



VR/AR ASSOCIATION
WHERE XR MEETS REALITY

Roberto Haza

Chapter President of Seattle

I consult with executives, managers, and professionals in small -to -mid enterprise to implement XR on daily operations

I lead the Seattle Chapter with 2 active Board Chairs and 2 Advisors.

Julia Beabout – Programs Chair
Arian Kulp – Communications Chair





Join the VR/AR Association Seattle Chapter to Grow, Learn and Connect

introducing the VRARA, the global organization where XR meets reality, fostering collaboration between innovative organizations and creators in the VR and AR ecosystem

PRESENTATION

Sep 12, 2024 8:00 PM PST



Roberto Haza, Chapter President, VR/AR Association



VR/AR ASSOCIATION

WHERE XR MEETS REALITY

The VR/AR Association (VRARA) is the global industry association for Virtual & Augmented Reality, designed to foster collaboration between companies that accelerates growth, fosters research and education, develops industry best practices and guidelines.

VRARA's programs and initiatives are designed to accelerate anyone's growth, knowledge, and connections.

www.thevrara.com





VR/AR ASSOCIATION
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2024 STATISTICS

www.thevrara.com

4000+ Companies,
Brands and Schools



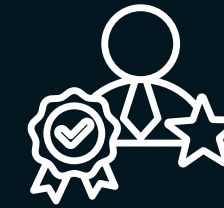
50+ Chapters
100+ Staff



25+ Industry
Committees
Weekly Online Meets



55K+ Professionals



Community



7K+



10K+



40K+



60K+



25K+

Training, Podcasts
and Webinars



Equipment Rentals



PlayStation.VR



oculus

100+ Publications,
Events, & Discounts





Thank You For Attending

@thevrara

roberto@thevrara.com

www.thevrara.com



VR/AR ASSOCIATION
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MEMBERSHIP BENEFITS

Join the world's largest professional trade association for virtual and augmented reality, designed to help you grow, learn and connect!

You can see pricing and join (pay) [online here](#) and we will then email you our New Member Welcome Package and get you started.

NETWORKING & SUPPORT (ECOSYSTEM, COMMUNITY)

- [70 Chapters & 140 staff](#) to help you with connections and growth
- [25 Committees](#) - get your name out there by collaborating with others on developing case studies, best practices, and guidelines for the industry
- 4000+ organizations (companies, brands, schools, etc) and over 60,000+ professionals
- [Global Summits](#) - get preference to speak at our summits and discounts to attend/exhibit/sponsor.
- Online portal (Slack): collaborate with 8000+ Members that are using our Slack around the world and get real -time support from our Staff!



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PROMOTION

- [Events](#) - [Speak & exhibit at our and our partner's events \(300+ events per year\)](#)
- [Blog posts](#) - [Get featured on our website! \(~24K unique monthly visitors\)](#)
- [Newsletter](#) - [Get featured \(weekly: 60K+ subscribers, 30 -50% open rate\)](#)
- [Podcast](#) - [Get an interview \(450K listens!\)](#)
- [Webinars](#) - [Present to 100 -800+ people live \(1000+ watch recording\)](#)
- [Publications](#) - [Co-author and get featured! 1000's of downloads.](#)
- [Social Media](#) - [Get Featured with 60K followers and a ~1M reach, 30% engage rate!](#)
- [Member logo & PR](#) - [Prestige of association with the VRARA brand - brand recognition is a critical component to building trust with prospective clients. As a member, you'll have access to tools from digital badges to press releases — that showcase your affiliation with the world's biggest VR AR industry group](#)



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ACCESS

- [Events](#) - free attendee passes for all Chapter events
- [Online Meets](#) - weekly - online meetings with 10 -30+ other executives with guest presenters for different verticals with live discussion
- [Publications](#): case studies, reports, white papers with ROI examples, KPIs, infographics
- [Slack](#) - Online portal/tool for community collaboration & real time support with 6300+ Members & Staff
- [Online training](#) self-paced or instructor-led classes
- [VR/AR Directory](#) - database with over 4000+ companies, brands, schools. As a Member, you get special premium features like "match service" with potential partners and customers!



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PROGRAMS & INITIATIVES

- [Weekly - Industry Committees for different verticals - collaborate on projects, best practices, and guidelines for the industry.](#)
- [Fortune+VRARA multi-media initiative, "Next Gen VR/AR Technologies" \(HTC, Lenovo\)](#)
- [Training Program - learn VR AR, Unity, etc \(onsite & online classes\)](#)



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SAVINGS & DISCOUNTS

- [Events - discounts to over 100+ events](#)
- [Analyst Reports including ARtillery Intelligence](#)
- [Equipment - rent headsets and PCs.](#)



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JOBS & TALENT

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- [Job Board - post your job listings for free](#)
- [Internship & Jobs placement program](#)

PAST EVENTS



Forums/Summits (vertical/topic specific):

2024

[Best of Europe: XR, AI, Immersive Tech \(VRARA Europe Summit 2024\)](#) - 3200+ attendees

2023

[VRARA Retail Forum 2023](#)

[VRARA Enterprise & Training Forum 2023](#)

[VRARA Education Forum 2023](#)

2022

[Enterprise \(1.2K registrations\)](#)

[Healthcare \(1.6K registrations\)](#)

[Education \(~ 1K registrations\)](#)

[Retail \(~ 1K registrations\)](#)

[Immerse Global Summit](#)

Sept 2022- Madeira

Dec 2022 - Miami

(10,000+ registrations!)