

VRLA



VRLA Winter Expo Sponsorship Los Angeles Convention Center January 23rd, 2016



VRLA is the world's largest virtual reality expo, building street- and consumer-level awareness to the rapidly expanding new generation of VR. The VRLA Expo hosts a thriving community of developers, entrepreneurs and enthusiasts, excited and curious about virtual reality, augmented reality and immersive entertainment.

It's a place where software developers, hardware manufacturers, producers, directors, ad agencies, venture capitalists and consumers meet to experience and advance this new medium. The VRLA Expo is produced by the Virtual Reality Foundation, the nonprofit organization that hosts The Proto Awards, the first-ever award show for VR content.

VRLA sponsors are afforded unique access to this burgeoning community. We offer sponsors email outreach to our entire community, website visibility, physical product in gift bags and on-site branding at the event. Your message can reach our audience with available stage time at the expo, premium booth space, and product contests.

Your sponsorship keeps the event affordable and open to everyone, and grows the community. Our sponsors keep production value high and ticket prices low.

We are open to creative sponsorship arrangements. We welcome your input.



Sponsorship Packages

\$500

Community Partner

- Logo on all pre-event emails
- Logo on event signage and photo backdrop
- Sell products at the event
- Table size upgraded to 8x3'
- 4 GA tickets
- 20 amps of power

\$3,000

Level 1

- Logo on all pre-event emails
- Logo on event signage and photo backdrop
- Sell products at the event
- 6 GA tickets, 1 VIP ticket
- 10x10' pipe and drape booth
- 30 amps of power
- VIP gift bag insert

\$5,000

Level 2

- Logo on all pre-event emails
- Logo on event signage and photo backdrop
- Sell products at the event
- 8 GA tickets, 2 VIP tickets
- 20x10' pipe and drape booth
- 40 amps of power
- VIP gift bag insert

\$7,500

Level 3

- Logo on all pre-event emails
- Logo on event signage and photo backdrop
- Sell products at the event
- 12 GA tickets, 4 VIP tickets
- 20x10' pipe and drape booth
- 40 amps of power
- VIP gift bag insert
- Sponsor a presentation / panel

\$15,000

Level 4

- Logo on all pre-event emails
- Logo on event signage and photo backdrop
- Custom logo placement
- Sell products at the event
- 20 GA tickets, 6 VIP tickets
- 20x10' pipe and drape booth or 20x20 floor space
- 40 amps of power
- VIP gift bag insert
- Sponsor a presentation / panel with a premium time slot
(specific times subject to availability)



Sponsorship Add-Ons

Presentation

\$4,500

- 1 hour timeslot
- A presentation is a great way for you to get your message to a captive audience. When you sponsor a presentation, you get 50 minutes of speaking time with full AV support.

Moderate a Panel

\$4,500

- 1 hour timeslot
- A panel is a group of industry experts that will discuss a given topic. Sponsoring a panel allows you to choose the topic, questions, and speakers

VIP Gift Bag

In-Kind Donation

- Get exclusive access to our custom VIP bag with a limited number of inclusion spots. Gain additional exposure of your brand in front of some of the events major heavy hitters.

Additional Promotion and Email Blasts

\$1,000 - \$5,000

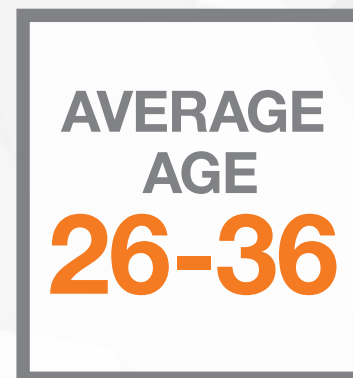
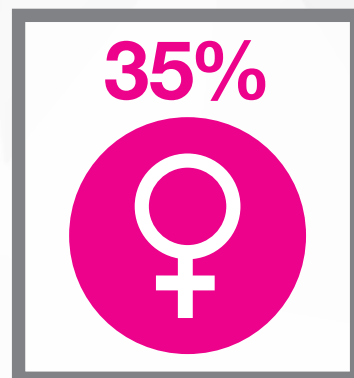
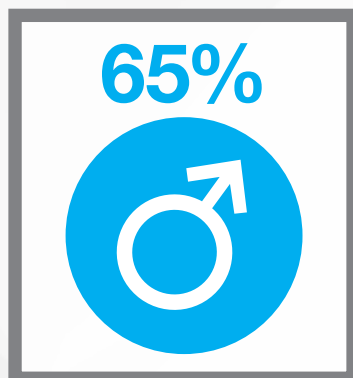
- Everyone who participates in VRLA receives some level of recognition. Additional exposure is possible through our email list, website, twitter and facebook.

Have Something Else in Mind?

Contact us!

A large, diverse crowd of people is shown from the chest up, filling the frame. They are looking in various directions, some towards the camera and others slightly away. The crowd includes men and women of various ages and ethnicities. Some are wearing glasses, and one man in the foreground is wearing a green baseball cap. The lighting is somewhat dim, suggesting an indoor or evening event. A dark horizontal band with white and orange text is overlaid across the middle of the image.

VRLA Attendance





What people are saying...

“VRLA was a fantastic experience. We met potential collaborators and got an insightful look at the latest tech and content.”

– Radius VR, Pixable

“The VRLA summer Expo was a sold out event, with more than 65 exhibitors and 2000 attendees... (featuring) a number of panels from high-profile virtual reality VR developers and 360 degree camera manufacturers, as well as hands-on opportunities on the show floor.”

– VRFocus

“VRLA Sumer Expo 2015...was the biggest and most successful yet.”

– Road To VR

“This event lets producers mingle with venture capitalists, creators and enthusiasts. As the virtual worlds continue to grow, so does the event. Every VRLA event has doubled the attendance of the previous one.”

– Forbes

“VRLA... has become an international attraction. While at the Expo it was possible to run into attendees who had come in from as far away as India just for the event.”

– Turnstyle News

...at VRLA, a gathering of VR creators and enthusiasts in Southern California, the immersive technology transported more than 2,000 attendees beyond the walls of the Los Angeles Convention Center to other countries, worlds and dimensions.”

– AP

“...Hollywood is putting nearly as much money as Silicon Valley into the concept (VR). Standing in line with 1500 other people for the sold-out Virtual Reality Los Angeles spring expo in March to visit the booths of more than 50 Companies...”

– Time Magazine

“If VR is your business, or you want to get into the world of Virtual Reality / Augmented Reality...VRLA is something I would recommend wholeheartedly.”

– VR World

“Since it’s February 2014 founding, VRLA has grown into one of the premier VR events and attracts a large community of VR enthusiasts, developers, venture capitalists, and entertainment professionals.”

– USA Today



Past Sponsors and Exhibitors





VRLA Sponsorship
Make checks payable to:

The Virtual Reality Foundation, Inc.
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