IEEE VR 2014
MINNESOTA

Exhibitor/Supporter Prospectus

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. Hundreds of leaders in the field of virtual reality will be coming to Minneapolis, Minnesota from March 29 through April 2 to share their latest work. VR 2014 will mark the 21st year of the conference, which started in 1993 as the Virtual Reality Annual International Symposium. Presentations and discussions will span topics from virtual environments and augmented reality to 3D user interfaces and the technology needed to enable these environments. 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 is all about.

In addition to the virtual reality conference, this year's event is collocated with the **IEEE Symposium on 3D User Interfaces (3DUI)**, held 29-30 March 2014 in conjunction with an exciting program of Workshops and Tutorials.

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. Thus, the combined conferences, IEEE VR and IEEE 3DUI, provide the most prestigious and vibrant opportunity for VR researchers to meet with their peers in the computer graphics and user interface communities to share their latest innovations and interface with industry.
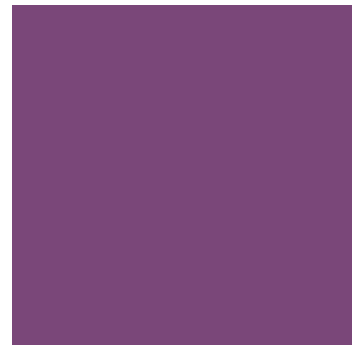
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Conference attendees come from around the world, and include researchers and developers from industry, government, and academia. In addition, the conference regularly draws some of the brightest young minds in computer science via the standout students who attend.

The conference's exhibit 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 this rapidly growing field.

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 will be held at The Commons Hotel (http://thecommonshotel.com). The weekend activities (Sat-Sun, March 29-30) will include a full program of Workshops and Tutorials as well as the 3DUI Symposium and a Doctoral Colloquium. The weekend culminates in the **IEEE VR Exhibits Reception**, marking the opening of the exhibits venue, on Sunday evening. This reception will take place in/throughout the exhibit space and the adjacent spaces, welcoming attendees in a convivial setting focused solely on the Exhibitors. This is the only event held on Sunday night, and it provides a unique opportunity to meet and capture attention of all conference attendees just before the start of the main technical tracks of the VR conference. The weekday activities will consist of the main VR conference program (Monday March 31 - Wednesday April 2), 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 visibility among conference attendees through print, media, and personal contact. The VR 2014 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:

- ## 7 February 2014

  Deadline for application and full payment.

- ## 14 February 2014

  Space assignment mailed to exhibitors.

- ## 28 February 2014

  No refunds for cancellations.

Past Exhibitors and Attendance History

VR 2013 Orlando, FL, USA	VR 2012 Orange County, CA, USA	VR 2011 Suntec, Singapore
Advanced RealTime Tracking	Christie	YourSingapore
Canon	Nvidia	JCCI
Cyberglove	ART	3DVIA
Haption	Motion Analysis	EON Reality
i'm in VR	Polhemus	MDA
NextGen Interactions	WorldViz	Sony
NVIS	NVIS	Exploit Technologies
Nvidia	CyberGlove Systems	BARCO
Oxford University Press	Haption	Haption
Polhemus	EOS Solutions	Sensics, Inc.
Presence	BARCO	ViewPLUS
Turning Technologies	PhaseSpace, Inc	Voltrium Systems
VICON	Dassault Systemes	VICON
Walt Disney	DVE Telepresence	PTI
Imagineering	Canon	PEARSON
WorldViz	Disney	Presence
zSpace		Taylor and Francis
		VRSJ

VR 2010 Waltham, MA, USA	VR 2009 Lafayette, LA, USA	VR 2008 Reno, NV, USA
WPI	3DVIA	Barco
nVIDIA	ART	IGT
SensAble Tech.	Christie	Intersense, Inc
RIM	Cyviz	Mechdyne, Inc
Nokia	Forum 8	PhaseSpace, Inc
MOOG	Mercury Computer Sys.	Sensics, Inc
Haption	PhaseSpace, Inc	Virtools, Inc
InterSense	Sensics, Inc	Visbox
WorldVis	WorldViz, LLC	WorldViz, LLC
Polhemus		
MotionAnalysis		

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 2005, Bonn, Germany
Attendance – 514

VR 2004, Chicago, IL, USA
Attendance – 463

VR 2003, Los Angeles, CA, USA
Attendance – 414

Exhibitor and Support Levels

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. All levels include a company logo on the corresponding area of the conference website and an optional insert[6] in the attendee bag. 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 (USD)	Full-Week Regs.[1]	Exhibits-Only Regs.[2]	Extra Banquet Tickets[3]	Signage[4]	Event Support	Optional Exhibit Spaces[7]	Recognition in Proceedings[5,8]	Recognition in Final Program[8]
Diamond	$16,500	3	12	5 (incl. 2 seats at head table)	Individual Banner	Choose one[9]: Keynote or Banquet	2	Full Page	Full Page
Platinum	$8,250	2	8	4	Individual Banner	Choose two[10]: Reception / Coffee Break / Tutorial / Paper session / Poster session	2	Half Page	Half Page
Gold	$5,250	1	8	3	Individual Banner	Choose two[10]: Reception / Coffee Break / Tutorial / Paper session / Poster session	2	-	Quarter Page
Silver	$3,500	1	4	2	Group Sign		2	-	Logo
Bronze	$2,500	1	4	2	Group Sign		1	-	Logo
Non-Profit	$600	0	2	0	Group Sign		1	-	Logo
Publisher	$600	0	2	0	Group Sign		1	-	Logo

1. **Each full-week registration includes:**
   • **USB proceedings**
   • **All VR and 3DUI technical sessions**
   • **Sunday Exhibits Reception**
   • **Monday reception ticket**
   • **Tuesday banquet ticket**
2. **Each exhibits-only registration includes access to the exhibit space, and Sunday Exhibits Reception ticket.**
3. **Extra banquet tickets are for VR banquet.**
4. **Printing of individual banner is the responsibility of the supporter. Banner will be displayed at all food service events selected by the supporter.**

5. **Design and creation of ad is the responsibility of the supporter**
6. **Design and printing of attendee bag materials is the responsibility of the supporter.**
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.**
8. **Inclusion in printed conference materials requires registration prior to printed materials deadline.**
9. **Exclusive event support.**
10. **Non-exclusive event support.**

Other support options:

LUNCH BREAK SUPPORTER   **$4,000 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 main presentation hall.

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.

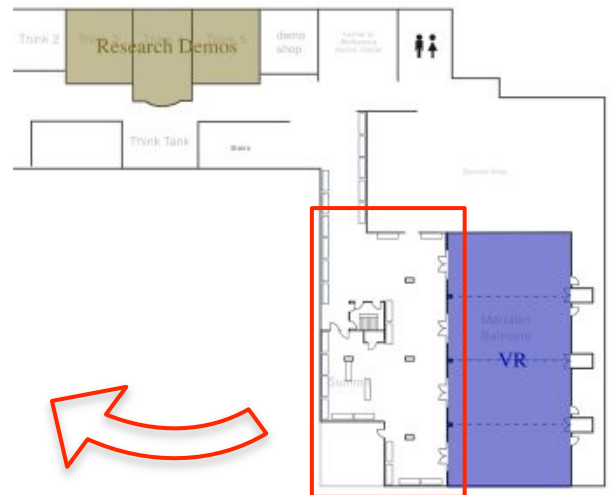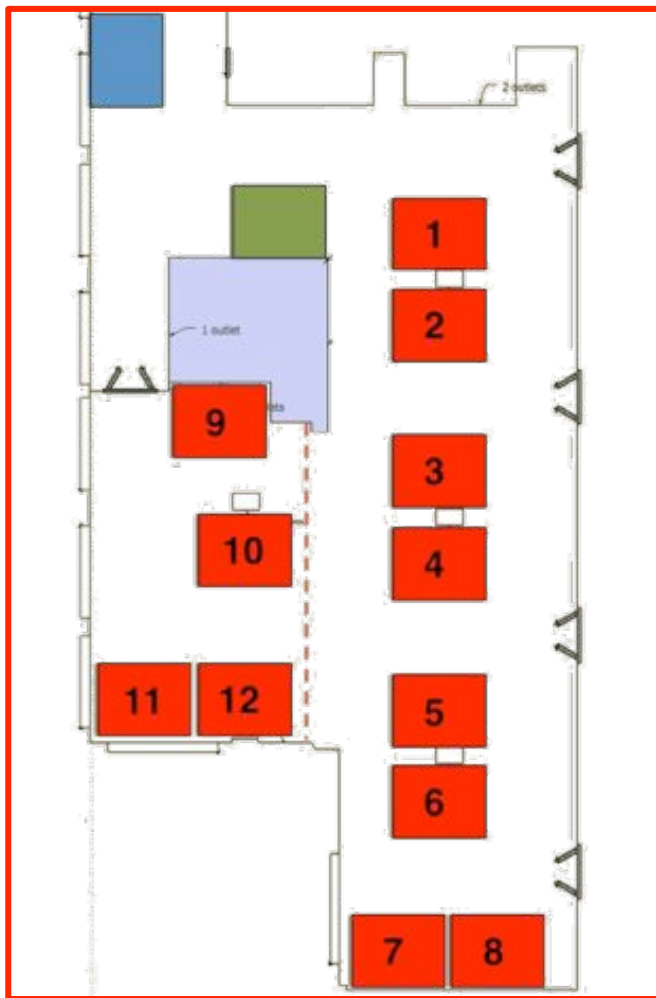# New this year: EXHIBITOR PASSPORTS for Attendees

Along with the attendee registration materials we will include an EXHIBITOR PASSPORT for everyone with a FULL REGISTRATION. This passport will have to be stamped at ALL exhibitor booths and submitted at the end of the conference for a chance to win a prize. This will encourage all attendees to visit all booths and engage with exhibitors. The organizers will provide the stamps to the exhibitors.

+ Exhibit Area Floor Plan

All of the main conference activities (March 31 - April 2, 2014) will take place in the hotel.

On Sunday, March 30, the opening **Exhibits Reception** will be held in the exhibition space as shown on the floor plans below, and it will be the only event held at that time. In addition, all coffee breaks on Monday, March 31, and Tuesday, April 1 (exhibition days), will be held in the hallways near the exhibition spaces, providing a great exposure to the participants.

Each exhibition space includes:

- ✓ 8'x10' floor space
- ✓ One (1) table and two (2) chairs
- ✓ One (1) 500 Watt electrical outlet
- ✓ Wireless Internet access

Setup Schedule and Exhibition Times:

- ✓ Sunday March 30:
    - o Setup Time: 9 am to 5 pm
    - o Exhibitor's Reception: 6 pm-8 pm
- ✓ Monday March 31:
    - o Exhibits Open: 9 am to 5 pm
- ✓ Tuesday April 1:
    - o Exhibits Open: 9 am to 2 pm
    - o Tear Down Time: 2 pm to 8 pm

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 **7 February 2014**. 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 Conference General Chairs by **7 February 2014.**

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 February 7 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, and wireless 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 (p-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.

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 Commons Hotel must be made by **5:00pm EST, Friday, 28 February 2014.**

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.

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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 2014
31 March - 2 April
SUPPORT/EXHIBIT APPLICATION

You may complete your application online at http://ieeevr.org or by filling out and submitting this form.

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
_____	Lunch Break Supporter	$4,000
_____	Coffee Break Supporter	$1,200
_____	Event Supporter	$1,200

Return Application Form and Full Payment to:

Victoria Interrante
General co-chair, IEEE VR 2014
Department of Computer Science and Engineering
University of Minnesota
200 Union St. SE
Minneapolis, MN 55455
(612) 625-3543
interran@cs.umn.edu

Application and Payment Questions:
exhibitschairs@ieeevr.org

TERMS OF PAYMENT

Full payment is due **by 7 February 2014** and must accompany this application. Notification of assignment of optional exhibit space will be mailed by 14 February 2014.

Applications received after 7 February 2014 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 Method (choose one)

☐ **Check (PREFERRED METHOD):**

Make all checks payable to "IEEE Virtual Reality 2014"**.** 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 2014. I have read and understand the rules, regulations, and contractual considerations outlined in the IEEE Virtual Reality Conference 2014 Exhibitor Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by the IEEE VR 2014 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: _____