



ICRA 2023

IEEE International Conference on Robotics and Automation

29th May – 2nd June 2023 - ExCeL London

EMBRACING THE FUTURE. MAKING ROBOTS FOR HUMANS



Dear Colleagues,

It gives me enormous pleasure to invite you to ICRA 2023, the world's most prestigious robotics conference, to be held in London in spring 2023.

As the flagship conference of the IEEE Robotics and Automation Society, ICRA will deliver a world class programme of activities. Given our event's theme, "Embracing the Future – Making Robots for Humans", we look forward to shining a spotlight on important high-impact innovations in robotics and automation that demonstrate clear and obvious global benefits to humanity.

The timing of ICRA's inaugural UK event could not be more opportune. In recent years, robotics research in the UK has flourished - the country now clearly a major player on the world stage. We are proud to have become a vibrant hub of research distinction in a wide range of robotics and autonomous systems, with governments that continue to promote and indeed fund robotics as one of their key strategic technologies. Equally important is our rich academic heritage with an unprecedented number of world class universities and institutions now conducting cutting-edge research in robotics, AI and automation.

We expect over 4,000 of the world's top roboticists and leading industry representatives to join us in-person here in London, but our ambition is to deliver a truly hybrid event that will allow us to provide virtual access to many more online. We are delighted to invite your organisation to play a leading role at ICRA 2023, by taking up one of the many exciting opportunities available. Whether partnering, sponsoring or exhibiting, you will gain access to a range of valuable industry benefits.

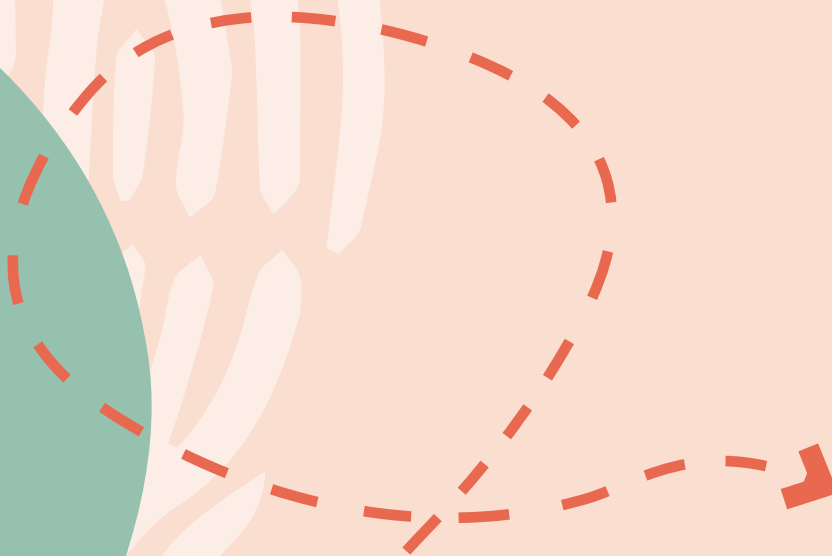
We will be making every effort to facilitate fruitful interaction between you and other ICRA participants, from early-career PhD students and postdoctoral researchers to senior robotics experts and their institutions. With over 4,500 sqm of exhibition floorspace dedicated solely to our industry, your organisation will be able to enjoy our exhibition tours, get prime access to the Talent program, and reap the benefits of the many content delivery opportunities available. ICRA 2023 provides the perfect platform for organisations to network within the field's global community of research and technological innovation.

Come and join us in London for ICRA 2023. We can guarantee you an unforgettable experience – both professionally and personally.

Kaspar Althoefer

ICRA 2023 General Chair



A hand with a red dashed outline is positioned in the upper right quadrant of the image. The hand is open, with fingers slightly spread, and its index finger points towards the text in the green bubble. The background behind the hand consists of concentric, wavy lines in shades of orange and white, resembling a signal or a field of influence.

**Connect in-person
with over 4,000
leading roboticists!**

A black speech bubble with a red dot at its top is located in the lower right quadrant. The bubble is irregular in shape, with a tail pointing towards the green bubble above it. The text inside is white and bold.

**Who will
you meet?**

Application Interest

Manufacturing	45%
Healthcare	37%
Logistics	28%
Agriculture	21%
Defense	18%
Security	10%
Mining	9%

Product Interest

Sensors / Sensing Systems	62%
Software / Simulation	57%
Motion Control	56%
Cameras / Imaging / Vision	52%
Controllers	44%
End Effectors / Grippers	36%
Soft Robotics	30%
Microprocessors / SoCs	15%
Batteries / Power Source	9%

Experienced roboticists

A dedicated, experienced audience with over 38% having worked in the industry for 11 years or more.

More than 20 years	16%
11-20years	22%
6-10 years	21%
2-5 years	28%
Less than 2 years	5%
Student / Pre-professional	8%

Industry Leading Organisations

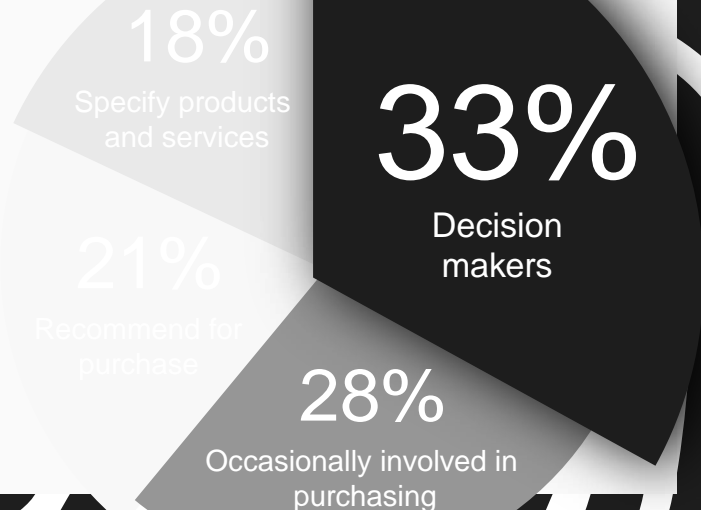
Organisation Size

More than 1000 employees / sta	61%
101 – 1,000 employees / sta	20%
100 or less employees / sta	19%

Professional Setting

University / Research Institution	82%
Business and Industry	15%
Government / Non-Profit / NGO	3%

The Power to
make purchasing
decisions



(from ICRA past Attendees' Survey)

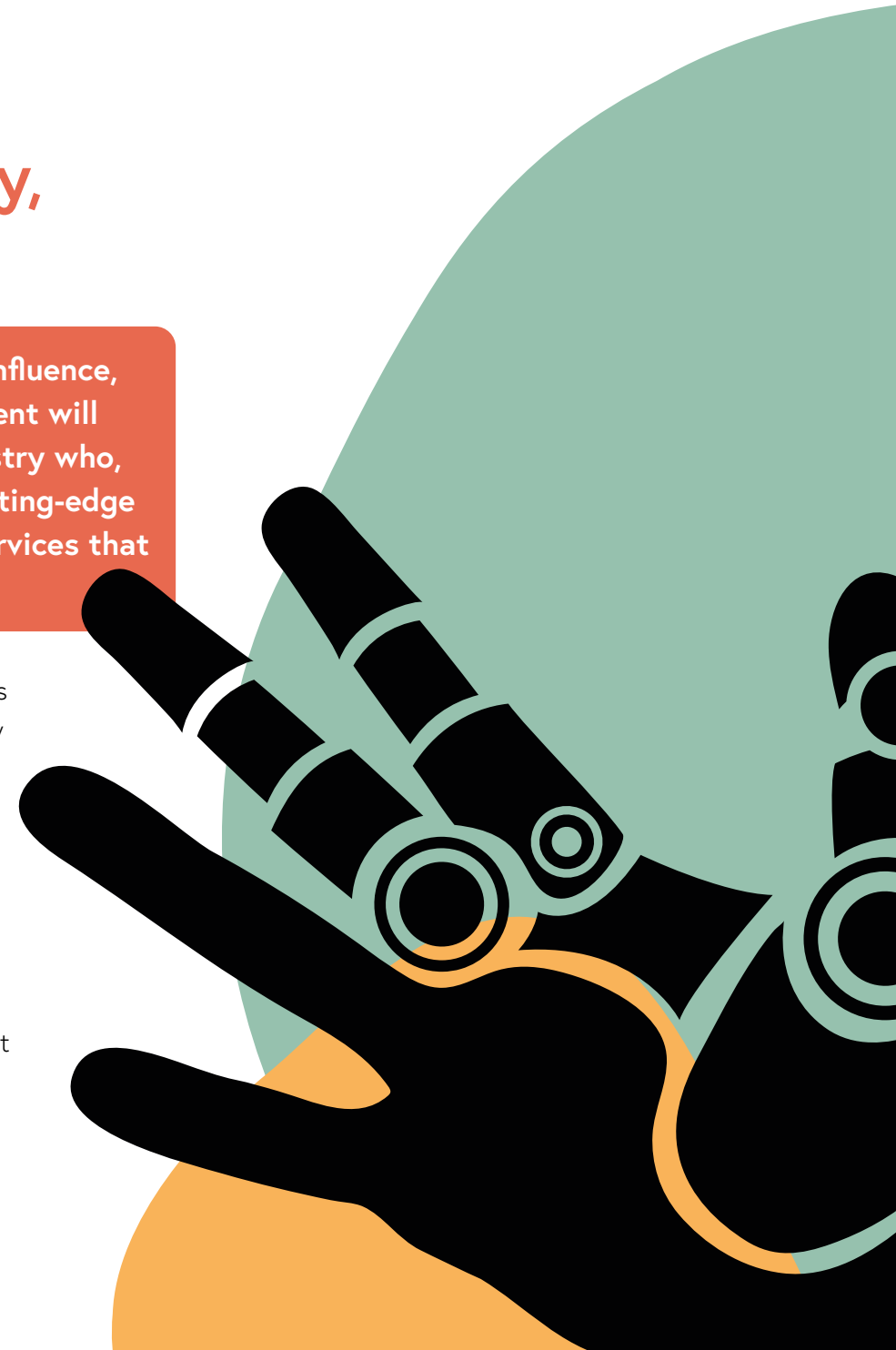
Get involved, support our industry, and drive your company's growth

ICRA 2023 presents a unique opportunity to expand your sphere of influence, share your collective visions and shape the industry's future! The event will bring together leading academics and the biggest players from industry who, between them, are developing the next generation of algorithms, cutting-edge commercial innovations and the intelligent systems, products and services that will be needed to meet the needs of tomorrow's customers.

Partnering with ICRA 2023 provides an opportunity to promote the latest developments relating to your products and services that will enhance your brand value and reach key industry decision makers. Positioning your organisation as a thought leader will attract new business opportunities and strengthen your existing customer relationships.

There are a variety of ways to partner at ICRA 2023 - either as a sponsor, exhibitor or both, as detailed in this prospectus. It is worth noting that our packages are designed to extend your brand messaging beyond the physical event into the realm of our considerable virtual audience.

We would also welcome your suggestions as to any alternative ways in which you might wish to support the event.



Partnership opportunities

Partnership Level Benefits	Platinum £50,000	Gold £40,000	Silver £20,000	Bronze £10,000
BRAND ENHANCEMENT				
Hyperlinked logo on ICRA 2023 website	✓	✓	✓	✓
Acknowledgement as Partners in the Conference App and virtual platform	✓	✓	✓	✓
Logo on welcome signage at entrance to exhibit hall	✓	✓	✓	✓
Logo on Partner acknowledgement slide at start and end of Keynote and Plenary Sessions	✓	✓	✓	✓
Logo on pre-conference e-blasts / promotional materials	✓	✓	✓	
Recognition from conference chair in welcome address	✓	✓	✓	
Digital Ad in the conference transition slides	30 sec ad'	15 sec ad'	Static	
Ad on digital signage at the venue	30 sec ad'	20 sec ad'	15 sec ad'	
Insert in conference bag	✓	✓		
Personalized alerts / push notifications in Conference App	4	2	1	
Access to Talent Recruitment Program	3 months	2 months	1 month	1 month
Invitations to all VIP Events	3	2		

	Platinum £50,000	Gold £40,000	Silver £20,000	Bronze £10,000
EXHIBITION SPACE				
Exhibition (space only - sqm)	9x6	6x6	6x3	3x3
REGISTRATION PASSES				
Full Conference Delegate Passes	6	3	2	1
Exhibitor Staff Passes	12	6	3	1
CONTENT				
Sponsored Session for Industry – opportunity to purchase 60 minutes lunch slot in addition to package price. See "a la carte" opportunities.	Exclusivity - open to Platinum only			
Industry Business presentations	15 minutes	15 minutes	15 minutes	
Exhibition Tours	✓	✓	✓	
Lab tour video included in the virtual platform	✓			

If you are interested in exclusivity, talk to us!
We will be able to design an exclusive Diamond package to achieve your marketing goals!

* Prices net of UK VAT, currently at 20%. 0% VAT will apply to companies outside Europe. VAT can be claimed by UK and EU VAT registered companies.

Enhance your package or design your own high level "a la carte" opportunities

INVESTMENT	SUPPORT OF EDUCATIONAL ACTIVITIES
£15,000	Sponsored Session for Industry - 60 minutes during lunch (2 slots available - open only to Platinum Partnership Level) - Partner chooses topic and speakers subject to committee approval
£10,000	Sponsored Session for Industry - 45 minutes during late afternoon/ evening (2 slots available - priority booking to Partners) - Partner chooses topic and speakers subject to committee approval
£5,000	Concurrent Sessions Partnership (6 slots available)
£5,000	Poster Area in the Exhibit Hall (exclusive)
£2,500	Industry Business Presentation (15 minute - Silent Theatre in the exhibition). Included for Platinum, Gold and Silver Partners
£1,500	Exhibition Tours (bringing delegates to your stand) - Included for Platinum, Gold and Silver Partners
SUPPORT OF ATTENDEE SERVICES	
£10,000	Conference t-shirt for Event Staff
£25,000	Conference Bag (exclusive)
£15,000	Lanyards (exclusive)
£15,000	Charging stations in the Exhibit Hall (exclusive)
£10,000	ICRA 2023 Lounge

£7,500	Robotics Arts Exhibit
£7,500	Conference Coffee Service in the Exhibition Hall

SUPPORT OF SOCIAL EVENTS	
£7,500	Welcome reception in Exhibition Hall (exclusive)
£10,000	VIP Dinner at St Paul's Cathedral (exclusive) - includes 3 senior representatives at the dinner
£20,000	Social Networking event with live entertainment (exclusive)

BRANDING AT ExCeL LONDON	
CALL TO RECEIVE OUR MEDIA PACK	Digital and advertising space opportunities available throughout ExCeL London

Partnerships opportunities and availability subject to change. Get in touch for complete details on each of these opportunities.

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Get access to the top talent in the field

ICRA 2023 will be the industry's largest event of the year, bringing together an unparalleled number of industry players, all under one roof.

We expect over 30% of the audience to be students. Check out their work and identify potential new hires for your organisation. Remember – with any applicant who gets a paper accepted by ICRA, you can be sure they're among the very highest calibre of robotics students and postdocs in the world!

ICRA 2023 provides an unrivalled opportunity to meet highly skilled robotics professionals face-to-face. The Access to Talent Recruitment Program is targeted at small and large robotics companies and provides an outstanding opportunity for employers to showcase their company and to conduct on-site interviews with prospective employees. All registered delegates will have the opportunity to upload their resumé to a database to which participating organisations will have access. Don't miss this opportunity to attract the best talent to your organisation. Secure your participation today!

Talent Recruitment Programme

	Platinum	Gold	Silver	Bronze
Candidates	POSTDOC, PH.D., M.SC., B.SC.	PH.D., M.SC., B.SC.	M.SC., B.SC.	B.SC.
Access prior to Conference	3 months	2 months	1 months	1 month
FEE BY ORGANIZATION SIZE				
More than 500 employees	£9,500	£6,500	£4,500	£2,000
101 - 500 employees	£5,000	£3,500	£2,500	£975
Less than 100 employees	£2,500	£1,500	£1,000	£500



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Exhibiting

The Exhibition Hall will be a major component of the overall event experience from **Tuesday 30 May – Thursday 1 June** inclusive. A variety of activities will be taking place, including morning and afternoon refreshment breaks, poster sessions and business presentations.

Exhibition Space Rental

Standard Space only per sqm

£450

Minimum size available 9 sqm – 3x3.

More space available in increments of 9sqm

Included with your exhibition space are the following additional benefits:

- ✓ Two (2) Exhibitor Personnel Passes per 9 sqm of exhibit space. Additional Exhibitor Personnel Passes can be purchased
- ✓ Complimentary listing in the Conference Exhibit Directory
- ✓ Complimentary listing on the Conference mobile app and virtual platform
- ✓ Access to high-impact partnership opportunities available only to exhibitors and partners
- ✓ Access to post-conference attendee list with email addresses (GDPR compliant, opt-outs removed)

Small Business Space only per sqm

£250

(Companies with less than 25 employees).

Space will be allocated in the Small Business Zone

- ✓ Minimum size available 9 sqm – 3x3.
- ✓ One (1) Exhibitor Personnel Passes per 9sq/m. of exhibit space. Additional Exhibitor Personnel Passes can be purchased
- ✓ Complimentary listing in the Conference Exhibit Directory
- ✓ Complimentary listing on the Conference mobile app and virtual platform
- ✓ Access to high-impact partnership opportunities available only to exhibitors and partners

Be part of our "RAS" Zone, ICRA's Robotics and Automation Start-Ups area

This area is specifically designed to allow new companies, the next generation of entrepreneurs, to attract investment and grants that will allow them to continue to grow their new businesses.

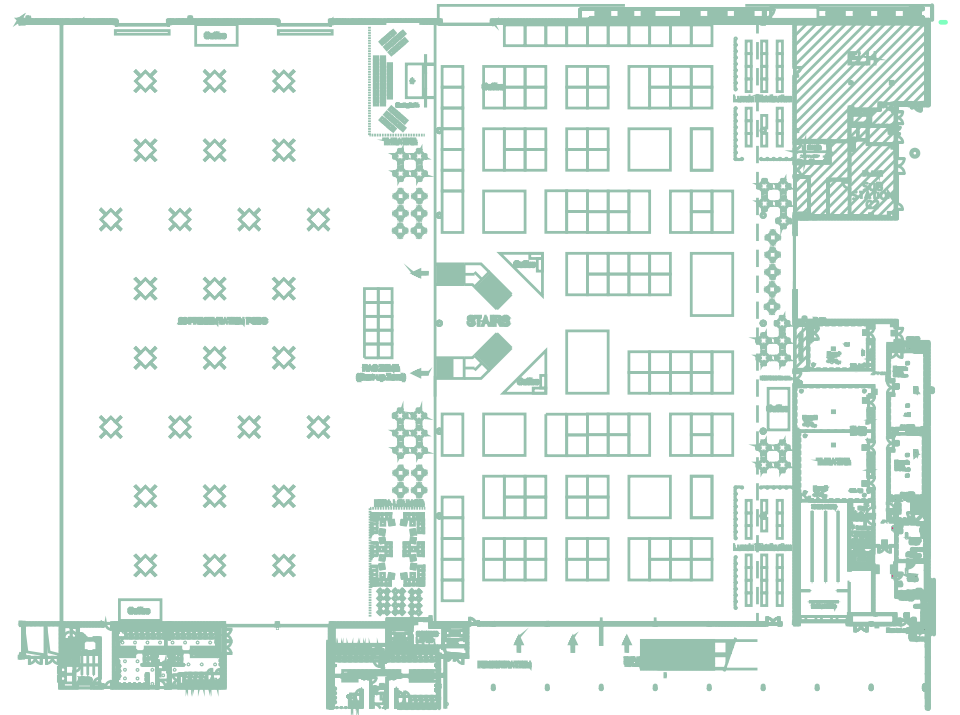
2x2 Demo Pod

£1,750

(Companies that incorporated within 24 months of the conference dates. Must provide incorporation certificate / certificate from Companies House).

- ✓ Demo pod included with your space including walling, power and carpet
- ✓ One (1) Exhibitor Personnel Pass. Additional Exhibitor Personnel Passes can be purchased
- ✓ Complimentary listing in the Conference Exhibit Directory as part of the RAS Zone
- ✓ Complimentary listing on the Conference mobile app and virtual platform

Exhibit Hall



Opening times

Monday 29 May	18:00 – 20:00	<i>Welcome Reception at the Exhibition</i>
Tuesday 30 May	9:00 – 18:00	
Wednesday 31 May	9:00 – 18:00	
Thursday 1 June	9:00 – 17:00	



Welcome to ExCeL London.

ExCeL London is London's award-winning convention and events venue, offering an incredible 100,000m² of flexible event space, including London's International Convention Centre. The venue boasts excellent transport links for both national and international visitors with 3 onsite DLR (Docklands Light Railway) stations, easy access to London Underground, and London City Airport just 5-minutes away. London's new high-speed train line, the Elizabeth line, is due to open in May 2022, connecting ExCeL London with the centre of the city in just 12 minutes.

For more information visit <https://www.excel.london/>

Contact

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