VR 2012

March 4-8 · Orange County, CA, USA

IEEE Virtual Reality 2012

Westin South Coast Plaza
686 Anton Boulevard
Costa Mesa, CA 92626 USA

Conference Dates:
4-8 March 2012
Exhibit Dates:
5-8 March 2012

http://conferences.computer.org/vr/2012/

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 virtual reality conference, this year's event is collocated with the **IEEE Symposium on 3D User Interfaces (3DUI)**, 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 are what IEEE VR, March 4-8, 2012 in Orange County, California is all about. In addition to being home to more than 20 universities, the Orange County area boasts several companies in VR-related areas from gaming to displays and interaction. At this year's conference, we will promote the cross-fertilization of gaming and VR through several efforts.

The IEEE 3DUI Symposium is one of the premier venues in 3D user interfaces, which gathers researchers from academics and industry together with user interface developers to discuss the frontiers of the field. Collocation of IEEE VR and IEEE 3DUI provides a premier opportunity for VR researchers to meet with the graphics and user interface folks 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 interacting 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, gaming, and 3D user interfaces.

The Conference and the Exhibit will be held at the Westin South Coast Plaza, in Costa Mesa, CA, at the center of Orange County. The weekend activities (Sunday March 4) will include 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 5 - Thursday March 8), including the vendor and research exhibitions. The VR conference will coincide with the 3DUI symposium (Sunday March 4 - Monday March 5).

Costa Mesa, California is ideally located at the heart of Orange County, and is within 15 minutes' drive from the John Wayne Airport, with several shopping malls and sandy beaches around. But the greater parts are the theme parks (Disneyland, Universal Studios, Knott's Berry farm) and wild life sanctuaries and zoos (San Diego Zoo and Wild Animal Park, Pacific Aquarium, Sea World) all within 30-80 minutes from the conference location. The greater LA area also houses many museums, world-class shopping, delicious dining, and challenging golf courses.

Why Support and Exhibit at IEEE VR?

➔ Your organization will have the *opportunity to meet 600 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 2012 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.

➔ *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

10 January 2012
Deadline for Application and Full Payment to be included in the conference proceedings

18 January 2012
Deadline for Application and Full Payment

27 January 2012
Space Assignments Mailed (for exhibitors)

3 February 2012
No Refunds for Cancellation

Virtual Reality 2012 Meeting Contacts

Exhibits Co-Chairs (*vr-exhibitschairs@ieee.org***):**
Philip Fu, Nanyang Technological University, Singapore
Bruno Raffin, INRIA, France
Skip Rizzo, University of Southern California, USA
Amela Sadagic, Naval Postgraduate School, USA

Conference Co-Chairs (*vr-generalchairs@ieee.org***):**
Aditi Majumder, University of California, Irvine, USA
Ryohei Nakatsu, National University of Singapore, Singapore

Local Arrangements Chair (*mlcarril@ics.uci.edu***):**
Mary Carrillo, University of California, Irvine, USA

3D User Interfaces Symposium 2012 Meeting Contacts

Conference Co-Chairs (*mark.billinghurst@canterbury.ac.nz, jjl@eecs.ucf.edu, anatole.lecuyer@inria.fr***):**
Mark Billinghurst, HIT Lab NZ, New Zealand
Joseph J. LaViola Jr., University of Central Florida, USA
Anatole Lécuyer, INRIA, France

Previous Exhibitors and Attendance History

VR 2011 Suntec, Singapore	VR and HS 2010 Waltham, MA, USA	VR 2009 Lafayette, LA, USA	VR and HS 2008 Reno, NV, USA	VR 2007 Charlotte, NC, USA	VR and HS 2006 Washington, DC, USA
YourSingapore JCCI 3dvia EON Reality MDA Sony Exploit Technologies BARCO Haption Sensics, Inc. ViewPLUS Voltrium Systems VICON PTI PEARSON Presence Taylor and Francis VRSJ	WPI nVIDIA SensAble Tech. RIM Nokia MOOG Haption InterSense WorldVis Polhemus MotionAnalysis	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 Attendance History

2012 IEEE Virtual Reality Orange County, CA, USA **Attendance – 700‡ (expected)**	2004 IEEE Virtual Reality and Haptics Conference Chicago, Illinois **Attendance – 463‡**
2011 IEEE Virtual Reality SUNTEC, Singapore **Attendance – 550**	2003 IEEE Virtual Reality Conference Los Angeles, California **Attendance – 414**
2010 IEEE Virtual Reality and Haptics Conference Waltham, MA, USA **Attendance – 550**	2002 IEEE Virtual Reality and Haptics Conference Orlando, Florida **Attendance – 484‡**
2009 IEEE Virtual Reality Conference Lafayette, LA, USA **Attendance – 388**	2001 IEEE Virtual Reality Conference Kanagawa, Japan **Attendance – 305**
2008 IEEE Virtual Reality and Haptics Conference Reno, NV, USA **Attendance – 525‡**	2000 IEEE Virtual Reality Conference New Brunswick, New Jersey **Attendance – 481**
2007 IEEE Virtual Reality Conference Charlotte, NC, USA **Attendance – 353***	1999 IEEE Virtual Reality Conference Houston, Texas **Attendance – 353**
2006 IEEE Virtual Reality and Haptics Conference Washington, DC, USA **Attendance – 503‡**	1998 IEEE Virtual Reality Conference Atlanta, Georgia **Attendance – 252**
2005 IEEE Virtual Reality Conference Bonn, Germany **Attendance – 514**	1997 IEEE Virtual Reality Conference Albuquerque, New Mexico **Attendance – 250**

‡ Includes attendance for the Haptics Symposium that 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.

*** Sponsorship Opportunities: SUMMARY ***

1. Exhibitor Sponsorship Opportunities

Diamond/Platinum/Gold/Silver EXHIBITOR
Your company will have two (2) tables in exhibition area. The costs and all other benefits for a given category are listed in Conference Support Benefits Table (page 8). Note that the exhibit space is limited, and it will be filled on a first come, first served basis.

Bronze/Non-profit/Publisher EXHIBITOR
Your company will have one (1) table in exhibition area. The costs and all other benefits for a given category are as listed in Conference Support Benefits Table (page 8). Note that the exhibit space is limited, and it will be filled on a first come, first served basis.

2. Other Sponsorship Opportunities

Diamond/Platinum/Gold/Silver SPONSOR
Instead of two tables in exhibition area, your company receives one (1) extra conference registration. This is in addition to all other benefits listed for a given category in Conference Support Benefits Table (page 8). The costs are the same as listed in Conference Support Benefits Table.

Bronze/Non-profit/Publisher SPONSOR
No table allocated. The costs and all benefits for a given category are listed in Conference Support Benefits Table (page 8).

3. Coffee Break / Breakfast / Lunch Sponsorship Opportunities

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 give-a-ways during the breaks; give-a-ways will be at supporter's own expense.

BREAKFAST SUPPORTER   **$2,500 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   **$3,500 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.

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.

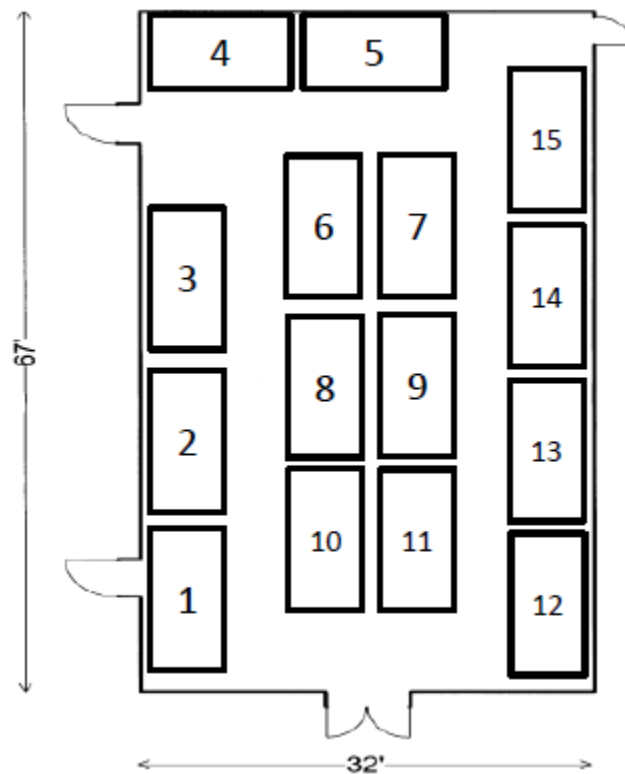| Support Level	Cost	Full-Week Regs.[1]	Exhibits-Only Regs.[2]	Extra Banquet Tickets[3]	Signage[4]	Event Sponsorship	Optional Exhibit Spaces[7]	Website Logo	Recognition in Printed Proceedings[5,8]	Recognition in Final Program[8]	Optional Attendee Bag Insert[6]
Diamond	$16,500	3	12	5 (incl. 2 seats at head table)	Individual Banner	Choose 1: • Keynote (exclusive) or • VR Banquet (exclusive)	2	Diamond Area	Full Page	Full Page	Yes
Platinum	$8,250	2	8	4	Individual Banner	Choose 1: • Reception (non-exclusive), • Lunch (non-exclusive), • Lab Visit	2	Platinum Area	Half Page	Half Page	Yes
Gold	$5,250	1	8	3	Individual Banner	Choose 2: • Coffee Break (non-exclusive), or • Workshop, or • Tutorial	2	Gold Area	-	Quarter Page	Yes
Silver	$3,500	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	$600	0	2	0	Group Sign	-	1	Non-Profit Area	-	Logo	Yes
Publisher	$600	0	2	0	Group Sign	-	1	Publisher Area	-	Logo	Yes

NOTES:

1. Each full-week registration includes:
   - USB proceedings
   - All VR and 3DUI technical sessions
   - Sunday reception
   - Monday reception ticket
   - Tuesday banquet ticket
2. Each exhibits-only registration includes access to the exhibit space, and Sunday reception tickets.
3. Printing of individual banner is the responsibility of the supporter. Banner will be displayed at all food service events selected by the supporter.
4. Extra banquet tickets are for VR banquet.
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. The costs above are in U.S. dollars.

Exhibit Area Floor Plan

Most of the main conference activities (March 4-8, 2012) will take place in the hotel, while selected activities will take place off site.

On Sunday, March 4, the opening reception will be held in the Mesa Verde Room. In addition, all coffee breaks on Monday, March 5, through Thursday, March 8, will be held in the Mesa Verde Room, providing great exposure to participants.

15 10'x8' Booths

Map 1: The Mesa Verde 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 workshops, and tutorials.

Monday -Thursday program consists of the main VR conference.

Sunday - Monday program consists of the 3DUI Symposium.

SUNDAY, 4 MARCH 2012 **VR Exhibits Installation 9:00am - 5:00pm** **VR Exhibits Reception 6:00pm - 8:00pm** 8:00 -12:00 Morning Session 12:00 - 1:30 Lunch 1:30 - 5:30 Afternoon Session **6:00 - 8:00** **Exhibits Reception**	**MONDAY, 5 MARCH 2012** **VR Exhibit Hours 9:30am - 4:30pm** 8:00 - 10:00 Morning Session I **10:00 - 10:30 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 Break With Exhibitors** 3:30 - 5:30 Afternoon Session II **6:30 - 9:30 Lab Visit and Reception**
TUESDAY, 6 MARCH 2012 **VR Exhibit Hours 9:30am – 2:00pm** 8:00 - 10:00 Morning Session I **10:00 - 10:30 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 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**	**WEDNESDAY, 7 MARCH 2012** **VR Exhibit Hours 9:30am – 4:30pm** 8:00 - 10:00 Morning Session I **10:00 - 10:30 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 Break 3:30 - 5:30 Afternoon Session II
THURSDAY, 8 MARCH 2012 **VR Exhibit Hours 9:30am – 2:00pm** 8:00 - 10:00 Morning Session I **10:00 - 10:30 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 Break 3:30 - 5:30 Afternoon Session II **2:00 - 5:30 VR Exhibits Dismantle**	**3DUI SYMPOSIUM:** **SUNDAY, 4 MARCH & MONDAY, 5 MARCH 2012** 8:00 - 10:00 Morning Session I 10:00 - 10:30 Break 10:30 - 12:30 Morning Session II 12:30 - 1:30 Lunch 1:30 - 3:00 Afternoon Session I 3:00 - 3:30 Break 3:30 - 5:30 Afternoon Session II

(***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 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 **18 January 2012 (10 January 2012 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 the Local Arrangements Chair by **18 January 2012 (10 January 2012 if Exhibitor wants to be included in conference proceedings as a sponsor)**.

The IEEE Virtual Reality Conference reserves the right to modify the designated exhibit space in the event when a change in the original assignment is necessary. Applications received after January 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, 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 Local Arrangements Chair 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 Local Arrangements Chair. 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 South Coast Plaza Hotel must be made by **5:00pm EST, Friday, 3 February 2012.**

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 2012
4-8 March
SUPPORT/EXHIBIT APPLICATION

IEEE computer society

VR 2012

March 4-8 · Orange County, CA, USA

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.

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 $8,250
_____ Gold Supporter $5,250
_____ Silver Supporter $3,500
_____ Bronze Supporter $2,500
_____ Non-Profit $600
_____ Publisher $600
_____ Break Supporter $1,200
_____ Breakfast Supporter $2,500
_____ Lunch Supporter

Return Application Form and Full Payment to:

Mary Carrillo
Local Arrangements Chair
3019 Donald Bren Hall
Irvine, CA 92697-3435
Phone: +1-949-824-3289
Fax: +1-949-824-4056
Email: mlcarril@ics.uci.edu

Questions:
vr-exhibitschairs@ieee.org

TERMS OF PAYMENT

Full payment is due **by 18 January 2012 (10 January 2012 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 by 27 January 2012.

Applications received after 18 January 2012 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 *UC Regents*. 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 2012. I have read and understand the rules, regulations, and contractual considerations outlined in the IEEE Virtual Reality Conference 2012 Exhibitor Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by the IEEE VR 2012 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 ☐ Ind ustrial Distributor ☐ Publisher ☐ Government Agency ☐ Other: