

# ICRA2018

## IEEE Robotics and Automation Society

Brisbane Convention & Exhibition Centre | 21-25 May 2018

### partnership and exhibition prospectus

*Updated December 2017*



#### Hosts



Australian Government  
Department of Defence  
Science and Technology



Queensland University of Technology



ICRA2018

21-25 May 2018  
Brisbane Convention & Exhibition Centre

[www.ICRA2018.org](http://www.ICRA2018.org)

# invitation

**W**e invite you to partner with us and participate in this major event by choosing from the partnership packages, individual partner options or exhibition opportunities. This meeting will strengthen existing relationships and establish new partnerships.

We expect approximately 2,500 delegates from all over the world and this presents an outstanding opportunity to introduce your organisation's products and services to professionals, researchers and educators in the field of robotics and automation. The conference program and floor layout will provide partners and exhibitors with maximum exposure. The social program will also provide additional opportunities for networking and exposure at this significant meeting.

This prospectus will provide you with an outline of our vision and goals and how sponsoring our Conference will benefit your organisation. We present this as a guide, and would be delighted to discuss with you a custom partnership or tailor-made package to better achieve your corporate goals.

## About ICRA2018

The IEEE International Conference on Robotics and Automation (ICRA) is the premier event in the field of Robotics and Automation. ICRA conference is also the largest in the field, it has been running since 1984, and in 2018 the conference will be held for the first time in Australia. Australia has been world leading in the application of robotics and automation to the mining, cargo handling and agricultural industry sectors. ICRA 2018 will be held at Brisbane Convention & Exhibition Centre, which is a world-class venue and recently hosted the G20 meeting. ICRA 2018 will offer an ideal venue for delegates to interact with colleagues and collaborators from around the world, and be informed of the latest research trends. The conference exhibitions and robot competitions will be tightly coupled with the technical presentations program.

ICRA 2018 will feature a number of social functions, including a dinner banquet, with tutorials and workshops before and after the Conference so that participants can find the experience rewarding professionally in an enjoyable and stimulating atmosphere with the world's best researchers and companies in robotics and automation. The Organisers are determined to provide every possible opportunity for delegates, presenters, students, exhibitors and partners to network.

## Our Delegates

The Conference will attract roboticists from around the world. A detailed marketing strategy, publicity schedule and media campaign has been developed to ensure that the Conference is well publicised prior to and during the event.

With these marketing initiatives and historical data on previous Conference attendances, the Organising Committee is confident of attracting at least 2,500 delegates.

## The Venue

The Brisbane Convention & Exhibition Centre is a world-class purpose-built congress venue, renowned for its operational and service excellence. The Centre is located in a unique urban cultural and entertainment precinct in the heart of Brisbane known as South Bank.

South Bank is set in a lush, subtropical riverfront parkland; a destination offering a truly dynamic urban lifestyle and appealing retail precinct; a showcase of Queensland's diverse range of artistic abilities and a host to one of the world's most important collections of indigenous art.

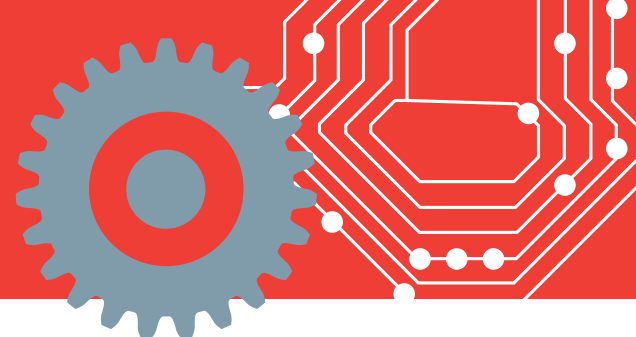
## Why Partner and/or Exhibit at ICRA 2018?

The ICRA 2018 Conference will provide an outstanding opportunity to promote your organisation, to support your brands and to maintain a high profile among the world's leaders in robotics from academia and industry, researchers and roboticists alike.

The Conference offers a unique platform for you to interact with an international group of over 2,500 delegates. Conference delegates are keen to improve their knowledge of products that can assist them in their business or research, and your participation will help you forge lasting relationships with this audience.

All partners and exhibitors will be acknowledged through various mediums leading up to and during the Conference. Your organisation will benefit significantly from exposure to an interested, relevant and influential audience in an informal environment away from the competition of everyday distractions. This is a great opportunity to connect with a large number of targeted potential customers and media in one location.

# your partnership opportunities



The Organising Committee strongly believes in matching partnership packages with partner requirements. A targeted range of opportunities have been developed to ensure a successful outcome for all partners and participants at the Conference.

An early confirmation will ensure an even higher level of exposure at the Conference and we look forward to working with you to develop a package that can best suit your organisation's individual circumstances.

Please select your level of partnership or an individual item from our below list. All prices quoted in this prospectus are in Australian dollars (AUD) and inclusive of Goods & Services Taxation (GST).

## Prime Real Estate

Only major level Conference Partners have the opportunity secure a central position in the exhibition

## Platinum Partnership **AUD**

**SOLD**

(ities)

) in a prime location  
(subject to production deadlines)

- Logo on Conference Website
- Logo on Partner signage at venue
- Logo on Partner acknowledgement slide between sessions
- Logo in Conference E-zines (regular electronic newsletters to our database)
- One full page advertisement in the Conference Digest (subject to production deadlines)
- Two inserts to be placed into the delegate satchels (size and content to be approved by the Conference Organising Committee)
- Four complimentary sponsor registrations (full delegate) to the Conference including Conference dinner ticket
- Two complimentary exhibitor registrations
- 100-word organisation profile in the Conference Digest (subject to production deadlines)
- Opportunity to place one company provided free standing pull up banner in the registration area (2m high and 1m wide)
- Sponsorship of one plenary session

## Gold Partnership

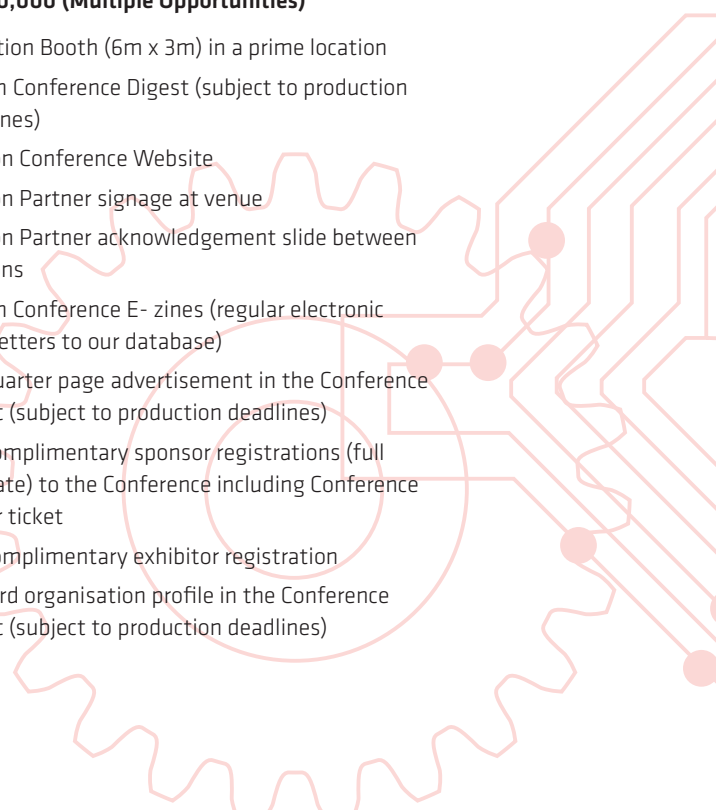
**AUD \$40,000 (Multiple Opportunities)**

- Exhibition Booth (6m x 6m) in a prime location
- Logo in Conference Digest (subject to production deadlines)
- Logo on Conference Website
- Logo on Partner signage at venue
- Logo on Partner acknowledgement slide between sessions
- Logo in Conference E-zines (regular electronic newsletters to our database)
- One half page advertisement in the Conference Digest (subject to production deadlines)
- One insert to be placed into the delegate satchels (size and content to be approved by the Conference Organising Committee)
- Three complimentary sponsor registrations (full delegate) to the Conference including Conference dinner ticket
- Two complimentary exhibitor registrations
- 75-word organisation profile in the Conference Digest (subject to production deadlines)

## Silver Partnership

**AUD \$30,000 (Multiple Opportunities)**

- Exhibition Booth (6m x 3m) in a prime location
- Logo in Conference Digest (subject to production deadlines)
- Logo on Conference Website
- Logo on Partner signage at venue
- Logo on Partner acknowledgement slide between sessions
- Logo in Conference E-zines (regular electronic newsletters to our database)
- One quarter page advertisement in the Conference Digest (subject to production deadlines)
- Two complimentary sponsor registrations (full delegate) to the Conference including Conference dinner ticket
- One complimentary exhibitor registration
- 50-word organisation profile in the Conference Digest (subject to production deadlines)





# your partnership opportunities

## Bronze Partnership

**AUD \$15,000 (Multiple Opportunities)**

- Exhibition Booth (3m x 3m)
- Logo in Conference Digest (subject to production deadlines)
- Logo on Conference Website
- Logo on Partner signage at venue
- Logo in Conference E- zines (regular electronic newsletters to our database)
- One complimentary sponsor registration
- 25 word organisation profile in the Conference Digest (subject to production deadlines)

## Access to Talent Program at ICRA2018

Nowhere else will you find so many highly skilled and relevant delegates under one roof at one time, than at ICRA2018.

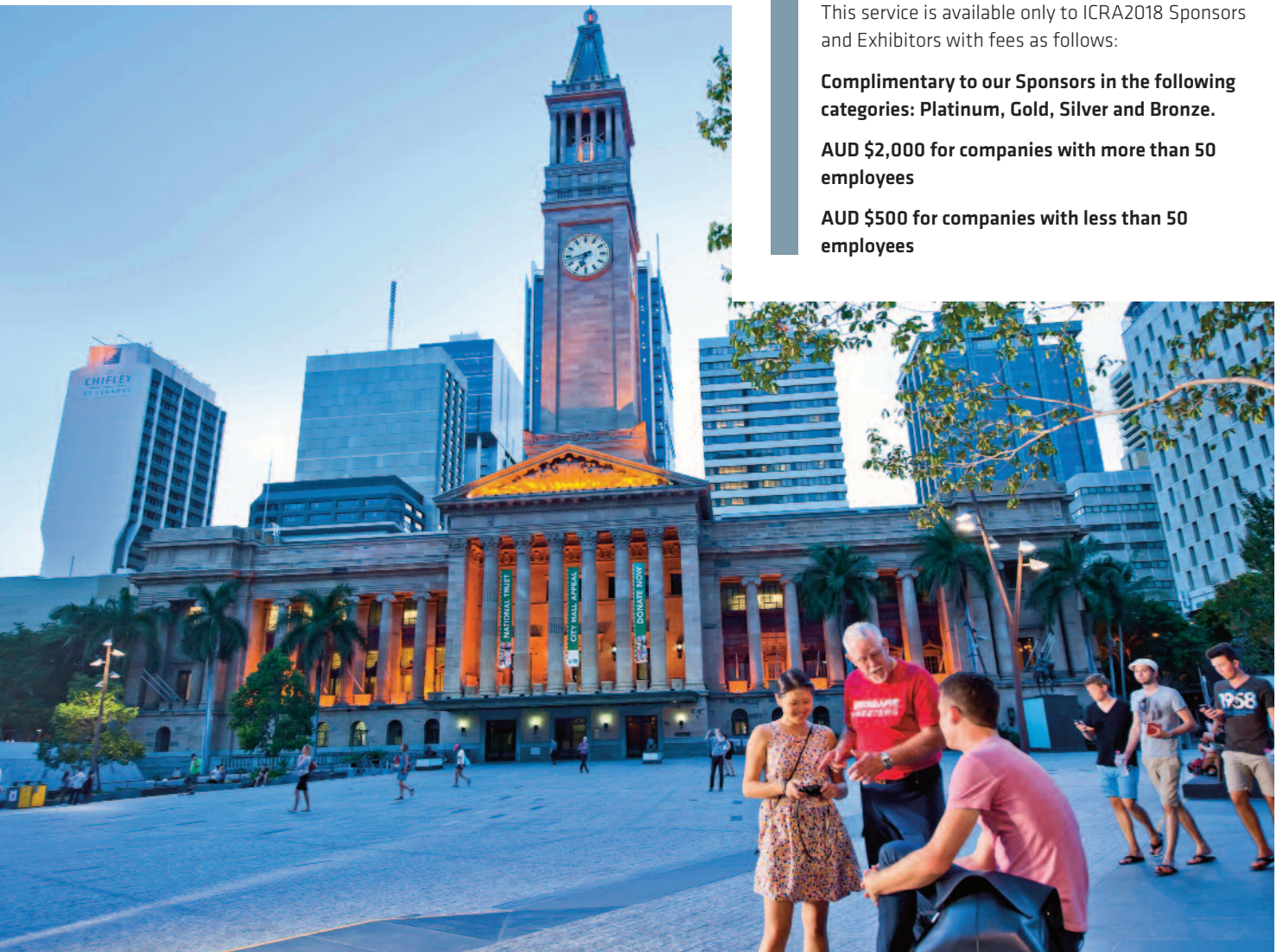
After previous successes at ICRA and IROS, the IEEE Robotics and Automation Society will again be organizing an official Access to Talent Program in conjunction with ICRA 2018. This program is targeted at small and large robotics companies, and provides an outstanding opportunity for employers to showcase 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 that participating organisations can have access to and search.

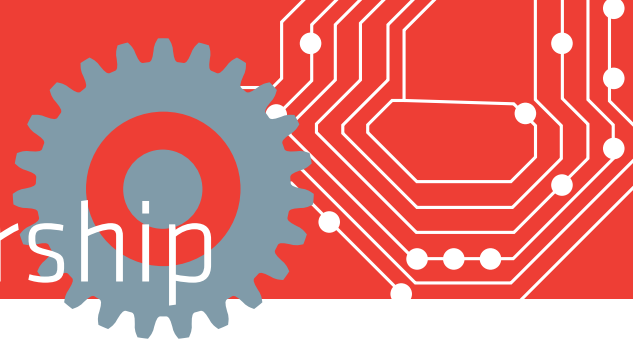
This service is available only to ICRA2018 Sponsors and Exhibitors with fees as follows:

**Complimentary to our Sponsors in the following categories: Platinum, Gold, Silver and Bronze.**

**AUD \$2,000 for companies with more than 50 employees**

**AUD \$500 for companies with less than 50 employees**





# individual sponsorship opportunities

## Educational

**Sponsorship of a Keynote Speaker or Concurrent Session is an excellent way to demonstrate an organisations commitment to themes that align with their goals and initiatives.**

### International Speaker Partnership

**AUD \$7,500 (Multiple opportunities)**

This presents the opportunity to align your organisation with an international plenary keynote speaker invited by the Organising Committee. The plenary sessions will attract high attendance.

- Logo against speaker's name in the Conference Digest (subject to production deadlines)
- Logo against speaker's name on the Conference website
- Logo on the holding slide before your speaker's presentation
- Logo on signage at the entrance to the session room
- 50-word organisation profile in the Conference Digest (subject to production deadlines)

*Please note: No speaking opportunity exists with the above item.*

### Concurrent Session

**AUD \$3,000 (Multiple opportunities)**

These sessions will feature renowned speakers on subjects more specific to niche areas of the Program, attracting specific delegate groups.

- Logo against speaker's name in the Conference Digest (subject to production deadlines)
- Logo against speaker's name on the Conference website
- Logo on the holding slide before your speaker's presentation
- 25-word organisation profile in the Conference Digest (subject to production deadlines)

*Please note: No speaking opportunity exists with the above item.*

## Delegate Services

### Conference Bag

**AUD \$30,000 (Exclusive opportunity)**

Every registered delegate will receive an official Conference satchel upon registration. The satchel is environmentally friendly, and we encourage re-use by delegates after the Conference has finished.

- Logo in Conference Digest (subject to production deadlines)
- Logo on Conference satchels (size and placement of logo will be at the discretion of the Conference Organising Committee)
- One insert to be placed into the delegate satchels (size and content to be approved by the Conference Organising Committee)
- Logo on Conference Website
- Logo on Partner signage at venue
- One complimentary sponsor registration (full delegate) to the Conference including Conference dinner ticket
- 25-word organisation profile in the Conference Digest (subject to production deadlines)

### Water Bottle – Delegate Gift

**AUD \$20,000 (Exclusive opportunity)**

A re-useable water bottle branded with your organisation's logo will be given to every delegate. The bottles are high quality aluminium complete with a carabiner to attach to belt loops. The value of your sponsorship will continue far beyond the event's conclusion as well as being good for the environment by reducing people's need to use plastic cups or bottles. Your branding will also be on the water stations located throughout the Brisbane Convention Centre & Exhibition Centre where delegates will refill their bottles.

- Logo in Conference Digest (subject to production deadlines)
- Logo on water bottle (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo on water dispensers located throughout the building
- Logo on Conference Website
- Logo on Partner signage at venue
- One complimentary sponsor registration (full delegate) to the Conference including Conference dinner ticket
- 25-word organisation profile in the Conference Digest (subject to production deadlines)

# individual sponsorship opportunities

## Lanyards and Name badges

### AUD \$15,000 (Exclusive opportunity)

The lanyard and name badge is a highly visible item that every registered delegate will wear throughout the duration of the conference.

- Logo in Conference Digest (subject to production deadlines)
- Logo on Conference name badge (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo on Conference lanyard (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo on Conference Website
- Logo on Partner signage at venue
- One complimentary sponsor registration (full delegate) to the Conference including Conference dinner ticket
- 25-word organisation profile in the Conference Digest (subject to production deadlines)

## Conference App

### \$10,000 (Exclusive Opportunity)

The conference App will be utilised by delegates all over the world well in advance of the conference dates and will contain up to the minute information.

- Business branding uniquely integrated into a base app design, app loading screen and main menu design
- Opportunity to place banner ad on the home screen of the app
- Dedicated page within the app with the opportunity to showcase business information including the attachment of documents, links and videos
- Logo in Conference Digest (subject to production deadlines)
- Logo on Conference Website
- 25-word organisation profile in the Conference Digest (subject to production deadlines)

## Catering

**Refreshment breaks, the welcome reception and the barista stations will be located within the exhibition area. The exhibition is set to be the primary networking arena for delegates, sponsors and exhibitors.**

## Barista Zone

### AUD \$7,000 (Multiple Opportunities)

Barista machines will be located within the exhibition area and will be operational during all networking breaks, these are very popular areas with high delegate visitation.

- One Conference supplied sponsor's sign produced for the barista station front
- Opportunity to provide sponsor's cap, apron, cups and napkins for use on barista station or by baristas (sponsor to supply at own cost – require fresh aprons each day)
- Logo on Conference Website
- Logo in Conference Digest (subject to production deadlines)
- Opportunity to place two company provided free standing pull up banners in your barista area (2m high and 1m wide)
- 25-word organisation profile in the Conference Digest (subject to production deadlines)

## Morning Tea

### AUD \$2,000 Per Day (Multiple opportunities)

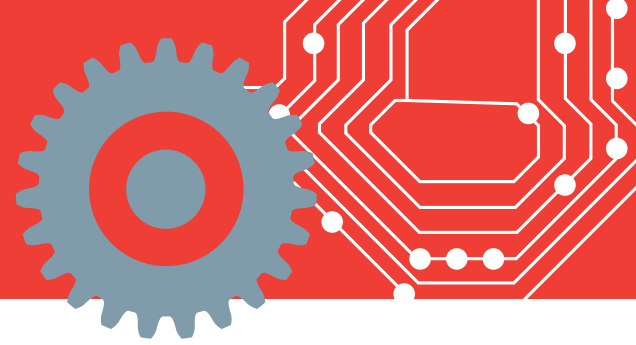
- Logo on Morning Tea signage
- Opportunity to put out flyers at your nominated break
- Logo in Conference Digest (subject to production deadlines)
- Logo on Conference Website

## Afternoon Tea

### AUD \$2,000 Per Day (Multiple opportunities)

- Logo on Afternoon Tea signage
- Opportunity to put out flyers at your nominated break
- Logo in Conference Digest (subject to production deadlines)
- Logo on Conference Website





## Social Functions

### ICRA 2018 Congress Dinner

#### AUD \$10,000 (Exclusive Opportunity)

The social highlight of the Congress, a spectacular evening where delegates will be wined, dined and entertained.

- Logo in Conference Digest (subject to production deadlines)
- Logo included on Conference dinner signage
- Logo on Conference dinner tickets
- Logo on Conference Website
- Opportunity to place one company provided free standing pull up banner in the dinner venue (2m high and 1m wide)
- Four complimentary Conference Dinner tickets

### Welcome Reception



#### Opportunity)

ates to attend, partnership of branding and networking opportunities. The welcome reception is included in the delegate registration fee, which is reflected by the strong attendance at this event.

- Logo in Conference Digest (subject to production deadlines)
- Logo included on Welcome Reception signage
- Logo on Welcome reception tickets
- Logo on Conference Website
- Opportunity to place one company provided free standing pull up banner in the reception venue (2m high and 1m wide)
- Four complimentary Welcome Reception tickets

### Farewell Reception



#### Opportunity)

g ICRA2018 program, a fitting ally a very exciting and successful week. Sponsorship of this event offers excellent branding and networking whilst delegates reflect and celebrate.

- Logo in Conference Digest (subject to production deadlines)
- Logo included on Farewell Reception signage
- Logo on Conference Website
- Opportunity to place one company provided free standing pull up banner in the reception venue (2m high and 1m wide)
- Four complimentary Farewell Reception tickets

## Advertising Opportunities

### Satchel Inserts

#### AUD \$1,000 (Multiple Opportunities)

Opportunity to include a promotional insert in the delegate package (maximum 1 x A4 double sided flyer)

### Full Page Advertisement in the Conference Digest

#### AUD \$1,000 (Multiple Opportunities)

\*\* The Conference Digest will be available in electronic form

### Half Page Advertisement in the Conference Digest

#### AUD \$750 (Multiple Opportunities)

\*\* The Conference Digest will be available in electronic form



# exhibition opportunities

The exhibition will be a major component of the Conference and will feature the most up to date information and products available. The Conference Program has been designed to maximise the opportunity for delegates to visit the exhibition. Refreshment breaks, the welcome reception and the barista stations will be located within the exhibition area. The exhibition is set to be the primary networking arena for delegates, sponsors and exhibitors.

## Exhibition Booth

**AUD \$4,000**

- Nine square metres of exhibition space (3m x 3m)
- Carpeted floor
- Back and side walls
- Company name on fascia over each open side
- Two spotlights
- One 240V 10A power outlet (type I)
- Two exhibitor registrations

## Start-Up Zone

**AUD \$1,500**

ICRA 2018 welcomes start-up companies to market their products and services to a highly relevant audience of robotics and automation researchers, developers and industry leaders. Start-ups will have the opportunity to showcase and demonstrate their products in a highly interactive environment within the exhibition area at ICRA 2018.

- Exhibition Display Table (1 x Table, 2 x Chairs, 1 x Power Point, 1 x Display Board for company name)
- 1 x Exhibitor pass to attend the conference
- Listing in Conference Digest (subject to production deadlines)
- Listing on Conference Website

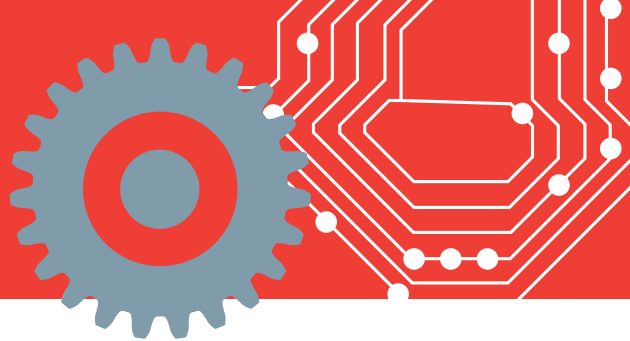
## Exhibition Floorplan

While the floor plan included with this prospectus was correct at the time of production, the Partnership and Exhibition Manager retains the right of alteration should it be deemed necessary. These changes may occur without notice.





# general information



## General Information

- Exhibitor personnel passes include morning and afternoon refreshment and lunch each day of the exhibition.
- Additional exhibitor registrations can be purchased and will have the same entitlements as above.
- Priority of placement within the exhibition will be offered to partners first and then sold in accordance with the date of application receipt.
- An exhibition manual containing information on move-in and out times will be distributed to exhibitors and partners.

## Conditions of Payment

50% of your total owing amount will be due upon confirmation of your partnership and/or exhibition.

The 50% balance owing will be due on the 26 February 2018. Applications made after the 26 February 2018 will be required to pay 100% of total owing upon confirmation. Failure to pay outstanding invoices by due dates may result in your partnership item or exhibition stand being released again for sale.

## Partnership and Exhibition Applications and Conditions

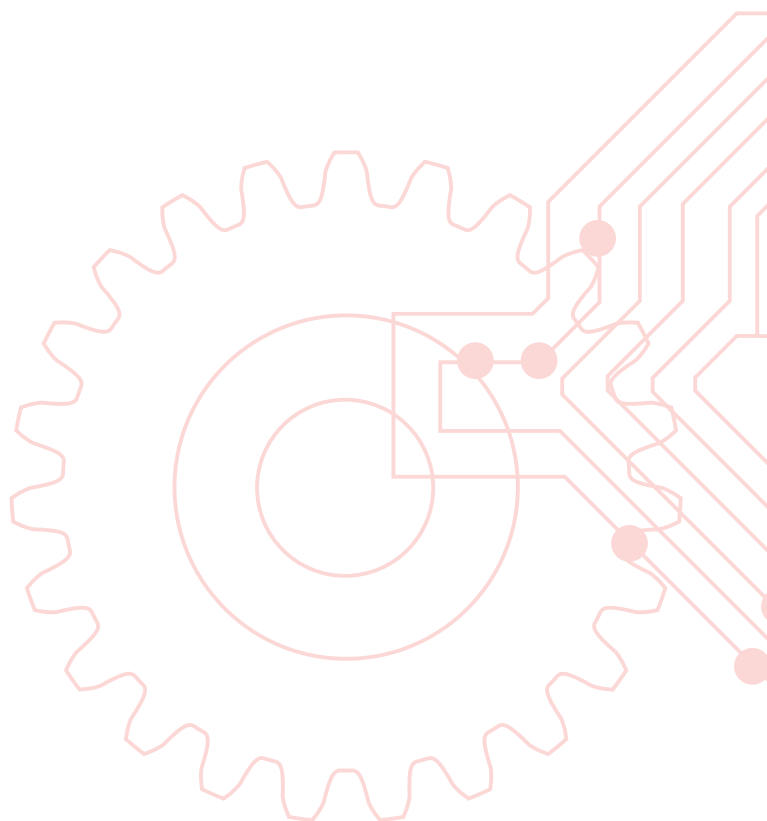
Applications must be received on the official Application Contract Forms. A tax invoice will be issued upon receipt of this application form. The Application Form is located at the back of this prospectus.

- Full payment of invoice must be made within thirty days from date of invoice
- Partnership or exhibition space will not be assigned without a signed application and payment upon receipt of invoice
- The Organisers reserve the right at their total discretion to decline any application
- All payments must be made in Australian Dollars. See payment details on application form
- Payment can be made via cheque, bank transfer or credit card
- If the full payment is not received, the Conference Organiser has the right to review the Partnership and/or exhibition commitment and withdraw the application

## Partnership and Exhibition Cancellation Policy

In exceptional circumstances the Organisers will be prepared to consider cancellation of the contract with a Partner, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing
- That the reason given for the cancellation is, in the opinion of the Organiser, well founded
- That the Partner agrees that the Organisers shall retain 10% of the contract price if the cancellation is accepted more than six months before the Conference, 50% of the contract price if the cancellation is accepted between six and three months prior to the Conference and 100% of the contract price if the cancellation is accepted within three months of the Conference
- Cancellation will not be considered if the Organisers deem that sponsorship entitlements have already been provided prior to the submission of cancellation



# ICRA2018

## Further information

For further information about ICRA 2018  
please contact:

ICRA 2018 Partnership and  
Exhibition Manager

Tel: 07 3255 1002

Email: [sponsorship@icra2018.org](mailto:sponsorship@icra2018.org)  
[exhibition@icra2018.org](mailto:exhibition@icra2018.org)



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