

# VRDC

NOVEMBER 2-3, 2016

## VIRTUAL REALITY DEVELOPERS CONFERENCE

PARK CENTRAL HOTEL | SAN FRANCISCO, CA

**Reach Top Tier VR and AR Creators**



# Virtual & Augmented Reality Industry Landscape & Trends

**80%**

of VR/AR revenue driven by hardware sales, eCommerce sales, adspend and mobile data/voice

**\$120 Bn**

Virtual Reality/Augmented revenue forecast by 2020

**Major investments**

**\$2 Bn**

Facebook acquisition of Oculus

**\$1.4 Bn**

Google acquisition of Magic Leap

**Next major platform**

PC > Web > Mobile

**VR/AR**



**Major players**

Oculus Rift  
Microsoft Hololens  
HTC-Valve Vive  
Sony PlayStation VR  
Samsung Gear VR  
Google Daydream

# VRDC expands focus with standalone event

The Virtual Reality Developers Conference (VRDC) brings together creators of amazing, immersive VR (and AR) experiences to share best practices and demo new technology. VRDC's first edition was held alongside GDC in March 2016 and sold out.

To meet the growing demand for high-quality content in the space, VRDC's second edition will extend beyond games and entertainment to cover a variety of industries with potential use cases for virtual and augmented reality.



## Why attend

- ▶ Share best practices
- ▶ Gain an understanding of the market & monetization trends
- ▶ Create new business partnerships
- ▶ Exchange ideas
- ▶ Be part of the event where innovators will shape the future of VR/AR.

# Who should attend

Leading designers, programmers, business professionals, producers, artists, and audio creators involved in the development of virtual and augmented reality

## VRDC expects attendees from diverse industries:

- ▶ Games/Entertainment
- ▶ Filmmaking
- ▶ Retail/Commercial
- ▶ Industrial/Product Design
- ▶ Training/Education
- ▶ Medical/Healthcare
- ▶ Government/Military
- ▶ VC/Funding



# 4 High Level Conference Tracks



## Games & Entertainment

Gain inspiration and skills from ground-breaking work in game and entertainment VR/AR



## Innovation

Learn how innovative VR/AR development will influence nearly all aspects of life as we know it.



## Brand Experience

Develop immersive experiences to excite existing customers and new audiences about your brand.



## Partners Track

Have a great tool, service, product, or platform that enables developers to create innovative VR/AR experiences? Communicate the value of your tool or service and educate developers on how to use the technology.

# VRDC Advisory Board

An unprecedented advisory board of top names in VR will lead content for the show, including representatives from major platform holders such as Google (Noah Falstein), Oculus (Robert Stevenson), and Valve (Chet Faliszek), as well as creators behind experiences like Job Simulator (Alex Schwartz, Owlchemy Labs), Fantastic Contraption (Colin Northway) & VR experience experts like Pete Isensee (HBO Labs), Jazmin Cano (High Fidelity), Timoni West (Unity Labs), Tracey John (Havas Health) & Christina Heller (VR Playhouse).



**Timoni West**

Design Lead,  
Unity Labs



**Alex Schwartz**

CEO,  
Owlchemy Labs



**Dr. Dave Ranyard**

CEO,  
Dream Reality Interactive



**Christina Heller**

CEO & Co-Founder,  
VR Playhouse



**Chet Faliszek**

Developer,  
Valve Software



**Liv Erikson**

VR/AR Developer  
Evangelist, Microsoft



**Noah Falstein**

Chief Game Designer,  
Google



**Tracey John**

VP and Associate Creative  
Director, Havas Health



**Robert Stevenson**

Head of Content Strategy,  
Oculus



**Ethan Stearns**

VP of VR and Production  
Operations, Legendary  
Entertainment



**Jazmin Cano**

Marketing and Events,  
High Fidelity



**Pete Isensee**

HBO Labs



**Ikrima Elhassan**

Co-Founder,  
Kite & Lightning



**Colin Northway**

Co-Founder,  
Northway Games



**Dan Hurd**

Playful Corp



[Request a proposal](#) and set up a call to discuss solutions to reach the virtual reality development industry.

# VRDC launched at GDC 2016 —Sold out!



## Sample attendee job titles:

- ▶ 3D Designer
- ▶ Art Director
- ▶ Animation Director
- ▶ Audio Designer
- ▶ Business Development Director
- ▶ Director of Experiential Production
- ▶ CEO
- ▶ Chief Architect
- ▶ Creative Director
- ▶ CTO
- ▶ Design Director
- ▶ Founder
- ▶ Platform Architect
- ▶ Producer
- ▶ Software Engineer
- ▶ Technical Director
- ▶ UX/UI Engineer
- ▶ Audio Designer
- ▶ VP Development
- ▶ VR Specialist

# 3,500

Attendees from well funded startups and established companies:

AltspaceVR	Magic Leap
Apple	Microsoft
Crytek	NextVR
Disney	Oculus
Epic	Reload Studios
HBO	
Code Labs	Samsung
Intel	Sony
Lockheed Martin	Unity
Lucasfilms	VREAL
	WEVR

The first edition of VRDC (held alongside GDC 2016) attracted top tier press from technology and mainstream media outlets.

### Coverage highlights:



The UBM Game Network conducted a purchasing survey in early 2016 indicating strong interest in VR development, hardware, tools and services.

**44%**  
will be purchasing VR hardware, tools and services in 2016 to develop games

### Leading Development Platforms

**69%** Oculus Rift

**36%** Samsung

**28%** Google Cardboard

**37%** HTC Vive

**27%** Sony's PlayStation VR

“Met and demonstrated our product to a lot of people we wouldn't have otherwise. **The press coverage we got was great.**”

– **Jake Black**, Head of VR at **Create Advertising Group**

Sources: UBM Game Network Purchasing Survey 2016, GDC 2016 Conference Records.



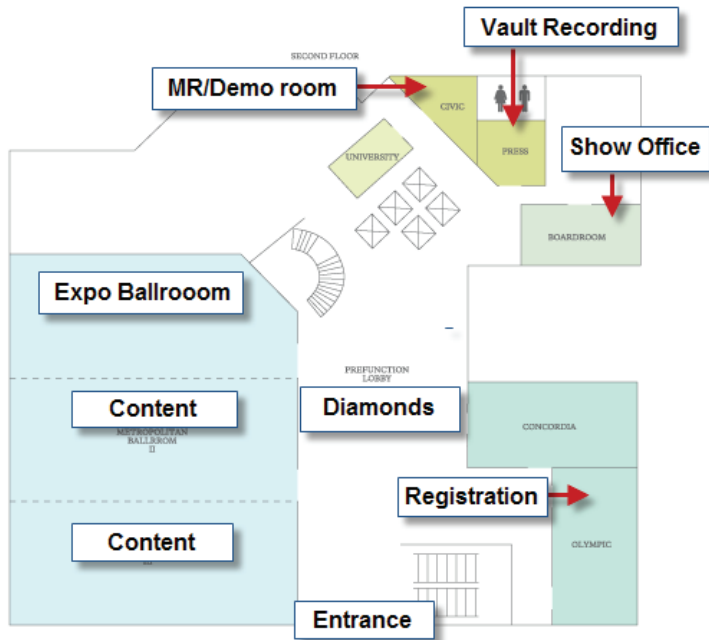
[Request a proposal](#) and set up a call to discuss solutions to reach the virtual reality development industry.



# VRDC LAYOUT AND HOURS

Park Central Hotel, San Francisco  
Nov 2-3, 2016

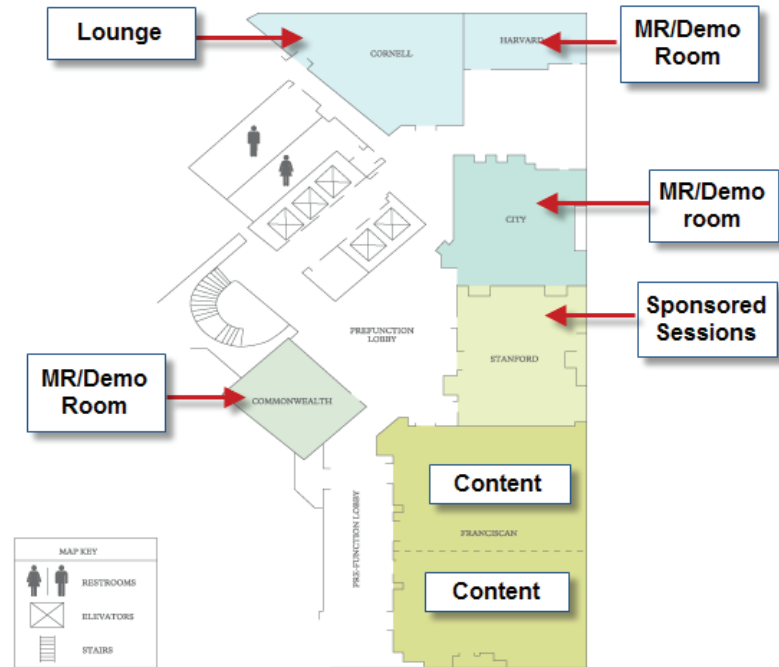
## Level 2



### Exhibit Hours:

Wednesday - 10:30am - 5:45pm (4:30 - 5:45 Happy Hour)  
Thursday - 10:30am - 4:00pm

## Level 3



### Conference Hours

Wednesday - 9:30am - 4:30pm  
Thursday - 9:30am - 5:45pm



[Request a proposal](#) and set up a call to discuss solutions to reach the virtual reality development industry.



## Reach the VR/AR Community and maximize ROI through targeted VRDC Sponsorships

- ▶ Showcase new products and demos
- ▶ Create new business partnerships
- ▶ Reach VR/AR Decision Makers, Creators, VC Funders and Press



[Request a proposal](#) and set up a call to discuss solutions to reach the virtual reality development industry.

# SPONSORSHIP PACKAGES

## DIAMOND SPONSORS (2) - \$50,000

### PRE-EVENT EXPOSURE:

- Executive Interview in UBM Game Network Newsletter and featured on VRDC homepage.
- Sponsor logo on VRDC homepage.
- Diamond sponsor listing, logo, and 50-word description on VRDC sponsor's page.
- Two (2) Twitter posts, one (1) Facebook post via official VRDC channels. Sponsor to provide image and text 5 days prior to request posting date. Message must pertain to VRDC presence and be approved by Show Management.
- Two (2) ad inclusion in VRDC newsletter. Sponsor to provide logo, 50-word description, and URL. Based on sign-on date and availability.
- 160x600 run of site banner ad on VRDC website.

### ON-SITE EXPOSURE:

- Premium customizable space in Main Lobby, surrounded by main content rooms, Expo Ballroom and Registration.
- Co-sponsorship of Opening Night Reception. Includes branding on website and on-site signage. Ability to give away a branded item at party. Includes signature drink.
- One 60-minute session. Check with representative for time and room availability. If interested in GDC Vault recording information, find [more information here](#).
- Sign in Conference Center (produced by sponsor). Size TBD.
- Platinum sponsor listing and logo on VRDC thank you sign sponsors sign.
- Five (5) VRDC Passes.
- Six (6) booth staff passes.



# SPONSORSHIP PACKAGES CONT'D.

## **GOLD SPONSORS (4) - \$30,000**

### **PRE-EVENT EXPOSURE:**

- Gold listing, logo, and 50-word description on VRDC sponsor's page.
- Two (2) Twitter posts, one (1) Facebook post via official VRDC channels. Sponsor to provide image and text 5 days prior to request posting date. Message must pertain to VRDC presence and be approved by Show Management.
- One (1) ad inclusion in VRDC newsletter. Sponsor to provide logo, 50-word description, and URL. Based on sign-on date and availability.
- 160x600 run of site banner on VRDC website.

### **ON-SITE EXPOSURE:**

- 10x20 Space in Expo Ballroom. Includes company ID sign, 6ft draped table, 2 chairs, 5 amp electrical drop, and wastebasket.
- Exclusive sponsorship of lunch or breakfast on day 1 or day 2. Includes 5 minute opening remarks, table top with collateral, logo on thank you sign, sponsor listing on website.
- Sign in Conference Center (produced by sponsor). Size TBD.
- Gold sponsor listing and logo on VRDC thank you sponsors sign.
- Three (3) VRDC Passes.
- Four (4) booth staff passes.



# SPONSORSHIP PACKAGES CONT'D.

## SILVER SPONSORS - \$10,000

### PRE-EVENT EXPOSURE:

- Silver sponsor listing, logo, and 50-word description on VRDC sponsor's page.

### ON-SITE EXPOSURE:

- 10x10 space in Expo Ballroom. Includes company ID sign, 6ft draped table, 2 chairs, 5 amp electrical drop, and wastebasket.
- Four (4) booth staff passes.

## NETWORKING LOUNGE SPONSOR - \$30,000

Premier destination for attendees to network with peers, make new business contacts, relax, and grab a drink. Lounge will be located in a room on the second floor within close proximity to session rooms.

### Lounge Space Includes:

- Stylish furniture.
- Morning and afternoon coffee breaks.
- Cash bar serving drinks throughout the day. Sponsor will be provided with 30 drink tickets per day for prospects and business partners.
- Lounge space is customizable to include demo stations.

# SPONSORSHIP PACKAGES CONT'D.

## **VRDC MEETING ROOMS - \$10 - 20K** (Price varies per size.)

VRDC Meeting Rooms provide the perfect setting for sharing VR/AR demos, as well as inviting clients, press and prospects for face-to-face meetings.

### **Meeting Room Includes:**

- Sponsor listing and logo on VRDC sponsor's page.
- Five (5) booth staff passes.
- Meeting Rooms are fully customizable.

## **SPONSORED SESSIONS 60min - \$6,500**

- One (1) 60-minute sponsored session.
- Detailed listing on VRDC website includes session title, company name, 100-word description, track, speaker name(s), 50-word speaker bio(s), date/time/location.
- Session evaluation form during session to be distributed and collected by Show Management. Results will be provided to sponsor.
- One (1) screen, two (2) lav microphone, one (1) podium microphone, one (1) aisle microphone, and one (1) data projector.
- Session listing on VRDC sponsored session page.
- Sponsored sessions promoted via VRDC newsletter.
- Text listing on onsite Conference at a Glance signage.



[Request a proposal](#) and set up a call to discuss solutions to reach the virtual reality development industry.

# SPONSORSHIP PACKAGES CONT'D.

## SPONSORED SESSIONS 30min - **\$3,500**

- One (1) 30-minute sponsored session.
- Detailed listing on VRDC website includes session title, company name, 100-word description, track, speaker
- name(s), 50-word speaker bio(s), date/time/location.
- Session evaluation form during session to be distributed and collected by Show Management.
- Results will be provided to sponsor.
- One (1) screen, two (2) lav microphone, one (1) podium microphone, one (1) aisle microphone, and one (1) data projector.
- Session listing on VRDC sponsored session page.
- Sponsored sessions promoted via VRDC newsletter.
- Text listing on onsite Conference at a Glance signage