



## What is ISMAR?

IEEE International Symposium on Mixed and Augmented Reality (ISMAR) is a flagship conference (CORE 2018 A\* rating) that explores the advances in research and commercial activities related to AR, MR, and Virtual Reality (VR). ISMAR is setting new standards and trends with wide-ranging, creative, innovative, and highly technical content (see example 2020 program at <https://ismar20.org/program/>).

## Where is ISMAR?

ISMAR 2021 (<https://ismar21.org>) will be hosted in Bari (Puglia, Italy) between 4 October and 8. The city is a well-connected tourist location in the Italian landscape (on the lovely Adriatic Sea), with a mild climate full of attractions, cultural landmarks. Visitors of the city enjoy the food specialties and the wine, oil, and fresh fruits and vegetables.

We actively monitor the COVID-19 situation to determine if the in-person ISMAR experiences will be safe and possible given International travel rules. In the event that we must host ISMAR in a complete virtual/online format, we will notify the community by the end of July.



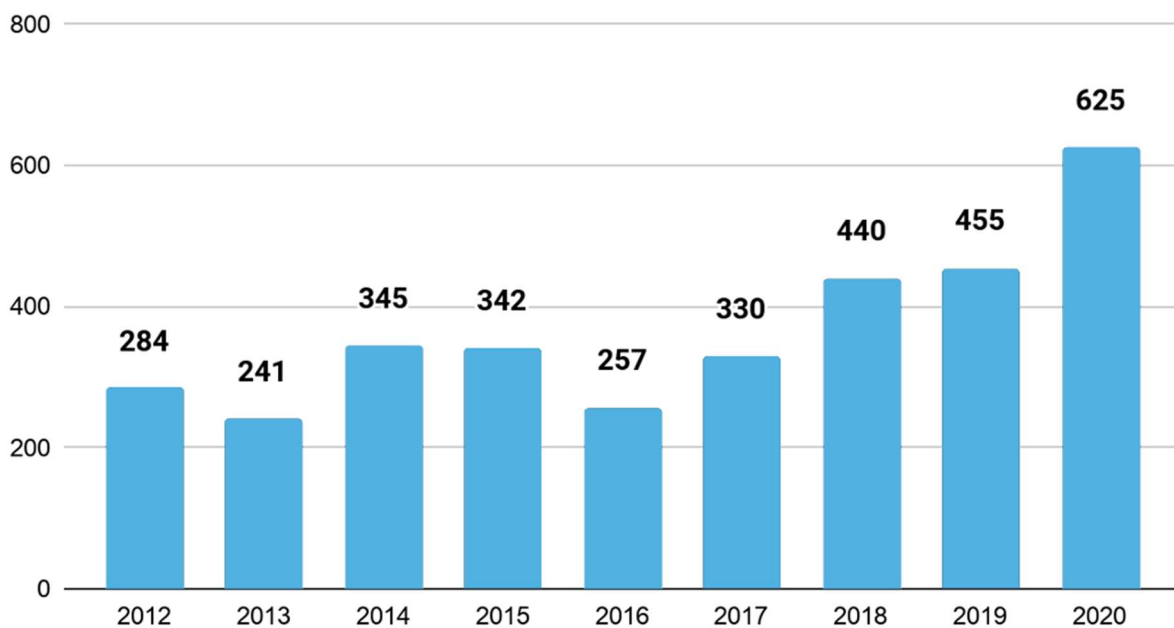
*Bari, Margherita theater, the blue hour from the sea*



## Who attends ISMAR?

Worldwide academic leaders, Ph.D. and students from world-class technical universities, budding entrepreneurs looking to partner in new ventures, and established industry leaders in AR/MR/VR hardware and software technologies are attending. ISMAR promotes diversity and inclusion, and the community is growing at approximately 10% a year; and in the 2020 edition, we received over 625 registrations from around the world (46 countries).

### Participants in years



## Why sponsor ISMAR?

Sponsorship is an ideal way to demonstrate your company/organization's interest and commitment to the field of Mixed and Augmented Reality.

ISMAR is supported by the IEEE Computer Society and the IEEE Visualization & Graphics Technical Committee, and in partnership with ACM and sponsored by industry leaders.

As organizers, we guarantee high visibility and interaction in any conference format (in case of a hybrid or a full virtual conference), with extensive use of real/virtual banners, social media, streaming services, and broadcast platforms.



The benefits include:

- Visibility during the entire conference.
- Connections with the worldwide leaders in AR/MR/VR research and development, potential customers, partners, and future employees.
- Exhibition space to market products and engage with the ISMAR community.
- Recruitment opportunities.
- A dedicated industry-focused workshop available to registered participants and the general public via live-stream for free.
- Panel session: Sponsors can propose their own speakers and bring the discussion on their topics.

### Sponsorship Levels and Benefits

	VISIBILITY				INTERACTION					Contribution (EUR)
	Advertising & Marketing	Website	Exhibition Space	Advertising in Program (printed/virtual)	Full Registrations	Discount on additional registrations	Job Fair - Student Resumes & Recruitment	Industry Panel Speaker	Dedicated Workshop	
<b>Diamond</b>	Top logo placement in all ISMAR advertising and web presence & recognition at the conference	A dedicated page with 8 among videos, documents, etc.	6x6m Booth Early priority move-in	Large	8	30%	Yes	Yes	Yes (4 hours)	25.000
<b>Platinum</b>	Top logo placement in all ISMAR advertising and web presence & recognition at the conference	A dedicated page with 6 among videos, documents, etc.	6x6m Booth	Medium	6	25%	Yes	Yes	Yes (2 hours)	15.000
<b>Gold</b>	Prominent logo in all ISMAR advertising and web presence & recognition at the conference	A dedicated page with 4 among videos, documents, etc.	3x6m Booth	Small	4	20%	Yes	Yes	Yes (1 hours)	10.000
<b>Silver</b>	Logo on ISMAR website & print & recognition at the conference	A dedicated page with 3 videos	3x3m Booth		3		Yes			5.000
<b>Bronze</b>	Logo on ISMAR website & print & recognition at the conference	A dedicated page with 2 videos	Stand		2					2.500
<b>SME</b>	Logo on ISMAR website & print & recognition at the conference	A dedicated page with 1 video			1					1.000



## Additional Opportunities

*Media Partner* (you can help to promote ISMAR and provide additional media services to become a media partner)

*Competition Grand Prize Sponsor* (2000 USD)

*Competition Honorable Mention prizes* (500 USD)

*Custom prizes* (to be discussed with chairs)

## Exhibitor Information

- **Tuesday, 5 October**
  - Early Priority Move-In: 12 pm – 6 pm
  - Standard Move-In: 2 pm – 6 pm
- **Wednesday, 6 October**
  - Continued Move-In: 7:30 am – 9:30 am
  - Exhibit Hours: 11 am – 5 pm
  - Evening Reception: 5 pm
- **Thursday, 7 October**
  - Exhibit Hours: 10 am – 5 pm
- **Friday, 8 October**
  - Exhibit Hours: 10 am – 2 pm
  - Exhibitor Tear Down & Move Out: 2 pm – 5 pm

## Deposit Information

A deposit amount equal to at least 50% of the total space/sponsorship request must be submitted with this application in order for a space to be assigned. Contracts will be processed in the order they are received.

Contracts Received After 01 September 2021 must be accompanied by full payment in order to be considered.

## Final Payment

Due no later than 01 September 2021.

## Questions? Contact Us

If you have any questions, please contact the Sponsorship Chairs via [sponsorships\\_exhibits\\_chairs \[at\] ismar2021.org](mailto:sponsorships_exhibits_chairs@ismar2021.org)



Recent ISMAR Sponsor

