

**Now!**  
*is the time!*



# VR Now! Sponsorship Opportunities

Computer Entertainment Supplier's Association  
CEDEC Management Office

# CEDEC 2016 Virtual Reality Now!



2016 sees the release of many Virtual Reality devices. It's a milestone year which could be called the first year of VR. CEDEC 2016 also plans for many sessions related to VR.

We have decided to add momentum to them with several projects and to call them "VR Now!"

Virtual Reality is anticipated to have an impact when applied in a variety of fields, not just in the game and entertainment industry. This would be an ideal opportunity to experience the possibilities of VR from here on and to share know-how of developing applications for VR.

To coincide with this program VR Now!, we have set up a VR Now! sponsorship program.

Plans are available for companies in the computer entertainment industry, of course, but also for other companies, such as those related to VR.

Take this opportunity for promotion and marketing of your product or service.

## ■ Outline of VR Now!

Many VR-related sessions will be held during CEDEC. A VR Now! lounge and demonstrations of various VR technologies will also be exhibited.

### 【Planned projects (under consideration)】

- VR Now!—Looking at VR of today and the future (tentative)—: a panel discussion considering VR of the future with key persons invited from the VR industry
- VR Now! session: sessions by VR-related sponsors / those selected from public application
- VR Now! demonstration exhibits: exhibition space for various VR-related demonstrations and solutions
- VR Now! lounge: lounge space set up (rest space, charging stations, promotion by VR sponsor companies, etc.)

## ■ CEDEC 2016 Outline

|                  |  |
|------------------|--|
| <b>Date</b>      | August 24(Wed.) – 26(Fri.), 2016                     |
| <b>Venue</b>     | Pacifico Yokohama (Yokohama city, Kanagawa pref.)    |
| <b>Organizer</b> | Computer Entertainment Supplier's Association (CESA) |
| <b>Sessions</b>  | 200 (planned)  |
| <b>Attendees</b> | 6,500 (expected)                                     |
| <b>Theme</b>     | 「Now is the Time!」                                   |



The sponsorship program for the "VR Now!" program overall.

### Specifics

- Acknowledgement such as your company logo and advertising activities at the VR Now! lounge
- Logo and slide played at the VR Now! session venue
- Acknowledgement such as your logo on VR Now! promotional materials (official website, guidebook, etc.)
- The size and order of logos will depend on the sponsorship rank

### ■ Pricing

| Sponsorship rank                                 |                  | Platinum               | Gold                  | Silver            |
|--|------------------|------------------------|-----------------------|-------------------|
| Promotional video played at the VR session venue |                  | Per session for 3 days | Per session for 1 day | Once              |
| Promotional video played at the VR lounge        |                  | ○                      | ○                     | ○                 |
| Logo exposure                                    | Guidebook        | ○                      | ○                     | ○                 |
|  | Official website | ○                      | ○                     | ○                 |
|  | Venue signage    | ○                      | ○                     | ○                 |
| Pricing (before tax)                             |                  | <b>500,000JPY</b>      | <b>300,000JPY</b>     | <b>100,000JPY</b> |

Sponsors of sponsor sessions and exhibit booths who apply for the VR Now! total sponsorship will be acknowledged as "VR Now! Sponsor Session" and "VR Now! Demonstration Exhibit", as well as have the opportunity to exhibit in the "VR Now! Demonstration Exhibit" area.

In the VR Now! program, VR-related sessions and exhibit booths will be acknowledged as VR Now! content—"VR Now! Session" and "VR Now! Demonstration Exhibit"—on the official website and other media. Special exhibition space is also planned, consisting of "VR Now! Demonstration Exhibits".

Please see the CEDEC sponsorship program for details on sponsor sessions and exhibit booths.

<http://cedec.cesa.or.jp/2016/en/sponsor.html>

## 1. How to apply

·Download the "Sponsor Program Application" from the official website of CEDEC 2016 (at <http://cedec.cesa.or.jp/2016/en/sponsor.html> ), fill in the required information, and send it by email to the management office (sponsor@cedec.jp).

## 2. Invoicing

·The management office will issue an invoice after receipt of the application form.

## 3. Payment deadline

·Payment is due at the end of the month following the month of the invoice date.

\*For applications in July or later, the payment deadline is one month from the date of application or Friday, August 19, whichever is earlier.

\*The application may be cancelled if payment cannot be confirmed by the payment deadline.

·Cancellation charge may apply if cancellation date is closer to the event.

## 【 Contact Information 】

CEDEC Management Office  
c/o Nikkei Business Publications, Inc.  
1-17-3, Shirokane, Minato-ku, Tokyo 108-8646 Japan  
Tel:+813-6811-8082  
E-mail : sponsor@cedec.jp

|                     |                               |                 |
|---------------------|-------------------------------|-----------------|
| Cancellation Charge | Two months Prior to the event | 30% of the fee  |
|                     | One month Prior to the event  | 50% of the fee  |
|                     | Less than one month           | 100% of the fee |