



# 2012 IEEE Haptics Symposium



**The Haptics Symposium is celebrating 20 years since its inception in 1992.**

Conference Location:  
Sheraton Wall Centre  
Downtown Vancouver BC, Canada

Conference Dates:  
**4-7 March 2012**

<http://hapticssymposium.org/>

**Supporter/Exhibitor Prospectus**

## Conference Overview

The 2012 IEEE Haptics Symposium **celebrates 20 years of multidisciplinary research** relating to the human sense of touch. Held since 1992, this conference has become a vibrant forum where psychophysicists, engineers, and designers come together to share advances, spark new collaborations, and envision a future that benefits from rich physical interactions between humans and computers, generated through haptic (force and tactile) devices. In 2012, we are accommodating the growth in this community with an extended four-day program in an independently-run meeting.

### Engaging and Connecting with the User

HAPTICS has long been a central venue for sharing engineering and psychophysical advances; 2012 is the year of the user. This conference will feature **spotlights on research contributions and methodologies** for engaging and useful, usable interactions, applications and design tools. We will **engage our public and industry community**, making our work more available to the outside world; and **connect our emerging young talent to the industry partners** who will employ them.

This year's conference will include a **media day** on the last day of the conference to feature the conference's best research and demos.

Areas of interest include, but are not limited to:

- Haptic interactions and their design
- Psychophysics and perception
- Biomechanics and motor control
- Haptic device design and dynamics
- Haptic rendering and modeling
- Control system design and analysis
- Low-cost, embedded / situated / ubiquitous haptic devices and applications
- Systems and networks involving haptic interactions
- Human-robot interactions involving touch
- Touch sensing
- Application of haptics to education, entertainment and games, rehabilitation and health, art and music, collaboration, computer-aided design and prototyping, skills training, guidance, simulation and data visualization

We look forward to seeing you in Vancouver in March.

**Karon MacLean and Marcia K. O'Malley**  
**HAPTICS 2012 Co-Chairs**

# General Information

## 1.1 ABOUT THE CONFERENCE 1.2 DATE AND PLACE

4-7 March 2012  
Sheraton Wall Centre  
Downtown Vancouver BC, Canada

**1.3 Expected Number of Participants :** Appx. 250

## 1.4 Organizing and Program Committees

<b>Conference Co-Chairs:</b>	Karon MacLean - University of British Columbia, Canada Marcia K. O'Malley - Rice University, USA
<b>Local Arrangement Chairs:</b>	Daniela Constantinescu - University of Victoria, Canada Brian Gleeson - University of British Columbia, Canada
<b>Publications Chair:</b>	Seugmoon Choi - POSTECH, Korea
<b>Sponsorship Chair:</b>	William Provancher - University of Utah, USA
<b>Demos, Posters &amp; Exhibits Chairs:</b>	Mark Colton - Brigham Young University, USA John Morrell - Yale University, USA
<b>Awards Chair:</b>	Hong Z Tan - Purdue University, USA
<b>Publicity Chair:</b>	Greg Gerling - University of Virginia, USA
<b>Webmaster:</b>	Dane Powell - Rice University
<b>Workshops and Tutorials Chair:</b>	Manuel Cruz - Immersion Corp.
<b>Registration Chair:</b>	Mike Zinn - University of Wisconsin, USA
<b>Student Volunteers Chair:</b>	Ali Israr - Disney Research, USA
<b>Website Advisor:</b>	Katherine J. Kuchenbecker - University of Pennsylvania, USA

Volkan Patođlu - Sabanci University, Turkey  
Marc Ernst - Bielefeld University, Germany  
Dinesh Pai - University of British Columbia, Canada  
Antonio Frisoli - Scuola Superiore Sant'Anna, Italy  
Dianne Pawluk - Virginia Commonwealth University, USA  
Angelika Peer - Technische Universitat Munchen, Germany  
Lynette Jones - Massachusetts Institute of Technology, USA  
Yasuyoshi Yokokohji - Kyoto University, Japan  
Roberta Klatzky - Carnegie Mellon University, USA

## Deadlines

**23 January 2012**

Deadline for Application and Full Payment to guarantee inclusion in printed conference materials, as appropriate.

**30 January 2012**

Deadline for Application and Full Payment

**6 February 2012**

Space Assignments Mailed (for exhibitors)

**12 February 2012**

No Refunds for Cancellation

## 2012 IEEE Haptics Symposium Meeting Contacts

**Exhibits Co-Chairs** ([dpe@hapticssymposium.org](mailto:dpe@hapticssymposium.org)):

John Morrell, Yale University, USA

Mark Colton, Brigham Young University, USA

**Conference Co-Chairs** ([chairs@hapticssymposium.org](mailto:chairs@hapticssymposium.org)):

Karon MacLean, University of British Columbia, Canada

Marcia K. O'Malley, Rice University, USA

**Sponsorship Chair** ([sponsors@hapticssymposium.org](mailto:sponsors@hapticssymposium.org)):

William Provancher - University of Utah, USA

**Local Arrangement Chairs** ([localarrangements@hapticssymposium.org](mailto:localarrangements@hapticssymposium.org))

Daniela Constantinescu - University of Victoria, Canada

Brian Gleeson - University of British Columbia, Canada

## Conference Support Benefits Table

We have designed the support levels to allow organizations of various sizes to be represented. Please note that the benefits listed here are the default for the given level of support. Please don't hesitate to contact us if you would like to tailor your benefits in a different manner! We will work with you.

Support Level	Cost	Conf. Regs. <sup>1</sup>	Extra Banquet Tickets	Signage <sup>2</sup>	Event Sponsorship	Optional Exhibit Spaces <sup>4</sup>	Website Logo	Recognition in Final Program <sup>5</sup>	Optional Attendee Bag Insert <sup>3</sup>
Diamond	\$15,000	2	2	Individual Banner	Choose 1: <ul style="list-style-type: none"> <li>• Banquet</li> <li>• Exclusive Reception Sponsor</li> </ul>	2	Diamond Area	Full Page	Yes
Platinum	\$5,000	2	1	Individual Banner	Choose 1: <ul style="list-style-type: none"> <li>• Reception</li> <li>• Lunch</li> <li>• Multiple Breaks &amp;/or Awards (non-exclusive) (see next page)</li> </ul>	2	Platinum Area	Half Page	Yes
Gold	\$2,500	1	1	Individual Banner	<ul style="list-style-type: none"> <li>• Breakfast or</li> <li>• Multiple Breaks and/or</li> <li>• Awards (non-exclusive) (see next page)</li> </ul>	1	Gold Area	Quarter Page	Yes
Silver	\$1,500	1	0	Group Sign	<ul style="list-style-type: none"> <li>• Award or</li> <li>• Coffee Break (non-exclusive) (see next page)</li> </ul>	1	Silver Area	Logo	Yes
Bronze	\$1,000	1	0	Group Sign	<ul style="list-style-type: none"> <li>• Award or</li> <li>• Exhibitor Only (non-exclusive) (see next page)</li> </ul>	1	Bronze Area	Logo	Yes

**NOTES:**

<ol style="list-style-type: none"> <li>1. Each conference registration includes: <ul style="list-style-type: none"> <li>○ Electronic proceedings</li> <li>○ All technical sessions</li> <li>○ Reception ticket</li> <li>○ Banquet ticket</li> </ul> </li> <li>2. Printing of individual banner is the responsibility of the supporter. Banner will be displayed at all food service events selected by the supporter.</li> </ol>	<ol style="list-style-type: none"> <li>3. Design and printing of attendee bag materials is the responsibility of the supporter.</li> <li>4. 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.</li> <li>5. Inclusion in printed conference materials requires registration prior to printed materials deadline.</li> </ol>
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## Sponsorship Opportunities

(see Conference Support Benefits Table on p. 5 for support levels)

### **COFFEE BREAK SUPPORTER** **\$1,500 each (8 available slots)**

Your company logo will appear on all coffee-break stations and in the conference program to identify you as the Coffee Break Supporter. You may include logo give-a-ways during the breaks; give-a-ways will be at supporter's own expense.

### **BREAKFAST SUPPORTER** **\$2,500 each (4 available slots)**

Your company logo will appear on all breakfast stations and in the conference program to identify you as the Breakfast Supporter. You may include logo give-a-ways during the breaks; give-a-ways will be at supporter's own expense.

### **LUNCH BREAK SUPPORTER** **\$5,000 each (4 available slots)**

Your company logo will appear on all lunch-break stations and in the conference program to identify you as the Lunch Break Supporter. You may include logo give-a-ways during the breaks; give-a-ways will be at supporter's own expense. At an increased support level, you will have the opportunity to give a lunchtime presentation in the main presentation hall.

### **AWARD SUPPORTER** **\$1,000 or \$1,500 each**

Multiple awards will be given in categories such as best paper, best poster, best poster teaser, etc.

## Exhibitor Only

(see Conference Support Benefits Table on p. 5)

**Exhibitor booth** **\$1,000/booth**



**2012 IEEE Haptic Symposium  
March 4-7, 2011  
SUPPORT/EXHIBIT APPLICATION**



Please type company name as it should be published.

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ (No P.O. Box addresses please)  
 City/State/Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  We would like to be contacted regarding promotional opportunities.

**Please indicate at which level of support you are contributing:**

- \_\_\_\_\_ Diamond Supporter \$15,000
- \_\_\_\_\_ Platinum Supporter \$5,000
- \_\_\_\_\_ Gold Supporter \$2,500
- \_\_\_\_\_ Silver Supporter \$1,500
- \_\_\_\_\_ Bronze Supporter \$1,000

(See Support Benefits Table and explanation of support options on pages 5 and 6)

**Return Application Form and Full Payment to:**

Marcia O'Malley  
 HAPTICS 2012 Co-Chair  
 Rice University  
 Dept. of Mechanical Engineering  
 & Materials Science - MS 321  
 6100 Main Street  
 Houston, Texas 77005-1892  
 Phone: + 713-348-3545  
 Fax: + 713-348-5423  
 Email: chairs@hapticssymposium.org

**Questions:**  
 sponsors@hapticssymposium.org

**TERMS OF PAYMENT**

**Full payment is due by 30 January 2012 (23 January 2012 if Exhibitor wants to be included in printed proceedings as a sponsor)** and must accompany this application. Notification of assignment of optional exhibit space will be mailed 6 February 2012.

Applications received after 30 January 2012 will be accepted subject to availability and supporter may not be included in printed materials. Due to continuous promotion of the conference and its supporters, conference support is not refundable.

**Payment Method (choose one)**

**Check:** Make all checks payable to **2012 IEEE HAPTICS**. Checks must be in U.S. dollars drawn on a U.S. bank.

**Credit card:**  American Express  MasterCard  VISA  Discover

Credit Card Number: \_\_\_\_\_ Exp.Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

*(Signature authorizes the IEEE to charge credit card for Total Remittance in U.S. Dollars converted to local currency.)*

**Exhibit Contract**  **We will not be utilizing optional conference supporter exhibit space.**

As an authorized representative of the Company named above, I hereby apply for exhibit space at the 2012 IEEE Haptics Symposium. The acceptance of our application by the 2012 IEEE Haptics Symposium and the full payment of our conference support constitute a contract.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (Please Print): \_\_\_\_\_ Title: \_\_\_\_\_

**We are (please circle):**  Manufacturer  Manufacturer's Rep  Reseller  Industrial Distributor  Publisher  Government Agency  Other: