



IEEE Virtual Reality 2011

Special Symposium on 3D User Interface

Symposium on VR Development in Asia

SUNTEC Singapore International Convention and Exhibition Centre

1 Raffles Boulevard
Suntec City,
Singapore

19th-20th March 2011	<ul style="list-style-type: none">• Workshops• Tutorials• Symposium on 3D user Interfaces• Symposium on VR Innovation (Singapore, Japan, China, Korea)• Symposium on Media (tentative)
21st -23rd March 2011	<ul style="list-style-type: none">• Main Conference• Poster Presentations• Demos• Exhibition

<http://conferences.computer.org/vr/2011/>

Exhibitor/Supporter 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 **Symposium on 3D User Interfaces, a Symposium on Asian VR Development and a Symposium on Media**, 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 2011, March 19-23, 2011 at SUNTEC City in Singapore is all about. A bustling hub of infocomm activities, Singapore is home to many startups using VR technology. At this year's conference, we will promote the cross-fertilization of gaming and VR through several efforts.

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 SUNTEC International Convention Center, Singapore. Singapore is the main commercial hub in Asia and SUNTEC City is only a 30 minute drive from the national airport. SUNTEC Center is situated close to the main city center and in close proximity to many attractions.

Why Support and/or Exhibit at IEEE VR?

- Your organization will have the *opportunity to meet over 250 of the most 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 2011 exhibits will be held in an exclusive exhibits area, and will be 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

26 January 2011	Deadline for Application and Full Payment to be included in the conference proceedings
1 February 2011	Deadline for Application and Full Payment
14 February 2011	Space Assignments Mailed (for exhibitors)
18 February 2011	No Refunds for Cancellation

Contacts

Exhibits Co-Chairs (vr-exhibitschairs@ieee.org)	Skip Rizzo (USC) Haruo Noma (ATR) John Quarles (Univ. Texas/San Antonio) Yunging Guan (Tamasek Polytechnic)
Conference Co-Chairs (vr-generalchairs@ieee.org):	Ryohei Nakatsu (NUS) Rob Lindeman (WPI)
Conference Services Manager:	[To be announced]
Symposium on 3D User Interfaces	[To be announced]
Symposium on VR Innovation	[To be announced]
Symposium on Media	[To be announced]

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	\$25,000	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	\$15,000	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	\$10,000	1	8	3	Individual Banner	Choose 2: • Coffee Break (non-exclusive), or • Workshop, or • Tutorial	2	Gold Area	-	Quarter Page	Yes
Silver	\$5,000	1	4	2	Group Sign	-	2	Silver Area	-	Logo	Yes
Bronze	\$2,500	1	4	2	Group Sign	-	1	Bronze Area	-	Logo	Yes
Non-Profit / Publisher	\$500	0	2	0	Group Sign	-	1	Non-Profit/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 ASIA VR technical sessions ○ VR Banquet Dinner ○ Exhibitor Reception <p>2. Each exhibits-only registration includes access to the exhibit space, and Exhibitor Reception</p>	<p>3. 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>4. Extra banquet tickets are for VR Banquet.</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 **\$3,000 each (10 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 **\$3,000 each (5 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.

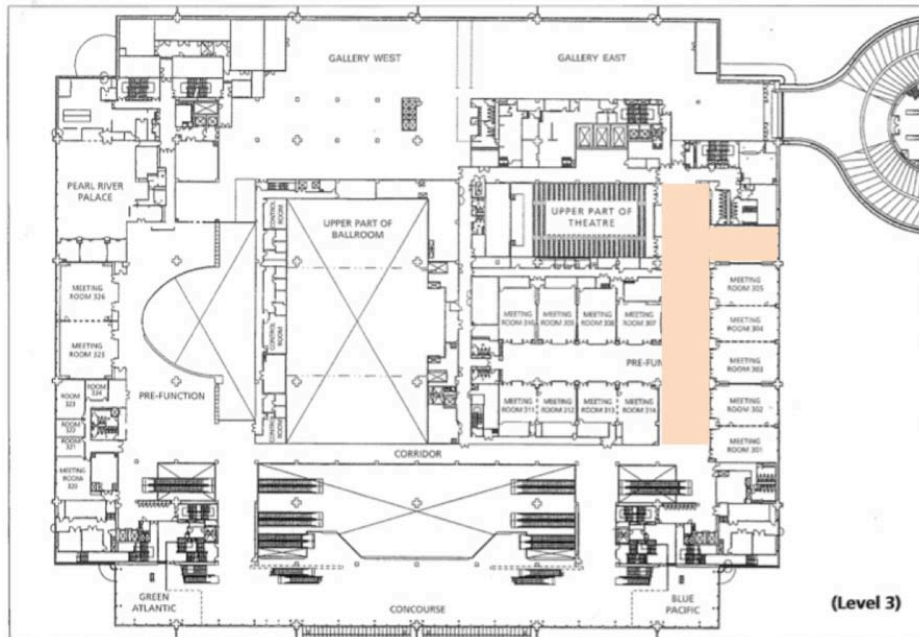
LUNCH BREAK SUPPORTER **\$5,000 each (10 available slots)**

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

All the conference activities (March 19-23, 2011) will take place at the SUNTEC City International Convention center.

All coffee breaks on 19 March 2011 through 23 March 2011, will be held in the Exhibition Area, providing great exposure to participants.



Map 1: The SUNTEC City 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), Symposium on Asian VR, Symposium on Media, workshops, and tutorials.

Monday-Wednesday program consists of the main VR conference.

<p>FRIDAY, 18 MARCH 2011 VR Exhibits Installation Noon - 5:00pm</p>	<p>Saturday, 19 MARCH 2010</p> <p>Symposia and Workshops 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</p>
<p>Sunday, 20 MARCH 2011</p> <p>Symposia and Workshops 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- 9:00 Reception for Exhibitors</p>	<p>Monday, 21 MARCH 2010 VR Exhibit Hours 9:30am – 2:00pm</p> <p>Main Conference 8:00-10:00 Morning Session 10:00-10:30 Poster/Demo 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 Poster/Demo Break with Exhibitors 3:30- 5:30 Afternoon Session II</p>
<p>Tuesday, 22 MARCH 2011 VR Exhibit Hours 9:30am – 5:00pm</p> <p>Main Conference 8:00-10:00 Morning Session I 10:00-10:30 Poster/Demo Break with Exhibitors 10:30-12:30 Morning Session II 12:30- 1:30 Lunch 1:30- 3:00 Afternoon Session I 3:00- 3:30 Poster/Demo Break with Exhibitors 3:30- 5:30 Afternoon Session II 6:30- 9:30 VR Banquet Dinner</p>	<p>Wednesday, 23 MARCH 2011 VR Exhibit Hours 9:30am – 3:30pm</p> <p>Main Conference 8:00-10:00 Morning Session I 10:00-10:30 Poster/Demo Break with Exhibitors 10:30-12:30 Morning Session II 12:30- 1:30 Lunch 1:30- 3:00 Afternoon Session I 3:00- 3:30 Poster/Demo Break with Exhibitors 3:30- 5:30 Afternoon Session II 4.00 – 6.00 VR 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 **01 February 2011 (26 January 2011 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 **01 February 2011 (26 January 2011 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) table, two (chairs), one (1) power source, one (1) 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.

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 Special Symposium 2011
19-23 March 2011
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 Symposia Both, pro-rated by attendance

Please indicate at which level of support you are contributing:

_____ Diamond Supporter	\$25,000
_____ Platinum Supporter	\$15,000
_____ Gold Supporter	\$10,500
_____ Silver Supporter	\$5,000
_____ Bronze Supporter	\$2,500
_____ Non-Profit	\$500
_____ Publisher	\$500
_____ Break Supporter*	\$2,000
_____ Breakfast Supporter*	\$3,000
_____ Lunch Supporter*	\$10,000

* Does not include optional exhibit space.

Return Application Form and Full Payment to:

Phone: _____
 Fax: _____
 Email: _____
Questions:
 vr-exhibitschairs@ieee.org

TERMS OF PAYMENT

Full payment is due by 01 February 2011 (26 January 2011 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 14 February 2011.

Applications received after 2 February 2011 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 VR 2011**. Checks must be in Singapore dollars drawn on a Singapore 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 2011. I have read and understand the rules, regulations, and contractual considerations outlined in the IEEE Virtual Reality Conference 2011 Exhibitor Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by the IEEE VR 2011 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: