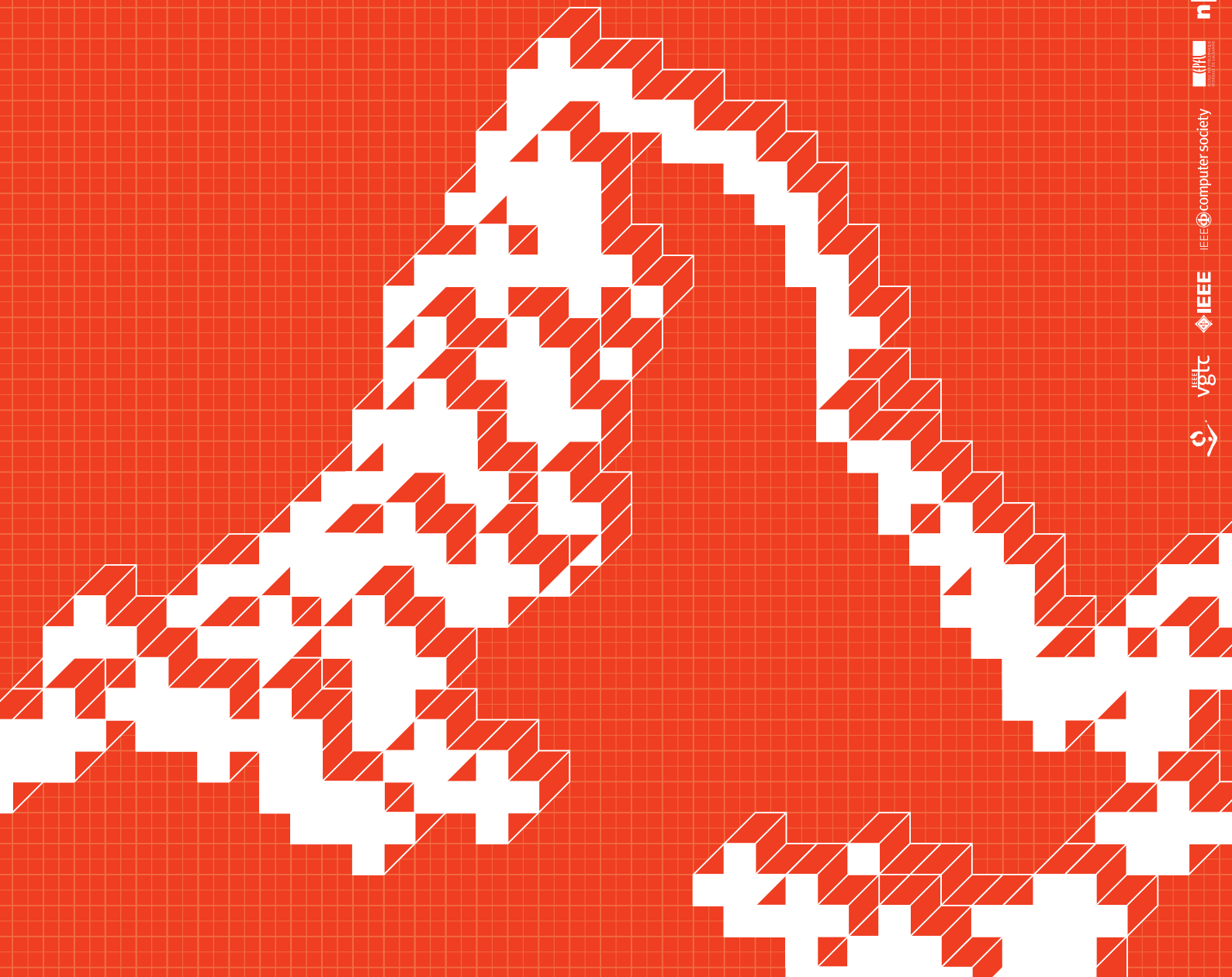


ISMAR 2011 HELLO WORLD! 26 – 29 OCTOBER SPONSORSHIP PROSPECTUS

THE 10TH IEEE INTERNATIONAL SYMPOSIUM
ON MIXED AND AUGMENTED REALITY.

WWW.ISMAR11.ORG



INVITATION

It will be an immense pleasure to host The Tenth IEEE International Symposium on Mixed and Augmented Reality (ISMAR 2011) here in Basel, Switzerland.

On behalf of the organizing committee we would like to take this opportunity to invite your company to participate in ISMAR 2011, which will be held in Basel from 26-29 October, 2011. We believe that the upcoming symposium will be a highly rewarding international festival for scientists and researchers working in the related field.

SCIENCE AND TECHNOLOGY combines work in computer vision, computer graphics, user interfaces, wearable computing, mobile computing, displays, and sensors. The growing interest in Mixed and Augmented Reality (MR&AR) applications is creating exciting new challenges for research in all of these areas.

ARTS, MEDIA AND HUMANITIES invites artists, designers, architects, urbanists, and scholars to explore the potential of Mixed and Augmented Reality within their respective fields.

We have established several ways for you to provide meaningful support to this symposium. Any and all contributions will be used solely to support this event. The choice is yours!

Thank you for your consideration and look forward to working with you on this exciting project.



Vincent Lepetit
General Chair, ISMAR 2011



Martin Wiedmer
General Chair, ISMAR 2011

OVERVIEW

TITLE

The Tenth IEEE International Symposium on Mixed and Augmented Reality (ISMAR 2011)

DATE

October 26 (Wednesday), 2011 – October 29 (Saturday), 2011

VENUE

Congress Center Basel, Switzerland

MAIN THEME

Hello World

WEBSITE

www.ismar11.org & www.ismar.net

PROGRAM INCLUDES













Demonstrations and Exhibitions, Workshops, Tutorials, Keynote Speech, Paper/Poster, Tracking Competition, Reception, Banquet, Closing Ceremony, Tour, Art Exhibition. Selected art works will be shown in the electronic arts festival, Shift Basel, which hosts a traditional exhibition environment.

HOSTED BY











SPONSORSHIP LEVELS









DIAMOND (20'000 CHF OR GREATER CONTRIBUTION)

- Exclusive level 
- 1st priority for selecting booth location, plus 2 free booths (12m2 with basic equipment) 
- Free registration for 5 people (full registration, included workshop, tutorial, banquet and exhibition) 
- Special thanks at opening ceremony, banquet and closing ceremony. 
- Guaranteed speaking opportunity in industry&commercial panel 
- Logo placement on the conference website 
- Banner advertisement on LED panels congress center main entrance. 
- Banner advertisement on LCD panels in conference center lobby. 
- 1-page advertisement in program book. 
- Insertion of promotional materials in symposium tote bag. 
- Sponsorship announcement on conference twitter. 
- Logo placement registration system. 






PLATINUM (15'000 CHF OR GREATER CONTRIBUTION)

- 2nd priority for selecting booth location, plus 2 free booths (12m2 with basic equipment) 
- Free registration for 4 people (full registration, included workshop, tutorial, banquet and exhibition) 
- Guaranteed speaking opportunity in industry&commercial panel 
- Special thanks at opening ceremony and banquet. 
- Logo placement on the conference website 
- Banner advertisement on LCD panels in conference center lobby. 
- 1-page advertisement in program book. 
- Sponsorship announcement on conference twitter. 






GOLD (10'000 CHF OR GREATER CONTRIBUTION)

- 1 free booth (6m2 with basic equipment) 
- Free registration for 3 people (full registration, included workshop, tutorial, banquet and exhibition) 
- Special thanks at opening ceremony and banquet. 
- Guaranteed speaking opportunity in industry&commercial panel 
- Logo placement on the conference website 
- Banner advertisement on LCD panels in conference center lobby. 
- Logo printing in program book. 
- Sponsorship announcement on conference twitter. 




SILVER (6'000 CHF OR GREATER CONTRIBUTION)

- Booth space only (6m2) 
- Free registration for 2 people (full registration, included workshop, tutorial, banquet and exhibition) 
- Logo placement on the conference website 
- Logo printing in program book. 
- Sponsorship announcement on conference twitter. 


BRONZE (2'000 CHF OR GREATER CONTRIBUTION)

- Booth space only (6m2) 
- Free registration for 1 people (full registration, included workshop, tutorial, banquet and exhibition) 
- Logo placement on the conference website 
- Logo printing in program book. 
- Sponsorship announcement on conference twitter. 

IRON (700 CHF OR GREATER CONTRIBUTION)

- Logo placement on the conference website 
- Logo printing in program book. 
- Sponsorship announcement on conference twitter. 

OTHER | TAILOR-MADE

- Tailor-made sponsorship for your marketing purposes: 
- Banquet sponsoring
- t-shirts
- a coffee break
- an award

CONDITIONS

all prices are „netto“, a VAT of 8% is calculated on top
for Gold, Silver, Bronze and Iron there are reductions
by 20% for the 15 June 2011 (paid)
by 10% for the 15 August 2011 (paid)
for Platinum there is a reduction by 10% for the 15 June 2011 (paid)

APPLICATION FOR ISMAR 2011 SPONSORSHIP

04/10

COMPANY

Name: _____

Representative Name: _____

Representative Department: _____

Address _____

Tel.: _____ Fax: _____

E-Mail: _____ URL: _____

CATEGORY

- | | | |
|--------------------------|-----------------|--------------------------------------|
| <input type="checkbox"/> | DIAMOND | (20,000 CHF or greater contribution) |
| <input type="checkbox"/> | PLATINUM | (15,000 CHF or greater contribution) |
| <input type="checkbox"/> | GOLD | (10,000 CHF or greater contribution) |
| <input type="checkbox"/> | SILVER | (6,000 CHF or greater contribution) |
| <input type="checkbox"/> | BRONZE | (2,000 CHF or greater contribution) |
| <input type="checkbox"/> | IRON | (700 CHF or greater contribution) |
| <input type="checkbox"/> | OTHERS | CHF _____ |

PAYMENT SCHEDULE

- | | |
|----------------|---|
| regular: | payment by 31 August (30%) final Installment by 30 September |
| 10% reduction: | payment by 15 August all at you account |
| 20% reduction: | payment by 15 June all at you account |

CANCELLATION AND REFUND POLICY

- | | |
|------------------------|------------|
| before 31 August, 2011 | 50% refund |
| after 31 August, 2011 | no refund |
- Refunds will be made after the Symposium
 - Notification of cancellation must be received in writing to the Secretariat by email or fax.

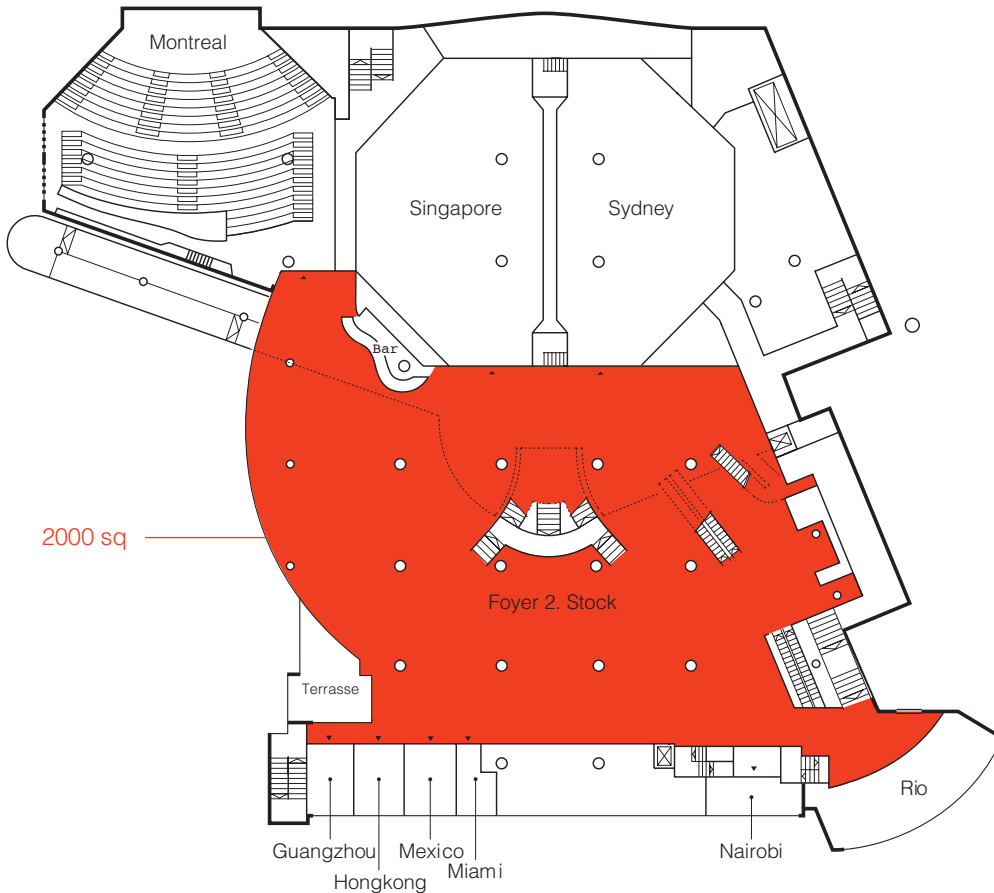
We hereby apply to participate as a sponsor of The Tenth IEEE International Symposium on Mixed and Augmented Reality as above.

Date: _____ Representative: _____

CONGRESS CENTER BASEL

Situated in Switzerland at the heart of Europe, Basel is one of the continent's most convenient locations for major events. The Congress Center Basel is in the city centre and easy to get to, while the Old Town, the shopping districts and the city's many museums and parks are within easy walking distance – and just a few minutes away by public transport.

The Congress Center Basel covers a larger area than any other congress venue in Switzerland. Our multi-purpose spaces, professional services and proven expertise in the organisation of congresses, conferences, seminars, exhibitions and presentations make absolutely certain that your event will run without a hitch.



CONTRACTUAL CONSIDERATIONS

PURPOSE

The purpose of all exhibits is to inform meeting participants of the types and nature of the products displayed related to applications in ISMAR and to provide information and explanation concerning related products and services.

SPACE ASSIGNMENTS

The following rules and regulations governing the exhibit under the auspices of the Tenth IEEE International Symposium on Mixed and Augmented Reality are part of the application for space and constitute a contract between the Supporter/Exhibitor and the Symposium. They have been formulated in the best interest of the Exhibitor and full cooperation in their observance is asked of the Exhibitor. Any detail not specified is subject to decision by the Chair of the Symposium. Since exhibition space is limited, assignments will be based on the date the application and payment are received.

CONTRACT FOR PARTICIPATION

The contract shall be established when the supporter/exhibitor submits the application form duly signed and pays the organizer participation fee. By signing the application form, the supporter/exhibitor agrees to be bound by the rules and regulations contained herein.

TERMS OF PAYMENT

Full payment MUST accompany the supporter/exhibitor application. No application will be processed without remittance of full payment. Deadline for initial exhibit space assignments is July 30, 2011. A completed application for space with full payment and all requested information must be submitted by mail or facsimile. Facsimile applications must include a credit card number, expiration date, and signature. Telephone requests will not be honored.

CANCELLATION POLICY

All cancellation must be made in writing. The cancellation is received before July 30, 2011, 90% of deposit and from July 31 to Aug. 31, 2011, 50% refund of total amount. After August 31, 2011, there will be no refund.

ALLOCATION OF EXHIBIT SPACE

- A.** The organizer shall allocate the space in accordance with the order of contract and payment of participation fee.
- B.** The organizer has the right to change the location allocated to the exhibitor to efficiently manage the exhibition and the exhibitor shall have no claim for compensation.

USE OF EXHIBIT SPACE

- A.** Exhibitors are bound to exhibit the announced products and to staff the exhibits with competent personnel during the whole period of the exhibition.
- B.** All exhibits must accord with the description on the contract, and be related to the theme of the exhibition. Direct sale without permission of the organizer is strictly prohibited. If the exhibitor violates the abovementioned rules, the organizer can stop the exhibitor's activity, remove his/her exhibits or order the dismantling of his/her booth. In this case, the participation fee shall not be refunded and the exhibitor shall have no claim for compensation.
- C.** The organizer reserves the right to refuse admittance to any person.
- D.** Exhibitors are not allowed to sublet space allotted to them to other parties, either wholly or in part, without the written consent of the organizer.

INSTALLATION AND DISMANTLING OF EXHIBITS

Exhibits must be completely installed and finished prior to show opening and must remain in place and staffed until the show closes. Information for installation and dismantling of exhibits will be sent to you in ample time to prepare for these activities. Exhibitors are responsible for maintaining and cleaning the exhibits and the insides of the booths. Exhibits and other items that are not removed by the end of the specified removal period will be removed by the sponsor, and the attendant costs and any risk incurred shall be borne by the exhibitor.

SHARING SPACE

Subletting of space is not permitted.

CONTRACTUAL CONSIDERATIONS

BADGES AND STAFFING

Each exhibiting company is limited to the complimentary printed representative badges as indicated by level of support. Exhibits must be staffed during show hours. Please note that you will be in violation of regulations if the exhibit is not staffed. Identification badges may be picked up at the registration desk. Badge exchange between exhibitor representatives is not permissible.

FLOOR PLAN

The floor plan for this exhibit hall will be maintained as originally presented whenever possible; however ISMAR 2011 reserves the right to modify such plan to the extent necessary for the best interests of the market, exhibitors, industry, and changing needs.

FOOD AND BEVERAGES

Nonalcoholic beverages and food products are permitted in the exhibit if ordered through the center's official caterer.

DAMAGE AND COMPENSATION

Supporter/exhibitor is responsible for all damage to the building or to the booth space and property of other exhibitors, including damage by employees, representatives, or agents. No nails, tacks, or screws shall be put into walls, woodwork, or flooring of the building. Supporter/exhibitor is also responsible for all personal injury caused by its employees, representatives, and agents. The Supporter/exhibitor shall be responsible for making compensation for said damage or injury.

INSURANCE

It is recommended that the Supporter/exhibitor take out liability insurance for necessary items for the period from when items used in the exhibit are transported to the venue until they are removed.

SUPPLEMENTARY CLAUSES

- A.** Whenever necessary, the organizer shall have the right to issue supplementary regulation in addition to those in the terms and regulations for participation in ISMAR 2011 to ensure the smooth management of the symposium.
- B.** Any additional written regulation instructions shall form part of the terms and regulations for participating in ISMAR 2011 and they shall be binding on the supporters/exhibitors.

BASIC BOOTH EQUIPMENT

Basic booth equipment consists of 1 table, 2 chairs, 1 large partition screen, 1 bar table and 2 bar stools.

LOGOS

Please make sure that you send your logo as a vector art file (Adobe Illustrator .ai oder .eps) to our communication chair: communication@ismar11.org.

GENERAL INFORMATION

ABOUT SWITZERLAND

Switzerland (German: die Schweiz, French: la Suisse, Italian: la Svizzera, Romansh: la Svizra), officially the Swiss Confederation (Confœderatio Helvetica in Latin, hence its ISO country codes CH and CHE), is a federal republic consisting of 26 cantons, with Bern as the seat of the federal authorities. The country is situated in Western Europe where it is bordered by Germany to the north, France to the west, Italy to the south, and Austria and Liechtenstein to the east.

We recommend the following website in order to explore Switzerland:
<http://www.myswitzerland.com/en/home.html>

ELECTRICAL SYSTEM

Switzerland has its own plug standard:

Voltage: 230 V/ 50 Hz; Plug J. You will need a voltage converter, and plug adapter in order to use U.S. appliances. We recommend getting a universal adapter and/or converter kit.

POPULATION OF BASEL CITY

approx. 180'000

LANGUAGE

German

CURRENCY

Swiss Francs - CHF

CLIMATE

Basel has one of the mildest climates in Switzerland with above average sunny days and, compared to other regions in Central Europe, rarely fog in fall and winter.

LOCATION OF BASEL

Basel is located in the very north-west of Switzerland on both banks of the River Rhine. The city borders Germany (in the north-east of Basel) and France (in the west of Basel). Therefore it is as well considered as the gateway into Switzerland and due to the location the city was ever since an important traffic east Germany's Black Forest and to the north-west the French Vogues. And the snow capped mountains of Central Switzerland are within 1 hour driving.

DISTANCES TO / FROM BASEL:

Zurich _____ 80 km
Geneva _____ 250 km
Paris _____ 570 km
Munich _____ 390 km
Frankfurt _____ 330 km
Milan _____ 340 km
Vienna _____ 820 km

CONFERENCE COMMITTEE

GENERAL CHAIR

Martin Wiedmer, University of Applied Sciences Northwestern Switzerland (FHNW), Switzerland
Vincent Lepetit, École Polytechnique Fédérale de Lausanne (EPFL), Switzerland

SCIENCE & TECHNOLOGY PROGRAM CHAIRS

Gerhard Reitmayr, Graz University of Technology, Austria
Jun Park, Hongik University, Korea
Greg Welch, University of North Carolina at Chapel Hill, USA

■ AMERICAN REGION

Stephen DiVerdi, Adobe, USA
Maribeth Gandy, Georgia Institute of Technology, USA
Steve Henderson, US Military Academy (West Point), USA
Mark A. Livingston, Naval Research Laboratory, USA

■ ASIA/PACIFIC REGION

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Takeshi Kurata, AIST, Japan
Christian Sandor, University of South Australia, Australia
Wontack Woo, GIST, Korea

■ EUROPEAN REGION

Reinhold Behringer, Leeds Metropolitan University, U.K.
Selim BenHimane, metaio, Germany
Andreas Simon, FHNW, Switzerland
Daniel Wagner, Qualcomm, Austria

ARTS, MEDIA AND HUMANITIES PROGRAM COMMITTEE CHAIRS

Raphael Grasset, HIT Lab NZ / University of Canterbury, ICG/ TU Graz
Jan Torpus, University of Applied Sciences Northwestern Switzerland
Mark Podlaseck, IBM Thomas J. Watson Research Center

AWARDS COMMITTEE CHAIR

Mark Billingham, The HIT Lab NZ University of Canterbury

TUTORIAL AND WORKSHOP COMMITTEE

Florian Michahelles, ETH Zurich Department of Management, Technology, and Economics
John Quarles, Department of Computer Science University of Texas at San Antonio
Carson Reynolds, University of Tokyo

TRACKING CONTEST

Manuel Huber, Technische Universität München
Florian Müller, University of Basel

CORPORATE SPONSORSHIPS CHAIR

Martin Goebel, Hochschule Bonn Rhein Sieg

FINANCE & CONFERENCE TREASURER CONTACT FOR IEEE

Andreas Hofmann, University of Applied Sciences Northwestern Switzerland

DEMONSTRATIONS COMMITTEE

Andreas Simon, University of Applied Sciences Northwestern Switzerland
Daniel Wagner, Qualcomm Austria Research Center GmbH
Sean White, Nokia Research Center

COMMUNICATION AND REGISTRATION CHAIR

Samuel Hanselmann, University of Applied Sciences Northwestern Switzerland

LOCAL ARRANGEMENTS CHAIR

Andreas Simon, University of Applied Sciences Northwestern Switzerland
Martin Wiedmer, University of Applied Sciences Northwestern Switzerland

CONTACT

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