

Exhibitor &
Supporter Prospectus

IEEEVR

THE 28TH IEEE CONFERENCE
ON VIRTUAL REALITY
AND 3D USER INTERFACES

27 March – 01 April 2021

Instituto Superior Tecnico
(Tecnico Lisboa), Universidade
de Lisboa, Lisbon, Portugal

ieeevr.org



IEEEVR



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

Regan Pickett
r.pickett@computer.org
+1 714-822-8022
ieeivr.org

International and Multi-faceted

For over 27 years, the **IEEE Conference on Virtual Reality and 3D User Interfaces** (IEEE VR) has delivered groundbreaking research and accomplishments by virtual reality pioneers: scientists, engineers, designers, and artists in all environments. With the record-breaking attendance of IEEE VR 2020 for its first all-virtual event and new virtual technologies to share for future experiences, the hybrid IEEE VR 2021 event is not to be missed.

As the globally recognized event for introducing the next big advancements in virtual reality, IEEE VR utilizes trending VR technologies to present an exceptional and unique hybrid conference 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.

CONFERENCE HIGHLIGHTS

140+
oral presentations

200
posters

35
research demos

18
workshops

EVENT AT-A-GLANCE

- **27–28 March**
Workshops, tutorials, and Doctoral Colloquium.
- **28–29 March**
Exhibitor Set-up
(10:00AM–6:00PM on 28 March and 8:00–11:00 AM on 29 March)
- **29 March**
Exhibitor's Reception—Your first opportunity to meet and capture attention of all the conference attendees.
- **29 March – 01 April**
VR Conference Programs and Exhibition
(exhibits open 11:00AM–5:00PM on 29 March, 10:00AM–4:00PM on 30 March, and 10:00AM–4:00PM on 31 March)
- **31 March**
Exhibits Tear down
(4:00–8:00PM)





Why Become a Sponsor at IEEE VR 2021?

VR 2021 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
- Gaining worldwide recognition and visibility for your brand with enhanced branding opportunities
- Demonstrating your company as a thought leader and position your technology in front of tech-savvy influencers
- Creating opportunities to recruit top tech talent—build 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.

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

- Advanced Realtime Tracking
- Amazon Web Services
- Barco
- Disney Research
- Digital Projection
- Fakespace Labs
- Frontiers
- Georgia Institute of Technology
- Haption
- IBM
- Magic Leap
- Microsoft
- MiddleVR
- Mozilla
- National Science Foundation
- NVIDIA
- Oben
- Phasespace
- Polhemus
- PoSTMedia
- Technicolor
- Tracking
- Ultrahaptics
- University of Georgia
- U.S. Army Research Laboratory
- Vimeo
- Vicon
- Viscon
- VR-on
- Vrvana
- WorldViz

Exhibitor and Sponsor Levels

Diamond

\$25,000

- 5 Full-conference registrations
- 10-minute presentation during keynote or banquet—for both in-person and virtual
- Demo for both virtual and in-person
- Virtual Exhibit room and in person Exhibit Table
- Sponsor banner placed in waiting rooms—IEEE will create virtual version
- Literature display available as downloadable PDF documents
- One-page ad in print and digital program guide
- Logo on website
- One slide during keynote
- One-page recognition in proceedings
- **NEW**—45-second commercial (video) that can be shown prior to keynote or video
- **NEW**—Video posted on VR website. Could show virtual tour of company and capabilities, etc.
- **NEW**—Product Highlight Email – Showcase your product/service with a photo, title, and 50-word description to VR registrants before and after the conference [listed with other VR supporters]

Gold

\$15,000

- 3 Full-conference registrations and 1 exhibit only registration
- Virtual Exhibit room and in-person Exhibit Table
- Demo for both virtual and in-person
- Literature display—link to downloadable pdf
- Sponsor banners placed in waiting rooms—IEEE will create virtual version
- Half-page ad in print and online program guide
- One sponsorship acknowledgement slide during keynote
- Logo recognition in proceedings and on website
- **NEW**—30-second commercial (video) on website and in virtual waiting rooms
- **NEW**—Product Highlight Email – Showcase your product/service with a photo, title, and 50-word description to VR registrants before and after the conference [listed with other VR supporters]

Silver

\$10,000

- 2 Full-conference registrations and 1 exhibit only registration
- Virtual Exhibit room and in-person Exhibit Table
- Demo for both virtual and in-person
- Sponsor banners placed in waiting rooms—IEEE will create virtual version
- Literature display—link to downloadable pdf
- Quarter-page ad in print and online program guide
- One slide during keynote
- Logo recognition in proceedings
- **NEW**—15-second commercial (video) on website and in virtual waiting rooms
- **NEW**—Logo included on pre and post conference emails to attendees

Bronze

\$5,000

- 1 Full-conference registration and 1 exhibit only registration
- Virtual Exhibit Room and in-person Exhibit Table
- Literature display—link to downloadable pdf
- Logo recognition in program guide and website
- Logo on slide during proceedings
- Logo recognition in proceedings
- **NEW**—Logo included on pre and post conference emails to attendees

Tabletop

\$3,000

- 2 exhibits only registration
- Virtual Exhibit Room and in-person Exhibit Table
- Logo on website and in program guide
- **NEW**—Logo included on pre and post conference emails to attendees

VR Contest Sponsor

\$1,000

- **NEW**—Logo included on pre and post conference emails to attendees
- Include logo on all contest communications and signage and on website



Sponsor today and enhance your reach before, during, and after IEEE VR 2021!

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

Regan Pickett

r.pickett@computer.org

+1 714-822-8022

ieeevr.org

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 — \$5,000 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 — \$1,000+ 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 DIGITAL/PRINT ADVERTISEMENT (full color)

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

DON'T MISS IMPORTANT DEADLINES

- **29 January 2021**
Deadline for application and full payment
- **5 February 2021**
No refunds for cancellations
- **19 February 2021**
Space assignment mailed to exhibitors

IEEE VR 2021 SUPPORTER APPLICATION/CONTRACT

INSTRUCTIONS: Complete all sections. Obtain authorized signature. Application/contract 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/Postal/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. SUPPORTER PACKAGES

Details on page 4 of prospectus.

- | | |
|--|--|
| <input type="checkbox"/> Diamond — \$25,000 | <input type="checkbox"/> Bronze — \$5,000 |
| <input type="checkbox"/> Gold — \$15,000 | <input type="checkbox"/> Tabletop — \$3,000 |
| <input type="checkbox"/> Silver — \$10,000 | <input type="checkbox"/> VR Contest Sponsor — \$1,000 |

TOTAL Supporter Packages Fee = \$

4. A-LA-CARTE SUPPORTER ITEMS

Details on page 5 of prospectus.

- | | |
|---|--|
| <input type="checkbox"/> Doctoral Consortium Supporter — \$500+ | Final Program Digital/Print Advertisement |
| <input type="checkbox"/> Coffee Break Supporter — \$5,000 USD each (\$20K exclusive) | <input type="checkbox"/> Full page — \$2,000 |
| <input type="checkbox"/> VR Contest Supporter — \$1,000+ USD or in-kind donations | <input type="checkbox"/> Half page — \$1,000 |
| | <input type="checkbox"/> Quarter page — \$500 |
| | <input type="checkbox"/> Eighth page — \$250 |

TOTAL Single Supporter Items Fee = \$

5. PAYMENT INFORMATION

Supporter Packages

= \$

Single Supporter Items

= \$

TOTAL

= \$

Supporter/Exhibitor balance is due upon receipt of invoice.

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

Notes:

6. AUTHORIZED SIGNATURE

This Application/contract 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 IEEE VR 2021. The undersigned has read Exhibit Space & Supporter Contract Terms (on next page), and agrees to all provisions contained therein. This is a binding and legal document.

Name (Print):

Title:

Signature:

Date (mm/dd/yyyy):

SUBMIT APPLICATION TO:

Regan Pickett

IEEE Computer Society, Business Development,
Exhibits & Sponsorships

Email: r.pickett@computer.org

Phone: +1 714-822-8022 • Fax: +1 714-821-4010

VR 2021 c/o IEEE Computer Society.

10662 Los Vaqueros Circle

Los Alamitos, CA 90720-1314, USA

IEEE VR 2021 EXHIBIT SPACE & SUPPORTER CONTRACT TERMS

These rules and regulations are a bona fide part of the contract for IEEE VR 2021. The word "Conference" as used herein shall mean the IEEE VR and the Institute of Electrical and Electronics Engineering (IEEE). The word "Management" as used herein shall mean the representatives acting for it in the management of the Event. "Supporter" refers to the company submitting this application/contract and recipient of exhibit space.

The main purpose of this Conference is educational and the in-person Exhibition staged in conjunction with the Conference is an additional element of this educational process. All exhibit and Supporter packages sold for IEEE VR are done so with the understanding that the event may take place in-person, virtually, or a combination of both options. Should the in-person components of the Conference be cancelled for any reason, but not the conference itself, the provisional Virtual Benefits will supersede the In-Person Benefits outlined in the prospectus.

Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the Conference.

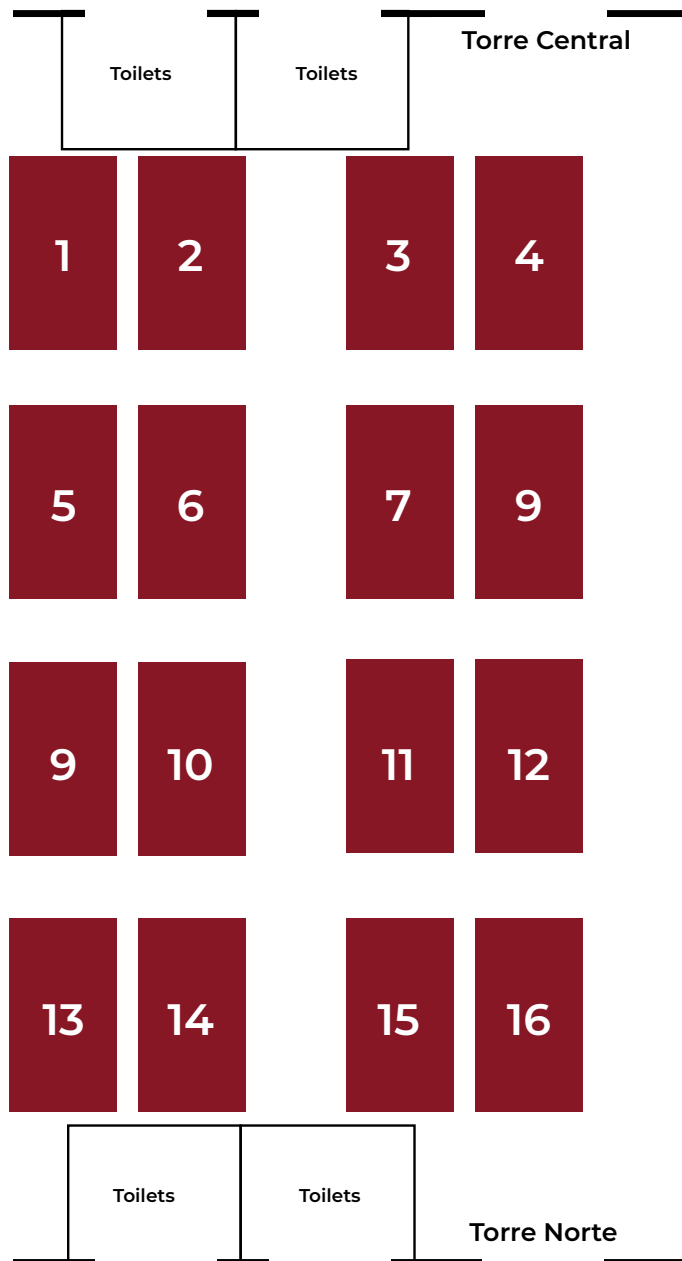
Each Supporter, for themselves, their employees, and contractors, agrees to abide by these regulations and by any amendments or additions hereafter made by Management. Conference Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of the Conference or unsuitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products and conduct. Conference Management's decision and interpretation shall be accepted as final in all cases.

- **Valid contract for space:** Applicants for exhibit space are required to submit the Exhibit Space & Supporter Application/Contract to Management. To be valid, each application/contract must convey payment as stated on the Exhibit Space & Supporter Application Contract and be approved by Conference Management.
- **Space Assignment:** Initial booth assignments will be made in accordance with the established priority system by Management. For contracts submitted after **31 October 2020** priority system will not apply and booth assignments will be made on a first-come, first-serve basis.
- **Payment:** Payment is due in full with the Exhibit Space & Supporter Application/Contract.
- **Supporter's Withdrawal:** No refunds will be issued for withdrawal notices received on or after **5 February 2021**. Withdrawal notice does not eliminate financial liability when withdrawing. Failure to appear at the Event does not release Supporter from responsibility for payment of the full cost of space rental. In the event of cancellation, space reverts back to Management for use as its sole discretion. Management's ability to resell the space shall not affect the refund schedule.
- **Exhibit Space Reduction:** Reduction requests must be made in writing. Supporters who reduce contracted exhibit space prior to **27 January 2021** 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 **5 February 2021**, Supporter 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.
- **Sub-Leasing:** Supporter 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 Supporter'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.
- **Exhibits:** Management has sole right to determine the eligibility of any company or product for inclusion in the Exhibition.
- **Operations of Exhibits:**
 - **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.
 - **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.
 - **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.
 - **Music Licensing:** Supporters are responsible for all applicable ASCAP/BMI licensing fees.
 - **Samples; Souvenirs** - Samples, souvenirs, publications, etc. may be distributed by Supporter only from within his/her exhibit space. 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.
 - **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 a Supporter's booth be deemed by Management to be contrary in any way to the best interest of the Exhibition, Supporter shall make such changes or remove sign as requested by Management. Management's decision will be final in such matters.
 - **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 Supporter's booth. Noise levels must be held to an 80-decibel maximum at all times.
 - **Booth Representatives** - Supporter's booth representatives shall be restricted to employees of supporting company who are actually working in Supporter's booth. All Supporter's company personnel other than those working in booth are to register as attendees at the Conference.
- **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. Supporter warrants and agrees that the Supporter 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.
- **Display Regulations** - All exhibit displays must adhere to provided Guidelines for Display Rules & Regulations.
- **General regulations and public policy:** Each Supporter is charged with knowledge of all State, County and City laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in the exposition. Any use of cooking equipment and/or open flame must be approved by the local fire marshal. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls, or other parts of the building. All booth decorations must meet flame-proofing codes. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed. Electrical equipment must be Underwriter Laboratory approved. Use of propane and helium balloons is prohibited. An exhibitor who makes any claim or advertises at the exhibition and conference in any way, which in the sole opinion of Management, is false, misleading or otherwise against public policy may, at the sole discretion of Management be required to discontinue such claim or advertising. No children under the age of 18 are allowed in the exhibit hall during set up or dismantle. Anyone under the age of 18 must be accompanied by a parent or guardian.
- **Supporter's authorized representative:** The supporting firm assumes responsibility for its authorized representative to follow all Management Contract Rules and Regulations and display regulations.
- **Non-liability:** It is expressed, understood and agreed by each and every contracting Supporter, its agents, and guests that management nor its employees or contractors shall be liable for loss or damage to the goods or properties of Supporters. At all times such goods and properties remain in the sole possession, custody and control of each Supporter, while on property. On signing the Exhibit & Supporter Space Application/Contract, the Supporter releases and agrees to defend and to indemnify IEEE VR 2021, IEEE, volunteers, managers, officers and directors, sponsors, employees and agents, and hold them harmless from any suit or claim including attorney's fees for property damage or personal injury by whomsoever sustained, including Supporter and its agents or employees, on or about the Supporter's display space or arising out of Supporter's participation in the Event. In the event of show cancellation, due to partial or total destruction of the premises by fire, hurricane, act of God, strikes, authority of law, or any other cause beyond the control of Management, Management assumes no liability for the loss of business or fulfillment of the contract for space. Management will reimburse the Supporter prorated on amounts paid in, less any and all legitimate expenses incurred by Management at Management's discretion due to show cancellation.
- **Insurance:** The Supporter agrees to obtain the following insurance coverage and be prepared to furnish a certificate of insurance to Management if requested: Comprehensive General Liability Insurance coverage including contractual liability coverage with a single limit for bodily injury and property damage of \$1,000,000.00 and Worker's Compensation/ Occupational Disease coverage in full compliance with Federal and State Laws.
- **Attorney's fees:** Should Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges and expenses including attorney's fees.
- **Non-waiver:** Conference Management shall not be deemed to waive any of its rights unless such waiver is explicitly stated as a waiver in writing and signed by Management. No delay or omission by Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.
- **Use of certain property:** Supporter will assume all costs arising from the sue of patented, trademarked, franchised, or copyrighted music, materials, devices, processes or dramatic rights used on or incorporated in the Supporter's space. Supporter shall indemnify, defend and hold harmless Management, the City and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.
- **Social functions/special events:** Any social function or special event held for 25 individuals or more must be approved by Management. Social functions for 25 individuals or more are allowed only during non-exhibit hours and must not conflict with any official events such as educational sessions, hosted receptions, and general sessions scheduled by Management. Supporters wishing to hold hospitality functions are requested to coordinate the scheduling of these events with Management. Only current Supporters are permitted to hold hospitality functions in the convention center or official convention hotels.
- **Violations of Regulations:** Management may take enforcement action at its discretion up to and including revoking Supporter's exhibit space, for violation by Supporter of these rules and regulations or Supporter's breach of the terms of this Application/Contract. If Management shuts down Supporter's display due to Supporter violating the Contract Terms, Supporter will not receive a refund or damage compensation from IEEE VR 2021 or Conference Management. Violations may result in Supporter being banned from participation in the exhibition, including future events, or loss of priority points.

Congress Center, Hall 2

16 exhibitor slots, each 2.5 x 4 meter space.

Exhibit Floor Plan



**CONTACT
US**

Secure your sponsorship now—contact us today!

Regan Pickett

IEEE Computer Society

r.pickett@computer.org

+1 714-822-8022

ieeever.org

A person is shown from the chest up, wearing a white VR headset. They are looking upwards and to the right. The background is a bright, hazy white. Overlaid on the person and the background is a complex digital pattern of small, semi-transparent squares in various shades of blue, orange, and white, creating a pixelated or 'digital rain' effect. In the top right corner, there is a light yellow rectangular box containing text.

DON'T MISS IMPORTANT DEADLINES

- **29 January 2021**
Deadline for application and full payment
- **5 February 2021**
No refunds for cancellations
- **19 February 2021**
Space assignment mailed to exhibitors



IEEE
COMPUTER
SOCIETY



IEEE

IEEE VR 2021

The 28th IEEE Conference on Virtual
Reality and 3D User Interfaces

27 March – 01 April 2021

Instituto Superior Tecnico (Tecnico
Lisboa), Universidade de Lisboa,
Lisbon, Portugal

Contact Us

Regan Pickett

r.pickett@computer.org, +1 714-822-8022

The background of the lower half of the poster is a photograph of a large, ornate stone castle with multiple towers and battlements. The castle is reflected in a body of water in the foreground. The entire image is overlaid with a semi-transparent red filter.

**Join and support the
international virtual
reality research
community at VR 2021!**

Make meaningful connections.

Showcase your innovations.