

Sponsorship Prospectus



HAPTICS 2016

April 8-11, 2016 | Philadelphia



Philadelphia, Pennsylvania, USA

<http://2016.hapticssymposium.org/>



HAPTICS 2016

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Dear Partner,

As co-chairs of the **2016 IEEE Haptics Symposium (HAPTICS)**, we are delighted to invite you to join us as a sponsor or exhibitor. Our conference is the premier forum for technology, science, and research on haptics and the human sense of touch.

The 2016 Haptics Symposium will take place from April 8 to April 11 in Philadelphia, Pennsylvania, USA. Established in 1992, HAPTICS 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 are able to join us in making the 2016 IEEE 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: sponsors@hapticssymposium.org	
Antonio Frisoli	Scuola Superiore Sant'Anna, Pisa, Italy
Michael Zinn	University of Wisconsin, Madison, USA

We hope you will consider joining us in Philadelphia!

Sincerely,

Seungmoon Choi
Co-Chair, HAPTICS 2016
POSTECH, Korea

Katherine J. Kuchenbecker
Co-Chair, HAPTICS 2016
University of Pennsylvania, USA



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Why participate in HAPTICS 2016?

IEEE HAPTICS 2016 will be a four-day conference with a full day of tutorials and workshops and three days of conference activities including technical paper presentations and hands-on demonstrations. This conference will be held in central Philadelphia, one of the most historic and beautiful cities in North America.

Our conference 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.

At IEEE HAPTICS 2016 you can:

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

The venue

The IEEE Haptics Symposium 2016 will be held at the DoubleTree Hotel in Center City Philadelphia. This large, modern hotel is located in the heart of the city on Broad Street, in view of Philadelphia's historic City Hall. Wonderful restaurants, great shopping, artistic performances, and historic sights are just steps away from this well-equipped conference venue.

The DoubleTree by Hilton Philadelphia Center City is well appointed and has ample meeting space for the oral presentations, demonstrations, and exhibits that are the heart of our conference. It is easily accessible by car from all major highways, just minutes from 30th Street Station and only eight miles north of the Philadelphia International Airport, with Metro transit nearby.





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HAPTICS 2016 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	\$15,000	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), • Breakfasts (non-exclusive)	2	Platinum Area	Half Page	Yes
Gold	\$5,000	1	1	Individual Banner	Choose 2 from: • Coffee Breaks (non-exclusive), or • Workshops or Tutorials	2	Gold Area	Quarter Page	Yes
Silver	\$3,000	1	1	Group Sign	Choose 1: • Coffee Break (non-exclusive), or • Workshop or Tutorial	1	Silver Area	Logo	Yes
Bronze	\$2,000	1	1	Group Sign		1	Bronze Area	Logo	Yes

NOTES:

1. Each conference registration includes: o Electronic proceedings o All technical sessions o Reception ticket o Banquet ticket	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
2. Printing of individual banner is the responsibility of the supporter.	4. Design and printing of attendee bag materials is the responsibility of the supporter.
	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.
	6. Assignments for limited availability events will be made on a first-come, first-served basis.



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HAPTICS 2016 Exhibitor Opportunities

Exhibitor space will take place in the Overture Room and the Symphony Ballroom on the third floor of the Double Tree Hotel.

Exhibitor status includes:

- 7' x 7' floor space;
- One 5' x 32" table with a tablecloth and two chairs;
- One 6' tall 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 that 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 two (2) adjoining spaces at this discounted rate (does not include additional conference registration).

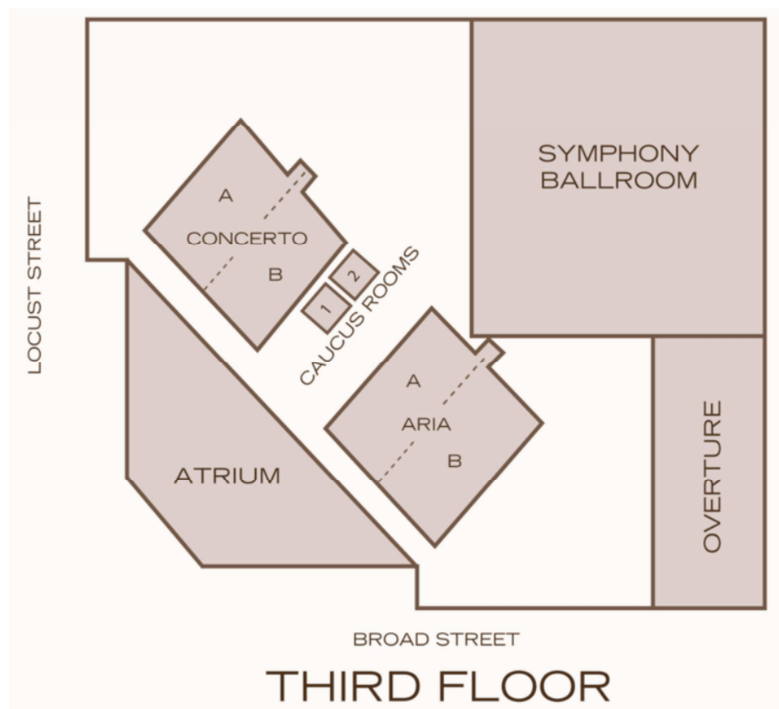


Figure 1. Map of the conference exhibitor space, to be held in the Overture Room and the Symphony Ballroom.



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HAPTICS 2016 À La Carte Sponsorship Opportunities

Sponsorship of Awards

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 Monday, April 11, 2016. 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 presentation award, best work in progress paper, best demo and best student innovation challenge submission.**

Monetary or in-kind giveaways are appropriate for awards. This could be an opportunity to showcase your new products as well. Does not include exhibit space or conference registration.

Sponsorship of Scientific Events

WORKSHOP/TUTORIAL SUPPORTER

\$1,000 each

Sponsorships are available for workshop and tutorials held on Friday, April 8, 2016. 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.

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 Saturday, April 9. 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.

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 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.

PLENARY SESSION SUPPORTER

\$2,000 (1 available)

Sponsorship is available for the conference plenary sessions on Saturday, April 9, and Sunday, April 10. 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,



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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 the package provided to every registered conference attendee. 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 Sunday, April 10 2016. 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.

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 Friday, April 8, 2016. 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. Does not include exhibit space or conference registration.

COFFEE BREAK SUPPORTER

\$1,000 each (6 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. Does not include exhibit space or conference registration.



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**Preliminary HAPTICS 2016 Schedule for
Sponsorship and Exhibits**

Friday, April 8 2016

Daytime - Workshops and Tutorials

Midday - Lunch

Balcony Restaurant (on second floor)

Evening - Welcome Reception

Ormandy West (on first floor)

Saturday, April 9 2016

Daytime - Single-track Featured Oral Session, Dual-track Oral Session, Plenary Session, and WIP Teaser

Ormandy Ballroom

Afternoon - Demos and Exhibits

Symphony Ballroom and Overture (on third floor)

Evening - WIP Poster Session

Balcony Restaurant (second floor)

Sunday, April 10 2016

Daytime - Single-track Featured Oral Session, Dual-track Oral Session, Plenary, and Exhibitor Greetings

Ormandy Ballroom

Afternoon - Demos and Exhibits

Symphony Ballroom and Overture

Evening - Banquet

National Constitution Center

Monday, April 11 2016

Morning - Dual-track Oral Sessions

Ormandy West and Ormandy East

Late Morning - Demos and Exhibits

Symphony Ballroom and Overture

Afternoon - ToH Invited Papers, Awards, and Closing

Ormandy Ballroom (East and West and Center Hallway combined)

Afternoon - Technical Tours

Penn and Drexel



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Haptics 2016, April 8-11, 2016, Philadelphia

SPONSORSHIP/EXHIBIT APPLICATION

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

<p>Sponsorship:</p> <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 \$2,000</p> <p><input type="checkbox"/> Award variable <input type="checkbox"/> Workshop/Tutorial \$1,000 <input type="checkbox"/> Student Registration variable <input type="checkbox"/> Conference Gift \$500</p> <p><input type="checkbox"/> Banquet \$5,000 <input type="checkbox"/> Welcome Reception \$2,000 <input type="checkbox"/> Plenary \$2,000 <input type="checkbox"/> Coffee Break \$1,000</p> <p>Exhibitor Only:</p> <p><input type="checkbox"/> Single \$2,000 <input type="checkbox"/> Double \$3,500</p> <p>TOTAL \$ _____</p>	<p><u>Submit this Application and Payment to:</u></p> <p>Antonio Frisoli Scuola Superiore Sant'Anna Via Moruzzi, 1 56123 Pisa (Italy) Email: sponsors@hapticssymposium.org Fax: +39 050 882564</p> <p><u>TERMS OF PAYMENT</u></p> <p>Full payment is due by February 28, 2016 to secure an exhibit space. Full payment and company logo are due by February 28, 2016 to appear in published material. Late applications received will be accommodated subject to availability.</p> <p>Exhibitor cancellations after March 15, 2016 will not be eligible for refund.</p>
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Payment Method (choose one)

Check: Make all checks payable to **IEEE 2016 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 2016 Haptics Conference. I have read and understand the Terms and Conditions in the 2016 Haptics Symposium Sponsorship Prospectus. I agree to accept and abide by those rules and regulations. The acceptance of our application by the 2016 Haptics 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 Haptic Symposium 2016 management (HAPTICS 2016) constitute a valid and binding contract.

2. Space Assignments

The following rules and regulations governing the exhibit under the auspices of HAPTICS 2016 are part of the application for space and constitute a contract between APPLICANT and the HAPTICS 2016. Any detail not specified is subject to decision by the General Chairs, HAPTICS 2016. 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 28, 2016.** 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 2016 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 HAPTICS 2016 of cancellations by physical mail, fax, or e-mail. Cancellations are not effective until notice has been received in writing by HAPTICS 2016. 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 15, 2016.**

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 April 9-11 2016 Exhibitors are encouraged to staff exhibits continuously during conference hours. HAPTICS 2016 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 HAPTICS 2016 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 2016 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 HAPTICS 2016 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.

15.