



# AsiaHaptics 2018

A New Haptics Conference Featuring Demo

November 14 – 16, 2018 | Songdo, Korea

## Sponsorship Prospectus

ASIAHAPTICS.ORG

**Dear Colleagues,**

You are cordially invited to join us as a sponsor of the biennial AsiaHaptics conference, a new type of international conference for the haptics fields, featuring interactive presentations with demos.

The third conference, AsiaHaptics 2018, will take place during Nov. 14 – 16, 2018 at CONVENSiA convention center, Songdo international business district, South Korea. We welcome all attendees related to or interested in haptic hardware, human haptic perception, and other haptic applications, from not only Asia but also all over the world.

Songdo International Business District is a new smart city or “ubiquitous city” built from scratch on 600 hectares of reclaimed land along Incheon’s waterfront, 65 kilometers southwest of Seoul, South Korea and connected to Incheon International Airport by a 12.3-kilometer reinforced concrete highway bridge, called Incheon Bridge. Along with Yeongjong and Cheongna, it is part of the Incheon Free Economic Zone.

We hope you are able to join us in making AsiaHaptics 2018 a tremendous success. Our Sponsorship Chair for the conference will be happy to work with you to find a level of participation that best fits your organization’s needs:

<p><b>Kimin Kim, Korea Advanced Institute of Science and Technology, Korea</b> <b>E-mail: <a href="mailto:sponsor2018@asiahaptics.org">sponsor2018@asiahaptics.org</a></b></p>
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Please don’t hesitate to contact him, or us, for any reason.

Sincerely,

**Jee-Hwan Ryu**

Korea University of Technology and Education, Korea  
**General Chair, AsiaHaptics 2018**

## Organizing Committee

### Honorary General Chairs

Hiroo Iwata (University of Tsukuba, Japan)  
Dong-Soo Kwon (KAIST, Korea)

### General Chair

Jee-Hwan Ryu (Korea Tech, Korea)

### Program Chairs

Sang-Youn Kim (KoreaTech, Korea)  
Masashi Konyo (Tohoku University, Japan)  
Ki-Uk Kyung (KAIST, Korea)

### Finance Chairs

Tae-Heon Yang (Korea National University of Transportation, Korea)  
Dongbum Pyo (ETRI, Korea)  
Semin Ryu (KAIST, Korea)

### Publication Chairs

Hiroyuki Kajimoto (UEC, Japan)  
DongJun Lee (Seoul National University, Korea)

### Publicity Chairs

Seungmoon Choi (POSTECH, Korea)  
Shoichi Hasegawa (TokyoTech, Japan)  
Claudio Pacchierotti (IRISA, France)  
Dangxiao Wang (Beihang University, China)

### Workshop Chairs

Ildar Farkadinov (Queen Mary University of London, UK)  
Gerard Jounghyun Kim (Korea University, Korea)  
Yuru Zhang (Beihang University, China)

### Student Competition Chairs

Seokhee Jeon (Kyung Hee University, Korea)  
Jin Ryong Kim (ETRI, Korea)

### Web Chairs

Inwook Hwang (ETRI, Korea)  
Jaeyoung Park (KIST, Korea)

### Local Chairs

Bum-Mo Ahn (KITECH, Korea)  
Seung-Chan Kim (Hallym University, Korea)  
Youngjin Kim (Incheon National University, Korea)

### Live Demo Chairs

Andrea Bianchi (KAIST, Korea)  
Antonio Frisoli (SSSA, Italy)  
Kouta Minanizawa (Keio University, Japan)

### Industry Chairs

François Conti (Force Dimension, Switzerland)  
Munchae Joung (LG Electronics, Korea)

### Sponsorship Chair

Kimin Kim (KAIST, Korea)

### Video Demo Chairs

Soo-Mi Choi (Sejong University, Korea)  
Yasutoshi Makino (University of Tokyo, Japan)

### Liaison Chairs

Fernando Bello (Imperial College London, UK)  
Hong Z. Tan (Purdue University, USA)

### Secretary

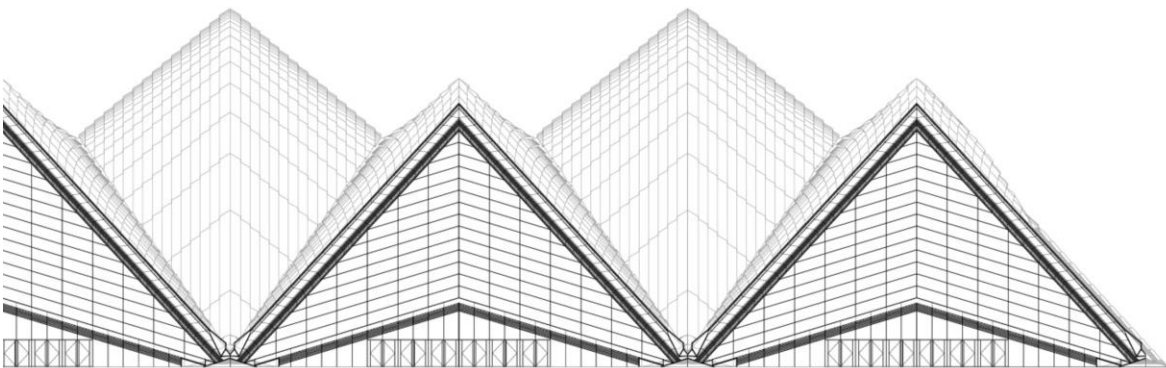
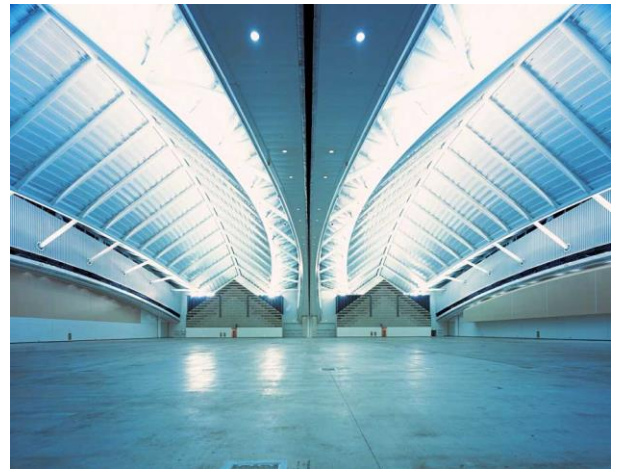
Soo-Chul Lim (Dongguk University, Korea)

## Venue: Songdo Convensia

Over 54,000m<sup>2</sup>, Songdo Convensia is a state-of-the-art convention center with five spacious floors. It is capable of hosting 450 exhibition booths, various exhibition events, and performances. Meeting rooms are equipped with advanced technology such as wireless internet, voice-operated cameras, and LCD projectors. The convention center can hold over 2,000 visitors and provides excellent services and amenities for various banquets, family events, weddings, and more.



Songdo Convensia is approximately 15 minutes away by car from the Incheon International Airport and an hour from Seoul, making it a pleasant and convenient venue for business as well as for touring the Seoul metropolitan area. The center is surrounded by six outstanding hotels, a department store, and a number of shopping malls. In addition to an array of convenient amenities, it also boasts exquisite exterior and interior designs, reminiscent of the luxurious Sydney Opera House. Naturally, it has become a popular venue for television programs, performances, and fashion shows.

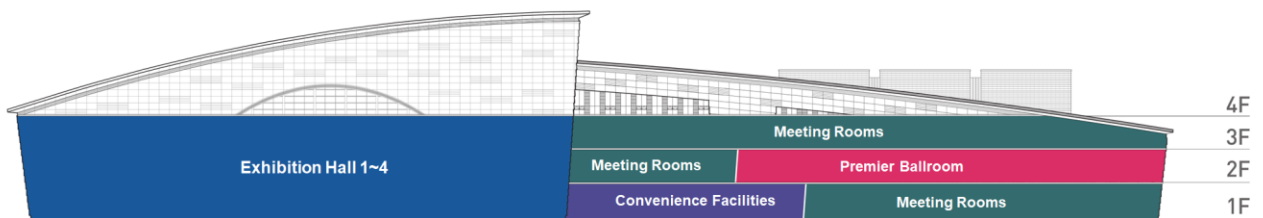
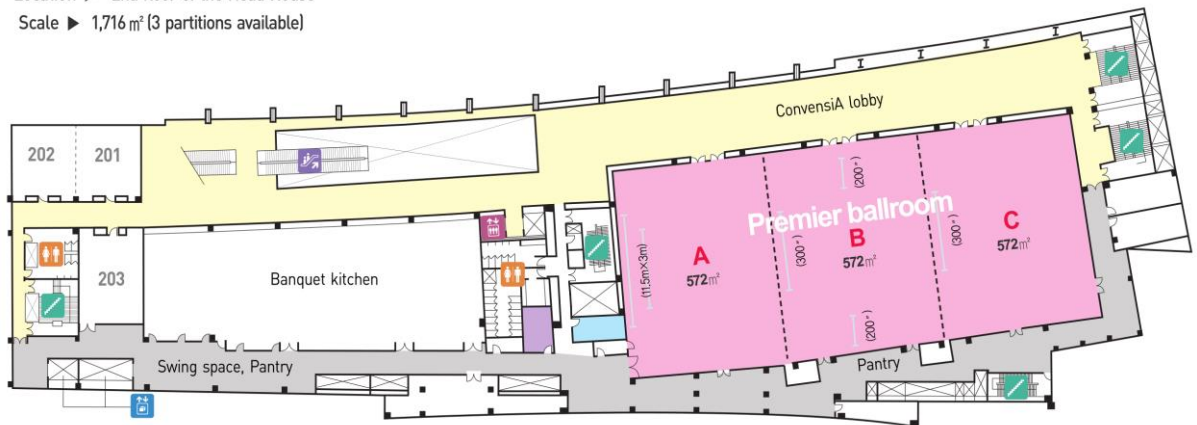




## Exhibition

AsiaHaptics 2018 will be held in Premier Ballroom A/B on the second floor of Songdo Convensia. Exhibition will be located in the lobby adjacent to the conference rooms.

Location ► 2nd floor of the Head House  
Scale ► 1,716 m<sup>2</sup> (3 partitions available)



## Booth Site Allocation

As for the allocation of sponsor booth location, priority draw depends first on the sponsorship level, and then the payment date, and lastly on the application date.

## Exhibition Fees include

The size of one standard booth is 3m x 3m, and can be purchased multiples of 9 square meters. Each booth space includes one table, two chairs and one electrical connection. Please note that there will be **no pre-fitted shell scheme provided**. Any additional expenses associated with the exhibit, including any pop up stand, walls, additional electrical connections, etc., will be the responsibility of the exhibitor.

Note: The above contents are subject to change by organizer depending on the plan of exhibition.

## Submission

Asia Haptics calls four types of submissions: live demo, video demo, workshop/tutorial and company exhibition.

### Live Demo

Your submission for the live demo should include a short paper with a video. The standard length of the paper is two pages, but it can be extended to six pages. Required video format will be announced later. Acceptance will be based on all submitted materials. The selection process includes reports by independent reviewers, followed by a jury selection process that will consider these reports as well as other criteria such as feasibility, and available space at the conference.

### Video Demo

For researchers who having difficulties to bring their hardware setup and who is mainly doing psychophysics oriented experiments, but still want to participate AsiaHaptics, we open a new type of contribution, video demo. Video demo accepts extended abstract together with a video. The format for the extended abstract and video will be announced later.

### Workshop/Tutorial

For submission, please fill out the workshop/tutorial proposal form and submit by email to the Workshop/Tutorial chairs:

**Ildar Farkadinov**, [i.farkhatdinov@qmul.ac.uk](mailto:i.farkhatdinov@qmul.ac.uk)

**Yuru Zhang**, [yuru@buaa.edu.cn](mailto:yuru@buaa.edu.cn)

**Gerard J. Kim**, [gjkim@korea.ac.kr](mailto:gjkim@korea.ac.kr)

As you will see in the form ([download link](#)), please provide the following information:

- Workshop/Tutorial Title
- Type of activity: Workshop / Tutorial
- Preferred Duration: 9:30-12:00 / 15:30-18:00 / 9:30-15:00
- Abstract
- Target Audience
- A tentative list of speakers and program
- List of organizers (Name and affiliation)

For any further information, please contact Workshop chairs (see above).

### Company Exhibition

AsiaHaptics 2018 will host exhibits from industry to give the best opportunity to showcase live demonstrations of their products and contributions. We also provide sponsorship packages including exhibit spaces to promote your products and technologies.

## Primary Sponsorship Packages

The 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 don't hesitate to contact us if you would like to tailor your benefits in a different manner! We will work with you.

VALUES	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Cost (USD)	20,000	10,000	6,000	4,000	3,000
Conf. Registration <sup>1</sup>	4 comps	3 comps	2 comps	1 comp	1 comp
Exhibit Spaces <sup>2</sup>	2	2	2	1	1
Acknowledgement at the Banquet	Yes	Yes	—	—	—
Recognition in Conference Program <sup>3</sup>	1 Page	1/2 Page	1/4 Page	—	—
Logo on Website <sup>3</sup>	Yes	Yes	Yes	Yes	Yes
Logo on Conference Program <sup>3</sup>	Yes	Yes	Yes	Yes	Yes
Logo on Signage <sup>3</sup>	Yes	Yes	Yes	Yes	Yes
Attendee Bag Insert <sup>4</sup>	Yes	Yes	Yes	Yes	Yes

## Notes

1. Each conference registration includes all technical sessions, welcome reception & banquet, and one electronic copy of conference proceeding.
2. If exhibition space is desired, please indicate this on the application form. Exhibit space is limited, and will be filled on a first come-first-served basis.
3. Design and creation of logo/ad is the responsibility of the supporter. Inclusion in printed conference materials requires application be completed prior to printed materials deadline.
4. Design and printing of attendee bag materials is the responsibility of the supporter.

## Event Sponsorship Packages

VALUES	Banquet	Reception	Plenary Session	Breakfast <sup>1</sup>	Committee Dinner	Coffee Break <sup>1</sup>	Workshop/Tutorial
Quantity Available	1	2	1	3	1	4	3
Cost (USD)	5,000	3,000	2,000	2,000	2,000	1,000	1,000
Conf. Registration <sup>2</sup>	—	—	—	—	—	—	—
Exhibit Spaces <sup>2</sup>	—	—	—	—	—	—	—
Mention at Sponsored Event	Yes	Yes	Yes	—	—	—	Yes
Banquet Tickets	8 Comps	—	—	—	—	—	—
Reception Tickets	—	4 Comps	—	—	—	—	—
Logo on Website <sup>3</sup>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Conference Program <sup>3</sup>	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Signage <sup>3</sup>	Yes	Yes	Yes	Yes <sup>4</sup>	Yes <sup>4</sup>	Yes <sup>4</sup>	Yes
Attendee Bag Insert <sup>5</sup>	Yes	Yes	Yes	Yes	Yes	Yes	Yes

## Notes

1. There are four available slots: 1 time slot on Wed., 2 on Thu., and 1 on Fri.
2. Event sponsorship does not include exhibit space and conference registration.
3. Design and creation of logo/ad is the responsibility of the supporter. Inclusion in printed conference materials requires application be completed prior to printed materials deadline.
4. Signage with sponsor's logo will be on the catering tables at the sponsored event.
5. Design and printing of attendee bag materials is the responsibility of the supporter.



## Supporting Sponsorship Packages

### Awards Supporter

- Sponsor logo on the conference program, website, and signage
  - Presentation of the Award at the ceremony to the Winner
- Note: Monetary or in-kind giveaways are appropriate for awards.  
The cost is not fixed.

### Student Registration Discount Supporter

- Help offset the cost of discounted conference registration for students
  - Sponsor logo on the conference program, website, and signage
  - Four complimentary invitation to the reception
- Note: The cost is not fixed.

### Conference Tote Bag Contributor USD 500 each

- Opportunity for sponsor to insert promotional pieces in attendee bags
- Great way to gain exposure and make an impression

### Web Site Sponsor USD 500 each

- Sponsor logo on the conference web page

Note: Supporting sponsorship does not include exhibit space and conference registration.

## Exhibitor Opportunities

### EXHIBITOR ONLY (single space): USD 1,500

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

### EXHIBITOR ONLY (double space): USD 2,500

If you would like extra space for your exhibit, you may secure adjoining (2) spaces at this discounted rate (does not include additional conference registration).

## Terms and Conditions

### **1. Contract**

This application, properly executed by APPLICANT, shall upon written acceptance by AsiaHaptics Conference 2018 management (AHC 2018) constitute a valid and binding contract.

### **2. Space Assignments**

The following rules and regulations governing the exhibit under the auspices of AHC 2018 are part of the application for space and constitute a contract between APPLICANT and the AHC 2018. Any detail not specified is subject to decision by the General Chairs, AHC 2018. Since exhibition space is limited, assignments will be based on the date the application and payment are received.

### **3. Terms of Payment**

Full payment must accompany this application. No application will be processed without remittance of full payment. **Deadline for submission is September 14, 2018.** A completed application for space with full payment and all requested information must be submitted by mail, facsimile, or email. Facsimile applications must include a credit card number, expiration date, and signature.

### **4. Contract for Space**

APPLICANT agrees to accept the exhibit space assigned. AHC 2018 reserves the right to modify the designated exhibit space in the event a change in the original assignment is necessary. Late applications will be accepted subject to availability and may not be included in printed materials.

Each exhibition unit includes:

- 3m x 3m floor space with electrical power outlet;
- One table and two chairs.

### **5. Cancellations**

APPLICANT will notify AHC 2018 of cancellations by physical mail, fax, or e-mail. Cancellations are not effective until notice has been received in writing by AHC 2018. See application for contact information.

### **6. Refunds**

Promotion of the conference and its supporters is ongoing; therefore sponsorship support is not refundable. For Exhibit Only support, the date on which written notice of cancellation is received will be the official cancellation date. **No refunds will be given for Exhibit cancellations received after October 14, 2018.**

### **7. Sharing of Exhibit Space**

Subletting or sharing of space is not permitted.

### **8. Badges and Staffing**

Each exhibitor is limited to the number of complimentary printed representative badges indicated by level of support in the Sponsorship Prospectus. Identification badges may be picked up at the registration desk. Badge exchange between exhibitor representatives is not permissible.

### **9. Exhibit Staffing and Operation**

All exhibits must be staffed during the designated Demo/Exhibit Sessions on November 14, 15, and 16, 2018. Exhibitors are encouraged to staff exhibits continuously during conference hours. AHC 2018 reserves the right to restrict or evict exhibits which because of sound, method of operation, materials, content, or any other reason are objectionable. In the event of such restriction or eviction, no refund or reimbursement will be issued for the cost of rentals or other exhibit expenses.

### **10. Exhibits layout**

Exhibits must be arranged so as not to obstruct the view or otherwise interfere with the displays of other Exhibitors. This restriction includes person(s), things, conduct, printed material or anything of a character that may be objectionable to the exhibition as a whole.

### **11. Violations**

As a condition of exhibiting, the APPLICANT agrees to observe all policies. Violators may not be eligible to exhibit at future Asia Haptics Conferences.

### **12. Insurance**

Insurance on all exhibits is the responsibility of the APPLICANT. AHC 2018 does not assume any responsibility for property loss or damage to personal property, as stated below under Limitation of Liability.

Supporters/Exhibitors are advised and encouraged to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

### **13. Limitation of Liability**

APPLICANT agrees that AHC 2018 shall not be liable for any damage or liability of any kind or for any damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by APPLICANT or any person thereon with the consent of APPLICANT and that APPLICANT will indemnify and hold harmless AHC 2018 from all liability whatsoever, on account of such damage, or injury, whether or not caused by negligence of or breach of an obligation by APPLICANT or its employees or representatives.

### **14. Catastrophe**

In the event of fire, strikes, or other unavoidable occurrence rendering the exhibit space unfit for use, provisions will be made for the exhibit elsewhere.

## Insertion Order

Total Order: USD

Company Name

Contact Person

Signature

Address

City

State/Province

Postal Code

Country

Telephone

Email



### PAYMENT

Account Holder: The Korea Robotics Society  
Name of Bank: WOORI BANK  
Account Number: 1005-301-193735  
Bank Address: 1585, Sangam-dong,  
Mapo-Gu, Seoul, Korea  
Swift Code: HVBKRRSEXXX

### Primary Sponsorship

- ☐ Diamond ..... \$20,000
- ☐ Platinum ..... \$10,000
- ☐ Gold ..... \$6,000
- ☐ Silver ..... \$4,000
- ☐ Bronze ..... \$3,000

### Event Sponsorship

- ☐ Banquet ..... \$5,000
- ☐ Reception ..... \$3,000
- ☐ Plenary Session ..... \$2,000
- ☐ Breakfast ..... \$2,000
- ☐ Committee Dinner ..... \$2,000
- ☐ Coffee Break ..... \$1,000
- ☐ Workshop/Tutorial ..... \$1,000

### Supporting Sponsorship

- ☐ Award ..... \$ \_\_\_\_\_
- ☐ Student Registration \$ \_\_\_\_\_
- ☐ Conference Bag ..... \$500
- ☐ Web Site ..... \$500

### Exhibition Opportunities

- ☐ Single ..... \$1,500
- ☐ Double ..... \$2,500

### In-Kind Sponsorship

- ☐ \_\_\_\_\_ ..... \$ \_\_\_\_\_
- ☐ \_\_\_\_\_ ..... \$ \_\_\_\_\_



### SEND CONTRACT TO

Tae-Heon Yang  
AsiaHaptics 2018  
Finance Chair  
+82-43-841-5324  
sponsor2018@asihaptics.org



### HAVE QUESTIONS?

Kimin Kim  
AsiaHaptics 2018  
Sponsorship Chair  
+82-10-4300-4832  
sponsor2018@asihaptics.org



### PAYMENT & CANCELLATION POLICY

- Payment is by bank transfer in US dollars (USD) only.
- All bank charges for the bank remittance will be paid for by remitting parties.
- No refunds will be given for Exhibit cancellations received after **October 14, 2018**.
- The full amount is payable by **September 14, 2018**.
- Sponsorship support is not refundable.