

12-16 MARCH 2022 | TE PAE, CHRISTCHURCH CONVENTION CENTRE, NEW ZEALAND



IEEE  
2022

THE 29TH IEEE CONFERENCE ON VIRTUAL REALITY & 3D USER INTERFACES

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EXHIBITION &  
PARTNERSHIP

# WELCOME// INVITATION

Tēnā koutou,

The IEEE VR 2022 Conference on Virtual Reality and 3D User Interfaces (IEEE VR) is the premier international event for the presentation of research results in the broad area of virtual reality (VR).

The conference, which runs from 12 - 16 March 2022 and will be held at Christchurch, New Zealand at the new Te Pae, Christchurch Convention Centre.

Te Pae Christchurch Convention Centre has been designed as Ōtautahi Christchurch's 'gathering place'. A key part of the regeneration of the city, the Government's investment in Te Pae Christchurch is set to act as a catalyst – not only for the growth and development of the city, but as a way of building lasting social, cultural and economic connections between the region and the world.

Attendees of the IEEE VR 2022 Conference come from around the world, and include influential developers, researchers, and professors from industry, government and academia. In addition, the conference attracts some of the brightest young minds in computer science via the stand out students who attend.

We invite you to partner with us by sponsoring and/or exhibiting at the conference to showcase your business or organisation at the only event that combines innovative research, the brightest minds and the most exciting companies working with virtual environments, augmented reality, gaming and 3D user interfaces.

We look forward to partnering with you.

Ngā mihi nui,

## IEEE VR General Chairs

Prof Stephan Lukosch  
A/Prof Tobias Langlotz  
Prof Joaquim Jorge

## IEEE VR Sponsorship Chairs

Prof Mark Billinghurst  
Dr Stefanie Zollmann

Contact [sponsorship2022@ieeevr.org](mailto:sponsorship2022@ieeevr.org)





# WHY?

The IEEE VR 2022 Conference provides various options for sponsors to support the community while gaining exposure, as well as other benefits which include:

- Profiling your organisation as a leader in the VR space. You can showcase your innovations to over 500 attendees.
- Connect with international and New Zealand experts and influencers who can evaluate your products and influence their adoption.
- Worldwide recognition and visibility for your brand with enhanced branding opportunities in-person and online.
- Demonstrating your organisation as a thought leader and positioning your technology in front of tech-savvy influencers.
- Creating opportunities to recruit top tech talent and building 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.

## EVENT AT A GLANCE

|                 |   |
|-----------------|---|
| <b>12 March</b> | Workshops, tutorials and Doctoral Colloquium                      |
| <b>13 March</b> | Workshops, tutorials and Doctoral Colloquium<br>Exhibition set up |
| <b>14 March</b> | VR conference program,<br>exhibition and welcome reception        |
| <b>15 March</b> | VR conference program, exhibition<br>and conference dinner        |
| <b>16 March</b> | VR conference program, exhibition<br>Exhibition pack down         |



# SPONSORSHIP OPPORTUNITIES

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|                 |   |
|-----------------|---|
| DIAMOND PARTNER | 5 |
|-----------------|---|

**NZD \$35,000 + GST**

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|              |   |
|--------------|---|
| GOLD PARTNER | 6 |
|--------------|---|

**NZD \$20,000 + GST**

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|                             |   |
|-----------------------------|---|
| VIRTUAL PLATFORM<br>PARTNER | 7 |
|-----------------------------|---|

**NZD \$20,000 + GST**

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|                |   |
|----------------|---|
| SILVER PARTNER | 8 |
|----------------|---|

**NZD \$14,000 + GST**

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|                |   |
|----------------|---|
| BRONZE PARTNER | 9 |
|----------------|---|

**NZD \$7,000 + GST**

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|                                |    |
|--------------------------------|----|
| SUPPORTING<br>PARTNER PACKAGES | 10 |
|--------------------------------|----|

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|                      |    |
|----------------------|----|
| EXHIBITION<br>STANDS | 12 |
|----------------------|----|



# DIAMOND PARTNER

**NZD \$35,000 + GST**

*Limited to TWO opportunities*

## BENEFITS

### Registration and functions

- Five full registrations

### Exposure

- Status associated with being a diamond partner
- Opportunity to present for 10 minutes in the plenary sessions
- Individual banner displayed at the conference venue (banner provided by partner)
- Full page slide included in the opening, banquet and closing multi media presentation
- Full page recognition in proceedings (advertisement provided by partner)
- Full page recognition in final program (advertisement provided by partner)
- Organisation logo and profile on the conference website, app and virtual platform, linking to your website
- Industry recruitment fair – students resumes and recruitment

### PLUS

Select from **ONE** of the additional options to be associated with your package:

*Exclusive event support*

☐

#### KEYNOTE

- Opportunity for an organization representative to introduce the speaker
- Organisation logo on the sponsored session introductory slide

or

☐

#### BANQUET

- Opportunity for an organization representative to make a short speech at the function
- Organisation logo on the dinner menus

### PLUS

Select from **ONE** of the additional options to be associated with your package:

☐

#### EXHIBITION STAND

or

☐

#### DEMO



## GOLD PARTNER

**NZD \$20,000 + GST**

*Limited to FOUR opportunities*

### BENEFITS

#### Registration and functions

- Three full registrations

#### Exposure

- Status associated with being a gold partner
- Individual banner displayed at the conference venue (banner provided by partner)
- Half page slide included in the opening, banquet and closing multi media presentation
- Logo recognition in proceedings
- Half page recognition in final program (advertisement provided by partner)
- Organisation logo and profile on the conference website, app and virtual platform, linking to your website
- Industry recruitment fair – students resumes and recruitment

**PLUS**

Select from **ONE** of the additional options to be associated with your package:

☐

**EXHIBITION STAND**

**OR**

☐

**DEMO**





# VIRTUAL PLATFORM PARTNER

**NZD \$20,000 + GST**

*Limited to ONE opportunity*

Due to the recent global developments around the COVID-19 pandemic, there is now a realistic expectation that those who are unable to attend the conference in-person will be able to participate virtually.

The conference will be offering the opportunity to register and virtually attend a selection of sessions.

## BENEFITS

### Registration and functions

- Ten virtual registrations

### Exposure

- Status associated with being the virtual platform partner
- Organisation logo included on the virtual platform landing page in the sponsorship banner for the entirety of all virtual sessions
- Half page slide included in the opening, banquet and closing multi media presentation
- Organisation logo on the presentation screen for five minutes prior to each virtual keynote (noting that some keynotes will have session sponsors who will also be acknowledged)
- Organisation promotional video to play just prior to the start of each virtual keynote (video to be no longer than 30 seconds)
- Complimentary virtual exhibition site with the ability for virtual attendees to meet with your team members and download organisation brochures and other material
- Organisation logo and profile on the conference website, app and virtual platform, linking to your website



## SILVER PARTNER

**NZD \$14,000 + GST**

*Limited to SIX opportunities*

## BENEFITS

### Registration and functions

- Two full registrations

### Exposure

- Status associated with being a silver partner
- One exhibition stand
- Individual banner displayed at the conference venue (banner provided by partner)
- Quarter page slide included in the opening, banquet and closing multi media presentation
- Organisation logo recognition in proceedings
- Quarter page recognition in final program (advertisement provided by partner)
- Organisation logo and profile on the conference website, app and virtual platform, linking to your website
- Industry recruitment fair – students resumes and recruitment





## BRONZE PARTNER

**NZD \$7,000 + GST**

*Limited to TWELVE opportunities*

## BENEFITS

### Registration and functions

- One full registration

### Exposure

- Status associated with being a bronze partner
- One exhibition stand
- Quarter page slide included in the opening, banquet and closing multi media presentation
- Organisation logo recognition in proceedings
- Organisation logo recognition in final program
- Organisation logo and profile on the conference website, app and virtual platform, linking to your website



# SUPPORTING PARTNER PACKAGES

## LUNCH BREAK PARTNER

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**NZD \$3,500 + GST**

*Limited to THREE opportunities*

## BENEFITS

### Exposure

- Status associated with being a supporting partner
- Logo displayed on all lunch break stations on your selected day
- Opportunity to give a lunchtime presentation in the general session room
- Opportunity to run a giveaway during your selected lunch break (prizes at your own expense)
- Organisation logo and profile on the conference website, app and virtual platform, linking to your website
- Organisation logo displayed in the opening multi media presentation

## COFFEE BREAK PARTNER

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**EXCLUSIVE**

**NZD \$10,000 + GST**

*per break*

**NZD \$2,000 + GST**

*Limited to SIX opportunities*

## BENEFITS

### Exposure

- Status associated with being a supporting partner
- Logo displayed on all coffee break stations during your selected break
- Opportunity to run a giveaway during your selected coffee break (prizes at your own expense)
- Organisation logo and profile on the conference website, app and virtual platform, linking to your website
- Organisation logo displayed in the opening multi media presentation



# SUPPORTING PARTNER PACKAGES

## VR CONTEST PARTNER

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**SUGGESTED**  
**NZD \$1,000 + GST**  
(EITHER MONETARY OR  
GOODS IN KIND)

Your contribution will provide 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.

### Exposure

- Your logo will appear on all event stations and in the conference program to identify you as a VR Contest supporter.

## DOCTORAL CONSORTIUM SUPPORTER

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**SUGGESTED**  
**NZD \$800 + GST**  
each (per student sponsored)

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 \$3,400 NZD.

### Exposure

- Your logo will appear on all event stations and in the conference program to identify you as a doctoral consortium supporter





# EXHIBITION STANDS

## Exhibition Stand

### Investment

**\$4,200 + GST**

*(Not for profit rates available)*

### Exhibition package includes

- prefabricated stand (3m x 2m)
- one exhibition only registrations
- corflute sign with company name in black text
- 2 x 150 watt spotlights
- 1 x 4 pin multibox
- listing of organisation name and contact information in the conference app
- organisation name listed on the conference website

## Virtual Exhibition Stand

### Investment

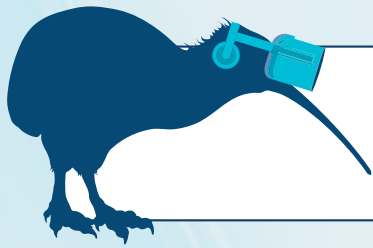
**\$2,500 + GST**

### Exhibition package includes

- virtual conference registration for two company representatives
- listing of organisation name and profile information on the virtual platform
- organisation name listed on the conference website



# SIGN UP NOW!



Please click here to sign up for a  
**partnership package**



Please click here to sign up for an  
**exhibition stand or virtual exhibition site**



## CONFERENCE MANAGERS

For further information or to arrange partnerships  
or exhibition at the conference please contact

**Charlotte Emery**

Local project manager

Conference Innovators

P: +64 3 379 0390

E: [charlotte@conference.nz](mailto:charlotte@conference.nz)



# GENERAL INFORMATION

## **COVID-19 and going virtual**

Our focus is to run a face 2 face conference with virtual offerings to ensure we are as flexible as we can be in this changing environment.

Our virtual conference options will be communicated to our partner, exhibitors and delegates throughout the planning process and we will work very closely with you should we need to revert to a virtual ONLY conference.

## **Further information**

If these partner opportunities and benefits fall outside of your requirements, but you still wish to be associated with the conference, please do not hesitate to contact the Conference Managers. We wish to be flexible and may be able to negotiate an alternative set of benefits to better suit your needs.

## **Please contact:**

### **Charlotte Emery**

Conference Innovators

**T** +64 3 379 0390

**E** [charlotte@conference.nz](mailto:charlotte@conference.nz)

## **Booking conditions**

Booking applications will not be confirmed until it is accepted and approved in writing by IEEE Computer Society.

Inclusion in printed conference materials requires partnership confirmation and payment prior to printed materials deadline.

## **Payment terms**

Full payment is due payable on the 20th of the month following the original invoice date or before the conference (whichever date comes first). The Conference Manager reserves the right to withdraw confirmation of any site not paid in full by the due date. Exhibition staff must be registered and paid six weeks prior to each event.

## **Cancellation**

Any cancellations must be made in writing to the Conference Manager. In the event of cancellation up to 31 October 2021 a refund of fees paid, less a cancellation fee of 10% of your package price will be made. Cancellation after this date full costs of the booking will be charged. IEEE reserves the right to cancel or change the venue of the exhibition in case of circumstances beyond their control. In such a case all monies paid to date will be refunded in full less any expenses incurred.

## **Registration inclusions**

Each full week registration includes:

- USB proceedings
- All VR and 3DUI technical sessions
- Tuesday Exhibitor's lunch
- Wednesday banquet ticket

## **Exhibition information**

If exhibition space is desired, please indicate this on the application form. Exhibition space is limited, and will be filled on a first come, first served basis.

## **Internet access**

Complimentary Wi-Fi will be available. A hard wired internet line can be arranged at your stand but will be at an additional cost.

## **Stand design and accessory hire**

The company contracted to install the shell scheme is also available to assist with stand design and has a wide range of accessories and furniture for hire.

## **For further details please contact:**

### **Nicola Ransome**

Exhibition Hire Services

**T** +64 3 338 4195

**M** +64 27 495 2827

**E** [nicola@exhibitionhire.co.nz](mailto:nicola@exhibitionhire.co.nz)

**W** [exhibitionhire.co.nz](http://exhibitionhire.co.nz)





### **Exhibitor registration**

All exhibitors will be required to be registered. Registration links will be provided to the key booking contact for each organisation in due course. Staff not registered as exhibition staff will not be allowed access to the exhibition.

Associated companies who may have representatives on your stand should be notified to the Conference Manager.

Each exhibits-only registration includes access to exhibit space and Tuesday's exhibitor's lunch ticket

### **Exhibition manual**

A detailed exhibition manual will be provided to each confirmed exhibitor and distributed six weeks prior to the conference. The exhibition manual contains important information for the coordination of your stand, including a checklist of action items and details of additional services you may require, such as furniture or audio visual hire.

### **Provision of information**

Six weeks prior to each event, all organisations installing custom stands must provide the contact details of their appointed stand contractor, together with a detailed plan showing dimensions of the stand design for approval by the venue and the Conference Manager.

Designs submitted must contain information such as stand layout, banner/light rigging and walls/solid heights.

### **Floor plan**

Exhibitors may set up their demonstrations within their purchased stand/space only as per the floorplan. Aisles/walkways and air space above the aisles must be kept clear at all times. If any display occupies space outside the specified space as indicated on the floor plan, this part of the display will be dismantled. Conference Innovators reserves the right to modify the floor plan to accommodate space sales or change as necessary to avoid conflicts. Conference Innovators will endeavour to consult the exhibitors who are directly affected whenever possible.

### **Health and safety**

IEEE and Conference Innovators take the health and safety of our delegates, exhibitors and suppliers seriously. The exhibition manual will be provided to all exhibitors six weeks prior to each event highlighting all the health and safety obligations. By agreeing to exhibit at the conference, you agree to adhere to our health and safety policy. All electronic items that will be brought onto the exhibition site (laptops etc.) must have been 'tag and tested' by a qualified electrician and not be up for retesting. Items not suitably tested and tagged will be removed from the venue.

### **Exhibition pack-in/out times**

Exhibition pack-in/out times will be stated in the exhibitor manual and must be adhered to. Accepting these terms and conditions indicates that pack in will not occur until the allocated time and pack-out will not occur until the exhibition closes and all exhibition staff on your stand are aware of this condition.

### **Insurance and liability**

Exhibitors must ensure that they are adequately covered for public liability insurance. This refers to damage or injury caused to third parties/visitors in the vicinity of an exhibition stand.

Neither IEEE, Conference Innovators, Exhibition Hire Services, Te Pae nor any of their staff, employees, agents or other representatives shall be held accountable for, or liable for, and the same are released from accountability, or liability for any damage, loss, harm or injury to the person or any property of the exhibition, however caused or any of its staff, employees, agents or other representatives.

In the event of industrial disruption and/or equipment failure due to power supply problems IEEE, Conference Innovators, Exhibition Hire Services, Te Pae will not be held liable and accept no responsibility for loss of monies incurred by sponsors or exhibitors or damage to property. The Conference Manager accepts no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots, or any cause whatsoever. Exhibitors are advised to insure against such liability.





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[www.ieeevr.org/2022](http://www.ieeevr.org/2022)