Call for Exhibitors and Sponsors

Dear Industrial colleagues and partners,

You are invited to join and support the 2022 IEEE International Workshop on Sport, Technology and Research (IEEE STAR 2022). IEEE STAR 2022 has four sponsorship packages (Platinum, Gold, Silver, and Bronze) with different levels of visibility during the exhibition and the scientific sessions, including a dedicated event open to sport associations, stakeholders and general public to disseminate your products and services to a wider audience. Your support is very important to the conference, and the conference committee ensures that these contributions are well recognized. We illustrate the sponsorship packages with related benefits and costs below.

ABOUT IEEE STAR 2022

Sport is one of the most dynamic and promising sectors in terms of investment in research and innovation. Grounded on this evidence, the core purpose of the 2022 IEEE-STAR International workshop is to foster research in technological innovation and excellence in sports equipment, technical materials, training technologies and performance monitoring, fan engagement and healthy lifestyles. Specifically, the event aims to:

- promote and strengthen relationships, partnerships, alliances and networks between academia and industry in the field of sport innovation;
- disseminate recent research and technology advancements, discoveries and novel applications to sport;
- exchange ideas and strengthen cooperation between researchers;
- increase the public’s understanding and awareness of how the practice of sports can positively affect and individual’s quality of life;
- facilitate the development of new entrepreneurial initiatives in the sportech sector.

The event features a comprehensive technical program including panels, technical sessions, and innovative industrial demonstrations. Vertical panels will be an essential element of the IEEE-STAR workshop. Panels will bring together leading representatives from academia and industry to facilitate discussion around key topics and trends. Panel sessions will focus on challenging and emerging issues in all the areas of sports research and innovation.

SPONSORSHIP AND EXHIBITION PACKAGES

To achieve its objectives, IEEE STAR promotes this Call for Sponsorship and Exhibition which invites researchers, practitioners and companies to showcase their innovative results in sport innovation, including software solutions, technical equipment and materials, training technologies, performance monitoring, injury prevention, augmented and virtual reality, fan engagement and healthy lifestyles, metaverse, NFT.

The exhibition is intended to show the practical relevance of the accomplished or ongoing research activity and highlight the potential social and economic impact of technological innovation in the sport sector via demos, prototypes, and dedicated videos. A desk area will be available for each exhibitor thus providing an excellent opportunity to display their results and products and deliver inspirational practical demonstrations or presentations.

Potential exhibitors are invited to apply for a sponsorship package by completing a single PDF file according to the following structure (no more than 500 characters per item):

1. Short description of the organization / company proposing the exhibit;
2. Short description of the presented product and/or service, possibly including a photo or a link to a video;
3. Specific requests for the exhibition stand (if any);
4. Contact details of one of the applicants (email, phone, and postal address);
5. Sponsorship package chosen.

The sponsorship packages will include:

Platinum (cost: 2500 euros):
- Dedicated boot and exhibition area of 24 m² (additional space or arrangements for special equipment can be granted upon request).
- Full workshop registration and proceeding for 4 persons, including welcome reception, social dinner, all workshop banquets and coffee breaks, and other social activities.
- 5 min presentation of company products and services at the opening or closing ceremony.
- Logo on welcome signage at entrance to the conference venue.
- Banner of the company in a visible place in the conference venue.
- Hyperlinked logo on STAR 2022 website.
- Logo on Partner acknowledgement slide and Recognition from conference chair at the opening and closing Plenary Sessions.
- Company leaflet in conference bag.
- Identified as sponsor or exhibitor on conference digest, and the electronic workshop proceedings.

Gold (cost: 1500 euros):
- Dedicated boot and exhibition area of 12 m².
- Full workshop registration and proceeding for 3 persons, including welcome reception, all workshop banquets and coffee breaks.
- Hyperlinked logo on STAR 2022 website.
- Logo on Partner acknowledgement slide and Recognition from conference chair at the opening and closing Plenary Sessions.
- Company leaflet in conference bag.
- Identified as sponsor or exhibitor on conference digest, and the electronic workshop proceedings.

Silver (cost: 1000 euros):
- Dedicated boot and exhibition area of 6 m².
- Full workshop registration and proceeding for 2 persons, including welcome reception, all workshop banquets and coffee breaks.
- Company leaflet in conference bag.
- Identified as sponsor or exhibitor on conference digest, and the electronic workshop proceedings.

Bronze (cost: 600 euros):
- Dedicated boot and exhibition area of 6 m².
- Full workshop registration and proceeding for 1 person, including welcome reception, all workshop banquets and coffee breaks.
- Identified as sponsor or exhibitor on conference digest, and the electronic workshop proceedings.
The application document should be submitted via email to the Exhibition co-chairs (Fabian Ulrich and Domenico Formica) at the address: Fabian.Ulrich@whu.edu, D.Formica@unicampus.it.

The deadline for submissions is April 1st, 2022.
For any question or for further details, please contact directly the Exhibition Co-Chairs.

Please note that for start-up companies IEEE STAR is organizing dedicated activities and opportunities, whose details can be found in the call available in the download section.