



# Sponsorship Prospectus



**Eurohaptics**  
**Hamburg, Germany**  
**22 – 25 May, 2022**

**Dear partner,**

As Chairs of Eurohaptics Conference 2022 (EHC2022), we are delighted to invite you to join us as a sponsor or exhibitor. Eurohaptics is a major international conference on haptics and touch enabled computer applications, and the primary European meeting for researchers in this field.

Eurohaptics 2022 will take place in the **Free and Hanseatic City of Hamburg**, Germany, from May 22-25, 2022. It will provide researchers from academia and industry with an opportunity to present ideas and establish contacts with other haptics researchers from around the world. The conference site is located at the TU-Hamburg, an innovative University of Technology located in the prospering south of Hamburg city.

Established in 2001, Eurohaptics is a vibrant interdisciplinary forum where more than 400 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 will be able to offer you several options for sponsorship and are open to creating an offer that fits all your needs. We hope you are able to join us in making EHC2022 a tremendous success. Our Sponsorship and General Chairs will be happy to work with you to find a level of participation that best fits your organization's needs.

Please contact us: [imek@tuhh.de](mailto:imek@tuhh.de)

Sincerely your,

Prof.-Dr.-Ing. Thorsten A. Kern (Chair)



## Why participate in EuroHaptics 2022?

EuroHaptics 2022 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. We furthermore intend to extend it one or two days with dedicated activities for the public and/or specific lectures for emerging researchers. The conference will be held in Hamburg, a beautiful maritime city in Germany – Land of Ideas.

Our conference provides a fantastic opportunity for you to showcase your products, interact with experts and forerunners 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 packages including on-site presence, and a la carte options that are described in the following pages.

At EuroHaptics 2022 you can:

- Network with developers, researchers and scientists and companies that develop haptic technology and the most advanced touch-enabled interfaces.
- Learn about the latest developments in technology and breakthroughs in haptics. See, touch 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.
- Interact with developers and users in an accessibility target group.

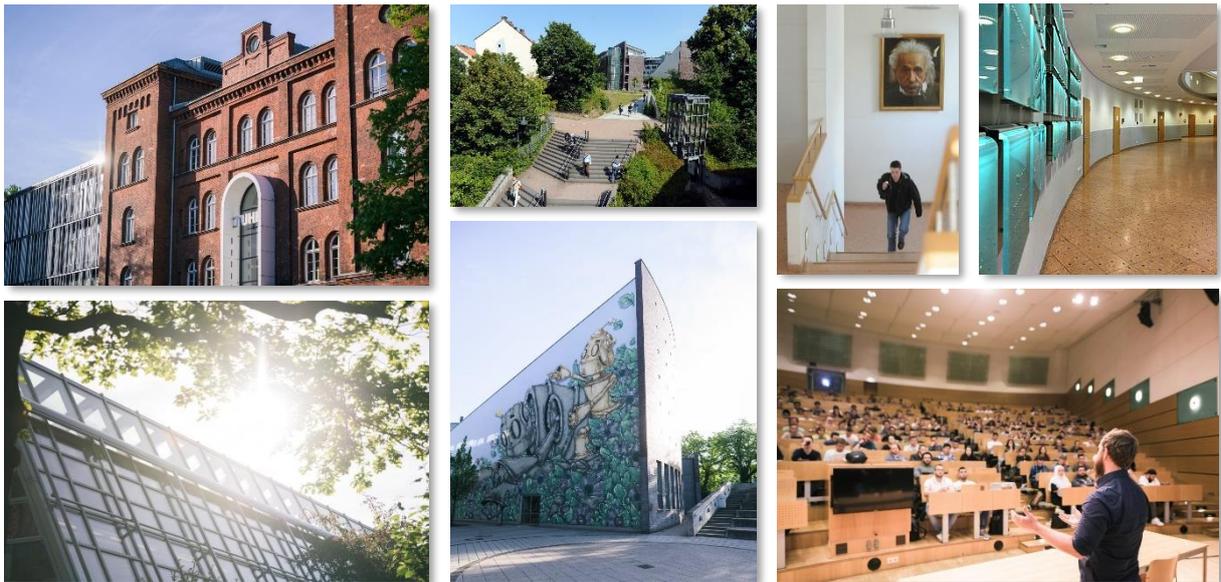
In normal years, Eurohaptics attracts more than 300 participants, typically 400 participants with 1/3 being from areas of industrial interest, and 2/3 being from science in control-engineering, device-design, virtual and augmented reality applications, neurophysiological research and specialised fields of research on inclusive topics. It is an extremely interdisciplinary conference, with a large number of technical demos being equally important as the traditional plenary talks.



## The venue

EuroHaptics 2022 will take place at Hamburg University of Technology Germany – TUHH/ TU-Hamburg. The young and dynamic University was founded on unique principles, which set priority to research with an interdisciplinary approach, innovation, regionalism and internationalism. Research, teaching and technology transfer are centred around the guiding theme of developing technology for people. This makes this university the perfect environment for the EuroHaptics22 - the major international conference on haptics and touch enabled computer applications.

The conference profits from the modern campus of the TUHH, which presents a perfect space for exhibitors, presenters and vivid discussions, all in one centralized space. The conference is held in the building of the universities main lecturing hall, designed for exciting technical presentations. A large central foyer connects the lecturing hall with all presentation and exhibition rooms and therefore acts as the perfect space to get together. The prominent location in the foyer allows our sponsors to be visible for all visitors at all times. Outside the lecturing building we have some limited open-air space for exhibits from larger size. The very green university campus allows to relax and recharge your batteries in between of the sessions.



The bustling city of Hamburg, situated on the Elbe and Alster attracts tourists and business travellers from Germany and abroad. Outside the conference program, our visitors can enjoy a variety of exciting attractions the maritime metropolis has to offer. World-famous musicals, the Elbphilharmonie concert hall, the Hamburg HafenCity as the largest urban waterfront development project in Europe, the warehouse district with World Heritage Site status and of course many restaurants, stylish bars, cafes, cosy bubs and the famous Reeperbahn nightlife are awaiting.

The organisers and local chairs of this conference will take care to find the right balance between professional information exchange and more private opportunities in the surrounding program.

Due to learning from the pandemic situation of 2020 and 2021, we will establish a parallel online-streaming of the conference for people not able to be on-site. On-site we will take all



actions necessary to ensure a safe conference. In case of major traveling restrictions, we will expand the online-format. However as haptic research is connected to touch and physical interaction if not with people but at least with devices and exhibits, we will invest huge efforts to allow a safe and healthy on-site-presence. The established infrastructure concerning tests- and prevention of infections at TU-Hamburg will enable us to safely host a conference of this size.

The city of Hamburg offers a great public transportation service, which allows to reach Hamburg central station within less than thirty minutes from the conference site. From there many national and international trains departure, as well as a quick train connection to the international airport of Hamburg. This allows visitors from all over the world to reach their destination quick and comfortable. With Hamburg accommodating-capacity for over one million overnight guests every year, visitors have plenty of opportunities to plan their stay.





## Sponsorship packages

EH2022 has six main sponsor packages as listed below, but we can tailor an option to your needs and budget. Feel free to contact us. You can sponsor the event as an exhibitor, contribute to the open access publication fee, sponsor an award for excellent work and ideas, contribute to the banquet dinner or present your start-up. If you just want to be a visible sponsor without choosing of one of the packages, you can select out of one of the sponsoring categories. All prices include VAT.

### 1. Exhibitor package

There is limited exhibition space in the conference venue. We have roughly 100 m<sup>2</sup> of exhibition space next to the demo-spaces of the conference. This allows us to have three to four major stands with 8 to 10 m<sup>2</sup> each in the main hall and foyer, and a couple of smaller spaces in a big room next to the main hall. As exhibitor, you are automatically a gold sponsor (or platinum if applicable - see sponsorship categories) which comes with benefits as a mention as exhibitor on the website, a logo on the proceedings' logo page, a full page in the program booklet, and the opportunity to provide a gadget or flyer in the conference bag. The exhibitor package comes with two full access tickets to the conference and workshops and a digital copy of the proceedings. Exhibitor package starts at € 5.000 and can be tailored to your needs.

### 2. Accessibility sponsor

The EuroHaptic cares for accessibility and we will do our outmost best to make the conference and the proceedings fully accessible to all. As Accessibility sponsor, you help us in our efforts to publish all scientific papers in the proceedings open access. Besides all benefits mentioned in the sponsorship categories your logo will also be visible in the conference proceedings. Accessibility-costs of the conference will be in the range of €20.000. Accessibility sponsorship starts at € 5.000 (gold-sponsor-level).

### 3. Award sponsor

We have several options for award sponsors, including best (student) paper, demo, accessibility and poster award (first come, first serve). Award sponsors pay €1000 on top of the prize money. All award sponsors are categories silver sponsors and therefore have ½ page in the program booklet and get the opportunity to provide a gadget or a flyer for the conference bag. Additionally, they appear on the website as award sponsor.

### 4. Event sponsor

As event sponsor you can either contribute to the welcome reception or the banquet dinner in the unique location of the museums ship "Cap SanDiego".

We are also planning some follow-up events in the week of the conference to demonstrate haptic devices and research in some public areas in one of the touristic hotspots of Hamburg. And we are planning to run a specialised lecture for the next generation of visiting PhD-students on haptics.

If you are interested in sponsoring such opportunities and make yourself visible in this context, please get in contact with us for further details (see also below).



## 5. Start-up demo's

We offer start-ups and small enterprises the opportunity to demonstrate and advertise their products through a logo on the website and a flyer in the conference bag. The demo is either for a single day (total costs €250) or for all three days of the conference (total costs €1000). These packages come with the following restrictions: only available if you are a start-up or small enterprise founded less than 5 years before submission. Submission is through the conference management system and acceptance depends on availability.

## 6. Extended Activity Sponsor

Outside the main theme of the conference, we plan to bring haptics to the public. We are planning two formats, one addressing the public in an open exhibition at 26<sup>th</sup> of May. Here we are searching for a flexible local sponsor in Hamburg who will help us with renting space at the proper tourist hot-spots and is willing to support exhibitors to extend their stay another two nights with their exhibits to open for the public Hamburg community. Your visibility will be given then in the context and announcements around this event.

The other topic is focussing on a special series of lectures at Friday 27<sup>th</sup> of May for global PhD students by the crème de la crème of haptic researchers. Again, we search for a sponsor who is willing to support this format by hosting five highly decorated researchers for two days in the city of Hamburg and as guests to the conference. Your visibility will be given then in the context and announcements around this event.

## 7. Miscellaneous sponsor

We are open to prepare a sponsor package that fits your interest and needs. Have a look into our Sponsorship categories to find a fitting option.

## Sponsorship Categories

If you selected one of our sponsorship packages you will automatically fall into one of the sponsorship categories and therefore receive the following benefits:

	Platinum	Gold	Silver	Bronze
Available / booked (06/21)	4/2	4/0	5/0	5/0
Min. Costs	10.000 €	5.000 €	3.000 €	2.000 €
Registrations	3	2	1	1
Program Book	Full Page & Logo on front matter Mention as "official sponsor"	Full Page	Half page	Logo
Signage	Individual Banner	Individual Banner	Group Sign	Group Sign
Conference Bag	Flyer and/or Gadget	Flyer and/or Gadget	Flyer	-
Website Mention	Logo on front matter Mention as "official sponsor"	On Sponsors page	Only if you are Award Sponsor	
Logo in Proceedings	Only as Accessibility Sponsor			



## Summary

If you are interested in further details and exchange, feel free to get in contact with us as early as possible. We are looking forward discussing all details of your specific involvement with you and the earlier we align, the more options we have.

With kind regards



Prof. Dr. Thorsten A. Kern  
general chair  
Hamburg University of  
Technology



Elisa Santella  
industrial chair  
GREWUS GmbH



Julius Harms  
sponsoring chair  
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