

Exhibitor &
Supporter Prospectus

IEEEVR

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

27 March – 01 April 2021
VIRTUAL EVENT

ieeevr.org

75 YEARS
IEEE
COMPUTER
SOCIETY

IEEE

IEEE VR



Secure Your Sponsorship Now—
Contact Us Today!

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Facing Pandemic Challenges Head On

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 record-breaking attendance achieved by the first all-virtual IEEE VR 2020 and many new virtual technologies to explore for future advancements ranging from healthcare to autonomous vehicles, the virtual 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 serves as a key source for VR companies to connect with VR students and professionals in the midst of the pandemic.

We invite you to virtually 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.

IEEE VR is the premier venue for promoting your company, delivering excellent ROI on your virtual exhibition investment with unparalleled opportunities to connect with attendees.

CONFERENCE HIGHLIGHTS

140+
oral presentations

200
posters

35
research demos

18
workshops





Why Become a Sponsor at IEEE VR 2021?

VR 2021 delivers effective virtual benefits for showcasing your company and connecting with attendees.

- Connect with international experts and influencers who can evaluate your products and influence their adoption
- Position your company as a leader in the VR space by showcasing your innovations
- Gain worldwide recognition and visibility for your brand with enhanced branding opportunities
- Demonstrate your company as a thought leader and virtually position your technology in front of tech-savvy influencers
- Create opportunities to recruit top tech talent—build relationships with in-demand professionals
- Foster employee development—give virtual conference passes to technical staff who will develop deeper connections with industry peers and bring new ideas back to your company
- Ensure 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

Includes all benefits of Gold Supporter, plus:

- A total of (5) Full-conference registrations
- 10-minute presentation during virtual keynote
- One-page recognition in proceedings
- 45-second commercial (video) that can be shown prior to keynote
- Video posted on VR website. Could show virtual tour of company and capabilities, etc.
- A total of (3) free job postings on the Computer Society Jobs board

Gold

\$15,000

Includes all benefits of Silver Supporter, plus:

- A total of (3) Full-conference registrations and (1) exhibit only registration
- Demo for virtual exhibit room
- 30-second commercial (video)
- 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]
- A total of (2) free job postings on the Computer Society Jobs board

Silver

\$10,000

Includes all benefits of Bronze Supporter, plus:

- A total of (2) Full-conference registrations and (1) exhibit only registration
- One sponsor acknowledgement
- slide during keynote
- 15-second commercial (video)
- List of opt-in registrants
- Virtual booth demos and presentations listed in the conference program schedule

Bronze

\$5,000

- A total of (1) Full-conference registration and (1) exhibit only registration
- Virtual exhibit room via Mozilla Hubbs
- Literature Distribution - link to your download and shared with event registrants
- Supporter recognition during keynote (non-exclusive)
- Logo recognition on website and in proceedings
- Logo included on pre and post conference emails to attendees
- 5-minute presentation during Supporter Session
- A total of (1) free job posting on the Computer Society Jobs board



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.

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À la Carte Sponsorships

KEYNOTE SUPPORTER — \$5,000+ USD

Company recognition as a supporter of the keynote, listed on the IEEE VR website, in promotional materials, and recognition during the keynote event.

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.

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.

Support Diversity and Inclusion Programs - Contributions to the event can be earmarked for D&I activities. Contact your sales representative for full details.

DON'T MISS IMPORTANT DEADLINES

- **29 January 2021**
Deadline for application and full payment
- **5 February 2021**
No refunds for cancellations

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:	
<input type="checkbox"/>	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"/>	Silver — \$10,000
TOTAL Supporter Packages Fee = \$	

4. A-LA-CARTE SUPPORTER ITEMS	
Details on page 5 of prospectus.	
<input type="checkbox"/>	Keynote Supporter — \$5,000+ USD
<input type="checkbox"/>	VR Contest Supporter — \$1,000+ USD or in-kind donations
<input type="checkbox"/>	Doctoral Consortium Supporter — \$500+
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 virtual space for our use at IEEE VR 2021. The undersigned has read Virtual 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 VIRTUAL EXHIBIT SPACE & SUPPORTER CONTRACT TERMS

These rules and regulations are a bona fide part of the contract for IEEE VR 2021. The word "Forum" as used herein shall mean the IEEE VR 2021 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. "Sponsor" refers to the company submitting this application/contract and recipient of supporter benefits.

Limited License

IEEE hereby grants to the Sponsor a non-exclusive, non-transferable and royalty-free license to use its name and logo solely for the specific use detailed herein. The Sponsor hereby grants to IEEE a non-exclusive, non-transferable and royalty-free license to use its name and logo solely for the specific use detailed herein. Each Party agrees and warrants that it will not use or exploit the other Party's name or logo in any manner that is deceptive or misleading or that reflects unfavorably upon the good name, goodwill, reputation or image of the other Party or in a manner that is contrary to applicable laws.

Payment Terms

Total due upon signing.

Visual Identity

All IEEE-branded, end-user facing materials for IEEE publications, products, services, conferences, and the like must adhere to the guidelines established by IEEE.

Data Protection

In the event Sponsor processes any personal data on behalf of IEEE in connection with the performance of this Agreement it shall process such personal data in accordance with all applicable laws including, but not limited to, the General Data Protection Regulation (GDPR). Sponsor shall protect any personal data in accordance with prevailing industry standards, but in no case, should such protection consist of less than reasonable care.

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.

Indemnification

Each Party agrees to indemnify, defend and hold harmless the other, its parents, subsidiaries, affiliates and its and their officers, agents and employees from and against any and all claims, damages, liabilities, losses and/or expenses (including attorneys' fees and costs and any claim or threatened claim of third parties) incurred by the indemnified Party (collectively, "Losses") that arise from any: (a) alleged or actual infringement or misappropriation of any copyright, patent, trademark, trade secret or other right based upon the services or deliverables provided by indemnifying Party pursuant to this Agreement; (b) gross negligence or willful misconduct of indemnifying Party; (c) indemnifying Party's failure to perform fully its obligations herein in a timely manner; or (d) breach of any of indemnifying Party's representations and warranties herein. This provision shall also apply to any and all subcontractors employed by either Party. The terms of this provision shall survive the termination or expiration of this Agreement.

Limitation on Liability

IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER FOR ANY INCIDENTAL, CONSEQUENTIAL, SPECIAL, OR PUNITIVE DAMAGES (INCLUDING, WITHOUT LIMITATION, LOST PROFITS, LOST BUSINESS, LOSS OF DATA OR COST OF SUBSTITUTE SERVICES) ARISING OUT OF OR IN CONNECTION WITH ANY AGREEMENT BETWEEN THE PARTIES, OR THE SERVICES PERFORMED THEREUNDER UNDER ANY THEORY OF LIABILITY (WHETHER IN CONTRACT, TORT, STRICT LIABILITY OR OTHERWISE), EVEN IF THAT PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. except for indemnification, EITHER PARTY SHALL ONLY BE

LIABLE TO THE OTHER UNDER ANY THEORY OF LIABILITY (WHETHER IN CONTRACT, TORT, STRICT LIABILITY OR OTHERWISE) FOR ANY DIRECT DAMAGES IN AMOUNT EQUAL TO (A) ACTUAL DAMAGES OR (B) THE Sponsorship Amount, WHICHEVER IS LESS.

Insurance

For the term of the Agreement, both Parties shall secure and maintain, at their own expense, all insurance necessary to fulfill their respective obligations under this Agreement. Such insurance shall be written by an insurance carrier rated "A" or better by A.M. Best. IEEE has the right, but not the obligation, to request evidence of such insurance.

Non-Discrimination

The Sponsor acknowledges that IEEE's reputation and good will require that all persons associated with IEEE undertake the highest degree of legal and ethical conduct and that, among other things, any actual or perceived discrimination, harassment or bullying against any person is expressly prohibited. Sponsor agrees that in the performance of its duties under this Agreement, Sponsor shall maintain an environment free of discrimination, including harassment, bullying, or retaliation. IEEE hereby provides notice of its compliance with FAR 52-222-26, 41 C.F.R. 60-1.4, 41 C.F.R. 60-250.5 and 41 C.F.R. 60-741.5, which are incorporated by reference.

Compliance with Laws

Sponsor represents and warrants that it shall comply with all laws and regulations that apply to its obligations and duties under this Agreement.

Confidentiality and Ownership of Information and

Other Assets

Neither Party shall disclose to a third party Confidential Information of the other Party. The receiving Party shall use the same degree of care as it uses to protect the confidentiality of its own confidential information of like nature, but no less than a reasonable degree of care, to maintain in confidence the Confidential Information of the disclosing Party. "Confidential Information" as used in this Agreement means information identified by either Party as "Confidential" and/or "Proprietary," or information that, under the circumstances, ought reasonably be treated as confidential and/or proprietary.

Force Majeure

The performance of this Agreement is subject to acts of God, government authority, riots, epidemics, unusually severe weather, fire, floods, war, terrorism, embargoes, labor disputes or strikes, or other cause beyond the Parties' control, which make it inadvisable, commercially impracticable, illegal or impossible to perform as originally contracted under this Agreement. It is provided that this Agreement may be terminated for any one or more of such reasons by written notice from one Party to the other without liability.

Miscellaneous

This Agreement shall be governed by the laws of the State of New York. This Agreement contains the entire agreement between the parties and supersedes all prior and contemporaneous agreements, arrangements, negotiations and understandings between the parties relating to the subject matter hereof. There are no other understandings, statements, or promises of inducement, oral or otherwise, contrary to the terms of this Agreement. The failure of either Party to require strict performance by the other Party of any provision hereof shall not affect the full right to require such performance at any time thereafter, nor shall the waiver by either Party of a breach of any provision hereof be taken or held to be a waiver of the provision itself. This Agreement shall be binding upon, and inure to the benefit of, IEEE and its successors and assigns. The Sponsor may not assign any of its rights or obligations hereunder without the prior written consent of IEEE.

This Agreement shall not be valid until approved and executed by authorized representatives of both Parties.



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Virtual Event

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

Make meaningful connections.

Showcase your innovations.

**CONTACT
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