

stereopsia
EUROPE



**WORLD
IMMERSION
FORUM**
SINCE 2009

STEREOPSIA EUROPE is a **unique** and **friendly place** for worldwide professionals sharing the same passion for immersive technologies and their use to **network, build partnerships** and seize **business opportunities**. The forum is now in its **13th edition**.

Every year in December, Stereopsia features top-level thematic conferences, panels with international experts, a scientific conference, showcases & demos of XR solutions and contents, networking opportunities, coaching & pitching sessions for XR projects in development and XR start-ups, a competition for the best XR contents produced in the EMEA region, and a glitzy Awards Ceremony where the fabulous Stereopsia Awards are handed out.

**THIS FORUM IS AN EXCELLENT EXAMPLE OF CROSS-FERTILIZATION
BETWEEN COMPLETELY DIFFERENT AUDIENCES
WHO ARE NOT USED TO MEETING EACH OTHER.**

As co-founders of the European funded project **XR4ALL** and leaders of the new umbrella organization XR4EUROPE, the Stereopsia team is moving the European XR tech and content industry forward by federating stakeholders from the whole continent. Stereopsia Europe has become the place to discover and connect with the European XR ecosystem:

For its 13th edition in 2021, Stereopsia EUROPE will take place within the spaces of THE EGG in Brussels from **8-10 December 2021**. The event will be **hybrid**, with some conferences streamed online.

TESTIMONIALS

Stereopsia continues to be Europe's most important event for topics around advanced imaging and emerging formats such as Virtual Reality.

Torsten HOFFMANN (3D CONTENT HUB, DE)



Stereopsia is the unmissable international event that celebrates the Art of Immersion!

Thierry JOURQUIN (XR INTELLIGENCE, BE)



Once again, Stereopsia has nailed it by bringing together the coolest people in the coolest VR setting, merging creative innovators with creative innovation.

Muki KULHAN (Muki-International, Ltd. UK)



Stereopsia is not an average platform for the emergent and expansive worlds of Augmented and Virtual Reality. It is a place where new and fresh ideas are shared, business relationships forged and even in virtual environments, friendships felt.

Christopher LAFAYETTE (Black Tech. Mentorship Prog, US)

WHO IS ATTENDING?

2020 VIRTUAL EDITION
 **630**
 REGISTERED PARTICIPANTS

NEWSLETTER
 **14,000**
 PROFESSIONAL SUBSCRIBERS

2020 VIRTUAL EDITION
 **99**
 SPEAKERS

FOLLOWERS
 **3,500+**
 ON SOCIAL MEDIA

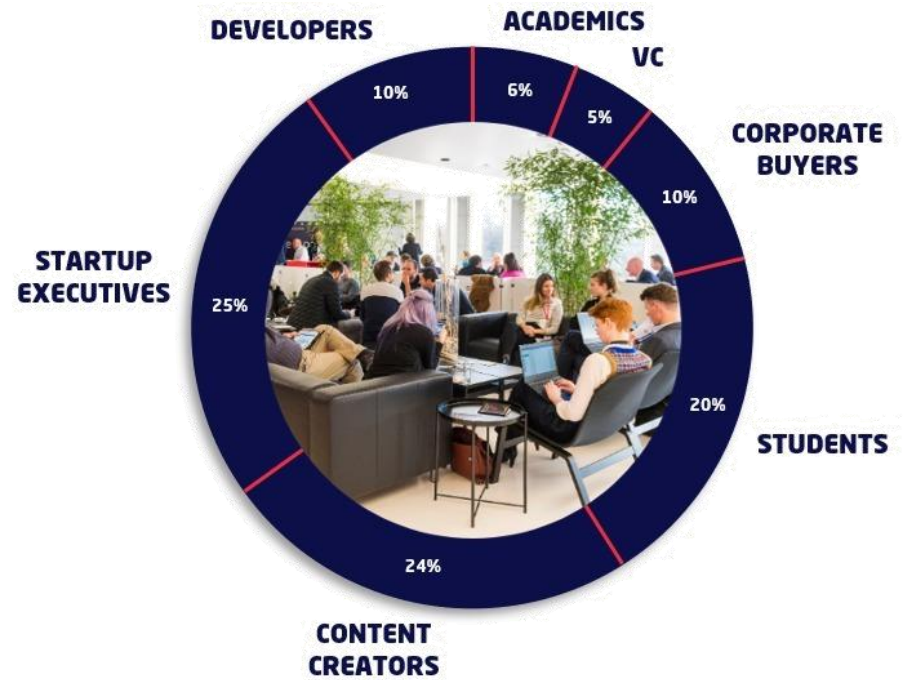
2020 VIRTUAL EDITION
 **30**
 COUNTRIES REPRESENTED

2020 VIRTUAL EDITION
 **11**
 BOOSTER PROJECTS

SINCE 2009
 **10,000**
 PARTICIPANTS

2020 VIRTUAL EDITION
 **17**
 NOMINATED VR FILMS

2020 VIRTUAL EDITION
 **15**
 SCIENTIFIC PAPERS



XR or **eXtended Reality** - is the umbrella term used for Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR), as well as future realities immersive technologies might create.

After years of research & development, XR technology has reached a tipping point where it becomes accessible to small businesses and consumers, thereby warranting market introduction. With over \$4 billion in worldwide investments to date, the industry is set for a bright future, but further financing is key for its success, especially in the European Union (EU).

It is assumed that the convergence of smartphones, mobile VR headsets, and AR glasses into a single XR wearable could replace all the other screens, ranging from mobile devices to smart TV screens. Mobile XR has the potential to become one of the world's most ubiquitous and disruptive computing platforms.

With powerful, life-saving applications to healthcare, workforce development, education, manufacturing, and more, XR is bound to become a bigger part of day-to-day life for users across the globe.

VIRTUAL REALITY (VR) is an immersive medium that replaces a user's real surroundings with a simulated environment, such as a foreign destination, a virtual lecture hall, or a video game. VR users are immersed in and able to interact with 3D worlds.

AUGMENTED REALITY (AR) layers computer-generated imagery onto a user's view of the real world, thus providing a composite view.

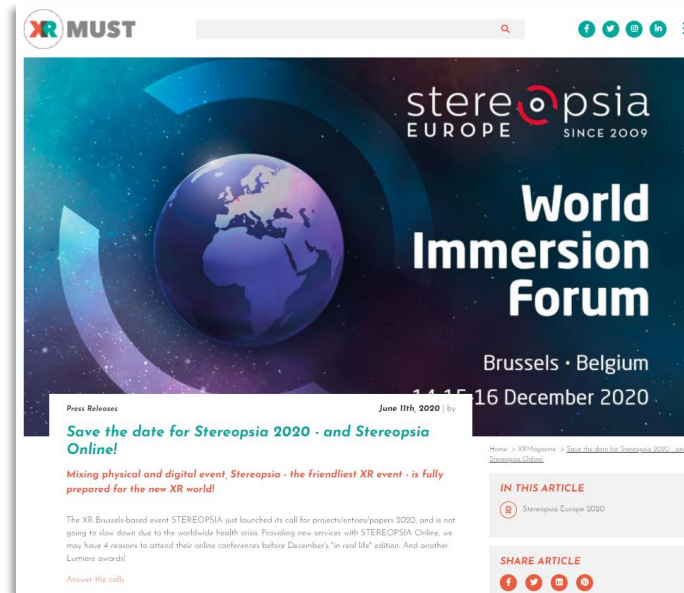
MIXED REALITY (MR) blends augmented and virtual reality, allowing users to experience simulated content within their physical worlds and to manipulate and interact with virtual elements in real time.



COMPANIES THAT ALREADY ATTENDED

Why don't you join us in December?





They also talked about us...



The use of XR is very diversified and covers a wide range of fields and calls therefore for very different skill profiles. To help Stereopsia Europe partners and participants to identify the topics they are interested in, we have divided the event into **4 thematic tracks**.



TECH & INDUSTRY



Enter XR's black box! Discover the technologies that drive this sector, and the industrial or economic uses that will transform the way people work and design in all areas. Assess the technological obstacles that are as challenging for our generation as they are for the next generation.



CULTURE & HERITAGE



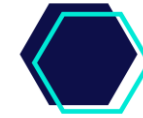
The use of immersive technologies in the cultural & heritage sector allows us to better understand the artworks, better tell a story, show what is invisible, and enhance the work of the artists and architects of the past. The goal is to reinforce the impact, visibility and attractiveness of the heritage.



NEW NARRATIVES



Once upon a time...movies on the big and then on the small screen. Next came the 360° VR that immersed the spectator directly into the action, as well as the spectator's interaction with the creative environment that surrounds them. How to tell stories and create emotion in a multi-dimensional environment?



SCIENCE



In the beginning there was science, physics, mathematics. Without them, immersive technologies would not have been possible and would have no future. Stereopsia's scientific conference has been associated for 10 years with the prestigious IEEE association and sets the stage for future XR technologies.

THEMATIC TRACKS

From 2021, the event will be structured in **4 thematic tracks**. Each track will include the following activities:



TECH & INDUSTRY

Thematic conferences on XR technologies and industries applications



CULTURE & HERITAGE

Thematic conferences on phygital experiences for cultural & heritage locations



NEW NARRATIVES

Thematic conferences on new narrative trends, contents and business



SCIENCE

International Conference on Immersive Technologies (IC3D)

	TECH & INDUSTRY	CULTURE & HERITAGE	NEW NARRATIVES	SCIENCE
Conferences	Thematic conferences on XR technologies and industries applications	Thematic conferences on phygital experiences for cultural & heritage locations	Thematic conferences on new narrative trends, contents and business	International Conference on Immersive Technologies (IC3D)
Round tables	Between developers and users	Between creators/providers and cultural stakeholders	Between actors of the creative industry	
Boosters	Coaching for Start-ups	Coaching of phygital projects	Coaching of XR narrative projects in development	
	XR Tech venture forum with investors	Pitching of projects with decision makers	Pitching of projects with decision makers	
B2B meetings	✓	✓	✓	
Exhibition area & Showcase	TECH Village	CULTURE Village + XR line-up	NEW NARRATIVES Village + XR line-up	Posters area

Stereopsia will facilitate networking and **cross-fertilization** between all these tracks in order to allow attendees from diverse horizons to meet, mix and network.

CONFERENCE TOPICS

The thematic conferences, panels and round tables typically cover some of the following topics:

HEALTHCARE



ETHICS



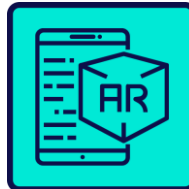
AI



MONETIZATION



MOBILE AR



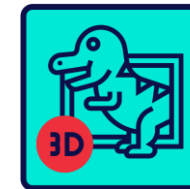
SOCIAL XR



AEC



ENTERTAINMENT



SUSTAINABILITY



DATA PROTECTION



BRANDING



MANUFACTURING



EDUCATION



REAL ESTATE



HERITAGE



CLOUD COMPUTING



WHAT WE OFFER?

Stereopsia Europe gathers hundreds of worldwide leaders in the XR industry every year. By sponsoring Stereopsia Europe, you will increase your visibility to this niche community, and you will strengthen your leadership in the field of XR technologies. We offer a wide range of sponsoring opportunities, at different levels, and in different fields:

SOCIALS



VISIBILITY

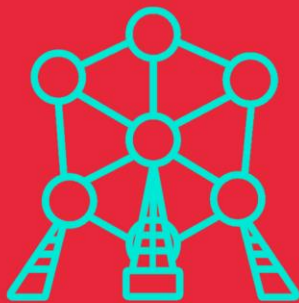
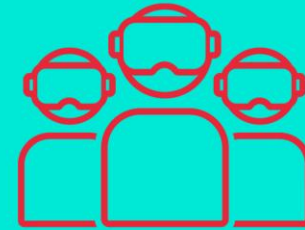


BUSINESS



Please have a look at our à-la-carte options and packages.

stere@psia
EUROPE



**SPONSORSHIP
OPPORTUNITIES**

SPONSORING PACKAGES

As a sponsor, you have the possibility to support **the whole event** (Platinum Sponsor or Silver), or **one of the tracks** (Premium or Gold). Or, you can sponsor **"à la carte"** (see below).

	PLATINUM SPONSOR <i>max. 1 company</i>	PREMIUM TRACK SPONSOR <i>max. 1 company per track</i>	GOLD TRACK SPONSOR <i>max. 1 company per track</i>	SILVER SPONSOR <i>max. 3 companies</i>
Stereopsia 2021 Powered by « you »	Yes	-	-	-
Logo on communication supports (web & print)	Yes	Yes	Yes	Yes
Newsletter advertising	Top ad, bottom ad & article	Bottom ad & article	Article	Article
Website Advertising (A)	2x	1x	-	-
Website Advertising (B)	2x	1x	-	-
Website Advertising (C)	-	-	2x	1x
Event App ad	Yes	Yes	-	-
Digital on-site advertising	Yes	Yes	-	-
Lumiere Awards Premium Advertising	Yes	Yes	-	-
Your logo on participants' lanyards	Yes	-	-	-
Full passes for your guests	40	20	10	5
Sponsored Happy Hour Industry mixer	Yes	-	-	-
Sponsored Breakfast	1	-	-	-
Speech opportunity	3	2	1	-
Access to VIP Lounge	20 access	10 access	5 access	-
Support a thematic conference	Yes	Yes	-	-
Premium access to the Booster projects	Yes	Yes	Yes	-
Tech - Culture - New Narratives	All track	1 Track	1 Track	-
Awards dinner	Two tables (20 seats)	One table (10 seats)	6 seats	4 seats
Visibility during Awards dinner	Yes	-	-	-
Booth in Exhibition & online platform	24 sqm	18 sqm	12 sqm	6 sqm
VIP Access to the line-ups	Yes	Yes	-	-
XR Ride for Biz private session	Yes	-	-	-
Cost*	30.000 €	15.000 €	10.000 €	5.000 €

*All cost + VAT if applicable

HAPPY HOUR

Link your company's name to one of our Happy Hours industry Mixers.

The sponsored Happy Hours will take place in the Exhibition area right before the lunch break, offering you the perfect position to be at the center of the networking opportunities and hold a small presentation in front of all Stereopsia participants. The Happy Hour you sponsor will be branded with your company's name and logo. Belgian beers, soft drinks, and snacks will be served from 12 to 1PM.

Wednesday, 8 December	4.500€
Tuesday, 9 December	4.500€
Friday, 10 December	4.500€

**Stereopsia oversees the organization of the Happy Hour. Please note that the number of drinks per person will be limited.*

BREAKFAST

Give your company more visibility by sponsoring one of our Breakfasts.

Get participants in early by teasing them with a delicious breakfast in the Exhibition area, allowing you to welcome them properly, offering them the perfect way to start their day with a pep talk about your company. The Breakfast you sponsor will be branded with your company's name and logo. Coffee, tea, juices, and croissants will be served from 8 AM to 9 AM.

Wednesday, 8 December	1.500€
Tuesday, 9 December	1.500€
Friday, 10 December	1.500€

COFFEE BREAKS

Sponsor one of the six coffee breaks.

Give your company some visibility during a coffee break. You will be at the center of the networking opportunities while sharing a good cup of tea or coffee.

One sponsored coffee break	750€
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**Stereopsia oversees the organization of the Breakfast. Please note that the number of coffees, croissants, etc. will be limited.*

AWARDS DINNER TABLE

Treat your company or your clients with your own dedicated table at Stereopsia's glitzy Awards Dinner.

The Awards Dinner is a black-tie, 3-course dinner where the prestigious Stereopsia Awards are handed out.

Table for 10, on Friday 10 December at 7 PM - 10:30 PM.

1.500€



NEWSLETTER ADVERTISING

Looking to be seen? Buy ad banners and/or articles in one Stereopsia Newsletter that reaches 14.000+ professional subscribers.

Each month, Stereopsia sends one or several Newsletter.s to its professional subscribers with all the latest information about the event. By buying an ad and/or an article, you guarantee your company visibility with thousands of professionals.

A	1 ad banner at the top of the monthly newsletter with link to your website	750€
B	1 short article presenting your company in the monthly newsletter	500€
C	1 ad banner at the bottom of the monthly newsletter with link to your website	400€

ON-SITE SIGNAGE

Boost your company's visibility by placing your brand on a digital screen or our charging box during the event.

Giant screen at reception desk	
• Wednesday, 8 December	3.000€
• Tuesday, 9 December	3.000€
• Friday, 10 December	3.000€
• Two days	5.000€
• Three days	7.500€
Custom-made charging boxes	1.500€

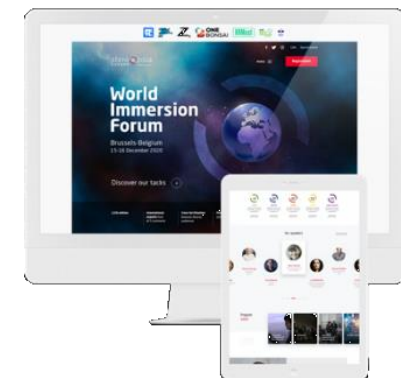


ADD ON ONLINE PLATFORM

Push your visibility to the maximum and place your ad on the event app.

Display a sponsored banner of your company on the event home page. When the attendee clicks on the banner, they are redirected to your company's page. On average, a company with a sponsored banner is bookmarked three times more by attendees and has 1.5 times more meetings than other companies.

1.500€



A-LA-CARTE OFFERS | BUSINESS

XR RIDE FOR BIZ

NEW at Stereopsia! Kick your business into high gear by using immersive XR technologies and distance your competition.

Stereopsia accompanies your company during a private half-day in the heart of the European reference event in order to identify, with you and our experts, the best use of eXtended Reality, or XR (augmented, virtual and mixed reality) to boost your processes, sales, training... i.e. boost your competitiveness.

We will welcome up to 20 members of your team and we will explain to them the potential of these technologies, and support their creativity during an ideation session adapted to your company and its needs.

Complete the day by immersing yourself in the largest concentration of experts, service providers and XR demonstrations from the five continents, in the heart of Brussels.

It includes:

One-day accreditation at Stereopsia (8, 9 or 10 December 2021) for a maximum of 20 of your employees including coffee breaks & lunch break.

Provision of a private room for half a day

Presentation of the potential of the XR in a professional setting by our experts (½ hour)

Ideation session adapted to your company, moderated by professional coaches (2 hours)

Summary of the session and delivery of a report (½ hour)

Informal networking

Access to the B2B platform for interviews with industry experts.



Interested in becoming one of our sponsors, and you found the option that suits you best?
Please fill in order form, and send it back to alexandra@stereopsia.com

FULL MENU PACKAGES

- Platinum Sponsor
- Premium Track Sponsor
- Gold Track Sponsor
- Silver Sponsor

A-LA-CARTE

- Happy Hour
 - Thur Fri
- Sponsored Breakfast
 - Thur Fri
- Sponsored Coffee Break
 - Wed Thur Fri
 - AM PM
- Sponsored Awards Dinner Table
- Newsletter advertising
 - A B C
- On-site signage
 - Wed Tues Fri
 - Custom-made charging box
- Sponsored ad on event app

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Thank you for being a part of Stereopsia 2021. We are pleased to welcome you among our sponsors and partners for this new edition.
From now on, you will be a part of the organization of Stereopsia, which means that you will be a key asset in this 13th edition!

stereopsia
EUROPE

8-10 DEC 2021



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stereopsia
LATAM

20-24 SEPT 2021



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