



IEEE Virtual Reality 2009 3D User Interface Symposium 2009

Cajundome Convention Center
444 Cajundome Blvd.
Lafayette, LA 70506

Conference Dates:
14-18 March 2009
Exhibit Dates:
16-18 March 2009

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

Supporter/Exhibitor Prospectus

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Exhibitor Overview

IEEE Virtual Reality is the world's premier international technical conference 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) 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 2009, March 14-18, 2009 in Lafayette, Louisiana is all about. Attendees for the conference 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 the highest quality discoveries and updates in VR, and AR, Cajun hospitality, and beautiful scenery in [Lafayette, Louisiana](#).

The Conference and the Exhibit will be held at the Cajundome Convention Center. The weekend activities (Saturday March 14-Sunday March 15) will include the 3D User Interfaces Symposium, the Workshops, and the Tutorials, as well as the Exhibit reception on Sunday Evening. The weekday activities (Monday March 16-Wednesday March 18) will consist on the main VR conference program, including the vendor and research exhibitions.

Lafayette, Louisiana is located in the I-10 corridors between Houston, Tx, and New Orleans, LA, near beautiful Bayous, Historical towns, and great outdoors experiences. Lafayette offers a wide range of hotels with reasonable prices, free parking, internet access, and other amenities.

Lafayette has its own airport located only 2 miles from the Cajundome Convention Center.

Why Support and/or Exhibit at IEEE VR/3DUI?

- 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 2009 exhibits will be held in the main conference hall in high traffic areas, and will be the location of the Sunday evening reception as well as the location for breakfast and 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).

Deadlines

28 January 2009

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

2 February 2009

Deadline for Application and Full Payment

13 February 2009

Space Assignments Mailed

20 February 2009

No Refunds for Cancellation

VR 2009 Meeting Contacts

Exhibits Co-Chairs:

Skip Rizzo, arizzo@usc.edu
Stephen Diverdi, stephen.diverdi@gmail.com

vr-exhibitschairs@ieee.org

Conference Co-Chairs:

Carolina Cruz-Neira, carolina@louisiana.edu
William Sherman, wsherman@dri.edu

vr-generalchairs@ieee.org

Conference Services Manager:

April Coles, A.Coles@ieee.org

Previous Exhibitors and Attendance History

VR 2008 Reno, NV, USA	VR 2007 Charlotte, NC, USA	VR 2006 Washington, DC, USA
Barco IGT Intersense, Inc Mechdyne, Inc PhaseSpace, Inc Sensics, Inc Virtools, Inc Visbox WorldViz, LLC	Intersense, Inc. Mechdyne, Inc. PhoenixX 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	
2008 IEEE Virtual Reality Conference Reno, NV, USA Attendance -- 525‡	2002 IEEE Virtual Reality Conference Orlando, Florida Attendance – 484 ‡
2007 IEEE Virtual Reality Conference Charlotte, NC, USA Attendance – 353 *	2001 IEEE Virtual Reality Conference Kanagawa, Japan Attendance – 305
2006 IEEE Virtual Reality Conference Washington, DC, USA Attendance – 503 ‡	2000 IEEE Virtual Reality Conference New Brunswick, New Jersey Attendance – 481
2005 IEEE Virtual Reality Conference Bonn, Germany Attendance – 514	1999 IEEE Virtual Reality Conference Houston, Texas Attendance – 353
2004 IEEE Virtual Reality Conference Chicago, Illinois Attendance – 463 ‡	1998 IEEE Virtual Reality Conference Atlanta, Georgia Attendance – 252
2003 IEEE Virtual Reality Conference Los Angeles, California Attendance – 414	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 Levels

PLATINUM \$5,000

- One (1) complimentary full-week registration (includes USB proceedings, Sunday reception and Tuesday banquet ticket), plus five (5) additional Tuesday banquet tickets. Up to twelve (12) exhibits-only registrations. Platinum Supporters may also purchase additional registration packages at the Early/Member registration rates.
- Signage recognizing the organization as a conference supporter and option to display a banner with corporate logo during food service events.
- Optional exhibition space size of three (3) exhibition units (Please confirm whether or not you intend to exhibit.)
- Recognition in printed materials under Platinum Supporter; and optionally under Exhibitor (requires registration prior to printed material deadlines).

GOLD \$3,500

- One (1) complimentary all-week registration (includes USB Proceedings, and Sunday reception and Tuesday banquet ticket), plus three (3) additional Tuesday banquet tickets. Up to eight (8) exhibits-only registrations. Gold Supporters may also purchase additional registration packages at the Early/Member registration rates.
- Signage recognizing the organization as a conference supporter and option to display a banner with corporate logo during food service events.
- Optional exhibition space size of two (2) exhibition units. (Please confirm whether or not you intend to exhibit.)
- Recognition in printed materials under Gold Supporter; and optionally under Exhibitor (requires registration prior to printed material deadlines).

SILVER \$2,000

- One (1) complimentary all-week registration (includes USB proceedings, and Sunday reception and Tuesday banquet ticket), plus one (1) additional Tuesday banquet ticket. Up to four (4) exhibits-only registrations. Silver Supporters may also purchase additional registration packages at the Early/Member registration rates.
- Signage recognizing the organization as a conference supporter and option to display a banner with corporate logo during food service events.
- Optional exhibition space size of one (1) exhibition unit. (Please confirm whether or not you intend to exhibit.)
- Recognition in printed materials under Silver Supporter; and optionally under Exhibitor (requires registration prior to printed material deadlines).

NON-PROFIT \$500

- Two (2) exhibitor registrations (includes Sunday reception ticket).
- Optional exhibition space size of one (1) exhibition unit. (Please confirm whether or not you intend to exhibit.)
- Recognition in printed materials under Supporter; and optionally under Exhibitor (requires registration prior to printed material deadlines).

PUBLISHER \$500

- Two (2) exhibitor registrations (includes Sunday reception ticket).
- Exhibition space size of one (1) exhibition unit.
- Recognition in printed materials listed under Exhibitor (requires registration prior to printed material deadlines).

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

Additional Sponsorship Opportunities

BREAKFAST SUPPORTER \$1,000 each (5 available)

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

COFFEE BREAK SUPPORTER \$1,000 each (10 available)

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

LUNCH BREAK SUPPORTER \$2,000 each (5 available)

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

Conference Floor Plan

Most of the main conference activities (March 14-18 2009) will take place on the Cajundome Convention Center. Some selected activities will take place at the LITE building located across the street from the Cajundome Convention Center (Map 1)

The exhibits will be in Exhibit Hall A in the First Floor (Map 2), with presentations taking place in the meeting rooms located in the First and Second Floors.

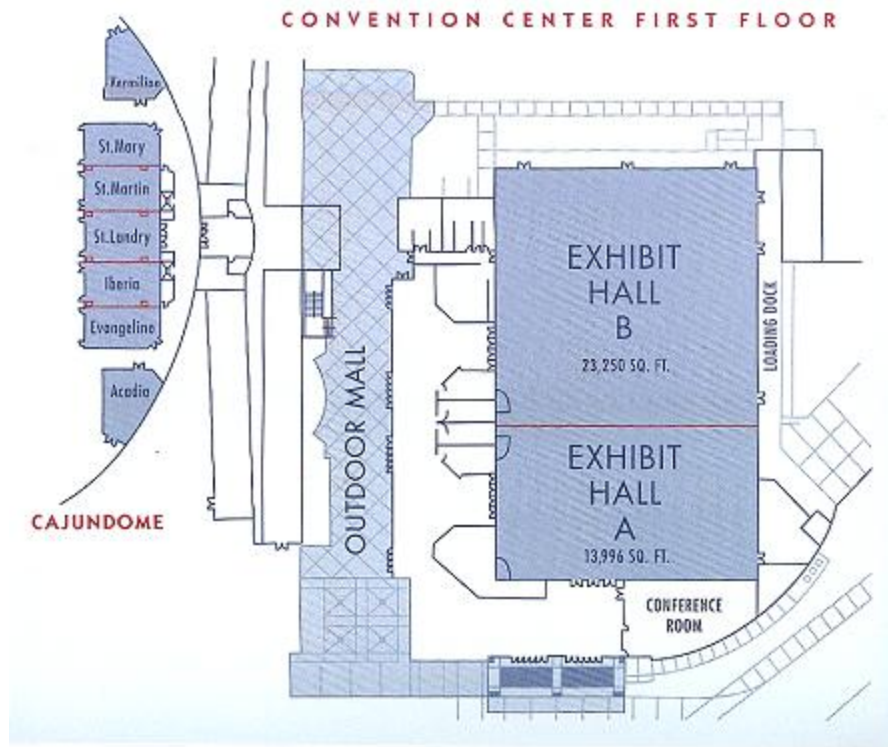
On Sunday March 15th, the opening reception will be held in Exhibit Hall A.

Exhibit Hall A will also be used for the research demo presentations, but all food service will be located in the exhibitor area.

New this year → Exhibit Hall A is a standard convention center exhibit area, with the high ceilings usually found on Exhibit Halls at large Convention Centers.



MAP 1: IEEE VR Location



MAP 2: First Floor of the Cajundome Convention Center

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.

<p>SUNDAY, 15 MARCH 2009 VR Exhibits Installation 12:00pm - 5:00pm VR Exhibits Reception 6:00pm – 8:00pm</p> <p>8:00am-noon Morning Session Noon-1:30pm Lunch 1:30-5:30pm Afternoon Session 6:00-8:00pm Exhibits Reception</p>	<p>TUESDAY, 17 MARCH 2009 VR Exhibit Hall Hours 9:30am - 4:30pm</p> <p>8:00am-10:00am Morning Session 10:00am-10:30am Break With Exhibitors 10:30am-12:30 pm Morning Session 12:30pm-1:30pm Lunch with Exhibitors 1:30pm-3:00pm Afternoon Session 3:00pm-3:30pm Break With Exhibitors 3:30pm-5:30pm Afternoon Session Poster viewing session in Lobby 5:00pm - 6:30pm Dinner Banquet 6:30pm – 9:30pm</p>
<p>MONDAY, 16 MARCH 2009 VR Exhibit Hall Hours 9:30am - 4:30pm</p> <p>8:00am-10:00am Morning Session 10:00am-10:30am Break With Exhibitors 10:30am-12:30 pm Morning Session 12:30pm-1:30pm Lunch With Exhibitors 1:30pm-3:00pm Afternoon Session 3:00pm-3:30pm Break With Exhibitors 3:30pm-5:30pm Afternoon Session VR Field trip to Louisiana Immersive Technologies Enterprise 6:30pm - 9:30pm</p>	<p>WEDNESDAY, 18 MARCH 2009 VR Exhibit Hours 9:30am – 2:00pm</p> <p>8:00am-10:00am Morning Session 10:00am-10:30am Break With Exhibitors 10:30am-12:30 pm Morning Session 12:30pm-1:30pm Lunch with Exhibitors 1:30pm-3:00pm Afternoon Session 3:00pm-3:30pm Break 3:30pm-5:30pm Afternoon Session Optional VR Exhibits Dismantle 2:00pm - 5:30pm</p>

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 **2 February 2009 (28 January 2009 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 **2 February 2009 (28 January 2009 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 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 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 Crowne Plaza Hotel must be made by **5:00pm EST, Friday, 6 February, 2009.**

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.

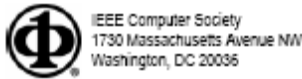
Supporters/Exhibitors are advised and encouraged to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

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 2009
14-18 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 at which level of support you are contributing:

- _____ Supporter Platinum \$5,000.00
- _____ Supporter Gold \$3,500.00
- _____ Supporter Silver \$2,000.00
- _____ Non-Profit \$500.00
- _____ Publisher \$500.00
- _____ Breakfast Sponsor* \$1,000.00
- _____ Break Sponsor* \$1,000.00
- _____ Lunch Sponsor* \$2,000.00

* Does not include optional exhibit space.

Return Application Form and Full Payment to:

April Coles, CMP
Senior Conference Planner
IEEE Conference Management
445 Hoes Lane
Piscataway, NJ 08854
Phone: +1-800-810-4333
FAX: +1 732-465-6447
e-mail: A.Coles@ieee.org

Questions:
+1-775-673-7628
VR-Exhibitschairs@IEEE.ORG

TERMS OF PAYMENT

Full payment is due by 2 February 2009 (28 January 2009 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 13 February 2009.

Applications received after 2 February 2009 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 2009**. Checks must be in U.S. dollars drawn on a U.S. bank.

Credit card: American Express MasterCard VISA Diners Club

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 2009. I have read and understand the rules, regulations, and contractual considerations outlined in the IEEE Virtual Reality Conference 2009 Exhibitor Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by the IEEE VR 2009 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: