2017
IEEE VR
LOS ANGELES

◆IEEE   ◑computer society

Exhibitor/Supporter Prospectus

CONFERENCE LOCATION:
Manhattan Beach Marriott
1400 Parkview Avenue
Manhattan Beach, CA – USA 90266

CONFERENCE DATES:
18 – 22 March 2017

EXHIBIT DATES:
19 – 22 March 2017

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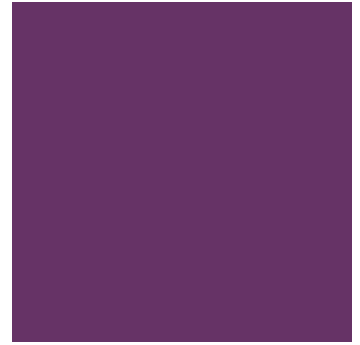
The conference's venue provides exhibitors a unique opportunity to interact with leading experts from all these groups. Attendees look forward to this interaction as a key component of the conference experience and an opportunity to learn directly from exhibitors about exciting products, services, and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

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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 Manhattan Beach Marriott in Manhattan Beach, California (http://www.marriott.com/hotels/travel/laxmn-manhattan-beach-marriott). The weekend activities (Sat-Sun, March 18-19) 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 20 - Wednesday March 22), 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 2017 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.

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Deadlines:

- ## 13 February 2017

  Deadline for application and full payment.

- ## 26 February 2017

  Space assignment mailed to exhibitors.

- ## 18 February 2017

  No refunds for cancellations.

Past Exhibitors and Attendance History

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 2005, Bonn, Germany
Attendance – 514

VR 2016 Greenville, SC, USA	VR 2015 Arles, France	VR 2014 Minneapolis, MN, USA
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	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
VR 2013 Orlando, FL, USA	VR 2012 Orange County, CA, USA	VR 2011 Suntec, Singapore
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	YourSingapore JCCI 3DVIA EON Reality MDA Sony Exploit Technologies BARCO Haption Sensics, Inc. ViewPLUS Voltrium Systems VICON PTI PEARSON Presence Taylor and Francis VRSJ

Exhibitor and Support Levels

	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	$8,500	2	8	4	Individual Banner	Choose two[10]: / Reception / Coffee Break / Tutorial / Paper session / Poster session	2	Half Page	Half Page
Gold	$5,500	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	$700	0	2	1	Group Sign	-	1	-	Logo
Publisher	$700	0	2	1	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.**

Donor Opportunities

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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 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.

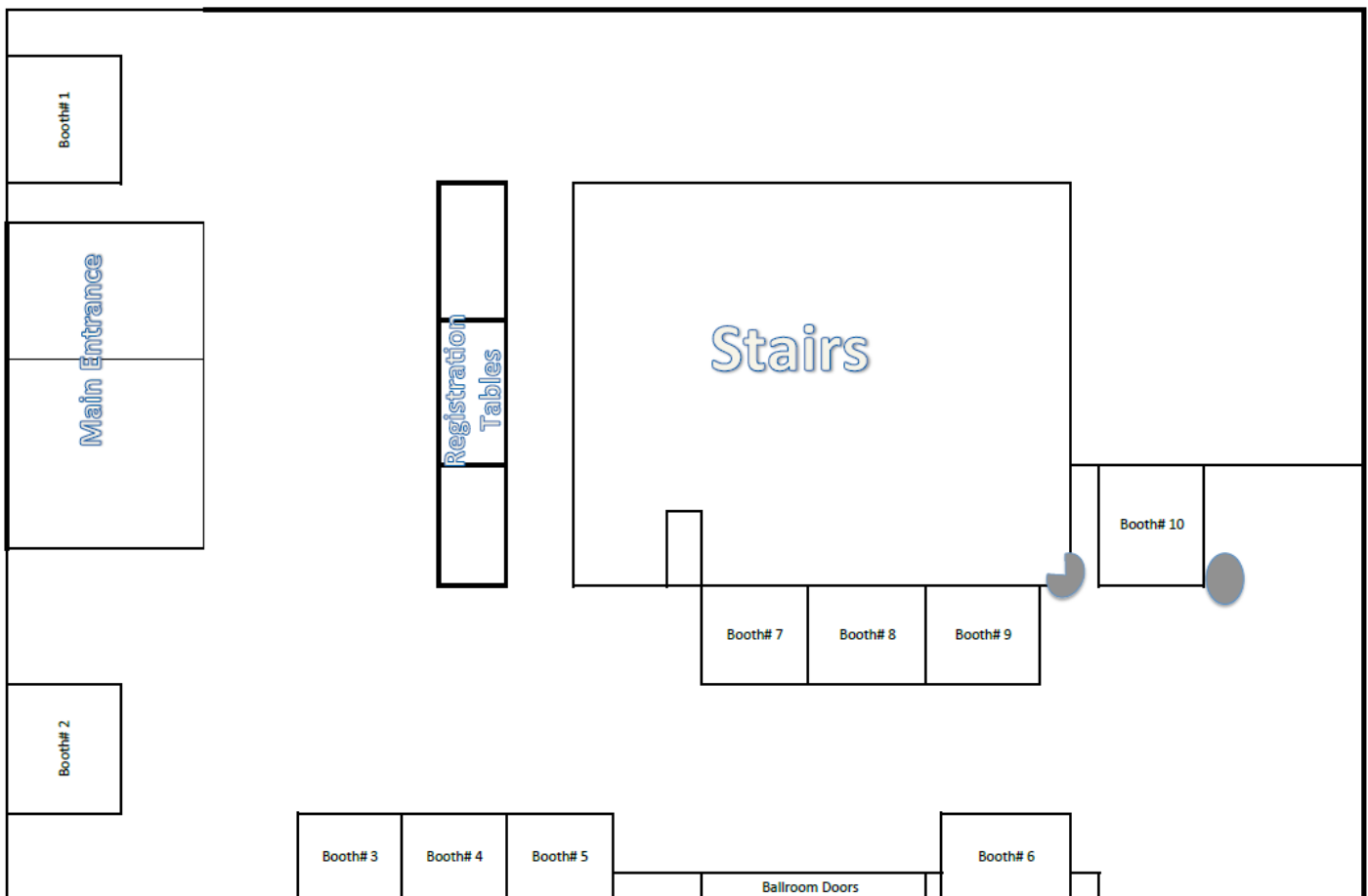**EVENT SUPPORTER**   **$1,200 each (25 available slots)**

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.

Exhibit Area Floor Plan

All of the main conference activities (March 19-22, 2017) will take place in the hotel.

On Sunday, March 19, the opening **Exhibits Reception** will be held in the exhibition area (Marriott Lobby Foyer), as shown on the floor plan below, and it will be the only event held at that time. In addition, all coffee breaks on Monday, March 20 to Wednesday, 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:

- ✓ Sunday March 19:
    - ○ Setup Time: 12.00pm to 6.00pm
    - ○ Reception: 6.30pm – 9.00pm
- ✓ Monday March 20:
    - ○ Exhibits Open: 8.00am to 5.30pm
- ✓ Monday March 21:
    - ○ Exhibits Open: 8.00am to 5.30pm
- ✓ Tuesday March 22:
    - ○ Exhibits Open: 8.00am to 12.00pm
    - ○ Strike: 12.00pm to 5.00pm

Each booth space includes:

- ✓ 10'x10' floor space
- ✓ One (1) 6ft. skirted table and two (2) chairs
- ✓ One (1) 120V standard electrical outlet
- ✓ Standard power options

    (extension cords and power strops 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 2017**. 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 2017.**

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) 6'x30" table, two (chairs), one (1) 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.

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 exhibit unit is 10'x10' 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.

Hotel Information

Reservations with a discounted rate at the Manhattan Beach Marriott in Manhattan Beach, California must be made on or before the cut-off date of February 27, 2017. 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.

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.

Contractual Considerations

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 19 – 22, 2017
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	$16,500
_____	Platinum Supporter	$8,500
_____	Gold Supporter	$5,500
_____	Silver Supporter	$3,500
_____	Bronze Supporter	$2,500
_____	Non-Profit	$700
_____	Publisher	$700
_____	Lunch Break Supporter	$4,000
_____	Coffee Break Supporter	$1,200
_____	Event Supporter	$1,200

Return Application Form and Full Payment including checks to:

Pete Willemsen
Exhibits co-chair, IEEE VR 2016
University of Minnesota Duluth
320 HH
1114 Kirby Drive
Duluth, MN 55812 USA
(218) 726-6228
Fax: (218) 726-8240
exhibitschairs2017@ieeevr.org

Application and Payment Questions:
exhibitschairs2017@ieeevr.org

TERMS OF PAYMENT

Full payment is due **by 13 February 2017** and must accompany this application. Notification of assignment of optional exhibit space will be mailed by 26 February 2017.

Applications received after 13 February 2017 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**

Make all checks payable to "IEEE Virtual Reality 2017". Checks must be in U.S. dollars drawn on a U.S. bank. Mail checks to : Pete Willemsen, 320 HH, 1114 Kirby Dr., Duluth, MN 55812 USA

☐ **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 2017. I have read and understand the rules, regulations, and contractual considerations outlined in the IEEE Virtual Reality Conference 2017 Exhibitor Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by the IEEE VR 2017 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: