

The Virtual Reality Foundation & New Realities **Present**

# VRLA Events **2017**

**Sponsorship  
Opportunities**

VRLA







# “Los Angeles

has emerged as arguably the most important city in the world for virtual reality development, and VRLA is a major part of the city's voice.”

**-Jesse Damiani**  
*Huffington Post*

THE  
HUFFINGTON  
POST



# About VRLA Expo 2017

## What

**VRLA is the world's largest VR & AR expo,** where the industry's leading companies showcase new products to over 10,000 consumers, developers, and press. The show will feature hundreds of exhibitors and two days of mind-bending presentations, panels, and workshops.

## Where & When

LA Convention Center  
West Hall A (148,000 sq. ft.)

### Pro Day

Friday, April 14, 2017  
10am - 7pm

### Public Day

Saturday, April 15, 2017  
10am - 7pm

## Why

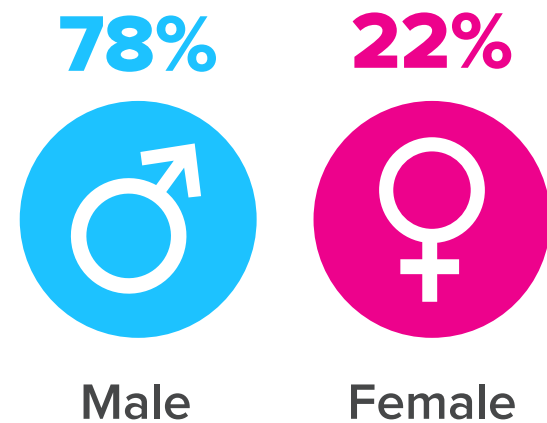
- Reach thousands of VR/AR professionals, consumers, and Hollywood content creators
- Acquire leads and create new business partnerships
- Gather real-world user feedback
- Announce new products and content to major industry press





# Key Metrics

## Demographics

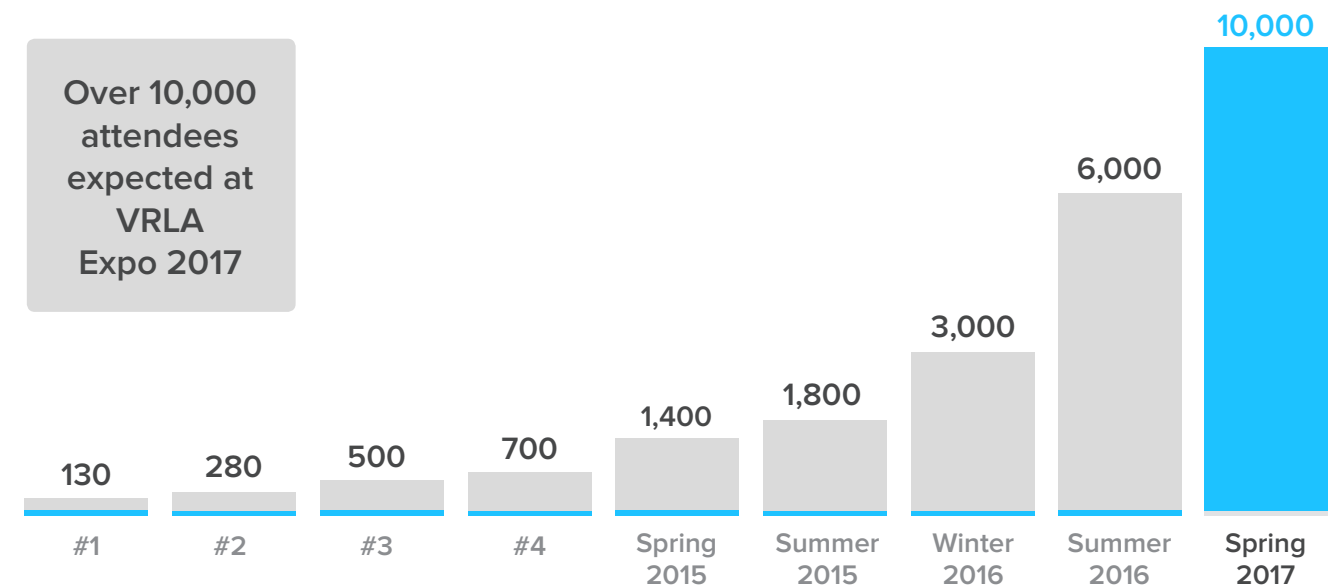


### Age

Average: **41** years old  
Median: **36** years old

## VRLA Attendance

Over 10,000 attendees expected at VRLA Expo 2017



## Community Reach

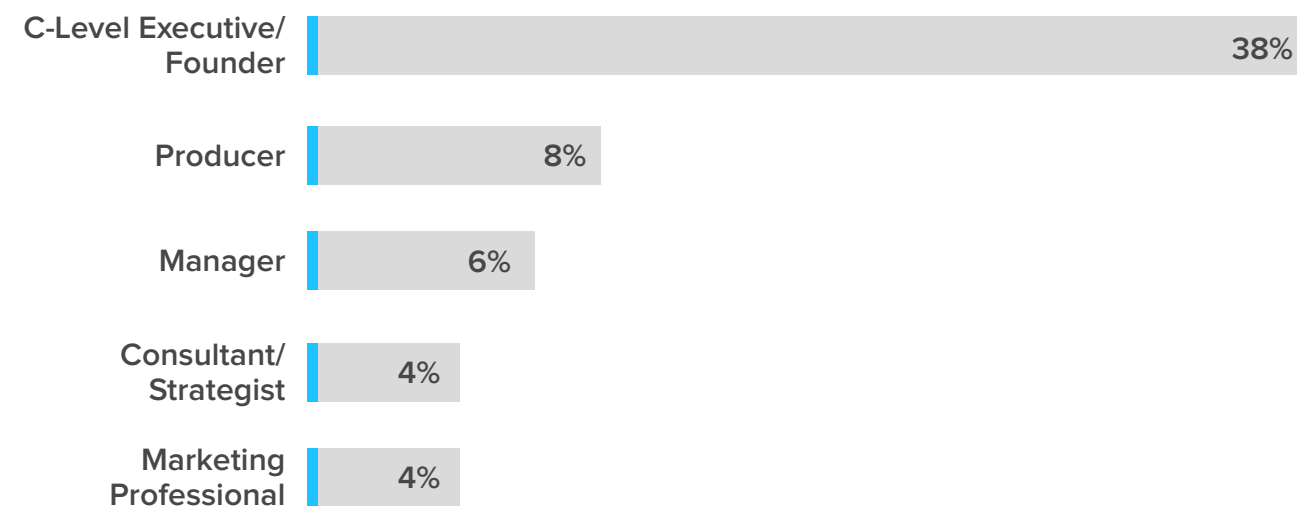
Twitter Followers: **15,200+**

Newsletter Subscribers: **13,600+**

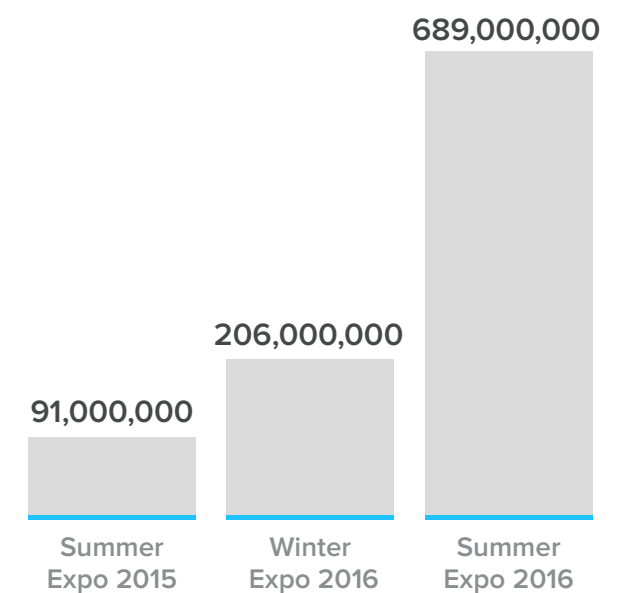
Facebook Likes: **4,500+**

Instagram Followers: **1,300+**

## Occupation



## Media Impressions



Schedule a call to discuss creative opportunities to reach the VR industry.





# Past Sponsors and Exhibitors





# Exhibitor Testimonials

“VRLA has emerged as the premiere destination for the Virtual and Augmented Reality industry. During the most recent expo, the HP Z Workstations team was able to meet with more VR-minded people in two amazingly energetic days than we did during any other event this year.”

**-Rick Champagne**  
WW M&E Industry Manager  
HP Z Workstations



“Each VRLA event is an amazing opportunity for us to show off our latest developments to a diverse VR population. Every time we exhibit at VRLA we receive valuable feedback from VR enthusiasts, interest from developer teams, and important connections to people throughout the VR industry.”

**-Ivan Blaustein**  
Director, Product Integration  
VRstudios®/VRcade®



“VRLA is important to me because I know the organization behind it is committed to furthering the reach and message of technology that is rapidly changing the world we live, work and create in. I know I'll be seeing the best at VRLA because it's built on passion.”

**-Adam Orth**  
Co-Founder  
Threeonezero

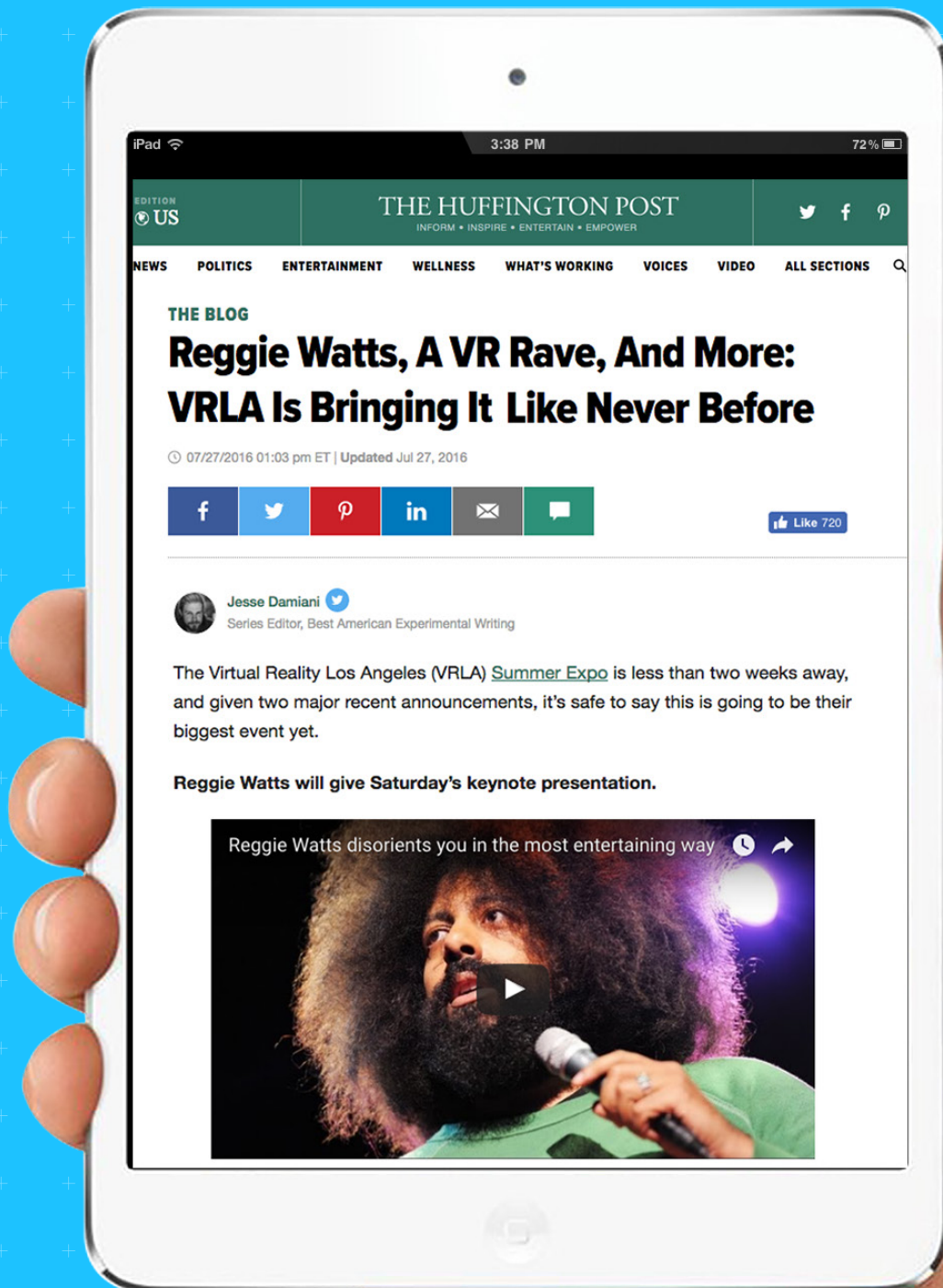


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# Press



“VRLA, the world’s biggest VR convention, was closer to a theme park this year than a trade show.”  
-Adam Ghahramani  
*VentureBeat*

**VentureBeat**

“VRLA showed...the dream of actually running around impossible virtual spaces for video games is fast becoming a reality.”  
-Phil Hornshaw  
*Playboy*

**PLAYBOY**

“The immense growth of the event, which started as a modest local meetup for VR developers, mirrors the popularity of the technology itself.”  
-Meeri Kim  
*Washington Post*

**The Washington Post**

“VRLA was the dazzling VR playground everyone expected. There is astonishing creativity with new hardware, hand-tracking and content creation tools.”  
-Emory Craig  
*Digital Bodies*

**DIGITAL BODIES**  
VR, AR, Wearables, Media, Education

“Watching...VRLA (go) from a 50-person meet-up to the world’s largest VR expo with 6,000 attendees over the course of a couple years has been remarkable.”  
-Eric Chevalier  
*VRScout*

**VRSCOUT**

“The excitement level, and the sheer joy of being in the moment of VR now exhibited by most of the mostly millennials who attended the conference, was contagious and everyone had a ‘did you see’ story to tell.”  
-Jon Peddie  
*GFX Speak*

**GRAPHIC  
SPEAK**



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# The Proto Awards

The **Proto Awards** are virtual reality's first-ever award show, where the industry's most influential content creators gather to celebrate pioneering work. The Protos began in 2014 in the ballroom that played host to the first Academy Awards, and has since grown to award content in 17 categories. The third annual Proto Awards was held at the Avalon Hollywood in October.

View videos  
from  
the last show





# VRLA School

**VRLA School is a platform that leads in educating diverse groups of individuals and organizations about content creation for VR and AR. We produce a variety of events and programs such as hands-on technical & creative workshops, speaker sessions, hackathons, meetups, and content incubation platforms. Our mission is to further progress and democratize findings in the VR/AR space.**



## Past Partners



Click below to watch VRLA School videos



WORKSHOPS

GIRLS MAKE VR

HACKATHONS

SPEAKER SESSIONS

INCUBATION



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VRLA



# Diamond Sponsorship - \$85K (4x available)



**VRLA Special Event/Party TBD**

## VRLA Expo 2017

### On-site Exposure

- Premium jumbo floor space in main expo hall
- Private meeting room

### Thought Leadership

- Walk-on during keynote (Day 1 or 2)
- One hour sponsored session

### Branding Opportunities

- Theater naming rights (2x available)
- Co-sponsor Happy Hour on the show floor (2x available)
- Most prominent logo placements
- Logo featured on VRLA landing page
- Tier 3 social media campaign
- Featured ad on VRLA TV
- Dedicated email blast to entire VRLA list

### More

- 30 Exhibitor Passes, 30 One-Day Expo Passes, 20 Two-Day Pro Passes
- Opt-in Leads
- Press list
- Inclusion in VRLA youth outreach program

## The Proto Awards

### Thought Leadership

- Present a Proto Award trophy to the winner in the category of your choice
- Make brief remarks before presentation

### Branding Opportunities

- Opening and closing video packages
- Arrival and Winners' Lounge photo backdrops

### More

- One 10-seat table at the Proto Awards gala
- Honoree gift bag insertion

## VRLA School

### Thought Leadership

- Present a VRLA School workshop or speaker session

### Branding Opportunities

- Your branding on pre-event emails, at the event itself, and on the YouTube video



**Schedule a call to discuss creative opportunities to reach the VR industry.**





# Want to be **a part of VRLA?**

Send us an email 

Schedule a call 

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VRLA

