

# IEEE VR 2018

# REUTLINGEN

## Exhibitor/Supporter Prospectus

CONFERENCE LOCATION:

**Stadhalle Reutlingen**  
Manfred-Oechsle Platz 1  
D-72764 Reutlingen, Germany

CONFERENCE DATES:

18 – 22 March 2018

EXHIBIT DATES:

20 – 22 March 2018



Source: Stadthalle Reutlingen

## + Overview:

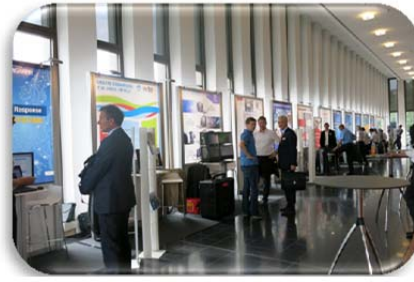
For over twenty years, the IEEE Virtual Reality Conference has been presenting the groundbreaking ideas and work of virtual reality pioneers: scientists, engineers, designers, and artists. Many of the virtual reality innovations hitting the marketplace today trace back to research first demonstrated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

Attendees of the VR Conference come from around the world, and include influential developers, researchers, and professors from industry, government, and academia. In addition, the conference regularly draws some of the brightest young minds in computer science via the standout students who attend.

The conference's venue provides exhibitors a unique opportunity to interact with leading experts from all these groups. Attendees look forward to this interaction as a key component of the conference experience and an opportunity to learn directly from exhibitors about exciting products, services, and new opportunities to push the forefront of our rapidly growing field.



Source: Stadthalle Reutlingen

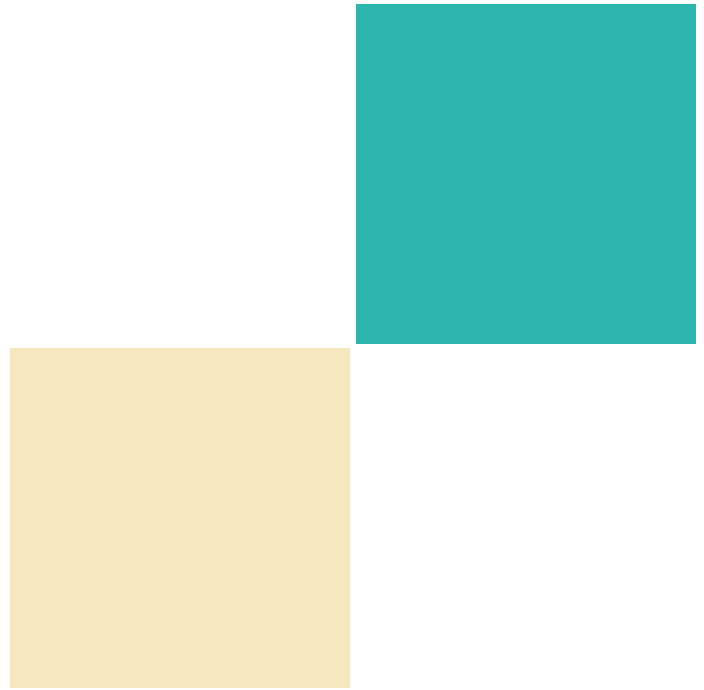
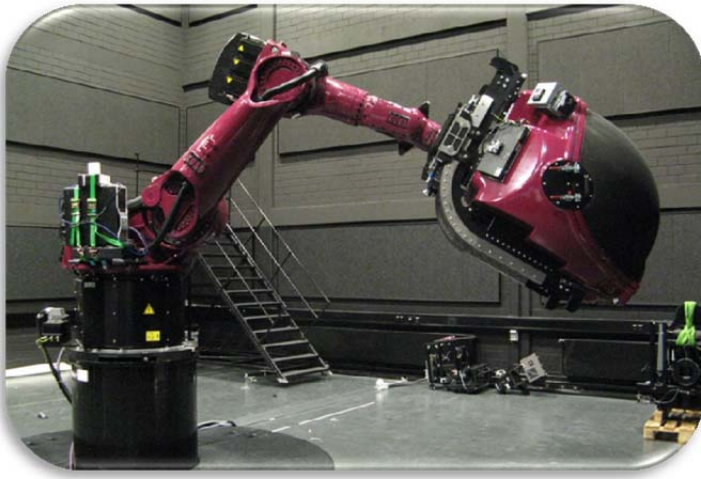


Source: Stadthalle Reutlingen

## Overview

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

The Conference and the Exhibit space will be at the Stadthalle Reutlingen, in the south west of Germany ([http://www.stadthalle-reutlingen.de/home\\_en.html](http://www.stadthalle-reutlingen.de/home_en.html)). The first two days (Sun-Mon, March 18-19) will include a full program of Workshops and Tutorials as well as a Doctoral Colloquium. The exhibition will take place from Tuesday, March 20<sup>th</sup> until Thursday, March 22<sup>nd</sup> and will start with an Exhibitor's Lunch on Tuesday, 20<sup>th</sup>. The Exhibitor's Lunch will take place throughout the exhibit space, welcoming attendees in a convivial setting focused solely on Exhibitors. It will provide a unique opportunity to meet and capture attention of all the conference attendees. Exhibitors can setup the morning of Tuesday, March 20<sup>th</sup>. The weekday activities will consist of the main VR Conference program (Tuesday March 20<sup>th</sup> - Thursday March 22<sup>nd</sup>), including the vendor and research exhibitions.



# 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 your organization's visibility among conference attendees through print, media, and personal contact. The VR 2018 exhibits will be held in an exclusive exhibits area, and will be the location of the Tuesday lunch break as well as the location for break food service.



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## Deadlines:

- 13 February 2018  
Deadline for application and full payment.
- 26 February 2018  
Space assignment mailed to exhibitors.
- 18 February 2018  
No refunds for cancellations.

# Past Exhibitors and Attendance History

VR 2017, Los Angeles, CA, USA  
Attendance – 592

VR 2016, Greenville, SC, USA  
Attendance – 392

VR 2015, Arles, France  
Attendance – 525

VR 2014, Minneapolis, MN, USA  
Attendance – 391

VR 2013, Orlando, FL, USA  
Attendance – 390

VR 2012, Orange County, CA, USA  
Attendance – 433

VR 2011, SUNTEC, Singapore  
Attendance – 550

VR 2010, Waltham, MA, USA  
Attendance – 550

VR 2009, Lafayette, LA, USA  
Attendance – 388

VR 2008, Reno, NV, USA  
Attendance – 525

VR 2007, Charlotte, NC, USA  
Attendance – 353

VR 2006, Washington, DC, USA  
Attendance – 503



VR 2017 Los Angeles, CA, USA	VR 2016 Greenville, SC, USA	VR 2015 Arles, France
Advanced Realtime Tracking Phasespace U.S. Army Research Laboratory Digital Projection Haption MiddleVR Polhemus Technicolor Vicon VR-on Vrvana WorldViz PoSTMedia Frontiers Oben	ESI North America Haption Advanced Realtime Tracking WorldViz MiddleVR Polhemus PRESENCE: Teleoperators and Virtual Environments Vicon Motion Systems Clemson University Noraxon USA Inc Digital Projection Morgan & Claypool	3DRudder Advanced RealTime Tracking AFRV AGP Genesis Haption MiddleVR OKTA Springer Sensics Technicolor Vicon
VR 2014 Minneapolis, MN, USA	VR 2013 Orlando, FL, USA	VR 2012 Orange County, CA, USA
Advanced RealTime Tracking Boston Scientific Cyberglove ESI get it right Haption i'm in VR Nvidia NVIS PhaseSpace Polhemus Presence Sensics VICON Walt Disney Imagineering WorldViz	Advanced RealTime Tracking Canon Cyberglove Haption i'm in VR NextGen Interactions NVIS Nvidia Oxford University Press Polhemus Presence Turning Technologies VICON Walt Disney Imagineering WorldViz zSpace	Christie Nvidia ART Motion Analysis Polhemus WorldViz NVIS CyberGlove Systems Haption EOS Solutions BARCO PhaseSpace, Inc Dassault Systemes DVE Telepresence Canon Disney

# Exhibitor and Support Levels

	Cost (Euro)	Full-Week Regs. <sup>1</sup>	Exhibits-Only Regs. <sup>2</sup>	Extra Banquet Tickets <sup>3</sup>	Signage <sup>4</sup>	Event Support	Optional Exhibit Spaces <sup>7</sup>	Recognition in Proceedings <sup>5,8</sup>	Recognition in Final Program <sup>8</sup>
Diamond	€15,000	3	12	5 (incl. 2 seats at head table)	Individual Banner	Choose one <sup>9</sup> :	2	Full Page	Full Page
						Keynote or Banquet			
Platinum	€8,000	2	8	4	Individual Banner	Choose two <sup>10</sup> :	2	Half Page	Half Page
						Reception / Coffee Break / Tutorial / Paper session / Poster session			
Gold	€5,000	1	8	3	Individual Banner	Choose two <sup>10</sup> :	2	-	Quarter Page
						Reception / Coffee Break / Tutorial / Paper session / Poster session			
Silver	€3,500	1	4	2	Group Sign	-	2		Logo
Bronze	€2,500	1	4	2	Group Sign	-	1	-	Logo
Non-Profit	€700	0	2	1	Group Sign	-	1	-	Logo
Publisher	€700	0	2	1	Group Sign	-	1	-	Logo

- Each full-week registration includes:
  - USB proceedings
  - All VR and 3DUI technical sessions
  - Tuesday Exhibitor's Lunch
  - Wednesday banquet ticket
- Each exhibits-only registration includes access to the exhibit space, and Tuesday Exhibitor's Lunch ticket.
- Extra banquet tickets are for VR banquet.
- Printing of individual banner is the responsibility of the supporter. Banner will be displayed at all food service events selected by the supporter.
- Design and creation of ad is the responsibility of the supporter.
- Design and printing of attendee bag materials is the responsibility of the supporter.
- 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. The large booth requires at least Gold level.
- Inclusion in printed conference materials requires registration prior to printed materials deadline.
- Exclusive event support.
- Non-exclusive event support.

# Donor Opportunities

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## Support Levels

### DOCTORAL CONSORTIUM SUPPORTER

€500 suggested each (per student sponsored)

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 2000€. You may include logo giveaways during the event; give-a-ways will be at supporter's own expense.

### LUNCH BREAK SUPPORTER

€2,000 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. In addition, you will have the opportunity to give a lunchtime presentation in the general session room.

### 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 giveaways 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, Post-banquet desert event, Tutorials, Paper sessions, and Poster sessions. Event support is non-exclusive.

### VR CONTEST SUPPORTER

€600 suggested each (e.g., prize hardware)

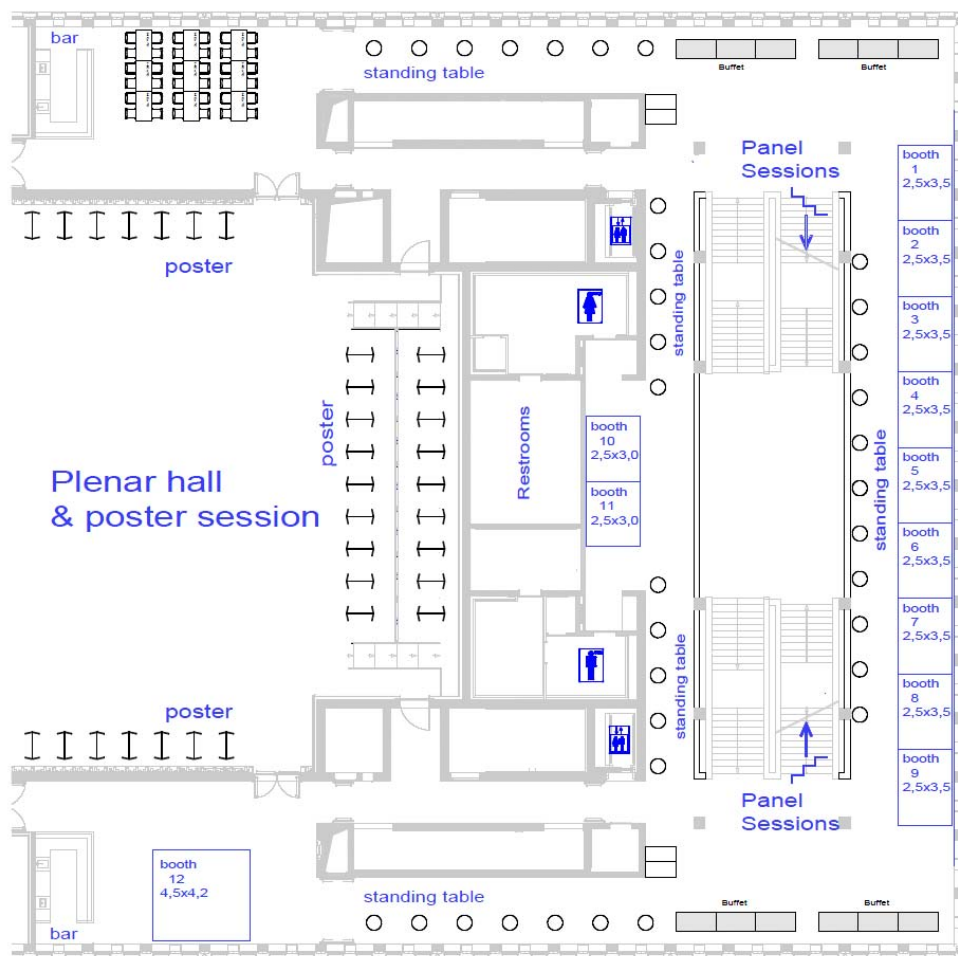
Your company logo will appear on all event stations and in the conference program to identify you as a VR Contest Supporter. Your contribution will provide for prizes for teams who compete in the contest, including equipment, merchandise, or monetary awards. The nature and value of your contribution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



# Exhibit Area Floor Plan

All of the main conference activities (March 20-22, 2018) will take place in the Stadthalle.

On Tuesday, March 20, the opening **Exhibits Reception** will be held in the exhibition area (Stadthalle Reutlingen, 1. Floor), as shown on the floor plan below, and it will be the only event held at that time. In addition, all coffee breaks on Tuesday, March 20 to Thursday, March 22 (exhibition days), will be held in the lobby and demo area, providing a great exposure to the participants.



## Setup Schedule and Exhibition Times:

- ✓ Tuesday March 20:
  - Setup Time: 6.30am to 10.30am
  - Exhibits Open: 10.30am to 5.30pm
  - Exhibits Lunch: 12:00am to 2:00pm
- ✓ Wednesday March 21:
  - Exhibits Open: 8.30am to 5.30pm
- ✓ Thursday March 22:
  - Exhibits Open: 8.30am to 3.00pm
  - Strike: 3.00pm to 6.00pm

## Each standard booth space includes:

- ✓ 2,50 m x 3,50 m floor space
- ✓ One 1,40 m or 2,10 m. skirted table and two chairs
- ✓ One 230V, 50Hz Germany standard electrical outlet
- ✓ Standard power options (extension cords and power strips not supplied)

# Contractual Considerations

## Purpose

The purpose of all exhibits is to inform conference attendees about the products and services that your organization provides. Of particular interest are products and services related to applications or research in virtual reality. The exhibits provide an opportunity for your organization to meet conference attendees to inform, explain, demonstrate, and potentially sell your 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 interests 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 **13 February 2018**. 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 Exhibit Chairs by **13 February 2018**.

The IEEE Virtual Reality Conference reserves the right to modify the designated exhibit space in the event that a change in the original assignment is necessary. Applications received after February 13 will be accepted subject to availability and may not be included in printed materials.

Each exhibition unit includes one 1,40 m or 2,10 m table, two chairs, one 500 Watt power source, and wired Internet access. Exhibitors are responsible for any needs and requirements that exceed the minimum.

## Cancellations

Exhibitors are requested to notify Conference General Chairs of cancellations by physical mail, fax, or e-mail.

Cancellations are not effective until notice has been received in writing (postal mail, fax, or e-mail) by the Conference General Chairs. 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.

# Contractual Considerations

## **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. The Exhibitors should NOT register at the conference website registration in order to receive the complimentary badges. The attached Supporter/Exhibitor Application form, when accepted, will complete registration for the complimentary badges.

The complimentary printed representative badges may be picked up at the registration desk. Badge exchange between exhibitor representatives is not permissible. Contact the Exhibits Chairs if you would like to pay for any additional registrations above and beyond the complimentary badges.

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

## **Operation of Exhibits**

The management reserves the right to restrict exhibits that, 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 standard exhibit unit is 2,50 m x 3,50 m and 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. If you need more space please contact us. We have the possibility for larger exhibit units.

## **Hotel Information**

Reservations with a discounted rate in the region of Reutlingen must be made on or before the cut-off date of February 27, 2018. Additionally, the discount rate may end if the block of rooms is sold out.

## **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.

## Contractual Considerations

### **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**  
**Exhibit Dates: March 20 – 22, 2018**  
**SUPPORTER/EXHIBITOR APPLICATION**



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

**Contact 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 €15,000
- \_\_\_\_\_ Platinum Supporter €8,000
- \_\_\_\_\_ Gold Supporter €5,000
- \_\_\_\_\_ Silver Supporter €3,500
- \_\_\_\_\_ Bronze Supporter €2,500
- \_\_\_\_\_ Non-Profit €700
- \_\_\_\_\_ Publisher €700
- \_\_\_\_\_ Doctoral Consortium S. €\_\_\_\_\_
- \_\_\_\_\_ Lunch Break Supporter €2,000
- \_\_\_\_\_ Coffee Break Supporter €1,200
- \_\_\_\_\_ Event Supporter €1,200
- \_\_\_\_\_ VR Contest Supporter €\_\_\_\_\_

**Return Application Form to:**

Uwe Kloos  
 Exhibits co-chair, IEEE VR 2018  
 Reutlingen University  
 School of Informatics  
 Alteburgstr. 15  
 D-72762 Reutlingen  
 Germany  
 +49 (7121) 271-4040  
 Fax:+49 (7171) 271-904040  
 exhibits2018@ieeevr.org

**Application and Payment Questions:**  
 exhibits2018@ieeevr.org

**TERMS OF PAYMENT**

**Full payment is due by 13 February 2018** and must accompany this application. Notification of assignment of optional exhibit space will be mailed by 26 February 2018.

Applications received after 13 February 2018 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.

**Payment**

Amounts must be in Euro. For checks/transfers from USA/foreign accounts, please contact the Exhibit Chairs.

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 Euro 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 2018. I have read and understand the rules, regulations, and contractual considerations outlined in the IEEE Virtual Reality Conference 2018 Exhibitor Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by the IEEE VR 2018 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: