



IEEEVR2027

27 February – 3 March 2027

MELBOURNE • AUSTRALIA

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Sponsorship &
Exhibition
Prospectus

VR

ieeivr.org/2027

Welcome from the Organising Committee

On behalf of the Organising Committee, we are delighted to welcome you to the IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR 2027), taking place in Melbourne, Australia from 27 February to 3 March 2027.

IEEE VR is recognised as the premier international conference for virtual reality, augmented reality, mixed reality and 3D user interfaces, bringing together the global immersive technology community. The Conference provides a unique forum where leading researchers, industry innovators, technology developers, students and emerging talent come together to share ideas, advance knowledge and explore the possibilities for human interaction with digital environments.

As immersive technologies continue to transform the way we work, play, learn, communicate, design and experience the world around us, IEEE VR 2027 bridges research excellence with real-world applications. From artificial intelligence and simulation to healthcare, education, engineering, entertainment and human-centred design, the opportunities for innovation and collaboration have never been greater.

Hosting IEEE VR 2027 in Australia provides an exciting opportunity to showcase the strength of our region's research, technology and innovation ecosystem while welcoming the international xR community to Melbourne.

We invite organisations who share our commitment to advancing immersive technologies to join us in supporting IEEE VR 2027 and contribute to the continued growth of this dynamic global community.

We look forward to welcoming you to Melbourne.

Professor Tim Dwyer, General Chair, IEEE VR 2027

Dr Richard (Rick) Skarbez, General Chair, IEEE VR 2027

Dr Rob Teather, General Chair, IEEE VR 2027

IEEE VR 2027 Organising Committee



Host City

Melbourne, Australia

Consistently recognised as one of the world's most liveable cities, Melbourne is Australia's leading centre for research, innovation and technology. Home to world-class universities, research institutes, start-up communities and global technology companies, Melbourne has established itself as a hub for emerging technologies, digital innovation and immersive experiences.

As a city with a thriving xR, gaming, visualisation and creative technology ecosystem, Melbourne provides an ideal setting for IEEE VR 2027. Combined with its vibrant cultural scene, renowned dining precincts and excellent accessibility, Melbourne offers delegates and industry partners an exceptional environment for collaboration, knowledge exchange and innovation.

Located in the heart of the city's entertainment and business district, the Melbourne Convention and Exhibition Centre provides a world-class venue for the global virtual reality and 3D user interface community to connect, learn and shape the future of immersive technologies.



The Venue

Melbourne Convention and Exhibition Centre

The Melbourne Convention and Exhibition Centre (MCEC) is superbly located on the banks of Melbourne's Yarra River, close to the heart of the CBD and just 30 minutes from Melbourne's International Airport. The Convention Centre has received worldwide acclaim for achieving a 6 Star Green Star environmental rating by the Green Building Council of Australia, the first convention centre in the world to do so.

The modern complex is a landmark in the area, perched on the south bank of the Yarra River. MCEC is accessible by trams, trains, buses, and taxis and has ample car parking. A short stroll along the iconic Southbank Promenade places you in the heart of Melbourne – Australia's culture, cuisine and events capital – where visitors can enjoy a perfect café latte or award-winning local wine at any time of day or night.

The venue is an easy walking distance from a range of accommodation options.

Why Invest in IEEE VR 2027?

IEEE VR 2027 is the world's leading technical conference for virtual reality, augmented reality, mixed reality and 3D user interfaces. Sponsored by the Institute of Electrical and Electronics Engineers (IEEE), the world's largest technical professional organisation, the Conference brings together the researchers, developers, innovators and industry leaders who are shaping the future of immersive technologies.

For organisations seeking to engage with the global xR community, IEEE VR offers a unique opportunity to connect with the people and ideas driving the next generation of innovation.



Access the World's Leading xR Researchers and Developers



IEEE VR attracts many of the world's foremost researchers, laboratory directors, technology developers and industry experts. Sponsorship provides direct access to a highly specialised audience responsible for advancing xR technologies, conducting cutting-edge research and influencing future technology adoption.

Recruit Future Talent and Build Academic Partnerships



The Conference brings together a strong cohort of postgraduate students, early-career researchers and emerging technology leaders from leading universities and research institutions worldwide. Sponsors can build brand awareness among future talent, identify recruitment opportunities and establish relationships with the academic community driving innovation across the XR sector.

Influence the Future of Immersive Technology Research and Development



IEEE VR serves as a global forum where new ideas, research directions and technology applications are presented, discussed and refined. Sponsors have the opportunity to engage with the conversations shaping the future of immersive technologies and position their organisation alongside the thought leaders defining the next generation of XR.

The IEEE Advantage



As an IEEE-sponsored conference, IEEE VR benefits from a level of technical credibility, global reach and professional recognition unmatched by most events in the immersive technology sector. Sponsor recognition extends beyond the Conference through IEEE publications, digital channels and the global IEEE community, providing long-term visibility and association with one of the most respected organisations in technology and engineering.

Who Attends IEEE VR?

- Leading xR researchers and academics
- Global technology companies
- Software and hardware developers
- Innovation and R&D leaders
- Government and defence researchers
- Start-ups and scale-ups
- Postgraduate students and emerging talent
- Investors and commercialisation specialists



Previous Industry Partners

For more than three decades, IEEE VR has attracted support from many of the world's leading technology companies, xR innovators, research institutions and government-funded research organisations. Previous sponsors and partners have included global technology leaders, immersive technology developers, telecommunications companies, universities and research laboratories that are actively shaping the future of virtual, augmented and mixed reality technologies.

Selected previous sponsors and partners include:

- Google
- InterDigital
- Qualcomm
- Huawei
- Meta Reality Labs
- INRIA
- HIT Lab NZ
- Electronics and Telecommunications Research Institute (ETRI)
- Korea Electronics Association (KEA)
- Kyungpook National University
- Korea University ICT Creative Consilience Foundation
- bHaptics
- Immersion
- MiddleVR



Sponsorship Benefits

BENEFIT	PLATINUM	GOLD	SILVER	BRONZE
Investment (ex GST)	\$30,000	\$20,000	\$15,000	\$11,000
Available	1	2	4	6
Exhibition Booth	6m × 3m Double	3m × 3m	3m × 3m	3m × 3m
Delegate Registrations	10	7	5	3
Corporate Profile	200 words	100 words	75 words	50 words
Full Page Advertisement	✓	✓	—	—
Conference Website	✓	✓	✓	✓
Venue Signage	Premium	✓	✓	✓
Sponsor Recognition Slides	✓	✓	✓	✓
Chair Acknowledgement	✓	✓	✓	✓
Activation Opportunity	Keynote Speaker Sponsorship	Lunch Sponsorship	Standard Recognition	Standard Recognition
Prime Exhibition Position	✓	✓	—	—
Social Function Access	Included	Included	Included	Included

Individual Sponsorship

OPPORTUNITY	INVESTMENT (EX GST)	AVAILABLE	KEY BENEFITS
Conference Dinner Sponsor	\$20,000	1	Dinner branding, tickets, entrance banner, registrations
Barista Zone Sponsor	\$12,000	2	Coffee station branding, banner, branded cups, aprons and napkins
Name Badge & Lanyard Sponsor	\$10,000	1	Exclusive branding on all delegate badges and lanyards
Best Oral Presentation Award	\$5,000	1	Logo on certificate, program and website
Best Poster Presentation Award	\$5,000	1	Logo on certificate, program and website
Best Demo Presentation Award	\$5,000	1	Logo on certificate, program and website
Best Student Presentation Award	\$5,000	1	Logo on certificate, program and website
Exhibition Booth	\$3,950	Multiple	3m × 3m shell scheme booth with two exhibitor registrations
Friends of VR	\$500	Unlimited	Logo displayed on the Conference website

Sponsorship Opportunities

Platinum Sponsor

\$30,000 + GST

EXCLUSIVE OPPORTUNITY

Marketing

- 200-word corporate description in the Conference Program
- Full page advertisement in the Conference Program
- Acknowledgement by the Chair during the Opening and Closing Sessions
- Logo on the Conference website sponsors page, listing status as Platinum Sponsor
- Logo on Sponsor signage at venue
- Logo on Sponsor acknowledgement slide between Plenary Sessions and during breaks

Keynote Speaker Sponsor

- Logo in the Conference Program next to the Keynote Speaker
- Logo on the session slides of the Keynote Speaker
- Opportunity to provide an organisation banner to display during the session
- Verbal acknowledgement as Keynote Speaker Sponsor before the session

Exhibition

- Double exhibition booth (6m x 3m) in a prime location

Registrations

- Ten sponsor registrations to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to social functions



Sponsorship Opportunities

Gold Sponsor

\$20,000 + GST

2 OPPORTUNITIES

Marketing

- 100-word corporate description in the Conference Program
- Full page advertisement in the Conference Program
- Acknowledgement by the Chair during the Opening and Closing Sessions
- Logo on the Conference website sponsors page, listing status as Gold Sponsor
- Logo on Sponsor signage at venue
- Logo on Sponsor acknowledgement slide between Plenary Sessions and during breaks

Lunch Sponsor

- Logo on Lunch signage
- Logo in Conference Program
- Logo on Conference Website
- Opportunity to place one company-provided free-standing pull up banner within the Lunch venue (2m high and 1m wide)

Exhibition

- One Exhibition booth (3m x 3m) in a prime location

Registrations

- Seven sponsor registrations to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to social functions



Sponsorship Opportunities

Silver Sponsor

\$15,000 + GST

4 OPPORTUNITIES

Marketing

- 75-word corporate description in the Conference Program
- Acknowledgement by the Chair during the Opening and Closing Sessions
- Logo on the Conference website sponsors page, listing status as Silver Sponsor
- Logo on Sponsor signage at venue
- Logo on Sponsor acknowledgement slide between Plenary Sessions and during breaks

Exhibition

- One Exhibition booth (3m x 3m)

Registrations

- Five sponsor registrations to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to social functions

Bronze Sponsor

\$11,000 + gst

6 OPPORTUNITIES

Marketing

- 50-word corporate description in the Conference Program
- Acknowledgement by the Chair during the Opening and Closing Sessions
- Logo on the Conference website sponsors page, listing status as Silver Sponsor
- Logo on Sponsor signage at venue
- Logo on Sponsor acknowledgement slide between Plenary Sessions and during breaks

Exhibition

- One Exhibition booth (3m x 3m)

Registrations

- Three sponsor registrations to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to social functions



Awards

Best Oral Presentation Prizes Sponsor

\$5,000 + gst

- Logo on Prize certificate
- Logo in Conference program
- Logo on Conference website

Best Poster Presentation Prizes Sponsor

\$5,000 + gst

- Logo on Prize certificate
- Logo in Conference program
- Logo on Conference website

Best Demo Presentation Prizes Sponsor

\$5,000 + gst

- Logo on Prize certificate
- Logo in Conference program
- Logo on Conference website

Best Student Presentation Prizes Sponsor

\$5,000 + gst

- Logo on Prize certificate
- Logo in Conference program
- Logo on Conference website



Delegate Services

Conference Dinner Sponsor

\$20,000 + gst

- Logo on Conference Website
- Logo in Conference Program
- Logo on Conference Dinner tickets
- Logo included on Conference Dinner signage
- Logo on Conference Website
- Opportunity to place a company-provided pull-up banner at the entrance to the dinner venue (2m high and 1m wide)
- Five complimentary tickets to the Conference Dinner
- Two sponsor registrations to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to social functions

Name Badge and Lanyard Sponsor

\$10,000 + gst

EXCLUSIVE OPPORTUNITY

- Logo on Name Badge (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo on Lanyard (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo on Conference website
- Two sponsor registrations to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to social functions

Barista Zone Sponsor

\$12,000 + gst

2 OPPORTUNITIES

- Logo on Barista Zone signage
- Opportunity to provide sponsor's cap, apron, cups and napkins for use on barista zone or by baristas (sponsor to supply at own cost – require fresh aprons each day)
- Opportunity to place a company provided banner at the barista zone (2m high by 1m wide, free standing)
- Logo in Conference Program
- Logo on Conference Website
- Two sponsor registrations to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to social functions



Additional Opportunities

Friends of VR

\$500

Gain extra visibility within the IEEE VR community by showcasing your organisation's logo on the conference website. A simple way to increase brand exposure and demonstrate your support for the VR community.

Exhibition Packages

Exhibition Booth

\$3,950 + gst

- One Exhibition booth (3m x 3m)
- Back and side walls
- Organisation name on fascia over each open side
- Two spotlights
- One standard power outlet
- Two Exhibitor Registrations

General Information

- Priority of placement within the exhibition will be sold in accordance with the date of application receipt and sponsorship level.
- An exhibition manual containing information on move in and out times will be distributed to exhibitors and sponsors in 2026.

Sponsorship & Exhibition Information

- Conditions of Payment: 100% payment upon confirmation of booking
- Failure to pay your sponsorship and exhibition invoice may result in your sponsorship item or exhibition stand being released for sale. Payment plans can be arranged.

Scan the QR code and let your application exist in real life.



or click the link below:

<https://icmsaust.eventsair.com/ieee-conference-on-virtual-reality-and-3d-user-interfaces-2027/sponsor-application-form>

Sales Contact

Emma Bowyer
IEEE VR 2027 Sponsorship & Exhibition Director

Tel: 02 9254 5000
E: emmab@icmsaust.com.au

Terms & Conditions

The Contract

1. The term “Organiser” refers to ICMS Australasia Pty Ltd and includes associations, corporate and government bodies who have engaged ICMS Australasia Pty Ltd as their representative.
2. The term “Exhibitor” includes any person, firm, company or corporation and its employees and agents identifies in the Application Form or other written request for exhibition space.
3. A “contract” is formed between the Organiser and Exhibitor when the Organiser accepts the signed Application Form and receives a minimum of 50% of the total owing as a deposit. The Organiser will then issue a confirmation letter to the Exhibitor.
4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 28 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt.

The Application

5. An official Exhibition Application Form must be received to reserve the space.
6. The Organiser reserved the right to refuse application or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition.

Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.
8. The Organiser agrees to hold the exhibition however, reserves the right to postpone the exhibition from the set dates to hold the exhibition on other dates as near the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.
9. The Organiser agrees to promote the exhibition to maximise participation
10. The Organiser agrees to allocate the Exhibitor an exhibition space as close as possible to their desired location.
11. The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes

to agree to any alteration to the site or the space re-allocated by the Organiser.

12. The Organiser reserves the right to change the exhibition floor layout if necessary.
13. The Organiser is responsible for the control of the exhibition area only.
14. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
15. The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.
16. The Organiser has the right to take action based on verbal or written directions including those contained in the Exhibition Manual. This is to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person or property and to maximise the commercial success of the exhibition.
17. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.
18. The Organiser reserves the right to specify heights of walls and coverings for display areas.
19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition.
20. The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.
21. The Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a purchased or complimentary entry card.
22. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
23. The Organiser will specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The exhibitor agrees to abide by these.

24. The Organiser will arrange security onsite during the period of the exhibition but will not accept no liability for loss or damage.
25. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.

Obligations and Rights of the Exhibitor

26. The Exhibitor must ensure that all accounts are finalised and paid prior to the allocated exhibition move-in period.
27. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition.
29. The Exhibitor must comply with all directions/requests issues by the Organiser including those outlined in the Exhibition Manual.
30. The Exhibitor must comply with all applicable laws, including laws in relation to occupational health & safety. The Exhibitor will therefore act with care to avoid damage to persons or property in the exhibition.
31. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. Upon the conclusion of the exhibition the Exhibitor will promptly remove all exhibits, tools and other materials. If the Exhibitor fails or refuses to do so, the Organiser will make arrangements for this to be done by an external party at a cost to be paid by the Exhibitor.
32. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitor. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
33. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building. A valid Insurance Certificate of Currency for independent exhibition contractors will also be submitted prior to the Organiser granting this company access to the exhibition area.
34. The Exhibitor is responsible for all items within their allocated exhibition space.
35. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.
36. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser. In any case all permanent damage will result in the Exhibitor being invoices for all repairs.
37. The Exhibitor acknowledges that the Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified or on return.
38. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.
39. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

Storage of goods

40. Unless otherwise communicated storage will not be provided onsite at the exhibition. Under no circumstance are goods permitted to be stored in public access areas.

Stand Services and Construction

41. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

Insurance and Liability

42. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.
43. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.
44. Whilst the Organiser will endeavour to protect exhibition property whilst on display at the exhibition, it must be clearly understood that the venue, the Organising Committee and the Organiser cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.
45. The Organiser shall not be liable for any loss, which exhibitor may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.
46. The Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.
- a. Less than 6 months prior to the first day of the exhibition – No refund on sponsorship and exhibition amount
- b. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor will be invoiced for the difference to satisfy the above and below cancellation and refund policy. Payments must be made within 7 days of receipt of invoice.
50. Cancellation – if the exhibition is cancelled due to unforeseen circumstances, the Organiser will not be liable to the Exhibitor for any loss incurred by the Exhibitor as a result of the cancellation however, all monies paid for the sponsorship will be refunded immediately.
51. Rescheduling – if the exhibition is rescheduled for any reason and the Exhibitor does not wish to participate in the exhibition at the rescheduled dates, the Organiser will not be liable to the Exhibitor for any loss incurred by the Exhibitor as a result of the rescheduling, and the Exhibitor will be liable for 25% of the total sponsorship cost.
52. If the exhibition transfers to an online format and the exhibitor does not wish to participate in the exhibition on the online format, the Organiser will not be liable to the Exhibitor for any loss incurred by the Exhibitor as a result of the online format. The Exhibitor will then be liable for 25% of the total sponsorship cost, being 10% administration and a scale dependant on the level of entitlements already delivered, such as promotion.
53. Booth availability may be limited or restricted and allocations and available quantities will be advised upon processing your application.

Payment & Cancellation

47. The Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
48. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
49. Withdrawal – if the Exhibitor withdraws its exhibition commitment they will be liable for the following payments in accordance with the below:

Terms & Conditions of Contract Reviewed May 2020





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IEEE



**IEEE
COMPUTER
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Event Management

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