



MARCH 20-26 · WALTHAM, MA USA
3DUI SYMPOSIUM · HAPTICS SYMPOSIUM

IEEE Virtual Reality 2010
IEEE Symposium on 3D User Interfaces 2010
Haptics Symposium 2010

Weston Waltham-Boston
70 Third Avenue
Waltham, MA 02451 USA

Conference Dates:
20-26 March 2010
Exhibit Dates:
22-26 March 2010

<http://conferences.computer.org/vr/2010/>

Supporter/Exhibitor Prospectus

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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. In addition to the central virtual reality conference, this year's event will include the **3D User Interfaces Symposium (3DUI)**, the **IEEE Haptics Symposium (HS)**, and an exciting program of Workshops and Tutorials. Innovative research, groundbreaking products, pioneering concepts and hands-on experiences in the disciplines of virtual reality, augmented reality, and 3D user interfaces is what IEEE VR 2010, March 20-26, 2010 in Waltham, Massachusetts is all about. In addition to being home to more than 70 universities, the greater Boston area boasts more than 50 video-game companies. At this year's conference, we will promote the cross-fertilization of gaming and VR through several efforts.

The bi-annual **IEEE Haptics Symposium** is the longest running haptics conference internationally, and is the premier opportunity for haptics practitioners – engineering, psychology and application design – to come together and share their latest innovations with each other and with industry.

Conference attendees come from around the world, and include researchers and developers from industry, government, and academia. The exhibit area at the conference provides a unique opportunity to interact with leading experts from those groups, as well as giving the attendees the opportunity to learn directly from you about your products and services and how they can help them to stay at the forefront of their fields.

We invite you to exhibit and to showcase your products at the most exciting combination of brightest minds, the most innovative research, the leading companies, and the most stimulating discussions in the fields of virtual environments, augmented reality, 3D user interfaces, and haptics.

The Conference and the Exhibit will be held at the Westin Waltham-Boston, in Waltham, MA, just west of Boston. The weekend activities (Saturday March 20-Sunday March 21) will include the 3D User Interfaces Symposium, the Workshops, and the Tutorials, as well as the Exhibits reception on Sunday Evening. The weekday activities will consist on the main VR conference program (Monday March 22-Wednesday March 24), including the vendor and research exhibitions, and the Haptics Symposium (Thursday March 25-Friday March 26).

Waltham, Massachusetts is ideally located 10 miles from downtown Boston along the Rt. 128 technology corridor, and is within an hour's drive of major airports in Boston, Providence, Rhode Island, and Manchester, New Hampshire.

Why Support and/or Exhibit at IEEE VR?

- Your organization will have the *opportunity to meet 400 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 2010 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. The HS 2010 exhibits will be integrated into the academic posters and demonstrations area, facilitating excellent exposure.
- *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

29 January 2010

Deadline for Application and Full Payment to be included in the conference proceedings

3 February 2010

Deadline for Application and Full Payment

12 February 2010

Space Assignments Mailed (for exhibitors)

19 February 2010

No Refunds for Cancellation

Virtual Reality 2010 Meeting Contacts

Exhibits Co-Chairs (*vr-exhibitchairs@ieee.org*):

Skip Rizzo, University of Southern California, USA
Haruo Noma, ATR International, Japan
John Quarles, University of Texas at San Antonio, USA

Conference Co-Chairs (*vr-generalchairs@ieee.org*):

Robert W. Lindeman, Worcester Polytechnic Institute, USA
Carolina Cruz-Neira, University of Louisiana at Lafayette, USA

Conference Services Manager:

Alicia Zupeck, IEEE Meeting & Conference Management (a.zupeck@ieee.org)

Haptics Symposium 2010 Meeting Contacts

Exhibits Co-Chairs (*kuchenbe@seas.upenn.edu, colton@byu.edu*):

Katherine Kuchenbecker, University of Pennsylvania, USA
Mark Colton, Brigham Young University, USA

Conference Co-Chairs (*hapticSymp@cs.ubc.ca*):

Allison Okamura, Johns Hopkins University, USA
Karon MacLean, University of British Columbia, Canada

Previous Exhibitors and Attendance History

VR 2009 Lafayette, LA, USA	VR and HS 2008 Reno, NV, USA	VR 2007 Charlotte, NC, USA	VR and HS 2006 Washington, DC, USA
3dvia Advanced Realtime Tracking Christie Cyviz Forum 8 Mercury Computer Sys. PhaseSpace, Inc Sensics, Inc WorldViz, LLC	Barco IGT Intersense, Inc Mechdyne, Inc PhaseSpace, Inc Sensics, Inc Virtools, Inc Visbox WorldViz, LLC	Intersense, Inc. Mechdyne, Inc. PhoeniX Technologies, Inc. Sensics, Inc. WorldViz, LLC Fakespace Systems, Inc. Virtools, Inc. 5DT Products, Inc. Novint Technologies, Inc. PhaseSpace, Inc. SenseGraphics, AB Intuition Network of Excellence	Cyviz Fakespace Systems Handshake VR Haption Immersion Intersense Intuition Mimic Technologies Moog FCS MPB Communications NVIS Quanser Sensable

IEEE Virtual Reality and Haptic Symposium Attendance History	
2010 IEEE Virtual Reality and Haptics Conference Waltham, MA, USA Attendance – 550‡ (expected)	2003 IEEE Virtual Reality Conference Los Angeles, California Attendance – 414
2009 IEEE Virtual Reality Conference Lafayette, LA, USA Attendance – 388	2002 IEEE Virtual Reality and Haptics Conference Orlando, Florida Attendance – 484‡
2008 IEEE Virtual Reality and Haptics Conference Reno, NV, USA Attendance – 525‡	2001 IEEE Virtual Reality Conference Kanagawa, Japan Attendance – 305
2007 IEEE Virtual Reality Conference Charlotte, NC, USA Attendance – 353*	2000 IEEE Virtual Reality Conference New Brunswick, New Jersey Attendance – 481
2006 IEEE Virtual Reality and Haptics Conference Washington, DC, USA Attendance – 503‡	1999 IEEE Virtual Reality Conference Houston, Texas Attendance – 353
2005 IEEE Virtual Reality Conference Bonn, Germany Attendance – 514	1998 IEEE Virtual Reality Conference Atlanta, Georgia Attendance – 252
2004 IEEE Virtual Reality and Haptics Conference Chicago, Illinois Attendance – 463‡	1997 IEEE Virtual Reality Conference Albuquerque, New Mexico Attendance – 250

Notes:

‡ Includes attendance numbers for the Haptics Symposium which began co-locating with IEEE VR on even numbered years in 2002.

* Attendance number reflects new registration options that alter the apparent attendance. Also, conference was in an odd numbered year, so held without the Haptics symposium.

Conference Support Benefits Table

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. 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	Full-Week Regs. ¹	Exhibits-Only Regs. ²	Extra Banquet Tickets ³	Signage ⁴	Event Sponsorship	Optional Exhibit Spaces ⁷	Website Logo	Recognition in Printed Proceedings ^{5,8}	Recognition in Final Program ⁸	Optional Attendee Bag Insert ⁶
Diamond	\$15,000	3	12	5 (incl. 2 seats at head table)	Individual Banner	Choose 1: • Keynote (exclusive) or • Banquet (exclusive, VR or HS)	2	Diamond Area	Full Page	Full Page	Yes
Platinum	\$7,500	2	8	4	Individual Banner	Choose 1: • Reception (non-exclusive), • Lunch (non-exclusive), • WPI Lab Visit	2	Platinum Area	Half Page	Half Page	Yes
Gold	\$4,500	1	8	3	Individual Banner	Choose 2: • Coffee Break (non-exclusive), or • Workshop, or • Tutorial	2	Gold Area	-	Quarter Page	Yes
Silver	\$3,250	1	4	2	Group Sign	-	2	Silver Area	-	Logo	Yes
Bronze	\$2,000	1	4	2	Group Sign	-	1	Bronze Area	-	Logo	Yes
Non-Profit	\$500	0	2	0	Group Sign	-	1	Non-Profit Area	-	Logo	Yes
Publisher	\$500	0	2	0	Group Sign	-	1	Publisher Area	-	Logo	Yes

NOTES:

<p>1. Each full-week registration includes:</p> <ul style="list-style-type: none"> ○ USB proceedings ○ All VR, 3DUI, and Haptics technical sessions ○ Monday (VR) reception at WPI ○ Sunday (VR) and Wednesday (HS) reception tickets ○ Tuesday (VR) and Thursday (HS) banquet tickets <p>2. Each exhibits-only registration includes access to the exhibit space, and Sunday (VR) and Wednesday (HS) reception tickets.</p>	<p>3. Extra banquet tickets are for EITHER the VR or Haptics banquets.</p> <p>4. Printing of individual banner is the responsibility of the supporter. Banner will be displayed at all food service events selected by the supporter.</p> <p>5. Design and creation of ad is the responsibility of the supporter.</p> <p>6. Design and printing of attendee bag materials is the responsibility of the supporter.</p> <p>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.</p> <p>8. Inclusion in printed conference materials requires registration prior to printed materials deadline.</p>
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Additional Sponsorship Opportunities

COFFEE BREAK SUPPORTER **\$1,000 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 give-a-ways during the breaks; give-a-ways will be at supporter's own expense.

BREAKFAST SUPPORTER **\$2,000 each (7 available slots)**

Your company logo will appear on all breakfast stations and in the conference program to identify you as the Breakfast Supporter. You may include logo give-a-ways during the breaks; give-a-ways will be at supporter's own expense.

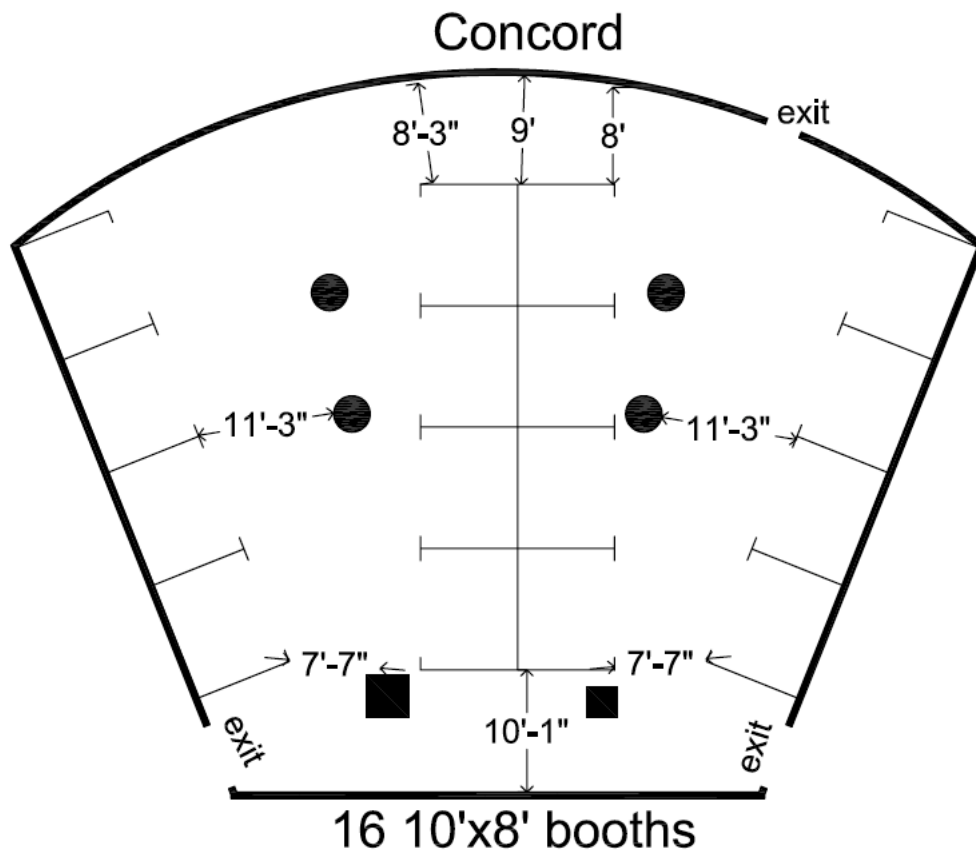
LUNCH BREAK SUPPORTER **\$3,000 each (7 available slots)**

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 give-a-ways during the breaks; give-a-ways will be at supporter's own expense. In addition, you will have the opportunity to give a lunchtime presentation in the main presentation hall.

Exhibit Area Floor Plan

Most of the main conference activities (March 20-26, 2010) will take place in the hotel, while selected activities will take place off site.

On Sunday, March 21, the opening reception will be held in the Concord Room. In addition, all coffee breaks on Monday, March 22, through Wednesday, March 24, will be held in the Concord Room, providing great exposure to participants. Exhibits during the Haptic Symposium on Thursday, March 25 and Friday, March 26, will be held in the Haptics Exhibits/Demo space (TBD).



Map 1: The Concord Room Exhibition Space.

Each exhibition space includes:

- ✓ 8'x10' floor space with piping and drapes
- ✓ One (1) table and two (2) chairs
- ✓ One 7"x44" ID sign
- ✓ One (1) 500 Watt electrical outlet
- ✓ Wireless Internet access

Preliminary Exhibits Program Schedule

Weekend program includes the Symposium on 3D User Interfaces (3DUI), workshops, and tutorials.

Monday-Wednesday program consists of the main VR conference.

Thursday-Friday program consists of the Haptics Symposium.

<p>SUNDAY, 21 MARCH 2010 VR Exhibits Installation Noon - 5:00pm VR Exhibits Reception 6:00pm - 8:00pm</p> <p>8:00-12:00 Morning Session 12:00- 1:30 Lunch 1:30- 5:30 Afternoon Session 6:00- 8:00 Exhibits Reception</p>	<p>MONDAY, 22 MARCH 2010 VR Exhibit Hours 9:30am - 4:30pm</p> <p>8:00-10:00 Morning Session 10:00-10:30 Break With Exhibitors 10:30-12:30 Morning Session 12:30- 1:30 Lunch 1:30- 3:00 Afternoon Session I 3:00- 3:30 Break With Exhibitors 3:30- 5:30 Afternoon Session II 6:30- 9:30 Lab Visit and Reception at WPI</p>
<p>TUESDAY, 23 MARCH 2010 VR Exhibit Hours 9:30am - 4:30pm</p> <p>8:00-10:00 Morning Session 10:00-10:30 Break With Exhibitors 10:30-12:30 Morning Session 12:30- 1:30 Lunch 1:30- 3:00 Afternoon Session I 3:00- 3:30 Break With Exhibitors 3:30- 5:30 Afternoon Session II 5:00- 6:30 Poster viewing session in Foyer 6:30- 9:30 VR Dinner Banquet</p>	<p>WEDNESDAY, 24 MARCH 2010 VR Exhibit Hours 9:30am – 2:00pm</p> <p>8:00-10:00 Morning Session 10:00-10:30 Break With Exhibitors 10:30-12:30 Morning Session 12:30- 1:30 Lunch 1:30- 3:00 Afternoon Session I 3:00- 3:30 Break 3:30- 5:30 Afternoon Session II 2:00- 5:30 VR Exhibits Dismantle</p>
<p>THURSDAY, 25 MARCH 2010 Haptics Exhibit Hours 9:30am – 5:00pm</p> <p>8:00-10:00 Morning Session I 10:00-10:30 Poster Teasers 10:30-11:30 Poster/Demo Break with Exhibitors 11:30-12:15 Morning Session II 12:15- 1:45 Lunch 1:45- 3:15 Afternoon Session I 3:15- 3:45 Poster Teasers 3:45- 4:45 Poster/Demo Break with Exhibitors 4:45- 5:30 Afternoon Session I 6:30- 9:30 Haptics Dinner Banquet</p>	<p>FRIDAY, 26 MARCH 2010 Haptics Exhibit Hours 9:30am – 3:00pm</p> <p>8:30-10:00 Morning Session I 10:00-11:00 Poster/Demo Break with Exhibitors 11:00-12:30 Morning Session II 12:30- 2:00 Lunch 2:00- 3:30 Afternoon Session 3:30- 4:00 Award Ceremony and Closing 2:00- 4:00 Haptics Exhibits Dismantle</p>

(***Schedule Details May Change***)

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 Exhibitor and full cooperation in their observance is asked of the Exhibitor. 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 **3 February 2010 (29 January 2010 if Exhibitor wants to be included in printed proceedings as a sponsor)**. 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 IEEE Conference Management by **3 February 2010 (29 January 2010 if Exhibitor wants to be included in printed proceedings as a sponsor)**.

The IEEE Virtual Reality Conference reserves the right to modify the designated exhibit space in the event a change in the original assignment is necessary. Applications received after February 2 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, one (1) 7"x44" ID Sign, and wireless Internet access. Exhibitors are responsible for any needs and requirements that exceed the minimum.

Cancellations

Exhibitors are requested to notify IEEE Meeting & Conference Management 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 IEEE Meeting & Conference Management. 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 at the Westin Waltham-Boston Hotel must be made by **5:00pm EST, Friday, 5 February 2010.**

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.

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 and Haptic Symposium 2010
20-26 March
SUPPORT/EXHIBIT APPLICATION



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.

Please indicate how you wish your support to be directed (check all that apply):

- IEEE Virtual Reality IEEE Haptics Symposium Both, pro-rated by attendance

Please indicate at which level of support you are contributing:

_____ Diamond Supporter	\$15,000
_____ Platinum Supporter	\$7,500
_____ Gold Supporter	\$4,500
_____ Silver Supporter	\$3,250
_____ Bronze Supporter	\$2,000
_____ Non-Profit	\$500
_____ Publisher	\$500
_____ Break Supporter*	\$1,000
_____ Breakfast Supporter*	\$2,000
_____ Lunch Supporter*	\$3,000

* Does not include optional exhibit space.

Return Application Form and Full Payment to:

Alicia Zupeck
 Conference Planner
 IEEE Meeting & Conference Management
 445 Hoes Lane
 Piscataway, NJ 08854
 Phone: +1-800-810-4333
 Fax: +1-732-465-6447
 Email: a.zupeck@ieee.org

TERMS OF PAYMENT

Full payment is due by 3 February 2010 (29 January 2010 if Exhibitor wants to be included in printed proceedings as a sponsor) and must accompany this application. Notification of assignment of optional exhibit space will be mailed 12 February 2010.

Applications received after 3 February 2010 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.

Questions:
 vr-exhibitschairs@ieee.org

Payment Method (choose one)

- Check:** Make all checks payable to **IEEE VR 2010**. 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 2010. I have read and understand the rules, regulations, and contractual considerations outlined in the IEEE Virtual Reality Conference 2010 Exhibitor Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by the IEEE VR 2010 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: