

LAS VEGAS

JANUARY 8 - 11

5TH ANNIVERSARY EDITION

# VR FEST™

THE WORLD'S FIRST AND LARGEST VIRTUAL REALITY FESTIVAL

PRODUCED BY

DREAMLAND 30POLIS





# OUR MISSION:

With support from our founding sponsors, VR Fest is dedicated to driving innovations in the immersive entertainment industry that perpetuate the art and science of the medium for both content creators and consumer audiences alike.

WELCOME TO SEASON FIVE OF VR FEST® featuring three days of top rated VR/AR/MR/XR programming in Las Vegas from January 8th to 11th, 2019.

- VR FEST PROGRAMS FOR 2019
- THE VR LOUNGE @ OMNIA NIGHTCLUB
- VR FEST E-SPORTS @ PLANET 13
- THE VR FEST EXPO @ PLANET 13
- VR ACADEMY PANELS @ PLANET 13
- EXTREME TECH CHALLENGE @ VENETIAN
- VR FEST/ XTC CHARITY DINNER @ HARD ROCK
- PLATFORMA VR SNEAK PREVIEW @ BALLY'S
- THE VR ARCADE @ HAKKASAN NIGHTCLUB

YOU MUST BE 21 or OLDER with valid ID to enter all VR FEST events.

TUES, JANUARY 8th - @ Caesars Palace  
10pm to 4am: VR Lounge @ Omnia Nightclub featuring Zedd

WEDNESDAY, JANUARY 9th - @ Planet 13 + Hard Rock  
11am to 8pm: The VR Academy Panels and Workshops @ Planet 13\*  
11am to 8pm: The VR Fest Expo @ Planet 13\*  
7:30pm to 10pm: The XTC Charity Dinner @Hard Rock (Requires Ticket)

THURSDAY, JANUARY 10th @ Planet 13 + Venetian + Bally's + MGM  
11am to 2pm: The VR Academy Panels and Workshops @ Planet 13\*  
11am to 8pm: The VR Fest Expo @ Planet 13\*  
3pm to 8pm: VR E-Sports Tournament : Virtual Soccer Zone @ Planet 13\*  
1pm to 3pm: XTC Semi Finals @ The Venetian  
5pm to 10pm: PlatformaVR Sneak Preview @ Bally's  
10pm to 4am: The VR Arcade @ Hakkasan Nightclub

\*"PLANET 13 IS A NEVADA LICENSED DISPENSARY. REGARDING ANY PRODUCTS FROM THAT SPONSOR. KEEP OUT OF REACH OF CHILDREN. FOR USE BY ADULTS 21 YEARS OF AGE OR OLDER."

DATES , TIMES AND LOCATIONS ARE SUBJECT TO CHANGES



# VR FEST™

# VR FEST™

## OFFICIAL VENUES



THE VR FEST EXPO & SPEAKER SERIES  
JANUARY 9TH & 10TH @ 12PM TO 10PM  
PLANET 13 LAS VEGAS

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VR FEST & XTC CLOSING NIGHT  
JANUARY 10TH @ 10:00PM TO 4AM  
HAKKASAN NIGHTCLUB @ MGM GRAND



XTC SEMI FINALS  
JANUARY 10TH @ 1PM TO 3PM  
BELLINI BALLROOM @ THE VENETIAN



VR FEST & XTC OPENING NIGHT  
JANUARY 8TH @ 10PM TO 4AM  
OMNIA NIGHTCLUB @ CAESARS PALACE



VR FEST HEADQUARTERS  
FRESH WATA STUDIO



PLATFORMA VR SNEAK PREVIEW  
JANUARY 10TH @ 5PM TO 10PM  
AVENUE SHOPS @ BALLY'S LAS VEGAS



VR FEST/XTC CHARITY DINNER  
JANUARY 10TH @ 7:30PM TO 10PM  
35 @ HARD ROCK HOTEL

# VR FEST™

THE #1 NIGHTTIME TECHNOLOGY EVENT ON THE LAS VEGAS STRIP



**VR ARCADE**

**X EXTREME TECH CHALLENGE 2019 VR FEST**

TUESDAY JANUARY 08

SOUNDS BY  
**ZEDD**

COMPLIMENTARY & EXPEDITED ENTRY  
WITH WRISTBAND

**OMNIA**  
NIGHTCLUB · LAS VEGAS



**VR ARCADE**

**X EXTREME TECH CHALLENGE 2019 VR FEST**

THURSDAY JANUARY 10

SOUNDS BY  
**TIËSTO**

COMPLIMENTARY & EXPEDITED ENTRY  
WITH WRISTBAND

**HAKKASAN**  
NIGHTCLUB

VR FEST & VR ARCADE OFFER THE BEST IN NIGHTTIME ENTERTAINMENT IN PARTNERSHIP WITH HAKKASAN GROUP

JOIN US FOR THE  
DEBUT OF THE  
NEWEST VR  
ATTRACTION ON THE  
LAS VEGAS STRIP

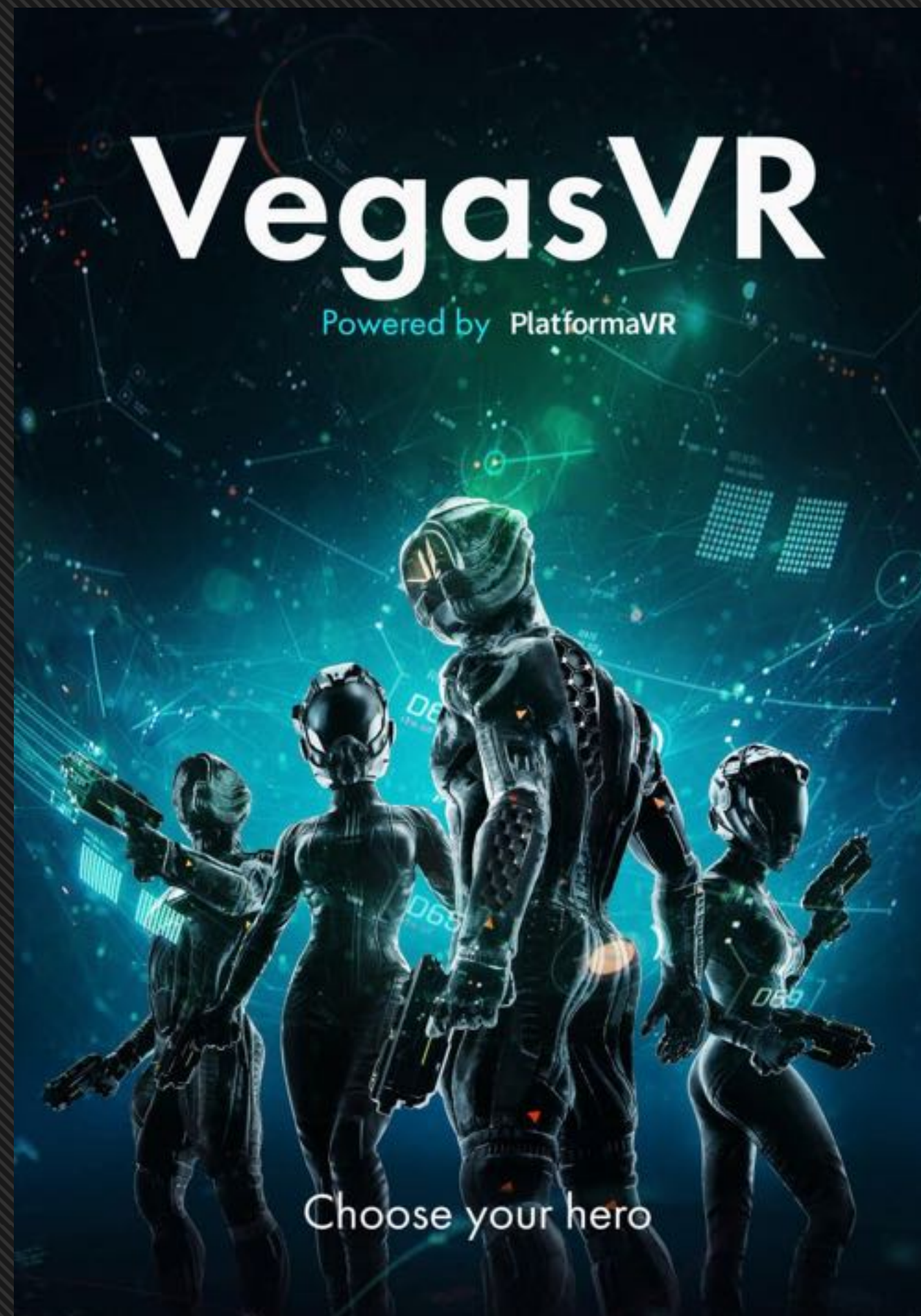
Get Tickets:  
[www.VRFEST.org](http://www.VRFEST.org)



# VR FEST™

## PLATFORMA VR SNEAK PREVIEW

THURSDAY, JANUARY 10TH FROM 5PM TO 10PM @ BALLY'S



JOIN US FOR A  
CHAMPAGNE TOAST  
AND MULTI-PLAYER  
VR GAME PLAY  
PRESENTED BY  
VEGAS VR &  
PLATFORMA VR

RSVP AT:  
[www.VRFEST.org](http://www.VRFEST.org)



VR PLATFORMA

JOIN US FOR THE  
#1 XR TECH EVENT  
IN LAS VEGAS

Get Tickets:  
[www.VRFEST.org](http://www.VRFEST.org)

# VR FEST™

## VR E-SPORTS TOURNAMENT

THURSDAY, JANUARY 10TH FROM 3PM TO 8PM @ PLANET 13\*

COMPETE TO WIN A  
VR HEADSET from  
SAM Immersive

Register to PLAY  
[www.VRFEST.org](http://www.VRFEST.org)



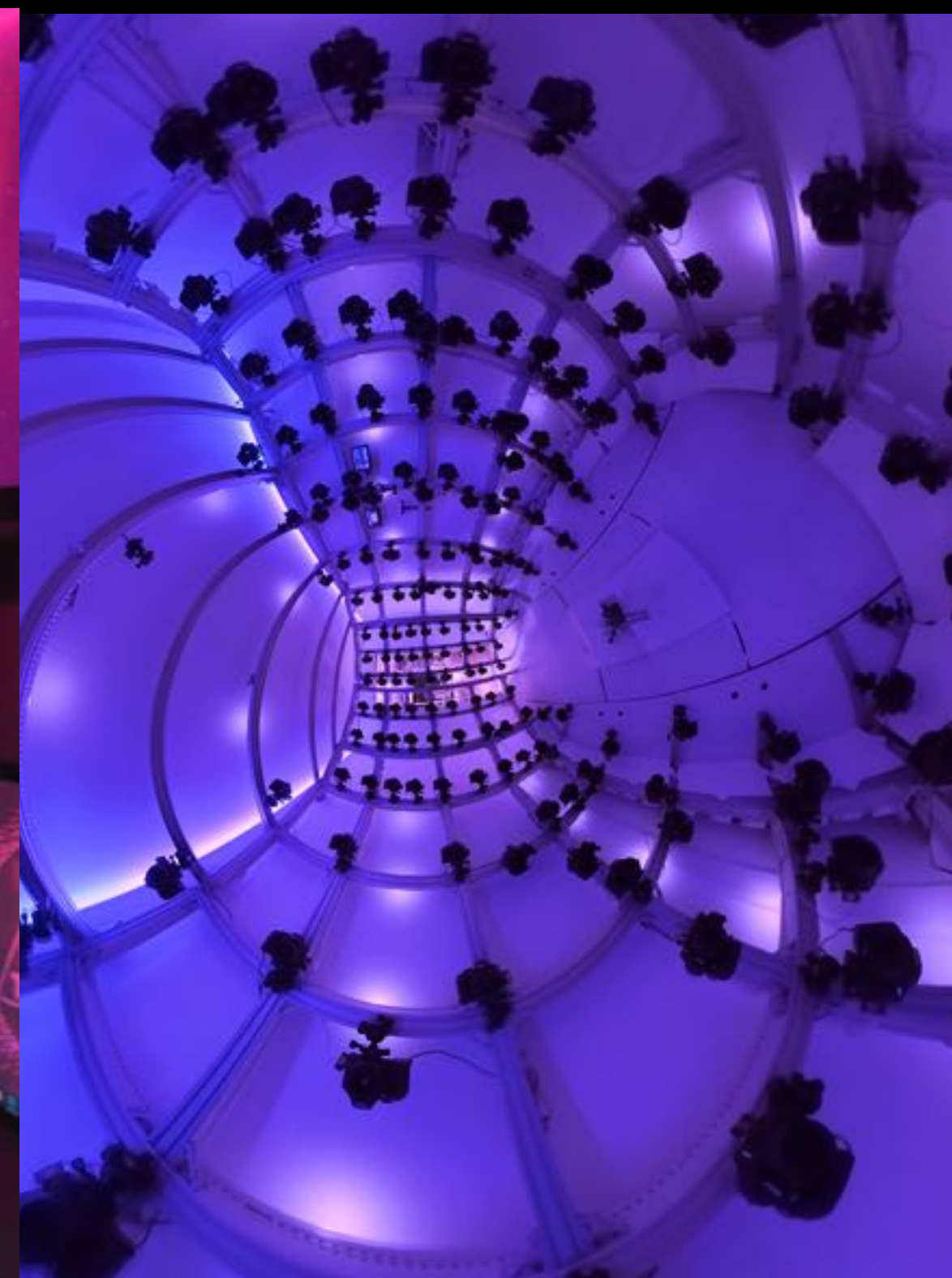
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# VR FEST™

## THE SCAN TRUCK

JANUARY 9TH & 10TH FROM 11AM TO 8PM @ PLANET 13\*

ENTER TO WIN A  
COMPLIMENTARY  
3D SCAN FROM  
THE SCAN TRUCK  
AT VR FEST



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# VR FEST™ ONLINE FILM & GAME COMPETITION

**WELCOME** to the 5th Annual VR Fest Online XR Film & Game Competition for 2019.

This contest is a free and OPEN TO THE PUBLIC competition where ANYONE from ANYWHERE can nominate THEMSELVES or OTHERS for ANY AWARD CATEGORY listed to the right. You can nominate as many people or projects as you would like, but you can only nominate them ONCE in a category.

## INSTRUCTIONS

Please fill out the nomination form at [VRFEST.org](http://VRFEST.org) and click SUBMIT to complete your nomination. Each nomination you submit will require a new form.

## HOW IT WORKS

The top nominees in each category will go before a public voting process which will determine the top two entrants in each category. The top two nominees in each category then go head to head into the judges round to compete for the title "Best of VR FEST 2019".

Winners will be announced live on stage at VR Fest in Las Vegas this January 8th to 11th, 2019.

Nominees compete for a chance to display their content at the Extreme Tech Challenge Finals on Sir Richard Branson's private island in 2019 plus a Global Distribution Contract. Additional prizes to be announced during the award presentation at VR FEST.

## GENERAL SUBMISSION RULES

- This contest is free to enter and is open to anyone over the age of 18.
- All entrants must complete the Online Registration Form by November 15th, 2018.
- All submissions must use some form of XR technology in their delivery.
- XR viewing devices may vary to include all manufacturers.
- Once the Online Registration Form is complete, you will be contacted by an official programmer with further details about your placement in the competition.

## IMPORTANT DATES AND DEADLINES

VR FEST Nomination Period Ends (November 15th)  
VR FEST Public Voting Period (December 15 to 31)  
VR FEST and XTC Semi Finals (January 8 to 11)  
XTC Finals Necker Island (April 2019)

# 500+ NOMINEES. 39 WINNERS.

PRESENTED BY



A L I E N W A R E

## XR AWARD CATEGORIES

### Live Action VR

- Best Narrative Film or Short
- Best Music Video
- Best Commercial
- Best Documentary
- Best TV Project
- Best Sports Project
- Best Educational Project
- Best Non Profit or Social Cause
- Best Live Stream
- Best Experimental Project
- Best Virtual Travel Experience
- Best Real Estate Experience

### Animated VR

- Best Narrative Animation
- Best Music Video
- Best Commercial
- Best Educational Project

### XR Games (VR+AR+MR)

- Best Game for Cardboard
- Best Game for Mobile/All in One
- Best Game for Tethered HMD
- Location Based Entertainment
- Best VR E-Sports Platform

### General XR Awards

- Audience Award
- Best use of XR Technology
- Most Immersive VR Experience
- Best Augmented Reality Experience
- Best Mixed Reality Experience
- Best Director
- Best Cinematography
- Extreme XR Challenge
- Best Virtual World Platform
- Best Social VR Platform
- Best Interactive Hologram
- Best 3D/LED Mapping Display
- Best Volumetric Experience
- Best LED Experience
- Best 3D Body Scanner
- Best Artificial Intelligence
- Best AR Indoor Navigation
- Best Haptic Feedback Solution



**TRICIA COSTELLO**  
FRESH WATA



**WINNIE WONG**  
PARTNER MANAGEMENT FOR EMERGING TECHNOLOGIES  
DELL



**PEARLY CHEN**  
CHIEF OF STAFF TO CEO AND  
VR/AR INVESTOR AT HTC



**KATE MCCALLUM**  
VORTEX IMMERSION/ PGA  
PRODUCER

2019  
**VR FEST™**  
**JUDGES**

**MARCUS KUEHNE**  
XR STRATEGY LEAD AT AUDI



**DULCE BAERGA**  
DULCE.COM

**LOUISA SPRING**  
SAM-I  
FOUNDER



**NATHAN PETTYJOHN**  
VR/AR ASSOCIATION  
PRESIDENT

**TED SCHILOWITZ**  
PARAMOUNT PICTURES  
FUTURIST



**MARCIE JASTROW**  
TECHNICOLOR  
SVP IMMERSIVE MEDIA

**NANEA REEVES**  
TRIPP  
CO-FOUNDER / CEO



**CHRIS CRESCITELLI**  
VR FEST  
FOUNDER

# THE VR/AR ACADEMY PANELS

WEDNESDAY, JANUARY 9TH (11am to 8pm)

## THE VR ACADEMY SPEAKER PANELS

VR FEST 's VR/AR Academy Panels feature top industry speakers from the global immersive entertainment community.

**Date:** Wednesday, January 9th

**Time:** 11am to 8pm

**Location:** Planet 13 Las Vegas\*

**Address:** 2548 W Desert Inn Rd, Las Vegas, NV 89109

**Description:** VR FEST and Planet 13 \*are teaming up to host a series of VR/AR speaker panels that will debut at Planet 13 's beautiful facility located one mile from the Las Vegas Strip.

## PANEL SCHEDULE & LINE UP FOR WEDNESDAY, JANUARY 9th (11am to 8pm)

**FIRESIDE CHAT #1: Mixed Reality presented by MixCast**

Time: 11:00am – 11:30am

Speakers: Tarrnie Williams, Bob Cooney

**PANEL #2: Women in VR/AR – Content is Queen**

Time: 11:45am to 12:45pm

Moderator: Sandra Cannon

Speakers: Nikki Roth (Google), Dulce Baerga (Dulce.com), Leila Amirsadeghi (One Dome), Samantha Wolfe (PitchFWD), Jenna Seiden (Beat Games)

**FIRESIDE CHAT #3: Nolan Bushnell presented by Modal**

Time: 1pm – 1:20pm

Moderator: Jenna Seiden (Beat Games)

Speaker: Nolan Bushnell (Modal)

**FIRESIDE CHAT #4: Augmented Reality**

Time: 1:30pm to 2pm

Moderator: Dulce Baerga (Dulce.com)

Speakers: Cathy Hackl (Magic Leap), Sahin Boydas (Leo AR), Rene Amador (ARwall), Matt Kulig (Aisle411), Ziggy Kormandel (Augmently)

**PANEL #5: Experiential Holograms**

Time: 2pm to 2:45pm

Moderator: Christina Heller (Metastage)

Speakers: Natascha French (VNTANA), Ronnie Lee (Holocryptics), David Nussbaum (Hologram USA), Eric Hungerford (Mousetrappe)

**PANEL #6: Location Based Virtual Reality Entertainment #1**

Time: 3pm to 3:45pm

Moderator: Joanna Popper (HP)

Speakers: Leif Petersen (Hologate), Jason Crawford (Modal), Pearly Chen (HTC Vive), Michael Festa (Survios), Sam Wang (SkyLimit Entertainment), Aaron Pulkka (Two Bit Circus).

**FIRESIDE CHAT #7: XR Med Tech: How Immersive Technology is Impacting the Healthcare Industry**

Time: 4pm to 4:30pm

Moderator: Sandra Cannon (New Reality Labs)

Speakers: Shauna Heller (AiSolve), Chris Brickler (MyndVR), Nanea Reeves, (Tripp)

**PANEL #8: Special Presentation: Virtual Microscopy in Cancer Research presented by PassmoreVR**

Time: 4:40pm to 5pm

Speakers: Greg Passmore & Sabine Bredow (PassmoreVR)

**PANEL #9: Special Presentation: Convergence: The Path Forward For Consumer VR**

Time: 5pm to 5:20pm

Speaker: Charlie Fink (Author / Columnist)

**FIRESIDE CHAT #10: Vive Focus and Viveport Arcade presented HTC Vive**

Time: 5:30pm to 6:00pm

Speakers: Pearly Chen (HTC Vive)

**PANEL #11: Special Presentation: WebXR**

Time: 6:05pm to 6:25pm

Speaker: Dulce Baerga (Dulce.com)

**PANEL #12: Special Presentation presented by SVVR**

Time: 6:30pm to 7pm

Speaker: Karl Krantz (SVVR)

**PANEL #13: Closing Keynote presented by Studio Lightship**

Time: 7pm to 7:30pm

Speaker: Brett Leonard (Co-Founder STUDIO LIGHTSHIP Producer/Director/Writer Futurist/VX Expert-Creator)

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## THE VR/AR ACADEMY PANELS

THURSDAY, JANUARY 10TH (11am to 2pm)

### THE VR ACADEMY SPEAKER PANELS

VR FEST 's VR/AR Academy Panels feature top industry speakers from the global immersive entertainment community.

**Date:** Thursday, January 10th

**Time:** 11am to 2pm

**Location:** Planet 13 Las Vegas\*

**Address:** 2548 W Desert Inn Rd, Las Vegas, NV 89109

**Description:** VR FEST and Planet 13 \*are teaming up to host a series of VR/AR speaker panels that will debut at Planet 13 's beautiful facility located one mile from the Las Vegas Strip.



### PANEL SCHEDULE & LINE UP FOR THURSDAY, JANUARY 10th (11am to 2pm)

#### PANEL #14: Location Based Virtual Reality Entertainment #2

Time: 11:00am - 12pm

Moderator: Bob Cooney

Speakers: James Ram (WePlayVR), Tammy Brandt (Dreamscape Immersive), Phillip José Steinfatt (VR Nerds), Baba Uppal (Secret Location), Gregg Katano (Hologate), Doug Griffin (Nomadic), Dorothy Ferguson (Two Bit Circus).

#### PANEL #15: Virtual Reality Storytelling

Time: 12pm to 1pm

Speakers: Brett Leonard (Studio Lightship), Jeff Olm (VFX Artist/Director)

#### PANEL #16: Virtual Reality E-Sports

Time: 1pm to 2pm

Moderator: Louisa Spring (Sam-i)

Speakers: Paolo Werbrouck (IGT), Tim Shiner (Sam-i), Parzival Ninja (VR League), Tyler Gates (Brightline Interactive), Dorothy Ferguson (Two Bit Circus)

#### PANEL #17: XR Marketing & Business Strategies

Time: 2pm - 2:45pm

Moderator: Amy Peck

Speakers: Matt Collado (Littlstar), BJ Schwartz (Vanishing Point Media), Jason Turner (The Virtual Reality Company)



**NOLAN BUSHNELL**  
CO-FOUNDER & CHAIRMAN OF MODAL



**JASON CRAWFORD**  
CEO / MODAL



**SANDRA CANNON**  
NEW REALITY LABS



**BRETT LEONARD**  
CO-FOUNDER STUDIO LIGHTSHIP PRODUCER/  
DIRECTOR/WRITER FUTURIST/VX EXPERT-CREATOR

**TARRNIE WILLIAMS**  
MIXCAST  
FOUNDER/CEO



**SAM WANG**  
SKYLIGHT ENTERTAINMENT

**LOUISA SPRING**  
SAMI / VANTAGE POINT  
FOUNDER



2019  
**VR FEST**<sup>™</sup>  
**SPEAKERS**

SEASON FIVE  
JANUARY 8TH TO 11TH  
LAS VEGAS



**JOANNA POPPER**  
GLOBAL HEAD OF VIRTUAL REALITY FOR  
LOCATION BASED ENTERTAINMENT AT HP

**JAMES RAM**  
AISOLVE



**MICHAEL FESTA**  
DIRECTOR OF DISTRIBUTION  
SURVIOS

**PEARLY CHEN**  
CHIEF OF STAFF TO CEO AND  
VR/AR INVESTOR AT HTC



**DULCE BAERGA**  
DULCE.COM

**MATTHEW KULIG**  
CEO/AISLE411



**JENNA SEIDEN**  
BEAT GAMES



**BOB COONEY**  
VR CONSULTANT



**CHRISTINA HELLER**  
CEO METASTAGE



**NATASCHA FRENCH**  
VNTANA



**DOROTHY FERGUSON**  
MARKETING DIRECTOR  
TWO BIT CIRCUS



# 2019 VR FEST™ SPEAKERS

SEASON FIVE  
JANUARY 8TH TO 11TH  
LAS VEGAS

**RENE AMADOR**  
ARWALL



**SHAUNA HELLER**  
AISOLVE / WEPLAYVR



**SAHIN BOYDAS**  
LEO AR



**CHARLIE FINK**  
AR/VR CONSULTANT, COLUMNIST,  
SPEAKER AND AUTHOR



**RONNIE LEE**  
CEO/ HOLOCRYPTICS



**BABA UPPAL**  
VICE PRESIDENT, STRATEGY & BUSINESS  
DEVELOPMENT, SECRET LOCATION



**GREG KATANO**  
HOLOGATE



**DAVID NUSSBAUM**  
HOLOGRAM USA



**ERIC HUNGERFORD**  
MOUSETRAPPE

**TAMMY BRANDT**  
DREAMSCAPE IMMERSIVE



**SABINE BREDOW**  
PASSMOREVR



2019  
**VR FEST**<sup>™</sup>  
**SPEAKERS**



**PHILLIP JOSÉ STEINFATT**  
CEO/ VR NERDS/ TOWER TAG

**GREG PASSMORE**  
PASSMOREVR



**NANEA REEVES**  
TRIPP  
CO-FOUNDER / CEO

SEASON FIVE  
JANUARY 8TH TO 11TH  
LAS VEGAS

**AARON PULKKA**  
TWO BIT CIRCUS



**CATHY HACKL**  
MAGIC LEAP

**KARL KRANTZ**  
SVVR



**SAMANTHA G. WOLFE**  
PITCH FWD

**NIKKI ROTH**  
SENIOR TECHNICAL ANIMATOR AT GOOGLE



**CHRIS BRICKLER**  
MYNDVR



**ZIGGY KORMANDEL**  
CEO / AUGMENTLY, INC



**ILYA KUZYUK**  
CEO PLATFORMA VR



**PAOLO WERBROUCK**  
DIRECTOR OF TECHNOLOGY  
PLAYDIGITAL INNOVATION LAB AT IGT



**TIM SHINER**  
HEAD OF INNOVATION AT SAM IMMERSIVE



**ROBERT WATTS**  
LIGHT SAIL VR



# 2019 VR FEST™ SPEAKERS

SEASON FIVE  
JANUARY 8TH TO 11TH  
LAS VEGAS



**PARZIVAL NINJA**  
VR LEAGUE

**JEFF OLM**  
DIRECTOR/VFX ARTIST



**LEILA AMIRSADEGHI**  
ONE DOME



**DOUG GRIFFIN**  
NOMADIC



**LEIF PETERSEN**  
HOLOGATE



# OUR PARTNERS TAKE CENTER STAGE

## PROMOTE YOUR BRAND

VR FEST works closely with our partners to showcase their brand and to ensure optimal exposure in the marketplace.

## VR FEST enables our partners to

## CONNECT WITH THE COMMUNITY

through public speaking opportunities and live social media broadcasts which further promote brand loyalty.

## INFORM YOUR AUDIENCE

XR Magazine now offers print and online advertising for VR FEST partners as well as editorial consideration in our new monthly publication.

## VIP ACCESS!

Our partners and guests enjoy complimentary admission and expedited entry to all of our events including The VR Arcade @ Hakkasan Nightclub for the Official XTC/VR Fest After Party.



**\*SPONSOR PACKAGES AVAILABLE UPON REQUEST**



# SPONSOR **BENEFITS**

## **EXHIBIT SPONSOR**

Exhibit sponsors are invited to showcase at all Official VR Fest event Venues. Space is limited and will be provided first come first serve.

## **IN KIND PRODUCT DONATIONS AND AWARDS**

Donate your product or service to the VR FEST Online Film & Game Competition Awards Program and reach a world of top influencers and taste makers from the immersive tech industry.

## **INFORM YOUR AUDIENCE**

VR FEST and XR Magazine now offer print and online advertising for VR FEST partners as well as editorial consideration in our new monthly publication. We also feature TV, Billboard and Social Media Marketing Opportunities.

## **VIP ACCESS**

Our partners and guests enjoy complimentary admission and expedited entry to all of our events including The VR Arcade @ Hakkasan Nightclub for the Official XTC/VR Fest After Party.

VR FEST AVAILABLE BENEFITS \* VR FEST allows our partners to custom craft their own package based on the options listed below.

- Ability to showcase branded content to be featured at all VR FEST event and touring locations.
- Logo/banner on XR Magazine and VR FEST website with updatable link.
- Year Round XR Magazine and VR FEST Social Media Post Package (details to be determined by partners).
- Your products or systems will be in full view with branded signage at the VR FEST EXPO, VR Academy Panels and VR Lounge.
- VR FEST will generate an event impression recap report for your brand.
- VR FEST will provide photo and/or video highlights from all events.
- VR FEST Media Alerts will be issued when applicable.
- VR FEST will provide brand mention in pre/post show email blasts and press releases.
- VR FEST will create an updatable advertisement in our Newsletter (15,000 subscribers).
- VR FEST will create and display any splash screen/product video content for showcase online and at our events.
- Inclusion in all printed materials, posters and invites.
- Opportunity to provide products for VR FEST filmmaker prize packages.
- Ability to create a game competition or hack-a-thon series of events within the VR FEST event platform or online.
- Complimentary VIP badges for your executives to all events.
- Opportunity to co-host networking events and receptions at all events.
- Opportunity to set up a special marketing area or booth at all events.
- Opportunity to become a speaker or moderator for the VR Academy Panels & Workshops.
- Ability to provide swag and gifts to Award Winners, VIP and Celebrity attendees.
- Ability to be the Official Partner of the VR FEST LAB in Las Vegas with onsite and online branding.
- Ability to host events and provide demos in the Lab for your clients (based on availability).

**\*CUSTOM BENEFITS AVAILABLE UPON REQUEST**

# VR FEST™

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**CONTACT: CHRISTOPHER CRESCITELLI**

**VR FEST FOUNDER**

**EXTREME TECH CHALLENGE SUPERVISOR OF VR/AR**

**VR/AR ASSOCIATION LAS VEGAS CHAPTER PRESIDENT**

**(702) 825-00VR (0087)**

**[virtualrealityfestival@gmail.com](mailto:virtualrealityfestival@gmail.com)**