

# IEEE World Haptics Conference Sponsorship and Exhibition Prospectus

July 6–9, 2021  
Virtual Conference  
(previously Montreal, Canada)



<https://2021.worldhaptics.org>

Dear Partner,

As organizers of the **IEEE World Haptics Conference 2021**, we are delighted to invite you to join us as a sponsor and exhibitor. Our conference is the premier worldwide forum for technology, science, and research, on haptics and the human sense of touch.

The World Haptics Conference 2021, which will take place *virtually* from July 6-9, is a vibrant interdisciplinary forum where more than 400 attendees are expected. Scientists, engineers, developers, and designers, come together to share advances, spark new collaborations, and envision a future that benefits from rich physical interactions between humans, computers, and machines.

We hope you will be able to join us in making the World Haptics Conference 2021 a tremendous success. Our Sponsorship and Exhibit Chairs will be happy to work with you to find a level of participation that best fits your organization's needs:

<b>Sponsorship and Exhibition Chairs</b>	<a href="mailto:sponsorship@2021.worldhaptics.org">sponsorship@2021.worldhaptics.org</a>
Jeremy Brown	Johns Hopkins University
Nicholas Colonnese	Facebook Reality Labs
Ali Israr	Facebook Reality Labs
Kouta Minamizawa	Keio University, Japan
Sabrina Panëels	CEA List, France

We hope you will consider virtually joining us!

Sincerely,



**Keyvan Hashtrudi-Zaad**  
Co-Chair



**Vincent Lévesque**  
Co-Chair

### **Why participate in World Haptics Conference 2021?**

This four-day conference is a joint gathering of the IEEE Haptics Symposium and Eurohaptics Conference and the main forum for discovering and discussing novel haptic research this year. The conference will offer an exciting and interactive virtual program including cross-cutting challenge sessions, technical paper oral sessions, work-in-progress sessions, demonstrations, industrial exhibits, workshops/tutorials, and other technical and social activities.

The World Haptics Conference 2021 provides a fantastic opportunity to:

- Network with the developers, researchers, scientists and companies that develop haptic technologies and the most advanced touch-enabled interfaces.
- Learn about the latest technology developments and breakthroughs in haptics.
- See demonstrations of the latest haptic technologies and gear, such as surface haptics for touch screens, wearable haptic interfaces, force-feedback devices for medical simulation and teleoperation, rehabilitation, virtual prototyping, and new generations of virtual and augmented reality interfaces.
- Showcase your products to an excited audience.
- Meet and talk with potential customers, including the most distinguished researchers in the field.

Sponsorship opportunities include an array of packages that are described in the following pages.

### **Where will the conference take place?**

Due to the unique constraints presented by COVID-19, the World Haptics Conference 2021 has moved entirely online to a virtual format. Utilizing the X-CD (<https://x-cd.com>) virtual conferencing platform, the World Haptics Conference 2021 will retain most (if not all) of the programming that sponsors have come to appreciate in past conferences, while accommodating synchronous and asynchronous interaction. Moreover, a virtual format opens up new opportunities for sponsors to reach a wider audience and gain in visibility. For example, mini-commercials, rotating banners and logos can be displayed throughout the conferencing platform. In addition, virtual booths with private discussion rooms can be easily organised and customized to meet each sponsors' needs. These features are described in more detail in the following pages according to sponsorship level.

Diamond package	Platinum package	Gold package	Silver package	Bronze package
<b>\$25,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>
<b>Diamond visibility</b> ★ 2 mini commercials (10 - 15s) ★ Verbal mention at the opening and closing ceremony ★ Full page ad in the proceedings ★ Sponsored attendee badge ★ Website Logo ★ Visibility at keynotes and interactive sessions ★ Skyscraper and horizontal rotating banners (lobby page)	<b>Platinum visibility</b> ★ One mini commercial of 10s ★ Verbal mention at the opening and closing ★ Half page ad in the proceedings ★ Website Logo ★ Visibility at keynotes and interactive sessions ★ Skyscraper and horizontal rotating banners	<b>Gold visibility</b> ★ Verbal mention at the opening and closing ★ Quarter page ad in the proceedings ★ Website Logo ★ Skyscraper or horizontal banner	<b>Silver visibility</b> ★ Verbal mention at the opening and closing ★ Logo in the proceedings ★ Website Logo ★ Horizontal banner	<b>Bronze visibility</b> ★ Logo in the proceedings ★ Website Logo ★ Horizontal banner
Conference registration for 5	Conference registration for 3	Conference registration for 2	Conference registration for 1	Conference registration for 1
Enhanced exhibitor virtual booth	Exhibitor virtual booth	Exhibitor virtual booth	Exhibitor virtual booth	
Sponsor a premier award (option to introduce winners)	Sponsor an award (option to introduce winners)	Sponsor an award (option to introduce winners)		
Option to give brief speech during conference	Option to give brief speech during conference			
Support <u>all</u> of the following: accessibility, attendance scholarships, and the student innovation challenge.	Support <u>one</u> of the following: accessibility, attendance scholarships, or the student innovation challenge.			
Option to host a networking room				

<b>Student Volunteers Support</b>	<b>\$1,000</b>	<b>Additional sponsorship support specifically and exclusively for the student volunteers</b>
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## **More details:**

**Awards:** The announcement of the award winners is one of the most exciting events of the conference and a great draw to the closing session. Awards will be given for exceptional contributions to the program, and will include premier awards such as the prestigious best paper award.

**Keynotes:** The Cross-Cutting Challenges (CCC) sessions focus on interdisciplinary challenges (“themes”) calling for united solutions from the haptics community, which will feature keynote talks and interactive discussions delivered by experts from science, engineering, and design.

**Interactive sessions:** The Interactive sessions include live interaction with presenting authors of the technical and award nominated papers, Work-In-Progress posters, Transactions on Haptics posters, and demos.

**Accessibility:** This initiative supports the financial cost of providing accessibility (e.g. captioning, screen-reading, etc) for visually impaired and deaf-blind attendees.

**Attendance scholarships:** This initiative supports the cost of registration for students and scholars who are members of underrepresented groups in haptics and robotics research.

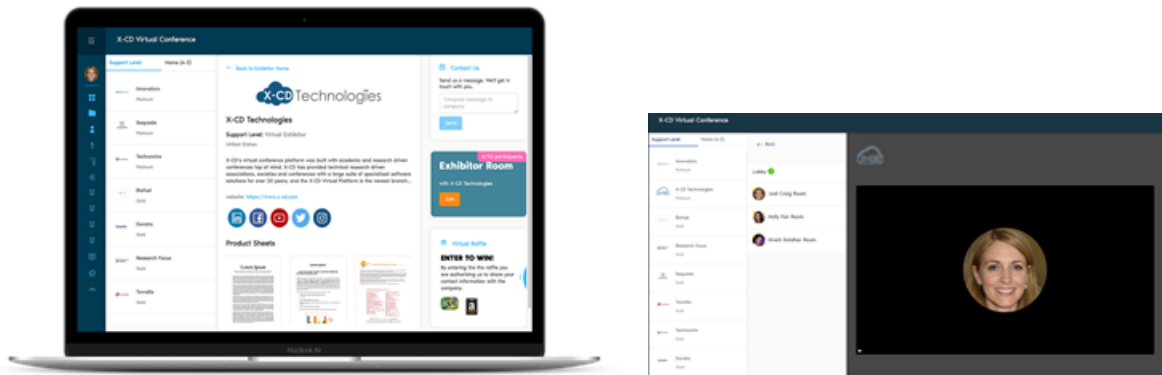
**Student Innovation Challenge (SIC):** This initiative supports the cost of purchasing and shipping hardware kits for the Student Innovation Challenge (SIC). SIC invites students to use haptic technology in new, creative ways to solve real-world problems. This year, teams will work on designing and producing vibrotactile feedback with an open-source and self-contained kit driven by embedded multi-channel audio signal processing for varied applications..

## **X-CD Platform Details:**

**Banners:** advertisement in the form of horizontal or vertical banners, that can be rotating.



**Exhibitor Booth:** The booth consists of an interactive page on X-CD platform, which can be populated with content, company information, website and social media links, product PDFs, promotional videos, staff members with their headshots and positions, etc. It also provides a meeting space in the form of a virtual meeting program that consists of full audio, webcam and screen share capabilities.

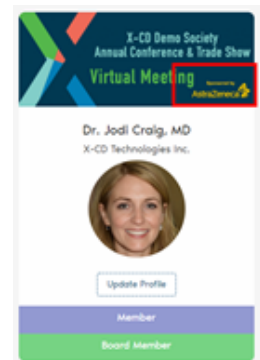


**Enhanced Exhibitor booths:** These booths allow exhibitors to add different sized artwork (header, side roll up images) and a background image to create a more realistic and lifelike exhibitor booth. All of the other virtual exhibit booth content and features will also live below the enhanced booth artwork and design (exhibitor video chat rooms, PDFs, links, additional videos, staff, appointment scheduler, etc.).



**Mini-commercial:** These are short advertisement videos (10-15s, mp4, max size 200Mb), that can be played before sessions. Analytics can be provided at the end of the conference on demand (i.e. the number of times it was viewed by participants).

**Sponsored attendee badge:** Sponsor(s) logo will be added to the attendee and speaker virtual badges for high visibility throughout the entire conference.



**Deadline Date to provide the booth content: June 15, 2021**

**World Haptics 2021, July 6-9, 2021,  
Sponsorship and Exhibitor Application and Payment details**

**Company:**

**Primary Point of Contact:**

**Address:**

**Telephone:** \_\_\_\_\_ **Fax:**

**Email Address:**

<p><b>Sponsorship:</b></p> <p><input type="checkbox"/> <b>Diamond Supporter</b>                      <b>\$25,000</b></p> <p><input type="checkbox"/> <b>Platinum Supporter</b>                      <b>\$10,000</b></p> <p><input type="checkbox"/> <b>Gold Supporter</b>                              <b>\$5,000</b></p> <p><input type="checkbox"/> <b>Silver Supporter</b>                            <b>\$2,500</b></p> <p><input type="checkbox"/> <b>Bronze Supporter</b>                         <b>\$1,000</b></p> <p><input type="checkbox"/> <b>Student Volunteers</b>                      <b>\$1,000</b></p> <p><b>TOTAL \$</b> _____</p>	<p><b><u>APPLICATION SUBMISSION:</u></b> Please email a scanned signed hardcopy or signed softcopy of the application to the Sponsors and Exhibit Chairs at <a href="mailto:sponsorship@2021worldhaptics.org">sponsorship@2021worldhaptics.org</a>.</p> <p><b><u>TERMS OF PAYMENT</u></b> All amounts are in USD. Full payment is due by <b>May 21, 2021</b> to appear in published material. Late applications received will be accommodated subject to availability.</p>
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**Payment Method (Check one):**

- Check: Checks must be in U.S. dollars drawn on a U.S. bank, and payable to **World Haptics Conference 2021**. Please send your checks to *IEEE AR Department, 445 Hoes Lane, Piscataway, NJ 08854, USA*.
- Wire/CH Transfer: See Wire/CH Transfer Information on p10  
*If these methods are not suitable, other options can be available.*

**As an authorized representative of the Company named above, I hereby apply for a sponsorship/exhibition package at the World Haptics Conference 2021. I have read and understand the Terms and Conditions in the World Haptics 2021 Sponsorship Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by the World Haptics Conference 2021 and the full payment of our conference support constitute a contract.**

**Authorized Signature:** \_\_\_\_\_ **Date:**

**Name/Title (please print):**

## IEEE World Haptics Conference 2021

### VIRTUAL CONFERENCE SPONSOR/EXHIBIT RULES & REGULATIONS

1. **Contract:** By completing the IEEE Sponsorship and Exhibition Application for the World Haptics Conference 2021 (WHC 2021) Virtual Conference, the exhibitor and management company (collectively referred to as “Company”) acknowledge that they have fully read and agree to comply with all information provided in these Rules & Regulations, as well as related procedures, forms and communications. Completion of the application process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and conditions of WHC 2021. Failure to abide by such rules and regulations result in forfeiture of all monies paid or due to WHC 2021 under terms of this Agreement and no booth or sponsorship areas will be provided.
2. **Payment Policy:** Full payment must accompany the completed Application before it will be marked as received and/or processed by WHC 2021 Exhibit Management.
3. **Exhibit/Sponsor Materials:** Exhibit/Sponsor materials are not permitted to interfere with the Conference. All demonstrations and the distribution of promotional materials must be in accordance with WHC 2021 rules and regulations. Company agrees to provide all materials reasonably required for the performance of the Conference, including but not limited to an electronic copy of Company’s logo, in a format and within the deadlines provided by WHC2021. Company agrees that WHC 2021 is allowed to use, display and reproduce (in print, electronically or otherwise) Company’s name, tradenames, logos and product names in any listing of those companies participating in the Virtual Conference.
4. **WHC 2021 Name and Logo:** The WHC 2021 name and logo are the exclusive property of WHC 2021. They may not be used in any way, e.g., promotional literature, giveaways, images, etc., by anyone for any purpose without specific written approval from WHC 2021 .
5. **Endorsement:** Distribution of materials, brochures or other related advertising and activities conducted during the Virtual Conference does not constitute endorsement by WHC 2021.
6. **Copyright:** Company agrees that it is their responsibility to ensure the Company represents and warrants all graphics and collateral do not violate any copyright, proprietary or intellectual property rights of others and that all graphics and collateral are actually accurate and contain no matter defamatory or otherwise unlawful. Company is solely responsible for the content of the graphics and collateral. It is not WHC 2021’s responsibility to review or monitor the graphics and collateral for copyright or other legal compliance.
7. **Images:** By submitting an application to participate in the Conference, the Company acknowledges and agrees that WHC 2021 and its vendors, including but not limited to, WHC 2021 Affiliates and Partners (collectively WHC 2021\*”), X-CD Technologies, and any of their respective officers, directors, staff members, agents, volunteers and employees, will not be liable to Company or any other party for any special, incidental, indirect, general or consequential damages or costs which may arise in connection with the Conference. Company consents to WHC 2021 using any photos, other images taken of the Conference and any results of Conference-related activities that occur for media outreach efforts, promotional campaigns, various publications/ communications or other business purposes as determined by WHC 2021 without compensation to the Company.
8. **Cancellations:** Promotion of the conference and its supporters is ongoing; therefore, sponsorship support is non-refundable.
9. **Liability:** The WHC 2021, X-CD Technologies, and each of their parents, subsidiaries and affiliates and each of their officers, directors, agents, employees, members and guests (individually and collectively, the “Released Parties”) do not assume any responsibility for personal injury or death or loss or damage to property, except for personal injury, death or



loss or damage to property that arises from the gross negligence of the Released Parties. The exhibitor assumes entire responsibility and liability for any and all claims, losses or damages arising out of personal injury or death or loss or damage to property, including the exhibitor's display materials and other property, employees or contracted labor brought upon the premises, and agrees to indemnify and hold harmless the Released Parties against any and all claims for personal injury or death, or losses or damages to property, except such injury, death, loss or damage resulting from gross negligence or malice of Released Parties.

10. **Force Majeure:** It is mutually agreed that in the event that WHC 2021 should find it necessary to cancel or postpone the Conference for any reason, including but not limited to low registration, strikes, acts of nature, war, terrorist acts or other circumstances beyond WHC 2021's control, this agreement will be terminated immediately, and WHC 2021 shall determine an equitable basis for the refund of such portion of the fee(s) as is possible, after due consideration of expenditures and commitments already made.
11. **Insurance:** Companies who wish to insure the project against loss of any kind, must do so at their own expense. The WHC 2021, X-CD Technologies and each of their parents, subsidiaries and affiliates do not carry insurance of any sort on the Company or other property of the Company and the above referenced entities assume no liability for loss or damage thereto from any cause.
12. **Violations:** Violations of any of these rules and regulations on the part of the Company, its employees or agents shall nullify the right to participate in the Conference and such Company shall forfeit to WHC 2021 all monies which have been paid or due. Upon violation of any of these regulations on the part of the Company, its employees or agents, WHC 2021 is given the right to terminate, the right to take possession of the space and the right to remove all images and services at the Company's expense. Company remains liable for all damages which WHC 2021 may incur and forfeit all monies paid or due.
13. **Amendments of Rules and Regulations:** All matters and questions not covered by these regulations are at the discretion of WHC 2021 and its agents. These regulations may be amended any time by WHC 2021 and all amendments that may be so made shall be equally as binding, upon publication, on all parties affected by them as were the original regulations.

## **IMPORTANT CONTACT INFORMATION**

Please do not wait until the conference to ask questions, express concerns or resolve challenges that can easily be taken care of in advance. We are here to assist in making this a successful conference so feel free to contact us.



**WIRE/CH TRANSFER INFORMATION**

**Bank Name:** Wells Fargo Bank

**Bank Address:** 123 South Broad Street, Philadelphia, PA 19109

**Account Name:** Institute of Electrical and Electronics Engineers

**Account #:** 2157000000491310

**ABA/Routing #:** 121000248

**Swift Code:** WFBIUS6S (international)

**\*\* ATTENTION: The following text must be included on all wire transfers and CH payments to identify the funds:**

WHC 2021 #49131 [your company name] Sponsorship