

stereo@psia

WORLD IMMERSION FORUM
SCIENCE, TECHNOLOGY, CONTENT, BUSINESS

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◦
9th edition



SPONSORING GUIDE
2017

World Immersion Forum & Exhibition



After 8 years of 3D Stereo MEDIA in Liège, Belgium, the organizers have decided to move its professional part to Brussels, and to rename the event "Stereopsia". This new name reflects the will to emphasize 3D immersion in all its forms: 3D movies, 3D virtual, augmented and mixed reality, 3D cinematic VR, industrial and scientific applications, etc.

STEREOPSIA INHERITS THE STRENGTHS OF 3D STEREO MEDIA :

- International event from its inception
- Multidisciplinary, fostering interaction and networking of scientists, engineers, artists, producers, and business(wo)men from all over the world
- Presentation of the latest technologies and trends
- Human sized and highly convivial
- Strong ties with Hollywood and Silicon Valley (from US and China)
- Prestigious Awards ceremony to hand out the famous Lumiere Awards for Europe, Middle East and Africa
- Organizers chairing the European Chapters of the Advanced Imaging Society and VR Society.

STEREOPSIA FEATURES :

- A **scientific conference** technically co-sponsored by the IEEE, the world's largest technical professional organization for the advancement of technology
- A **professional conference** featuring keynotes and debates with experts from all over the world

- A **3D booster** to coach projects of 3D movies or VR content and pitch them to investors
- An **academy** to develop quality VR content in both 3D Cinematic VR and CGI VR
- An **international competition for 3D movies and VR content** produced in Europe, Middle East, and Africa to give out the prestigious Lumiere Awards of the Advanced Imaging society (Hollywood)
- **Screenings** of the nominated 3D movies
- An **exhibition** to welcome the best of the immersive content and technologies
- A **6-day VR animation showcase** "Liège virtual Week".



World Immersion Forum & Exhibition



Stereopsia: Venue for the professionals

BOZAR, BRUSSELS, BELGIUM

Stereopsia 2017 will be held in the prestigious BOZAR building in the heart of Brussels, the capital of Europe. The building, designed by Victor Horta, the famous

19th century art deco architect, celebrates not only the Fine Arts, but also the technologies used in creative arts.



Stereopsia: Venue for the general audience

CHRISTMAS VILLAGE, LIÈGE, BELGIUM

The VR event for the general audience will be held in Liège, in the surroundings of the famous Christmas Village, in the heart of the city.



Five good reasons to sponsor Stereopsia



Stereopsia is at the crossroads of most of the main issues raised by technologies, content making, and business of the immersive world.

If your company is involved in any aspect of immersive technologies, developing innovative product, content or services, you may be interested in sponsoring Stereopsia, and thus benefit from its international and local participants.

IF YOU BECOME A PARTNER OF THIS WORLDWIDE EVENT, YOU WILL:

- 1 be recognized and visible as a strong supporter of innovation and advanced technologies in a rapidly growing sector;
- 2 be part of a creative community that is creating the new means of immersion of the 21st century;
- 3 meet key actors of this fast moving sector and get a better understanding of its trends for the future;
- 4 meet the most talented people coming from all over the world and conclude deals;
- 5 support a dynamic non-profit association, chaired by the President of the University of Liège, that aims at gathering and sharing the best creative content and technologies.



Communication plan



Our event was recognized as “probably the best 3D event in the World” (The Hollywood reporter – 2013).

PROFESSIONAL PART OF THE EVENT

Our communication strategy mainly uses direct marketing tools as our customers are from a niche market.

Throughout the years, we have built a solid database of **20K+** worldwide professionals email addresses. And we send out **newsletters** on a regular basis to inform these potentials customers about Stereopsia. Our newsletter is also used to give visibility to our main partners (e.g. via banners or articles).

Our new website www.stereopsia.com will contribute to inform our customers and prospects about every detail of the event.

We also use social medias, such as Facebook, Twitter, LinkedIn,... and post messages or banners on numerous digital media, mainly throughout Europe.

Stereopsia participates to the celebrated **Festival de Cannes**, where the organizers invite professionals and accredited press to a workshop on a “hot topic” related to immersive content and technologies, at a prestigious location in the world’s paramount film festival and market. It is usually followed by an international press conference and a networking reception.

A second international press conference is typically organized two weeks before the event (this year, in Brussels, Belgium).

GENERAL AUDIENCE PART OF THE EVENT

We have a communication plan at two distinctive levels.

A We communicate under the name “**Liège Virtual Week**”:

- Radio commercials with the collaboration of our partner RTBF (La Première and Pure FM)
- Ads in newspapers with the support of Sudpresse (La Meuse – 4 ¼ of page).
- Via social media
- Directly with the press.

B We communicate via the overall banner “**Liège, Tendances Numériques**”, an umbrella organization gathering about 5-6 events in the digital field, which will take place during the fall of 2017, and is supported by the City of Liège. Liège Virtual Week will be part of this series of events.



“Liège, Tendances Numériques” has a 100.000€ communication plan on TV, radio, newspapers, public space, and social media, which we will benefit from.

A specific website will also be developed soon.

Sponsoring proposals

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WE HAVE FIVE LEVELS OF SPONSORING.

Platinum o 25.000,00 EUR, max 2 non competitive companies

Gold o 10.000,00 EUR, max 3 companies

Silver o 5.000,00 EUR, max 5 companies

Supporter o 2.500,00 EUR, max 5 companies

Technical “in kind” support is possible on demand.

	Platinum	Gold	Silver	Supporter
WHAT YOU GET				
Communication packs				
Pack Visibility				o
Pack Visibility+		o	o	
Pack Visibility Premium	o			
Access to the event				
Number of Full Passes (value 400,00 €)	10	5	2	1
Number of seats at the Awards Dinner (value 150,00 €)	20	10	5	2
Your booth in the exhibition				
Size of the booth in square meters (equipped with walls and power outlets)	12	9	6	4
Exclusive advantages				
Exclusive lunch with the President of the Advanced Imaging Society (Hollywood)	o			
List and emails of the professional participants	o			
Your presentation during Professional Conference, subject to program constraints	o			
Handing out of one award at Awards ceremony + specific presentation of company	o			

PACK VISIBILITY

Your logo, at appropriate level, on website, program, and welcome banner on site

PACK VISIBILITY+

Same as Visibility

+ your Ad in the program, your rollup in the networking area

PACK VISIBILITY PREMIUM

Same as Visibility+

+ Your logo on the homepage of the website, your logo on all flyers and posters

+ Your logo on the newspaper ads for general public, on a large banner at the entrance of the Liège Virtual Week, and, the Awards Dinner invitation.

+ Your video clip on our website

OTHER OPPORTUNITIES

+ Book a table for 10 at the Awards Dinner to be held in the Victor Horta Hall, at BOZAR, Brussels. 1.500,00 €

+ Book a booth in the Exhibition Hall (4-24 sqm) during Stereopsia at BOZAR, Brussels. From 790,00 €

Note: Platinum sponsors can discuss tailor-made visibility or private events with the organizers.

Attendee profiles



MOVIEMAKERS, ARTISTS/DESIGNERS, STUDIOS MANAGERS, POLICY MAKERS, BUSINESS(WO)MEN, ENGINEERS, PRODUCERS/INVESTORS, PROFESSORS, PROVIDERS OF EQUIPMENT OR SERVICES, RESEARCHERS, SCIENTISTS, STEREOGRAPHERS, STUDENTS, TECHNICIANS, ETC.

ATTENDANCE 2016



GENERAL ATTENDANCE

400 professional participants from 25 countries and 5 continents



PROFESSIONAL CONFERENCE

46 speakers from 12 countries and 3 continents



LOCAL STUDENTS

200



3D FILM BOOSTER

13 3D and 3DVR projects for a total budget of 38,000,000 €



INTERNATIONAL 3D FESTIVAL

60 3D and 3DVR contents submitted and 17 winners (12 Lumiere Awards and 5 3D Guild Awards)



SCIENTIFIC CONFERENCE

30 accepted presentations



GENERAL BUSINESS

42 scheduled business meetings



AWARDS EVENING

90 participants at Awards Dinner and 400 at Awards Ceremony

stereopsia

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CONTACT

Alain GALLEZ • Managing Director

Image&3D Europe
Rue Paradis 78
B-4000 Liège (Belgium)

T +32 (0)4 229 27 52
M +32 (0)495 54 55 90
alain@stereopsia.com