What is ETRA?

• ETRA stands for **Eye Tracking Research and Applications Symposium**

• Founded in 2000 today it is the **top conference** for:
  • Eye tracking sensor technology
  • Machine learning-based analysis of eye movements
  • Computer vision methods for eye detection
  • Eye tracking privacy and security
  • Novel eye-based input methods
  • HCI/MMI technologies based on eye tracking

• More than 200 people from sciences and industry from all over the world joined last years’ ETRAs (for 2020 we expect more than 300 attendees)
Why you should sponsor ETRA 2020

• Show your latest solutions to your target group
• Meet brilliant minds and potential employees
• Mingle with world leading scientists and engineers in eye tracking
• Establish collaborations with international academics and professional networks in eye tracking
• Network with eye tracking start-ups and SME
Bridging the gap

Bring together eye tracking researchers from Computer Science/Technology and Psychology/Cognitive Science

By means of:

• Chair teams from both communities
• Keynote speakers from both communities
• Cross-disciplinary tutorials and workshops
• New submission category compatible with Psychology practices
About University of Stuttgart

- One of the oldest technical universities in Germany (founded in 1829)
- Member of the TU9
- 10 faculties, >27,000 students
- Highly ranked, English-speaking programs in engineering and computer science
- Two excellence clusters

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About Stuttgart

- Capital and largest city of the German state of Baden-Württemberg
- International airport, direct connection to conference venue via public transport (15 min)
- Frankfurt airport only 1:20h away by train
Sponsor packages

Platinum 5,000 €
- Five complimentary registrations to attend all conference functions
- Up to five exhibition tables
- Logo on one of the following: lanyard or conference bag. (The selection is based on a first-come-first-serve principle)
- Opportunity to purchase additional sponsor add-ons to increase visibility

Gold 3,000 €
- Two complimentary registrations to attend all conference functions
- One exhibit table
- Ability to purchase one extra exhibit table for 500 €
- Ability to purchase additional options listed in the registration form

Silver 1,500 €
- One complimentary registration to attend all conference functions
- Ability to purchase additional options listed in the registration form

Basic
(included in all packages):
- Acknowledgment on the conference web site
- The opportunity to include material and giveaways in each delegate package
- Acknowledgment of the sponsorship in the conference proceedings
- Opportunity to sponsor best student paper awards
- Opportunity to purchase additional sponsor add-ons to increase visibility
- Opportunity to contribute towards the main conference dinner

Exhibit tables will be given in a first-to-pay-first-to-select basis ranked per the sponsoring package (Platinum first, then Gold).

ETRA sponsor pitch deck – Page 7/9
Dates and floor plan

Area in front of lecture halls:
- Posters
- Sponsors
- Buffet
(all in the same area with short distances)

Setup:
Morning June 2\textsuperscript{nd}

Booth opening dates:
June 2\textsuperscript{nd} to June 5\textsuperscript{th} lunchtime.
Get in touch

If you have any questions about ETRA or if you are interested in sponsorship and exhibition please do not hesitate to contact us!

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