reno, NV, USA	VR 2007 Charlotte, NC, USA
Christie Nvidia Advanced RealTime Tracking Motion Analysis Polhemus WorldViz NVIS CyberGlove Systems Haption EOS Solutions BARCO PhaseSpace, Inc Dassault Systemes DVE Telepresence Canon Disney	YourSingapore JCCI 3dvia EON Reality MDA Sony Exploit Technologies BARCO Haption Sensics, Inc. ViewPLUS Voltrium Systems VICON PTI PEARSON Presence Taylor and Francis VRSJ	WPI nVIDIA SensAble Tech. RIM Nokia MOOG Haption InterSense WorldVis Polhemus MotionAnalysis	3dvia Advanced Realtime Tracking Christie Cyviz Forum 8 Mercury Computer Sys. PhaseSpace, Inc Sensics, Inc WorldViz, LLC	Barco IGT Intersense, Inc Mechdyne, Inc PhaseSpace, Inc Sensics, Inc Virtools, Inc Visbox WorldViz, LLC	Intersense, Inc. Mechdyne, Inc. PhoeniX Technologies, Inc. Sensics, Inc. WorldViz, LLC Fakespace Systems, Inc. Virtools, Inc. 5DT Products, Inc. Novint Technologies, Inc. PhaseSpace, Inc. SenseGraphics, AB Intuition Network of Excellence

IEEE Virtual Reality Attendance History

2013 IEEE Virtual Reality Orlando, FL, USA Attendance – 500 ‡ (expected)	2005 IEEE Virtual Reality Conference Bonn, Germany Attendance – 514
2012 IEEE Virtual Reality Orange County, CA, USA Attendance – 433‡	2004 IEEE Virtual Reality and Haptics Conference Chicago, Illinois Attendance – 463‡
2011 IEEE Virtual Reality SUNTEC, Singapore Attendance – 550	2003 IEEE Virtual Reality Conference Los Angeles, California Attendance – 414
2010 IEEE Virtual Reality and Haptics Conference Waltham, MA, USA Attendance – 550‡	2002 IEEE Virtual Reality and Haptics Conference Orlando, Florida Attendance – 484‡
2009 IEEE Virtual Reality Conference Lafayette, LA, USA Attendance – 388	2001 IEEE Virtual Reality Conference Kanagawa, Japan Attendance – 305
2008 IEEE Virtual Reality and Haptics Conference Reno, NV, USA Attendance – 525‡	2000 IEEE Virtual Reality Conference New Brunswick, New Jersey Attendance – 481
2007 IEEE Virtual Reality Conference Charlotte, NC, USA Attendance – 353*	1999 IEEE Virtual Reality Conference Houston, Texas Attendance – 353
2006 IEEE Virtual Reality and Haptics Conference Washington, DC, USA Attendance – 503‡	1998 IEEE Virtual Reality Conference Atlanta, Georgia Attendance – 252

‡ Includes attendance for the Haptics Symposium and/or 3DUI that began co-locating with IEEE VR.

* Attendance number reflects new registration options that alter the apparent attendance. Also, conference was in an odd numbered year, so held without the Haptics symposium.

*** Support Opportunities: SUMMARY ***

1. Exhibitor Support Opportunities

Diamond/Platinum/Gold/Silver EXHIBITOR

Your company will have two (2) tables in exhibition area. The costs and all other benefits for a given category are listed in Conference Support Benefits Table (page 8). Note that the exhibit space is limited, and it will be filled on a first come, first served basis.

Bronze/Non-profit/Publisher EXHIBITOR

Your company will have one (1) table in exhibition area. The costs and all other benefits for a given category are as listed in Conference Support Benefits Table (page 8). Note that the exhibit space is limited, and it will be filled on a first come, first served basis.

2. Other Support Opportunities

Diamond/Platinum/Gold/Silver SUPPORTER

Instead of two tables in exhibition area, your company receives one (1) extra conference registration. This is in addition to all other benefits listed for a given category in Conference Support Benefits Table (page 8). The costs are the same as listed in Conference Support Benefits Table.

Bronze/Non-profit/Publisher SUPPORTER

No table allocated. The costs and all benefits for a given category are listed in Conference Support Benefits Table (page 8).

3. Coffee Break / Breakfast Support Opportunities

COFFEE BREAK SUPPORTER **\$1,200 each (14 available slots)**

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

EVENT SUPPORTER **\$1,200 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, Monday FLAVRS reception, Post-banquet desert event, Tutorials, Paper sessions, and Poster sessions. Event support is non-exclusive.

Conference Support Benefits Table

We have designed the support levels to allow organizations of various sizes to be represented. Please note that the benefits listed here are the default for the given level of support. Please don't hesitate to contact us if you would like to tailor your benefits in a different manner! We will work with you.

Support Level	Cost	Full-Week Regs. ¹	Exhibits-Only Regs. ²	Extra Banquet Tickets ³	Signage ⁴	Event Support	Optional Exhibit Spaces ⁷	Website Logo	Recognition in Printed Proceedings ^{5,8}	Recognition in Final Program ⁸	Optional Attendee Bag Insert ⁶
Diamond	\$16,500	3	12	5 (incl. 2 seats at head table)	Individual Banner	Choose 1: • Keynote (exclusive) or • VR Banquet (exclusive)	2	Diamond Area	Full Page	Full Page	Yes
Platinum	\$8,250	2	8	4	Individual Banner	Choose 2: • Reception / Coffee Break / Tutorial / Paper session / Poster session (all non-exclusive)	2	Platinum Area	Half Page	Half Page	Yes
Gold	\$5,250	1	8	3	Individual Banner	Choose 2: • Reception / Coffee Break / Tutorial / Paper session / Poster session (all non-exclusive)	2	Gold Area	-	Quarter Page	Yes
Silver	\$3,500	1	4	2	Group Sign	-	2	Silver Area	-	Logo	Yes
Bronze	\$2,500	1	4	2	Group Sign	-	1	Bronze Area	-	Logo	Yes
Non-Profit	\$600	0	2	0	Group Sign	-	1	Non-Profit Area	-	Logo	Yes
Publisher	\$600	0	2	0	Group Sign	-	1	Publisher Area	-	Logo	Yes

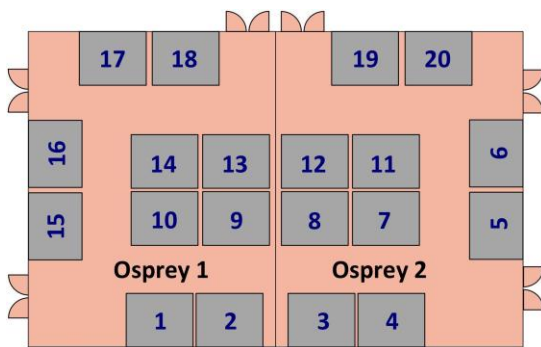
NOTES:

<p>1. Each full-week registration includes:</p> <ul style="list-style-type: none"> ○ USB proceedings ○ All VR and 3DUI technical sessions ○ Sunday Exhibits Reception ○ Monday reception ticket ○ Tuesday banquet ticket <p>2. Each exhibits-only registration includes access to the exhibit space, and Sunday Exhibits Reception ticket.</p>	<p>3. Extra banquet tickets are for VR banquet.</p> <p>4. Printing of individual banner is the responsibility of the supporter. Banner will be displayed at all food service events selected by the supporter.</p> <p>5. Design and creation of ad is the responsibility of the supporter.</p> <p>6. Design and printing of attendee bag materials is the responsibility of the supporter.</p> <p>7. If exhibition space is desired, please indicate this on the application form. Exhibit space is limited, and will be filled on a first come, first served basis.</p> <p>8. Inclusion in printed conference materials requires registration prior to printed materials deadline.</p> <p>9. The costs above are in U.S. dollars.</p>
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Exhibit Area Floor Plan

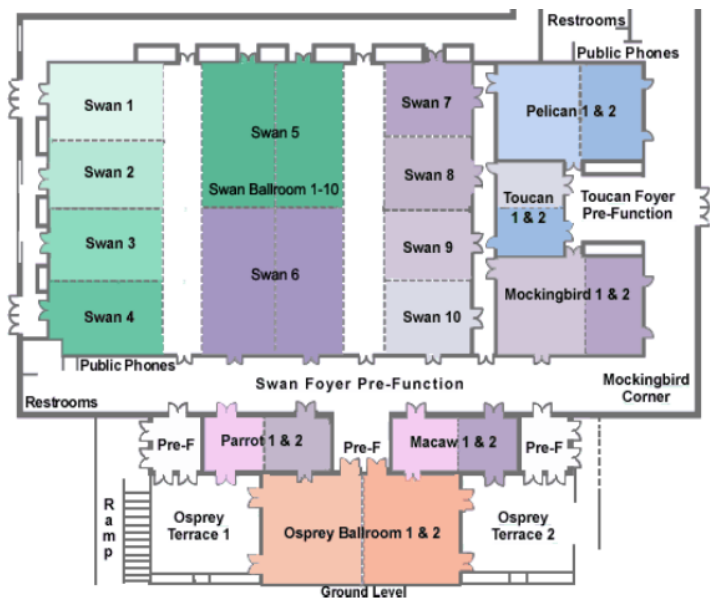
Most of the main conference activities (March 18-20, 2013) will take place in the hotel, while selected activities will take place off site.

On Sunday, March 17, the opening Exhibits Reception will be held in the exhibition space – Osprey1 and Osprey2 Ballrooms, and it will be the only event held at that time. In addition, all coffee breaks on Monday, March 18, and Tuesday, March 19 (exhibition days), will be held in the hallways near the exhibition space, providing a great exposure to the participants.



20 10'x8' booths

Map 1: The floor map of Osprey 1 and Osprey 2 Exhibit Area



Map 2: Conference floor plan

Each exhibition space includes:

- ✓ 8'x10' floor space with piping and drapes
- ✓ One (1) table and two (2) chairs
- ✓ One 7"x44" ID sign
- ✓ One (1) 500 Watt electrical outlet
- ✓ Wireless Internet access

Preliminary Exhibits Program Schedule

Weekend program consists of the 3DUI Symposium (16-17 Mar, 2013).

Monday -Wednesday program consists of the main VR conference (18-20 Mar, 2013)

Thursday-Friday program consists of I3D Symposium (21-23 Mar, 2013)

<p style="text-align: center;">3DUI SYMPOSIUM:</p> <p style="text-align: center;">SATURDAY, 16 MARCH & SUNDAY, 17 MARCH 2013 IEEE VR Exhibits Installation TBA IEEE VR Exhibits Reception TBA</p> <p>8:00 -12:00 Morning Session 12:00 - 1:30 Break 1:30 - 5:30 Afternoon Session TBA Exhibits Reception, Osprey 1 and 2</p>	<p style="text-align: center;">IEEE VR:</p> <p style="text-align: center;">MONDAY, 18 MARCH 2013 IEEE VR Exhibit Hours 9:30am - 4:30pm</p> <p>8:00 - 10:00 Morning Session I 10:00 - 10:30 Break With Exhibitors 10:30 - 12:30 Morning Session II 12:30 - 1:30 Break 1:30 - 3:00 Afternoon Session I 3:00 - 3:30 Break With Exhibitors 3:30 - 5:30 Afternoon Session II 6:30 - 9:30 Reception</p>
<p style="text-align: center;">IEEE VR:</p> <p style="text-align: center;">TUESDAY, 19 MARCH 2013 IEEE VR Exhibit Hours 9:30am – 2:00pm</p> <p>8:00 - 10:00 Morning Session I 10:00 - 10:30 Break With Exhibitors 10:30 - 12:30 Morning Session II 12:30 - 1:30 Break 1:30 - 3:00 Afternoon Session I 3:00 - 3:30 Break With Exhibitors 3:30 - 5:30 Afternoon Session II TBA VR Dinner Banquet TBA VR Exhibits Dismantle</p>	<p style="text-align: center;">IEEE VR:</p> <p style="text-align: center;">WEDNESDAY, 20 MARCH 2013</p> <p>8:00 - 10:00 Morning Session I 10:00 - 10:30 Break With Exhibitors 10:30 - 12:30 Morning Session II 12:30 - 1:30 Break 1:30 - 3:00 Afternoon Session I 3:00 - 3:30 Break 3:30 - 5:30 Afternoon Session II</p>
<p style="text-align: center;">I3D:</p> <p style="text-align: center;">THURSDAY, 21 MARCH – SATURDAY, 23 MARCH 2013</p> <p>8:00 - 10:00 Morning Session I 10:00 - 10:30 Break 10:30 - 12:30 Morning Session II 12:30 - 1:30 Break 1:30 - 3:00 Afternoon Session I 3:00 - 3:30 Break 3:30 - 5:30 Afternoon Session II</p>	

*** **NOTE:** Schedule Details May Change – Please make sure you check the final program ***

Contractual Considerations

Purpose

The purpose of all exhibits is to inform meeting participants of the types and nature of the products displayed related to applications in virtual reality and to provide information and explanation concerning related products and services.

Space Assignments

The following rules and regulations governing the exhibit under the auspices of the IEEE Virtual Reality Conference are part of the application for space and constitute a contract between the Supporter/Exhibitor and the Conference. They have been formulated in the best interest of the Exhibitors and full cooperation in their observance is asked of the Exhibitors. Any detail not specified is subject to decision by the Chair of the Conference. *Since **exhibition space is limited**, assignments will be **based on the date the application and payment are received**.*

Terms of Payment

Full payment **MUST** accompany the supporter/exhibitor application. No application will be processed without remittance of full payment. Deadline for initial exhibit space assignments is **1 February 2013 (10 January 2013 if Exhibitor wants to be included in printed proceedings as a supporter)**. A completed application for space with full payment and all requested information must be submitted by mail or facsimile. Facsimile applications must include a credit card number, expiration date, and signature. **Telephone requests will not be honored.**

Contract for Space

The acceptance of the application by the IEEE Virtual Reality Conference and the full payment of conference support constitute a contract. The Supporter/Exhibitor agrees to accept the optional exhibit space assigned. The application (along with full payment) should be submitted to the Local Arrangements Chair by **1 February 2013 (10 January 2013 if Exhibitor wants to be included in conference proceedings as a supporter)**.

The IEEE Virtual Reality Conference reserves the right to modify the designated exhibit space in the event when a change in the original assignment is necessary. Applications received after January 10 will be accepted subject to availability and may not be included in printed materials.

Each exhibition unit includes one (1) 6'x30" table, two (chairs), one (1) 500 Watt power source, one (1) 7"x44" ID Sign, and wireless Internet access. Exhibitors are responsible for any needs and requirements that exceed the minimum.

Cancellations

Exhibitors are requested to notify IEEE Local Arrangements Chair of cancellations by physical mail, fax, or e-mail. Cancellations are not effective until notice has been received in writing (p-mail, fax or e-mail) by IEEE Local Arrangements Chair. See the application for their contact information.

Space reductions are considered cancellations. It is understood that the IEEE Virtual Reality Conference reserves the right to, at its option, reassign a cancelled booth.

Refunds

The date on which the Supporter/Exhibitor's written notice of cancellation of Optional Exhibit Space is received will be the official cancellation date. Promotion of the conference and its supporters is ongoing. Therefore, Conference Support is not refundable.

Sharing Space

Subletting of space is not permitted.

Badges and Staffing

Each exhibiting company is limited to the complimentary printed representative badges as indicated by level of support.

Exhibits must be staffed during show hours. Please note that you will be in violation of regulations if the exhibit is not staffed.

Identification badges may be picked up at the registration desk. Badge exchange between exhibitor representatives is not permissible.

Operation of Exhibits

The management reserves the right to restrict exhibits which because of sound, method of operation, materials, content or any reason are objectionable, and also to prohibit or evict any exhibit as a whole.

Size of Exhibits

Each exhibit unit is 8'x10'. Exhibits must be arranged so as not to obstruct the view or otherwise interfere with the displays of other Exhibitors. This restriction includes person(s), things, conduct, printed material or anything of a character that may be objectionable to the exhibition as a whole. In the event of such restriction or eviction, the IEEE Computer Society is not liable for any refunds, rentals or other exhibit expenses.

Hotel Information

Reservations with a discounted rate at the Walt Disney World Swan Resort must be made by **5:00pm EST, Friday, 22 February 2013.**

Violations

As a condition of exhibiting, each Supporter Exhibitor shall agree to observe all policies. Violators will not be eligible to exhibit at future IEEE Virtual Reality Conferences.

Insurance

Insurance on all exhibits is the responsibility of the Supporter/Exhibitor. The IEEE Computer Society will not assume any responsibility for property loss or damage to personal property, as stated in the section on Limitation of Liability.

Supporters/Exhibitors are advised and encouraged to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

Limitation of Liability

Supporter/Exhibitor agrees that the IEEE shall not be liable for any damage or liability of any kind or for any damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by Supporter/Exhibitor or any person thereon with the consent of Supporter/Exhibitor and that Supporter/Exhibitor will indemnify and hold harmless IEEE from all liability whatsoever, on account of such damage, or injury, whether or not caused by negligence of or breach of an obligation by Supporter/Exhibitor or its employees or representatives.

Catastrophe

In the event of fire, strikes, or other unavoidable occurrence rendering the exhibit space unfit for use, provisions will be made for the exhibit elsewhere.

IEEE Virtual Reality 2013

**18-20 March
SUPPORT/EXHIBIT APPLICATION**

Please type company name as it should be published.

Name: _____
Company: _____
Address: _____ (No P.O. Box addresses please)
City/State/Zip: _____
Telephone: _____ **Fax:** _____
Email: _____ We would like to be contacted regarding promotional opportunities.
How many exhibit tables/spots are you reserving? _____ (Enter 0 if you are not requesting any tables)

Please indicate at which level of support you are contributing:

- _____ Diamond Supporter \$16,500
- _____ Platinum Supporter \$8,250
- _____ Gold Supporter \$5,250
- _____ Silver Supporter \$3,500
- _____ Bronze Supporter \$2,500
- _____ Non-Profit \$600
- _____ Publisher \$600
- _____ Coffee Break Supporter \$1,200
- _____ Event Supporter \$1,200

Return Application Form and Full Payment to:

Ray Borgone
 IEEE Conference Finance Department
 445 Hoes Lane
 Piscataway, NJ 08854
 Phone: +1 732 562 3867
 Email: r.borgone@ieee.org

TERMS OF PAYMENT

Full payment is due by 1 February 2013 (10 January 2013 if Exhibitor wants to be included in printed proceedings as a supporter) and must accompany this application. Notification of assignment of optional exhibit space will be mailed by 8 February 2013.

Applications received after 10 January 2013 will be accepted subject to availability and supporter may not be included in printed materials.
Due to continuous promotion of the conference and its supporters, conference support is not refundable.

Questions:
 exhibitschairs@ieeeverg.org

Payment Method (choose one)

Check: Make all checks payable to "VR 2013". Checks must be in U.S. dollars drawn on a U.S. bank.
 Credit card: American Express MasterCard VISA Discover
 Credit Card Number: _____ Exp. Date: _____
 Name on Card: _____
 Authorized Signature: _____

(Signature authorizes the IEEE to charge credit card for Total Remittance in U.S. Dollars converted to local currency.)

Exhibit Contract

We will not be utilizing optional conference supporter exhibit space.

As an authorized representative of the Company named above, I hereby apply for exhibit space at the IEEE Virtual Reality Conference 2013. I have read and understand the rules, regulations, and contractual considerations outlined in the IEEE Virtual Reality Conference 2013 Exhibitor Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by the IEEE VR 2013 and the full payment of our conference support constitute a contract.

Signature: _____ Date: _____

Name (Please Print): _____ Title: _____

We are (please circle):

- Manufacturer Manufacturer's Rep Reseller Industrial Distributor Publisher Government Agency Other: