

Sponsorship Prospectus



IEEE Haptics Symposium

March 21–24, 2022

Santa Barbara, California, USA



<https://2022.hapticssymposium.org/>

Dear Partner,

As co-chairs of the **2022 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 2022 Haptics Symposium will take place from March 21 to March 24 in the beautiful city of Santa Barbara, 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 2022 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

Kouta Minamizawa	Keio University, Tokyo
Evan Pezent	Facebook Reality Labs / Rice University
Michael Zinn	University of Wisconsin - Madison

We hope you will consider joining us in Santa Barbara, California!

Sincerely,



Yon Visell
Co-Chair



Veronica J. Santos
Co-Chair

Why participate in Haptics Symposium 2022?

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 Santa Barbara, California, located between the San Ynez mountains and the Pacific coast, featuring downtown beaches, beautiful weather, a vibrant restaurant scene, and iconic Spanish architecture.

The 2022 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 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 technology and 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 2022 IEEE Haptics Symposium will be held at the University of California, Santa Barbara and in the attractive downtown quarter of Santa Barbara. UCSB is a global leader in engineering research and education, and also offers a stunning oceanside campus environment that provides a vibrant conference destination. Santa Barbara's pedestrian-friendly downtown and beautiful beaches are just a short bus, car, or train ride away, and the neighborhood's adjacent to the UCSB campus have ample shopping and dining options.

The UCSB campus has perfectly sized meeting spaces in close proximity for the oral presentations, demonstrations, and exhibits that are the heart of our conference. It is easily accessible by train, car, and air, and is served by the Santa Barbara Airport (SBA), by Los Angeles International Airport (LAX), and by several other Los Angeles area airports.



Sponsorship Opportunities

There are three opportunities to support 2022 Haptics Symposium including sponsorship packages (p. 4), conference exhibition (p. 5), and à la carte sponsorship of events (p. 6-7).

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Haptics Symposium 2022 – Conference Sponsorship Packages

The following 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	\$15,750	4	4	Individual Banner	Choose 1 from: ▪ Banquet ▪ Welcome Reception	2	Diamond Area	Full Page	Yes
Platinum	\$10,500	3	3	Individual Banner	Choose 1 from: ▪ Plenary (non-exclusive), ▪ Breakfasts (non-exclusive)	2	Platinum Area	Half Page	Yes
Gold	\$5,250	1	1	Individual Banner	Choose 2 from: ▪ Coffee Breaks (non-exclusive), or ▪ Cross-Cutting Challenges	2	Gold Area	Quarter Page	Yes
Silver	\$3,600	1	1	Group Sign	Choose 1: ▪ Coffee Break (non-exclusive), or ▪ Cross-Cutting Challenges	1	Silver Area	Logo	Yes
Bronze	\$2,750	1	1	Group Sign		1	Bronze Area	Logo	Yes

NOTES:

1. Each conference registration includes: ▪ Electronic proceedings ▪ All technical sessions ▪ Welcome reception ticket ▪ Banquet ticket 2. Printing of individual banner is the responsibility of the sponsor.	3. Design and creation of logo/ad are the responsibility of the sponsor. Inclusion in printed conference materials requires application be completed prior to printed materials deadline 4. Design and printing of attendee bag materials are the responsibility of the sponsor. 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. 6. Assignments for limited availability events will be made on a first-come, first-served basis.
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Haptics Symposium 2022 – Exhibitor Opportunities

Exhibitor space will be located in the Loma Pelona Center, adjacent to the conference oral presentation venues. Exhibit space may be secured as part of a sponsorship package, or à la carte as an exhibitor only.

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.

EXHIBITOR ONLY (single space): \$2,750

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

EXHIBITOR ONLY (double space): \$4,500

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).

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Haptics Symposium 2022 – 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 Thursday, March 24, 2022. 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 Monday, March 21, 2022. 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 Tuesday, March 22, 2022. 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.*

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Sponsorship of Social Events

Conference Banquet Sponsor

\$5,500 (1 available)

Up to eight individuals will be invited to attend the conference banquet on Wednesday, March 23, 2022. Your corporate name and logo will be displayed prominently at the banquet. 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 Monday, March 21, 2022. 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.*

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Haptics Symposium 2022 – Sponsorship and Exhibit Information

Please contact the Sponsorship and Exhibits Co-Chairs if you are considering a sponsorship package, exhibition, or à la carte sponsorship of events or if you are interested in sponsoring other events not listed here. Details regarding payment and terms and conditions are available upon request.

Sponsorship Chairs: sponsorship@hapticssymposium.org

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- Michael Zinn University of Wisconsin - Madison