

Sponsorship Prospectus



**The IEEE World Haptics Conference 2015
6th Joint Eurohaptics Conference and IEEE
Haptics Symposium**

IEEE WHC 2015

JUNE 22 - 25, 2015



Northwestern University's Norris Center located on Lake Michigan

**Northwestern University
Evanston, Illinois USA**

www.haptics2015.org



Dear Colleagues,

You are cordially invited to join us as a sponsor of the biennial IEEE World Haptics Conference (IEEE WHC), the premier forum on the latest in technology, science, and applied research related to the human sense of touch. The 2015 offering is a four-day gathering of leading academics, industry researchers, government participants, students, and commercial exhibitors that includes workshops, plenary talks, paper presentations, poster discussions, and lots of hands-on demonstrations.

We expect 300-400 attendees at the event, which takes place June 22-25, 2015 at the Northwestern University's Norris Center, located on Lake Michigan in Evanston, Illinois. IEEE WHC 2015 provides a fantastic opportunity for you to showcase your products, interact with the foremost experts in this exciting and growing field, stay abreast of the latest breakthroughs, recruit the brightest new talent, and increase exposure to customers and partners within the community. Sponsorship opportunities include an array of package and à la carte options that are described in the following pages.

Evanston is a spectacular college town adjoining one of the world's great cities, Chicago. In addition to the university, Evanston offers five public beaches and a wide range of shopping, dining, and entertainment as well as easy access to Chicago. Chicago is home to a thriving arts, theater, museum, sports, improvisational comedy, and music scene. Recommendations include the Art Institute of Chicago, the Field Museum of Natural History, the Shedd Aquarium, the Adler Planetarium, Navy Pier, Millennium Park, shopping on State Street or the Magnificent Mile (North Michigan Avenue), the Chicago Symphony Orchestra, and famous architecture such as the Willis Tower, John Hancock Center, the Tribune Tower, the Trump Tower, the Wrigley Building, and the Rookery. Among the many other opportunities are a Chicago Cubs baseball game, a show at the Second City Comedy Club, a blues show at Buddy Guy's Legends, or a bicycle ride along the Chicago lakefront.

We hope you are able to join us in making WHC 2015 a tremendous success. Our Sponsorship Chairs for the conference will be happy to work with you to find a level of participation that best fits your organization's needs:

<p>Rick Adams, Barron Associates, Inc., USA Jee-Hwan Ryu, Korea University of Technology and Education, Korea Email: sponsorship@haptics2015.org</p>
--

Please don't hesitate to contact them, or us, for any reason.

Sincerely,

Ed Colgate

Northwestern University, USA

Hong Z. Tan

Microsoft Research Asia, China /Purdue University, USA

General Chairs, WHC 2015

WHC 2015 Conference Sponsorship Packages

The packages provide you with maximum exposure at the conference. 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	Conf. Regs. ¹	Extra Banquet Tickets	Signage ²	Event Sponsorship ⁶	Optional Exhibit Spaces ⁵	Website Logo ³	Recognition in Final Program ³	Optional Attendee Bag Insert ⁴
Diamond	\$16,000	4	4	Individual Banner	Choose 1 from: • Banquet • Reception	2	Diamond Area	Full Page	Yes
Platinum	\$10,000	3	3	Individual Banner	Choose 1 from: • Plenary (non-exclusive), • Breakfast s(non-exclusive)	2	Platinum Area	Half Page	Yes
Gold	\$6,000	1	1	Individual Banner	Choose 2 from: • Coffee Breaks (non-exclusive), or • Workshops or Tutorials	2	Gold Area	Quarter Page	Yes
Silver	\$4,000	1	1	Group Sign	Choose 1: • Coffee Break (non-exclusive), or • Workshop or Tutorial	1	Silver Area	Logo	Yes
Bronze	\$3,000	1	1	Group Sign		1	Bronze Area	Logo	Yes

NOTES:

<p>1. Each conference registration includes:</p> <ul style="list-style-type: none"> ○ Electronic proceedings ○ All technical sessions ○ Reception ticket ○ Banquet ticket <p>2. Printing of individual banner is the responsibility of the supporter.</p>	<p>3. Design and creation of logo/ad is the responsibility of the supporter. Inclusion in printed conference materials requires application be completed prior to printed materials deadline</p> <p>4. Design and printing of attendee bag materials is the responsibility of the supporter.</p> <p>5. 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>6. Assignments for limited availability events will be made on a first-come, first-served basis.</p>
---	--

WHC 2015 Exhibitor Opportunities

Exhibitor space is in either the Lake Room or Louis Room of the Norris Center WHC conference venue. Both rooms offer spectacular views of Lake Michigan and the Northwestern University campus.

Exhibitor status includes:

- 7'x7' floor space;
- One 5' x 32" table piping and drapes and two chairs;
- One 6' backdrop;
- One 4' x 3' foam core poster board;
- Electrical power outlet;
- Opportunity to make a short presentation to the conference in the Main Hall during an exhibitor "teaser" session; and
- Optionally (at own expense and with the approval of conference management), provide a banner which will be hung from a catwalk above the exhibition area.

Exhibit space may be secured as part of a sponsorship package, or á la carte as an exhibitor-only.

EXHIBITOR ONLY (single space): \$2,000

Includes one conference registration, recognition as exhibitor on the conference web page, and logo in the published conference program;

EXHIBITOR ONLY (double space): \$3,500

If you would like extra space for your exhibit, you may secure adjoining (2) spaces at this discounted rate (does not include additional conference registration).

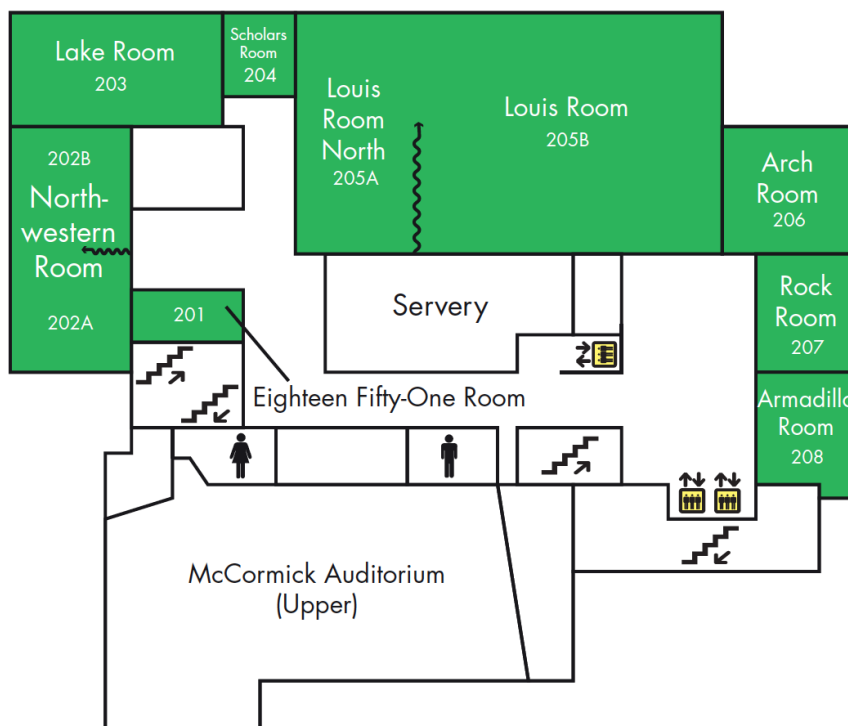


Figure 1. WHC 15 exhibition and demonstration areas include the Lake Room (203) and the Louis Room (205 A,B). Presentations will be held in the Northwestern Room and the McCormick Auditorium.

WHC 2015 “A La Carte” Sponsorship Opportunities

CONFERENCE BANQUET SPONSOR

\$6,000 (1 available)

Up to eight individuals will be invited to attend the conference banquet on Wednesday, June 24, 2015. You will be provided one 7"x 44" sign with your corporate name and logo that will be displayed on a large main conference banner at the banquet. Optionally, you may provide your own sign/banner. Your company logo and a message identifying you as sponsor will appear in a teaser slide projected on a large screen in the main hall prior to the event. Your company logo will appear in the published conference program and on the conference web page. At your own expense, you may include appropriate give-a-ways/handout materials in all conference attendees' registration bag. Does not include exhibit space or conference registration.

RECEPTION SUPPORTER

\$4,000 each (2 available slots)

Reception sponsorship opportunities include the Opening Reception the evening of Monday, June 22, 2015 and a Craft Beer Tasting and Poster Session the evening of Tuesday, June 23, 2015. Sponsors will be provided one 7"x 44" sign with their corporate name and logo that will be displayed on a large main conference banner at the sponsored reception. Optionally, you may provide your own sign/banner. Your company logo and a message identifying you as sponsor will appear in a teaser slide projected on a large screen in the main hall prior to the event. Your company logo will appear in the published conference program and on the conference web page. At your own expense, you may include appropriate give-a-ways/handout materials in all conference attendees' registration bags and during the reception event. Does not include exhibit space or conference registration.

PLENARY SESSION SUPPORTER

\$ 2,000 (1 available)

Sponsorship is available for the conference plenary on Wednesday, June 24, 2015. Sponsors will be provided one 7"x 44" sign with their corporate name and logo that will be displayed on a large main conference banner at the main hall for the plenary. Optionally, you may provide your own sign/banner. Your company logo and a message identifying you as sponsor will appear in a welcome slide projected on a large screen in the main hall. Your company logo will appear in the published conference program and on the conference web page. At your own expense, you may include appropriate give-a-ways/handout materials in all conference attendees' registration bags. Does not include exhibit space or conference registration.

BREAKFAST SUPPORTER

\$2,000 each (4 available slots)

Breakfast sponsorships are available on Monday-Thursday, June 22-25, 2015. Sponsors will be provided one 7"x 44" sign with their corporate name and logo that will be displayed on a large main conference banner at the sponsored breakfast. Your company logo will appear in the published conference program and on the conference web page. At your own expense, you may include appropriate give-a-ways/handout materials in all conference attendees' registration bags and during the breakfast event. Does not include exhibit space or conference registration.

ORGANIZING COMMITTEE DINNER SUPPORTER

\$2,000 (1 available)

Up to two individuals will be invited to attend the conference organizing committee dinner on Thursday, June 25, 2015 and introduced at the dinner as sponsor. Your company logo will appear in the published conference program and on the conference web page. Does not include exhibit space or conference registration.



COFFEE BREAK SUPPORTER

\$1,000 each (8 available slots)

Coffee break sponsorships are available for mornings and afternoons, Monday-Thursday, June 22-25, 2015. Sponsors will be provided one 7"x 44" sign with their corporate name and logo that will be displayed on a large main conference banner at the sponsored coffee break. Your company logo will appear in the published conference program and on the conference web page. At your own expense, you may provide give-a-ways and/or handout materials during the break. Does not include exhibit space or conference registration.

WORKSHOP/TUTORIAL SUPPORTER
number of available slots)

\$1,000 each (to-be-determined

Sponsorships are available for workshop and tutorials held on Monday, June 22, 2015. Sponsors will be provided one 7"x 44" sign with their corporate name and logo that will be displayed at the sponsored event. Your company logo will appear in the published conference program and on the conference web page. At your own expense, you may provide give-a-ways and/or handout materials during the event. Does not include exhibit space or conference registration.

AWARDS SUPPORTER

variable (no limit)

You will be introduced and have the opportunity to make a presentation to the awardee in the main hall during the award ceremony held on Thursday, June 25, 2015. Your company logo will appear during the presentation of awards. Your company logo will appear in the published conference program and on the conference web page. Typical awards include best paper, best student paper, and best demo. Monetary or in-kind giveaways are appropriate for awards. Does not include exhibit space or conference registration.

STUDENT REGISTRATION DISCOUNT SUPPORTER

variable (no limit)

Your sponsorship will help offset the cost of discounted conference registration for students. Your company logo will appear in the published conference program and on the conference web page. Does not include exhibit space or conference registration.

CONFERENCE TOTE BAG CONTRIBUTOR

\$500 each

At your own expense, you may include appropriate give-a-ways/handout materials in the tote bag provided to every registered conference attendee. It's a great way to gain exposure and make an impression.

WEB SITE SPONSOR

\$500 each

Want immediate exposure to the Haptics Community? Your company logo will appear on the conference web page in the sponsor area within one week of receipt of your application, payment, and digital graphics.

**Preliminary WHC 2015 Program Schedule for
Sponsorship and Exhibits
(subject to change)**

<p>MONDAY, JUNE 22, 2015</p> <p>8:15- 8:45 Breakfast 9:00-12:00 Workshops/Tutorials 10:15-10:30 Coffee 1:00- 4:30 Workshops/Tutorials 3:00- 3:15 Coffee 3:00- 9:00 Exhibit/Demo/Poster Setup 5:00- 7:30 Opening Reception</p>	<p>TUESDAY, JUNE 23, 2015</p> <p>8:15- 8:45 Breakfast 10:30-10:45 Coffee 3:00- 3:15 Coffee 2:45- 4:15 Demo/Exhibit Session 7:30- 8:30 Craft Beer Tasting and Poster Session</p>
<p>WEDNESDAY, JUNE 24, 2015</p> <p>8:30- 9:00 Breakfast 10:00-10:15 Coffee 3:00- 3:15 Coffee 1:30- 3:00 Demo/Exhibit Session 3:15- 4:30 Plenary 6:30- 9:30 Conference Banquet</p>	<p>THURSDAY, JUNE 25, 2015</p> <p>8:30- 9:00 Breakfast 10:15-10:30 Coffee 10:30-12:00 Demo/Exhibit Session 3:00- 3:15 Coffee 12:00- 5:00 Demo/Exhibit Removal 4:15- 5:00 Award Ceremony 7:00- 9:00 Org Committee Dinner</p>



WHC 2015, JUNE 22 - 25, 2015, Evanston, IL
SPONSORSHIP/EXHIBIT APPLICATION

Company: _____
 Primary Point of Contact: _____
 Address: _____
 Telephone: _____ Fax: _____
 Email: _____

<p>Sponsorship:</p> <p><input type="checkbox"/> Diamond Supporter \$16,000</p> <p><input type="checkbox"/> Platinum Supporter \$10,00</p> <p><input type="checkbox"/> Gold Supporter \$6,000</p> <p><input type="checkbox"/> Silver Supporter \$4,000</p> <p><input type="checkbox"/> Bronze Supporter \$3,000</p> <p><input type="checkbox"/> Banquet \$6,000</p> <p><input type="checkbox"/> Reception \$4,000</p> <p><input type="checkbox"/> Plenary \$2,000</p> <p><input type="checkbox"/> Breakfast \$2,000</p> <p><input type="checkbox"/> Committee Dinner \$2,000</p> <p><input type="checkbox"/> Coffee Break \$1,000</p> <p><input type="checkbox"/> Workshop/Tutorial \$1,000</p> <p><input type="checkbox"/> Award variable</p> <p><input type="checkbox"/> Student Registration variable</p> <p><input type="checkbox"/> Conference Tote Bag \$ 500</p> <p><input type="checkbox"/> Web Site \$ 500</p> <p>Exhibitor Only:</p> <p><input type="checkbox"/> Single \$2,000</p> <p><input type="checkbox"/> Double \$3,500</p> <p>TOTAL \$ _____</p>	<p>Submit this Application and Payment to:</p> <p>Richard Adams, Ph.D. Barron Associates, Inc. 1410 Sachem Place, Ste 202 Charlottesville, VA 22901 Email: sponsorship@haptics2015.org Fax: 434-973-4686</p> <p>TERMS OF PAYMENT</p> <p>Full payment is due by April 28, 2015 to secure an exhibit space. Full payment and company logo is due by May 12, 2015 to appear in published material. Late applications received will be accommodated subject to availability.</p> <p>Exhibitor cancellations after May 12, 2015 will not be eligible for refund.</p>
--	---

Payment Method (choose one)

Check: Make all checks payable to **IEEE 2015 World Haptics Conference**.
 (Checks must be in U.S. dollars drawn on a U.S. bank.)

Credit card: American Express MasterCard VISA Discover

Credit Card Number: _____
Expiration 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.)

For Bronze-Diamond Packages, will you use the Optional Exhibit Space: yes no

As an authorized representative of the Company named above, I hereby apply for exhibit space at the 2015 World Haptics Conference. I have read and understand the Terms and Conditions in the 2015 World Haptics Conference Sponsorship Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by the 2015 World Haptics Conference and the full payment of our conference support constitute a contract.

Authorized Signature: _____ **Date:** _____

Name/Title (please print): _____

We are: Manufacturer Manufacturer's Rep Reseller Industrial Distributor
 Publisher Government Agency Other: _____

Terms and Conditions

1. Contract

This application, properly executed by APPLICANT, shall upon written acceptance by IEEE World Haptics Conference 2015 management (WHC 2015) constitute a valid and binding contract.

2. Space Assignments

The following rules and regulations governing the exhibit under the auspices of WHC 2015 are part of the application for space and constitute a contract between APPLICANT and the WHC 2015. Any detail not specified is subject to decision by the General Chairs, WHC 2015. Since exhibition space is limited, assignments will be based on the date the application and payment are received.

3. Terms of Payment

Full payment must accompany this application. No application will be processed without remittance of full payment. **Deadline for submission is April 28, 2015.** A completed application for space with full payment and all requested information must be submitted by mail, facsimile, or email. Facsimile applications must include a credit card number, expiration date, and signature.

4. Contract for Space

APPLICANT agrees to accept the exhibit space assigned. WHC 2015 reserves the right to modify the designated exhibit space in the event a change in the original assignment is necessary. Late applications will be accepted subject to availability and may not be included in printed materials.

Each exhibition unit includes:

- 7'x7' floor space with electrical power outlet;
- One 5' x 32" table and two chairs;
- One 6' backdrop;
- One 4' x 3' foam core poster board.

5. Cancellations

APPLICANT will notify WHC 2015 of cancellations by physical mail, fax, or e-mail. Cancellations are not effective until notice has been received in writing by WHC 2015. See application for contact information.

6. Refunds

Promotion of the conference and its supporters is ongoing; therefore sponsorship support is not refundable. For Exhibit Only support, the date on which written notice of cancellation is received will be the official cancellation date. **No refunds will be given for Exhibit cancellations received after May 12, 2015.**

7. Sharing of Exhibit Space

Subletting or sharing of space is not permitted.

8. Badges and Staffing

Each exhibitor is limited to the number of complimentary printed representative badges indicated by level of support in the Sponsorship

Prospectus. Identification badges may be picked up at the registration desk. Badge exchange between exhibitor representatives is not permissible.

9. Exhibit Staffing and Operation

All exhibits must be staffed during the designated Demo/Exhibit Sessions on June 23, 24, and 25, 2015. Exhibitors are encouraged to staff exhibits continuously during conference hours. WHC 2015 reserves the right to restrict or evict exhibits which because of sound, method of operation, materials, content, or any other reason are objectionable. In the event of such restriction or eviction, no refund or reimbursement will be issued for the cost of rentals or other exhibit expenses.

10. Exhibits layout

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.

11. Violations

As a condition of exhibiting, the APPLICANT agrees to observe all policies. Violators may not be eligible to exhibit at future IEEE World Haptics Conferences.

12. Insurance

Insurance on all exhibits is the responsibility of the APPLICANT. Neither WHC 2015 nor IEEE assume any responsibility for property loss or damage to personal property, as stated below under 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.

13. Limitation of Liability

APPLICANT agrees that neither WHC 2015 nor 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 APPLICANT or any person thereon with the consent of APPLICANT and that APPLICANT will indemnify and hold harmless WHC 2015 and 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 APPLICANT or its employees or representatives.

14. 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.