

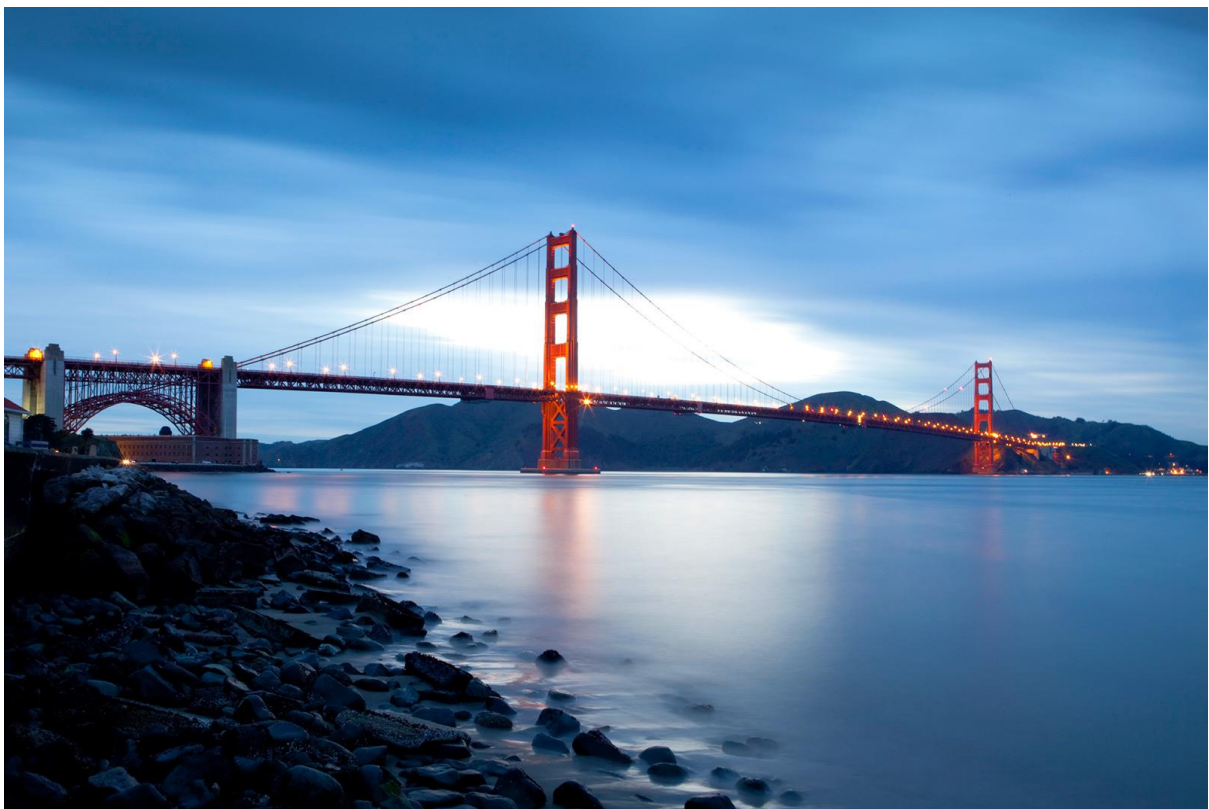
Sponsorship Prospectus



IEEE Haptics Symposium

March 25–28, 2018

San Francisco, California, USA



<http://2018.hapticssymposium.org/>

Dear Partner,

As co-chairs of the **2018 IEEE Haptics Symposium**, we are delighted to invite you to join us as a sponsor or exhibitor. Our conference is the premier North American forum for technology, science, and research on haptics and the human sense of touch.

The 2018 Haptics Symposium will take place from March 25 to March 28 in the beautiful city of San Francisco, California, USA. Established in 1992, Haptics Symposium is a vibrant interdisciplinary forum where more than 300 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 2018 Haptics Symposium a tremendous success. Our Sponsorship Chairs will be happy to work with you to find a level of participation that best fits your organization's needs:

Sponsorship Chairs: sponsorship@hapticssymposium.org	
Ann Majewicz Fey	University of Texas at Dallas, Texas, USA
Michael Yip	UC San Diego, California, USA
Nick Colonnese	Oculus Research, Washington, USA

We hope you will consider joining us in San Francisco!

Sincerely,



Gregory J. Gerling
Co-Chair



Katherine J. Kuchenbecker
Co-Chair

Why participate in Haptics Symposium 2018?

This four-day conference will begin with a full day of cross-cutting challenge sessions, followed by three days of main conference activities including single- and dual-track technical paper presentations and hands-on demonstrations. It will be held in the heart of San Francisco, the most innovative and iconic city in North America.

The 2018 Haptics Symposium 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.
- Get hands-on demonstrations of the latest haptic technologies and gears, 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 package and à la carte options that are described in the following pages.

Where will the conference take place?

The 2018 IEEE Haptics Symposium will be held at the Westin St. Francis hotel on Union Square in San Francisco. Timeless yet modern, the Westin St. Francis is a vibrant, iconic destination in San Francisco. The city's best shopping, theater, nightlife, and dining options are just steps away from this well-appointed conference venue.



The Westin St. Francis has perfectly sized meeting spaces in close proximity for the oral presentations, demonstrations, and exhibits that are the heart of our conference. Being the only hotel directly located on Union Square, it is easily accessible by car from all major highways, and it enjoys cables cars stopping just outside its doors.

HAPTICS 2018 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. 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	\$15,000	4	4	Individual Banner	Choose 1 from: <ul style="list-style-type: none"> • Banquet • Welcome Reception 	2	Diamond Area	Full Page	Yes
Platinum	\$10,000	3	3	Individual Banner	Choose 1 from: <ul style="list-style-type: none"> • Plenary (non-exclusive), • Breakfasts (non-exclusive) 	2	Platinum Area	Half Page	Yes
Gold	\$5,000	1	1	Individual Banner	Choose 2 from: <ul style="list-style-type: none"> • Coffee Breaks (non-exclusive), or • Cross-Cutting Challenges 	2	Gold Area	Quarter Page	Yes
Silver	\$3,500	1	1	Group Sign	Choose 1: <ul style="list-style-type: none"> • Coffee Break (non-exclusive), or • Cross-Cutting Challenge 	1	Silver Area	Logo	Yes
Bronze	\$2,500	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 ○ Welcome 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 are 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 are the responsibility of the supporter.</p> <p>5. Please indicate whether exhibit space is desired 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>
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Haptics Symposium 2018 Exhibitor Opportunities

Exhibitor space will be located in the Grand Ballroom on the mezzanine level of the Westin St. Francis hotel.

Exhibitor status includes:

- 7' x 7' floor space;
- One 5' x 32" table with a tablecloth and two chairs;
- One 6' tall backdrop;
- 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 that will be hung 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): \$2,500

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

EXHIBITOR ONLY (double space): \$4,000

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

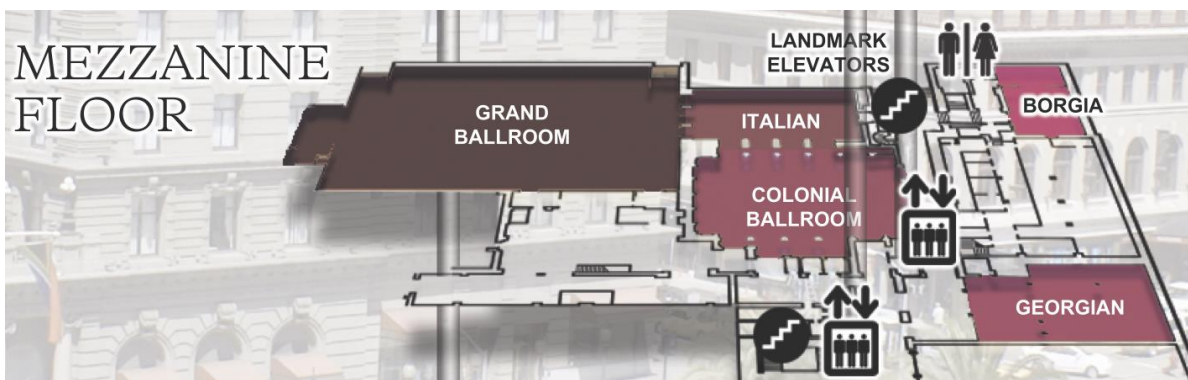


Figure 1. Map of the conference exhibitor space, to be held in the Grand Ballroom. This space is easily accessible from the Colonial Ballroom and the Georgian Room, where all oral sessions will take place.



Figure 2. Photograph of the Grand Ballroom, where exhibits will take place.

Haptics Symposium 2018 À La Carte Sponsorship Opportunities

Sponsorship of Awards

Award 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 Wednesday, March 28, 2018. Your company logo will appear on the screen during the presentation of awards, as well as in the published conference program and on the conference web page. Typical awards include **best paper, best student presentation award, best work-in-progress paper, and best hands-on demonstration.**

Monetary or in-kind giveaways are appropriate for awards; this could be an opportunity to showcase your new products. Note that award sponsorship does not include exhibit space or conference registration.

Sponsorship of Scientific Events

Cross-Cutting Challenges Supporter **\$1,000 each (2 available)**

Sponsorships are available for the new cross-cutting challenge sessions held on Sunday, March 25, 2018. 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. *Note that cross-cutting challenges sponsorship does not include exhibit space or conference registration.*

Work-in-Progress Session Supporter **\$1,000 (2 available)**

Work-In-Progress (WIP) papers enable authors to share late-breaking results with the research community. The emphasis of WIP papers is on the novelty of the work, not completeness. Sponsors will be provided one 7" x 44" sign with their corporate name and logo that will be displayed at the sponsored event, which will likely take place in the early evening on Monday, March 26. 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. *Note that WIP session sponsorship 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. *Note that this support opportunity does not include exhibit space or conference registration.*

Conference Gift Contributor **\$500 each**

At your own expense, you may include appropriate give-a-ways and/or handout materials in the package provided to every registered conference attendee. This is a great way to gain exposure and make an impression. Please plan to provide for approximately 300 attendees. *Note that contributing to the conference gift does not include exhibit space or conference registration.*

Sponsorship of Social Events

Conference Banquet Sponsor

\$5,000 (1 available)

Up to eight individuals will be invited to attend the conference banquet on Tuesday, March 27, 2018. 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. *Sponsoring the banquet does not include exhibit space or conference registration.*

Welcome Reception Supporter

\$2,000 each (2 available)

This opportunity pertains to the Welcome Reception, which will take place at the conference hotel in the evening of Sunday, March 25, 2018. 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 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 the package provided to every registered conference attendee and during the welcome reception. *Sponsoring this event does not include exhibit space or conference registration.*

Coffee Break Supporter

\$1,000 each (8 available)

Coffee break sponsorships are available on all four days of the conference. 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. *Coffee break sponsorship does not include exhibit space or conference registration.*

Preliminary Haptic Symposium 2018 Schedule for Sponsorship and Exhibits

Sunday, March 25, 2018

Early Morning – Cross-cutting Challenge 1 Talks
California East and West

Late Morning – Cross-cutting Challenge 1 Posters
California East and West

Early Afternoon – Cross-cutting Challenge 2 Talks
California East and West

Late Afternoon – Cross-cutting Challenge 2 Posters
California East and West

Evening – Welcome Reception
Italian/Colonial

Monday, March 26, 2018

Early Morning – Single Track Oral Session 1
Colonial

Late Morning – Dual Track Oral Sessions 2A and 2B
Colonial and Georgian

Early Afternoon – ToH Invited Papers, Greeting from Sponsors, and WIP Teasers
Colonial

Late Afternoon – Demos and Exhibits
Grand Ballroom

Evening – WIP Poster Session with Drinks
Italian and Colonial

Tuesday, March 27, 2018

Early Morning – Single Track Oral Session 3
Colonial

Late Morning – Dual Track Oral Sessions 4A and 4B
Colonial and Georgian

Early Afternoon – Dual Track Oral Sessions 5A and 5B, and Demos and Exhibits
Colonial and Georgian, Grand Ballroom

Late Afternoon – Dual Track Oral Sessions 6A and 6B
Colonial and Georgian

Evening – Banquet
Colonial

Wednesday, March 28, 2018

Early Morning – Single Track Oral Session 7
Colonial

Late Morning – Future Conferences, Awards and Closing
Colonial

Haptics 2018, March 25-28, 2018, San Francisco Sponsorship and Exhibitor Application

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

<p>Sponsorship:</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td><input type="checkbox"/> Diamond Supporter</td><td style="text-align: right;">\$15,000</td></tr> <tr><td><input type="checkbox"/> Platinum Supporter</td><td style="text-align: right;">\$10,000</td></tr> <tr><td><input type="checkbox"/> Gold Supporter</td><td style="text-align: right;">\$5,000</td></tr> <tr><td><input type="checkbox"/> Silver Supporter</td><td style="text-align: right;">\$3,000</td></tr> <tr><td><input type="checkbox"/> Bronze Supporter</td><td style="text-align: right;">\$2,500</td></tr> <tr><td colspan="2"> </td></tr> <tr><td><input type="checkbox"/> Award</td><td style="text-align: right;">variable</td></tr> <tr><td><input type="checkbox"/> Cross-Cutting Challenge</td><td style="text-align: right;">\$1,000</td></tr> <tr><td><input type="checkbox"/> Work-in-Progress Session</td><td style="text-align: right;">\$1,000</td></tr> <tr><td><input type="checkbox"/> Student Registration</td><td style="text-align: right;">variable</td></tr> <tr><td><input type="checkbox"/> Conference Gift</td><td style="text-align: right;">\$500</td></tr> <tr><td colspan="2"> </td></tr> <tr><td><input type="checkbox"/> Banquet</td><td style="text-align: right;">\$5,000</td></tr> <tr><td><input type="checkbox"/> Welcome Reception</td><td style="text-align: right;">\$2,000</td></tr> <tr><td><input type="checkbox"/> Coffee Break</td><td style="text-align: right;">\$1,000</td></tr> </table> <p>Exhibitor Only:</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td><input type="checkbox"/> Single</td><td style="text-align: right;">\$2,500</td></tr> <tr><td><input type="checkbox"/> Double</td><td style="text-align: right;">\$4,000</td></tr> </table> <p>TOTAL \$ _____</p>	<input type="checkbox"/> Diamond Supporter	\$15,000	<input type="checkbox"/> Platinum Supporter	\$10,000	<input type="checkbox"/> Gold Supporter	\$5,000	<input type="checkbox"/> Silver Supporter	\$3,000	<input type="checkbox"/> Bronze Supporter	\$2,500			<input type="checkbox"/> Award	variable	<input type="checkbox"/> Cross-Cutting Challenge	\$1,000	<input type="checkbox"/> Work-in-Progress Session	\$1,000	<input type="checkbox"/> Student Registration	variable	<input type="checkbox"/> Conference Gift	\$500			<input type="checkbox"/> Banquet	\$5,000	<input type="checkbox"/> Welcome Reception	\$2,000	<input type="checkbox"/> Coffee Break	\$1,000	<input type="checkbox"/> Single	\$2,500	<input type="checkbox"/> Double	\$4,000	<p><u>Submit this Application and Payment to:</u></p> <p>Ann Majewicz Fey The University of Texas at Dallas 800 W. Campbell Road ECSN 2.218 Richardson, TX 75080 Email: sponsors@hapticssymposium.org Fax: +1 972 883 4659</p> <p><u>TERMS OF PAYMENT</u></p> <p>Full payment is due by February 14, 2018 to secure an exhibit space. Full payment and company logo are due by February 14, 2018 to appear in published material. Late applications received will be accommodated subject to availability.</p> <p>Exhibitor cancellations after March 1, 2018 will not be eligible for refund.</p>
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Payment Method (choose one)

- Check: Make all checks payable to **IEEE 2018 Haptics Symposium**.
 (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 2018 Haptics Conference. I have read and understand the Terms and Conditions in the 2018 Haptics Symposium Sponsorship Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by the 2018 Haptics Symposium and the full payment of our conference support constitute a contract.

Authorized Signature: _____ **Date:** _____

Name/Title (please print): _____

Terms and Conditions

1. Contract

This application, properly executed by APPLICANT, shall upon written acceptance by IEEE Haptic Symposium 2018 management (HAPTICS 2018) constitute a valid and binding contract.

2. Space Assignments

The following rules and regulations governing the exhibit under the auspices of HAPTICS 2018 are part of the application for space and constitute a contract between APPLICANT and the HAPTICS 2018. Any detail not specified is subject to decision by the General Chairs, HAPTICS 2018. 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 February 14, 2018.** 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. HAPTICS 2018 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;

5. Cancellations

APPLICANT will notify HAPTICS 2018 of cancellations by physical mail, fax, or e-mail. Cancellations are not effective until notice has been received in writing by HAPTICS 2018. 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 March 1, 2018.**

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 March 25–28 2018. Exhibitors are encouraged to staff exhibits continuously during conference hours. HAPTICS 2018 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 editions of the IEEE Haptics Symposium.

12. Insurance

Insurance on all exhibits is the responsibility of the APPLICANT. Neither HAPTICS 2018 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 HAPTICS 2018 nor IEEE shall 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 HAPTICS 2018 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.