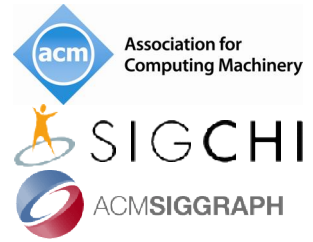




Eye Tracking Research & Applications
Symposium
26-28 March 2008
Savannah Marriott Riverfront
Savannah, GA
www.e-t-r-a.org

Exhibit & Sponsorship Package

Sponsored By



ETRA Symposium Series

ETRA 2008 will be the fifth biennial symposium in a series that started in 2000 and is focused on all aspects of eye movement research across a wide range of disciplines. The goal of ETRA is to bring together computer scientists, engineers and behavioral scientists in support of a common vision of enhancing eye tracking research and applications. Regular themes of ETRA papers include advances in eye tracking technology, visual attention and eye movement control, and eye tracking applications. ETRA 2008 has usability and ubiquity as a special theme.

Visibility for exhibitors and sponsors

ETRA has established itself as the premiere conference devoted to eye tracking technology and applications. Attendance at ETRA has been steadily growing, reaching 100 delegates in the 2006 conference. ETRA 2008 is following on the success of the four previous symposia: research in eye tracking world wide has increased, and we expect the growing trend to continue.

A feature unique to ETRA is that the exhibit is an integral part of the conference program. A full session, with no talks competing for attendance, is devoted to the exhibition. This provides a unique opportunity for researchers to get a close view of recent advances in eye tracking technology, and for industry delegates to get insightful feedback from academia. Following the successful practice started in 2006, refreshments will be served to participants in the exhibit hall. Since the talks in ETRA are of interest to vendors as well, the exhibit package includes one complimentary registration. To support informal encounters, lunches are included in ETRA registration.

ETRA provides additional visibility to industry in two sponsorship categories. Sponsors will receive recognition in the conference events and proceedings. Sponsors also have the opportunity to include printed material in the delegate packs.

ETRA website is up and running at <http://www.e-t-r-a.org/>. Information on exhibitors and sponsors will be displayed there as soon as the registration form has been filled in and submitted. The program for long paper presentations is available on the web, and late-breaking contributions will be selected in mid-January. Thus early contractors will receive maximum visibility, as potential delegates will frequently access the site.

Conference organization

Conference Co-Chairs: Andrew Duchowski (Clemson University) and Kari-Jouko R ih a (University of Tampere)

Program Co-Chairs: Arnon Amir (IBM Research Center) and Carlos H. Morimoto (Universidade de S o Paulo)

Late-Breaking Results Chair: Derrick Parkhurst (Iowa State University)

Please contact Kari-Jouko R ih a if you have any questions concerning the exhibition or sponsoring.

How to become a sponsor or exhibitor

Fill in the attached registration form and send it by email to kari-jouko.raiha@cs.uta.fi or by fax to +358-3-35516070. Your logo will be displayed on the front page of the conference web site as soon as the form and the logo have been received.

Information on payment methods will be provided later.

ETRA 2008

Exhibit and sponsorship packages

The following exhibit and sponsorship categories are available.

A. Exhibit package (USD 600)

An exhibitor will receive exposure and recognition through the following:

- Ø Dedicated demo and publicity table in the exhibit hall.
- Ø Acknowledgment as exhibitor on the conference web site with company logo and link to company's web site.
- Ø Acknowledgment as exhibitor in the symposium opening ceremony.
- Ø One complimentary registration for the exhibiting entity to attend all conference functions.

B. Sponsorship package (USD 800)

A sponsor will receive exposure and recognition through the following:

- Ø Acknowledgment as sponsor on the conference web site with company logo and link to company's web site.
- Ø The opportunity to include printed material in the delegate packs.
- Ø Acknowledgment as sponsor in the symposium opening ceremony.
- Ø One complimentary registration for the sponsoring entity to attend all conference functions.

C. Exhibit and Sponsorship package (USD 1200)

An exhibitor that also sponsors the conference will receive exposure and recognition through the following:

- Ø Dedicated demo and publicity table in the exhibit hall.
- Ø The opportunity to include printed material in the delegate packs.
- Ø Acknowledgment as exhibitor on the conference web site with company logo and link to company's web site.
- Ø Acknowledgment as sponsor on the conference web site with company logo and link to company's web site.
- Ø Acknowledgment as exhibitor in the symposium opening ceremony.
- Ø Acknowledgment as sponsor in the symposium opening ceremony.
- Ø Two complimentary registrations to attend all conference functions.

D. Champion sponsorship package (USD 500 extra)

The cost of the package is in addition to the cost of package B or C (depending on the sponsor's choice). Additional benefits of a champion sponsor are the following:

- Ø Special recognition as a sponsor of one specific activity (choice of conference reception, exhibit refreshments, best paper award, best late-breaking result award), with company banner displayed at the event.
- Ø Acknowledgment as champion sponsor on the conference web site with company logo and link to company's web site.
- Ø Acknowledgment as champion sponsor in the symposium opening ceremony.
- Ø One additional complimentary registration to attend all conference functions.

ETRA 2008

Registration form for sponsors and exhibitors

We wish to buy the following package at ETRA 2008.

- A. Exhibit package (USD 600)
- B. Sponsorship package (USD 800)
- C. Exhibit and Sponsorship package (USD 1200)
- D. Champion sponsorship package
- With package B (USD 1300 total)
- With package C (USD 1700 total)

Company name: _____

Web site (URL): _____

Link to company logo (unless sent as email attachment): _____

Contact person: _____

Email of contact person: _____

Phone: _____

Any additional information:

Signature and date: _____

Send the form by email to kari-jouko.raiha@cs.uta.fi or by fax to +358-3-35516070.