



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



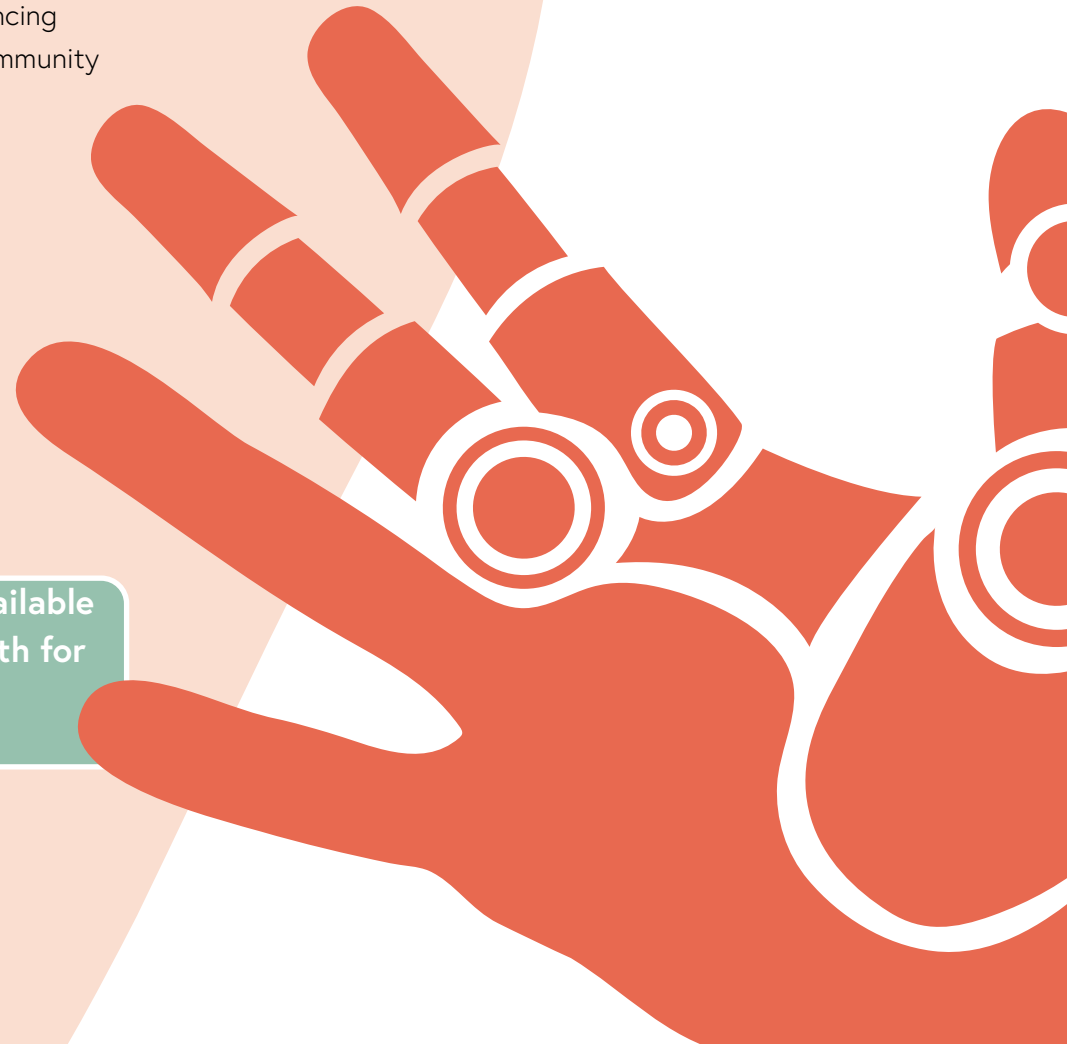
About IEEE and the IEEE Robotics and Automation Society

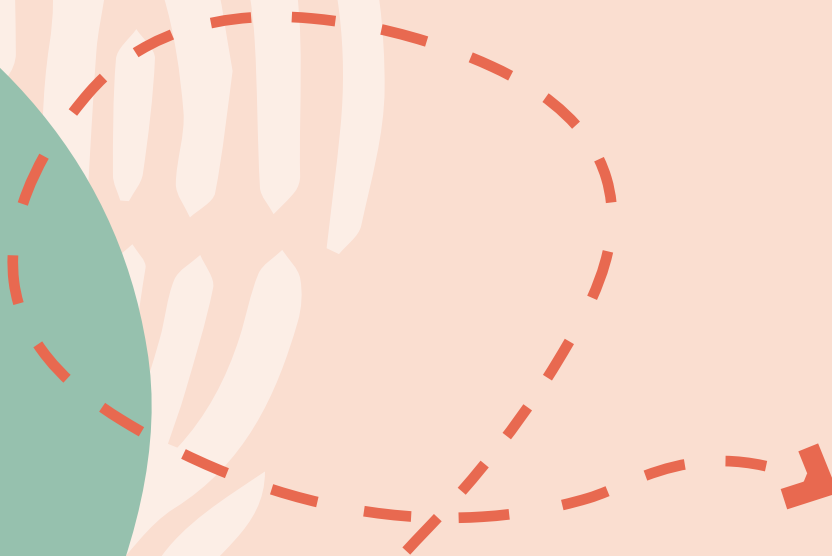
IEEE is the world's largest technical professional organisation dedicated to advancing technology for the benefit of humanity. IEEE and its members inspire a global community through their highly regarded and indeed influential publications, conferences, technology standards, and wide-ranging professional and educational activities.

The IEEE Robotics and Automation Society's objectives are scientific, literary and educational in character. The Society strives for the advancement of the theory and practice of robotics and automation engineering and science, and for the maintenance of high professional standards among its members.


Their mission is to foster the development and facilitate the exchange of scientific and technological knowledge in Robotics and Automation that benefits members, the profession and humanity.

We invite you to review the many sponsorship opportunities available at ICRA 2023 and help lay the foundations for future growth both for your organisation and the robotics and automation community.



A hand with a red dashed outline is shown in the upper right quadrant, pointing towards the text. The background features a light orange color with a pattern of concentric, wavy lines in a slightly darker shade of orange.

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

A black speech bubble with a red dot at the top is located in the lower right quadrant. The background features a light orange color with a pattern of concentric, wavy lines in a slightly darker shade of orange.

**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% |
| 11-20 years | 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 / staff | 61% |
| 101 – 1,000 employees / staff | 20% |
| 100 or less employees / staff | 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)

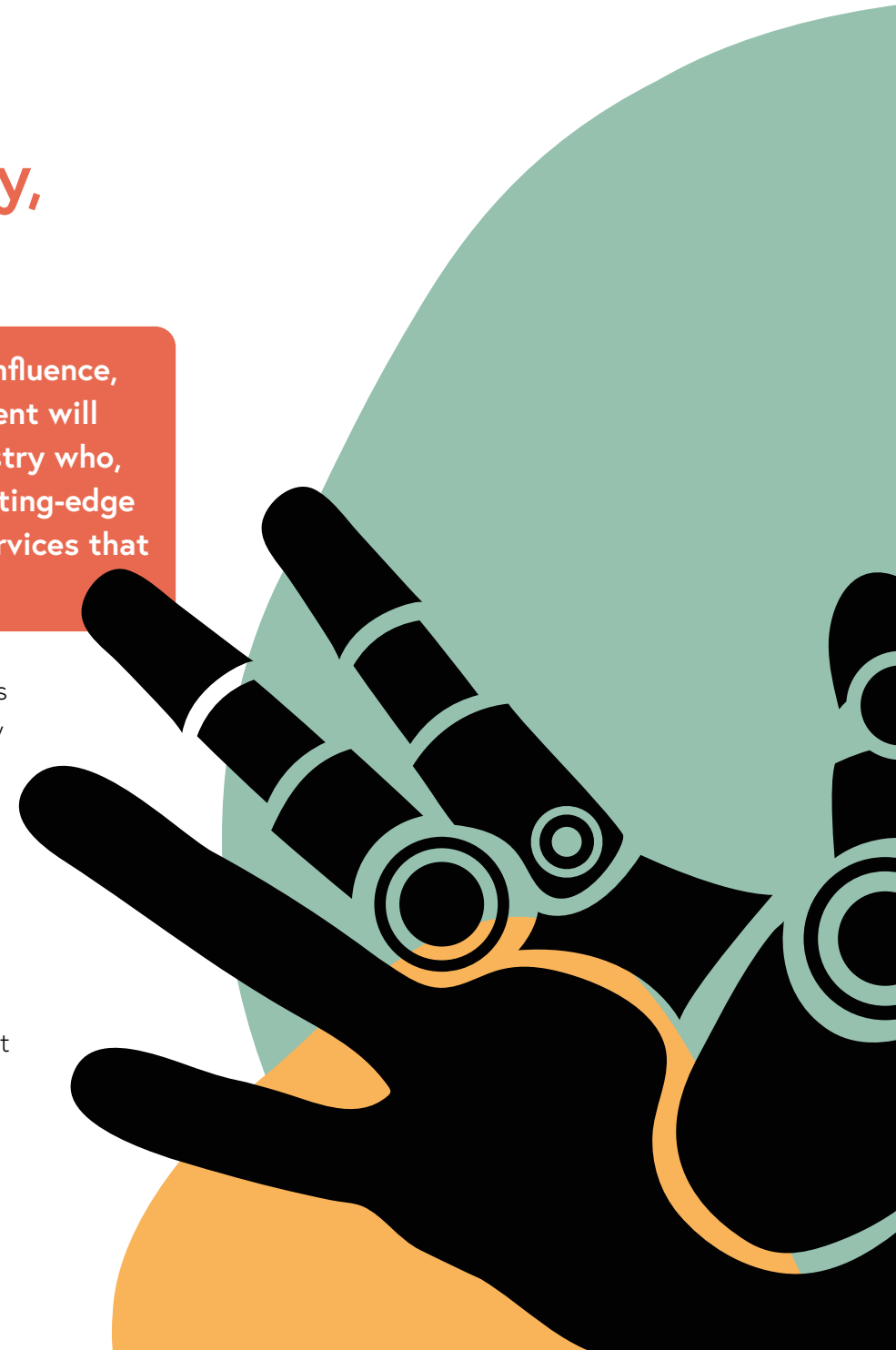
Get involved, support our industry, and drive your company's growth

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.

* 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.

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 |

* 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.



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.

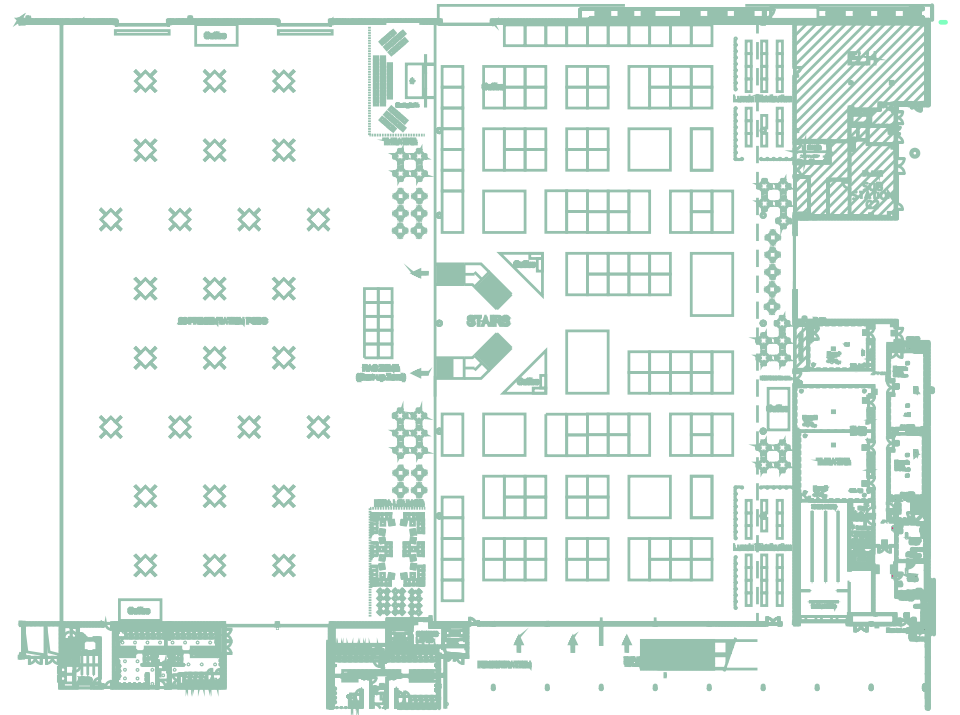
2x2 Demo Pod

£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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