

ICRA 2022

IEEE International Conference
on Robotics and Automation

The Future of Work



IEEE International Conference on Robotics and Automation

May 23 – 27, 2022 (Exhibits May 24 – 26)

Pennsylvania Convention Center

Philadelphia, PA, United States



www.ICRA2022.org



Exhibit & Partnership Prospectus



INVITATION TO PARTNER

Dear industry colleagues,

As the flagship conference of the IEEE Robotics and Automation Society, the 2022 International Conference on Robotics and Automation (ICRA) will bring together the world's top researchers and most important companies to share ideas and advances in our field. Many of the most important developments in robotics and automation have historically been first presented at ICRA, and we expect 2022 to be no exception with its exciting theme of "The Future of Work". As the practical and socio-economic impact of our field continues to expand, the role of industry-centered activities has grown and will be a critical aspect of this conference.

We would like to invite your company to take a leadership role by partnering and/or exhibiting at this important conference. Making a commitment in advance will allow your company to pay in two fiscal years – 2021 and 2022 – and to benefit from visibility over the coming months. The conference website will see a lot of traffic from now on, with a peak in mid-September of 2021 when we pass the paper submission deadline. We are also very excited about the many opportunities that we are planning for our partners and exhibitors to engage with ICRA participants, including the Access to Talent program, coffee breaks and poster sessions held on the exhibition floor, and many exciting and unique partnership opportunities.

Holding ICRA 2022 in Philadelphia reflects a fantastic confluence between the rapid growth in our field, the increasing impact of robotics societally, the recognition of robotics as a priority in the US, and the growth of Philadelphia as a hub for new technologies.

Philadelphia also happens to be a very special city for visitors who want to do networking and scientific outreach in a welcoming, historic, and culturally vibrant context. The first capital of the US, Philadelphia is one of the oldest major cities in North America with many historic sites, such as Independence Hall, where the U.S. Declaration of Independence was signed, and the Liberty Bell, the nation's symbol of freedom. Philadelphia provides an exceptional and accessible culinary and cultural experience, with top restaurants, museums, and theaters all within walking distance of the conference venue.

It has been a while since we all gathered together in-person and we are expecting this conference to be one of the first in the area of robotics and automation with a significant on-site presence. We are looking forward to welcoming you to Philly, the City of Brotherly Love, in the post-pandemic era. We are confident that you will find this experience very rewarding... just be prepared to feel a bit sad when you remember that you cannot stay forever.

Sincerely,

George J. Pappas and Vijay Kumar

ICRA 2022 General Chairs

Connect in-person with more than 4,000 leading roboticists!

Enhance your brand image, position your organization as an industry thought leader, and get access to top talent in the field by taking advantage of an exhibit and partnership opportunity at ICRA 2022.

More than 4,000 professionals come from academia and industry where they are hard at work in developing the next generation of novel algorithms, experimental and commercial robotics, and intelligent systems products and services.

Here is just a snapshot of their professional profile

(from ICRA Past Attendee Survey – April 2021)

Experienced roboticists

Years in Profession:

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%

4 in 10

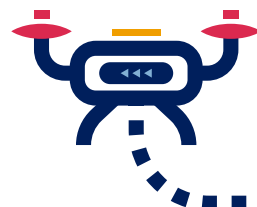
Nearly 4 in 10 ICRA attendees have more than 10 years of experience in Robotics.

Diverse purchasing interest

ICRA attendees come with a wide breadth of product interests.

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%



Wide ranging applications

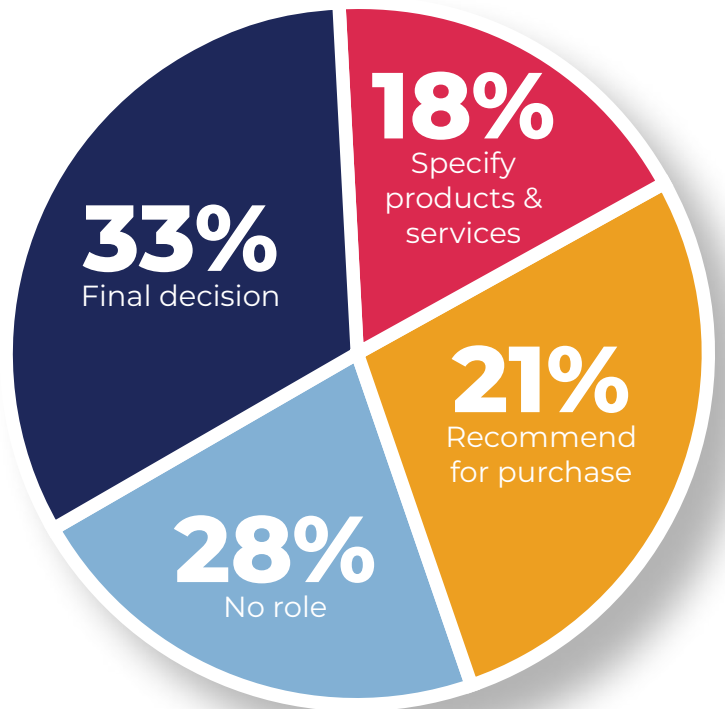
Application Interest:

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

Manufacturing, healthcare, and logistics represent the largest application interests.

Buying power

Purchasing Influence:



72% of ICRA attendees play a role in the purchase of products and services for their organization.



81% of ICRA attendees are from organizations of more than 100 employees with an emphasis on the university and research setting.

Industry leading organizations

Organization 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%

Join us and enhance your brand with the world's top robotics researchers!

ICRA offers your organization a menu of opportunities to extend your brand message beyond your exhibit space and throughout the convention center. There is an opportunity to achieve every marketing objective for every exhibit budget.

4 Steps to getting the most from your investment at ICRA 2022

STEP ONE

Select the **Conference Partnership Level** most appropriate for your industry standing and brand image.

STEP TWO

Choose from the a la carte **Partnership Opportunities** to further extend your brand message with each conference attendee.

STEP THREE

Join the **Access to Talent Recruitment Program** and meet face-to-face with top talent from academia and industry.

STEP FOUR

Select an **Exhibit Opportunity** or, if you have already selected a Conference Partnership Level, consider adding exhibit space to maximize your presence in the exhibit hall.

Make the most of this opportunity to enhance your brand image with the world's leading researchers in robotics and automation at ICRA 2022.

STEP ONE

SUPPORT THE CONFERENCE AND BUILD YOUR BRAND

Select from the following partnership packages that include benefits to enhance your brand before, during, and after the Conference, along with a major presence in the exhibit hall.

Partnership Level Benefits	Diamond \$80,000	Platinum \$60,000	Gold \$35,000	Silver \$15,000	Bronze \$7,500
BRAND ENHANCEMENT					
Hyperlinked logo on ICRA 2022 website	X	X	X	X	X
Partner & Exhibitor directory listing in the Conference App	X	X	X	X	X
Logo on welcome signage at entrance to exhibit hall	X	X	X	X	X
Logo on Partner acknowledgement slide at start and end of Keynote and Plenary Sessions	X	X	X	X	X
Logo on pre-conference e-blasts / promotional materials	X	X	X	X	
Recognition from conference chair in welcome address	X	X	X	X	
Digital ad in the conference transition slides	30 SEC. VIDEO	30 SEC. VIDEO	15 SEC. VIDEO	STATIC	
Ad on digital signage in convention center	30 SEC. VIDEO	30 SEC. VIDEO	15 SEC. VIDEO		
Insert in conference bag	X	X			
Personalized alerts / push notifications in Conference App	3	2	1		
Access to Talent Recruitment Program	3 MONTHS	3 MONTHS	2 MONTHS	1 MONTH	1 MONTH
Invitations to all VIP Events	4	2			
EXHIBIT SPACE <i>Additional exhibit space available for purchase</i>					
Exhibit space (net square feet)	600	400	200	100	
REGISTRATION PASSES <i>Additional registration passes available for purchase</i>					
Full conference delegate passes	9	6	3	2	1
Exhibitor personnel passes	15	12	6	3	

STEP TWO

CHOOSE FROM HIGH-PROFILE PARTNERSHIP OPPORTUNITIES OR DESIGN YOUR OWN

The following a la carte promotions give you additional opportunities to make a positive impression with the ICRA audience and enhance your brand image. Many are exclusive! If you don't see a partnership opportunity that fits your marketing objective, contact us to discuss how we can help you accomplish your goals at ICRA 2022.

Partnership Opportunities

INVESTMENT

\$50,000

\$35,000

\$15,000

\$15,000

\$15,000

\$15,000

\$10,000

\$5,000

\$7,500

\$25,000

\$5,000

\$25,000

\$3,000

\$5,000

CALL FOR PRICING

CALL FOR PRICING

\$15,000

\$5,000

SUPPORT OF ATTENDEE SERVICES

Conference T-shirt / *exclusive*

Conference Bag / *exclusive*

Lanyard / *exclusive*

Conference WiFi Service / *exclusive*

Charging Tables in the Exhibit Hall / *exclusive*

International Lounge in the Exhibit Hall / *exclusive*

Robotics Arts Experiential Exhibit / *exclusive*

Conference Coffee Service in the Exhibit Hall / *3 available*

SUPPORT OF SOCIAL EVENTS

Welcome Reception in Grand Hall (Monday) / *3 available*

Conference Dinner (Wednesday) / *exclusive*

Farewell Reception (Thursday) / *3 available*

SUPPORT OF EDUCATIONAL ACTIVITIES

Conference App Partnership / *exclusive*

Concurrent Sessions Partnership / *4 available*

Poster Area in the Exhibit Hall / *exclusive*

BRANDING IN THE CONVENTION CENTER

Digital Signage in the Convention Center / *multiple*

Advertising Banner in the Convention Center / *multiple*

Aisle Sign Co-Branding in the Exhibit Hall / *exclusive*

Floor Decals in the Convention Center - 8' x 8' / *4 available*



Partnership opportunities and availability subject to change. For complete details on each of these opportunities, visit www.ICRA2022.org.

STEP THREE

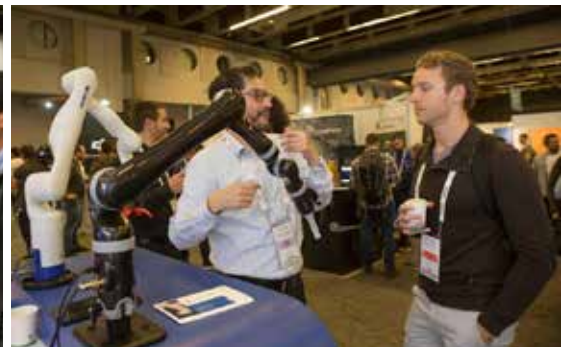
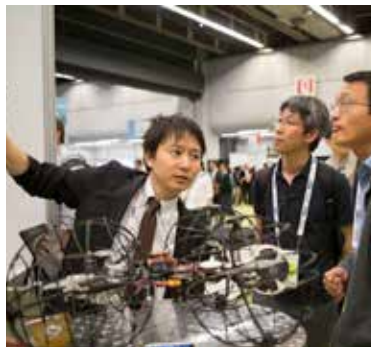
GET FACE-TO-FACE ACCESS TO THE TOP TALENT IN THE FIELD

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Nowhere else will you have the opportunity to meet face-to-face with so many highly skilled robotics professionals. The Access to Talent Recruitment Program is targeted at robotics companies of all sizes and provides an outstanding opportunity for employers to showcase their company and to conduct on-site interviews with prospective employees. All registered attendees will have the opportunity to upload their resumé to a database that participating organizations can have access to and search. Don't miss this opportunity to add talent to your organization. Secure your participation today!

THE ACCESS TO TALENT RECRUITMENT PROGRAM IS AVAILABLE ONLY TO ICRA 2022 PARTNERS AND EXHIBITORS WITH FEES AS FOLLOWS:

	INCLUDED IN Diamond & Platinum	INCLUDED IN Gold	INCLUDED IN Silver	INCLUDED IN 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 month	1 month
FEE BY ORGANIZATION SIZE				
More than 500 employees	\$12,000	\$8,000	\$5,500	\$2,500
101 - 500 employees	\$6,000	\$4,000	\$2,750	\$1,250
Less than 100 employees	\$3,000	\$2,000	\$1,375	\$625



STEP FOUR

CONNECT IN-PERSON WITH THE WORLD'S LEADING ROBOTICS AND AUTOMATION

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The Exhibit Hall will be a major component of the Conference experience for all attendees from Tuesday, May 24 – Thursday, May 26. The Conference program has been designed to maximize the opportunities for attendees to visit the exhibit hall to see the latest robotics technologies and products and network with exhibitors. A variety of activities will take place in the exhibit hall, including morning and afternoon refreshment breaks, poster sessions, and a Robotic Arts Experiential Exhibit. Reserve your exhibit space today!

Exhibit Space Rental

USD (AVAILABLE IN INCREMENTS OF 10' X 10')

Standard Booth Rental **\$40.00 per sq. ft.**

Small Business Zone ¹ **\$20.00 per sq. ft.**

Start-up Booth Rental ² **\$20.00 per sq. ft.**

¹Companies that have less than 25 employees. Includes exhibit booth package and one exhibitor pass.

²Companies that incorporated within 24 months of the conference dates (must provide incorporation certificate). Includes exhibit booth package and one exhibitor pass.

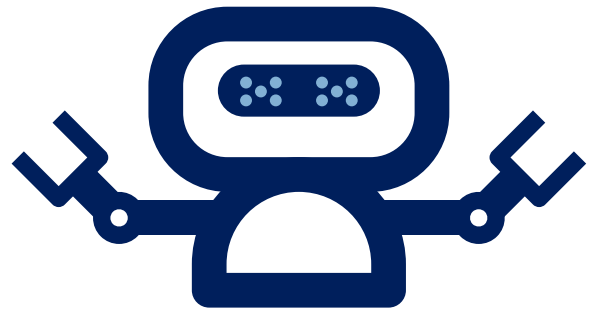


Exhibit space rental includes these added benefits:

- ▶ Access to post-conference delegate list with email addresses and mailing information (GDPR compliant, opt-outs removed).
- ▶ Two (2) Exhibitor Personnel Passes per 100 sq. ft. of exhibit space. Additional Exhibitor Personnel Passes can be purchased.
- ▶ Complimentary access to the Welcome Reception with an Exhibitor Personnel Pass.
- ▶ Complimentary listing in the Conference Exhibit Directory that includes contact information and product description.
- ▶ Complimentary listing on the Conference mobile app.
- ▶ Complimentary WiFi Internet access in the exhibit hall.
- ▶ Access to high-impact partnership opportunities available only to exhibitors.

The Venue



THE PENNSYLVANIA CONVENTION CENTER IS ONE OF THE LARGEST IN THE UNITED STATES OFFERING MORE THAN 1 MILLION-SQUARE FEET OF EXHIBIT HALL SPACE.

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Located in the heart of the city, just a short walk from City Hall and the colorful Reading Terminal Market, the Pennsylvania Convention Center features the largest Ballroom on the East Coast and easy access to nearly 10,000 hotel rooms within a 10-minute walk. For more information, visit www.paconvention.com.



**Reserve
your exhibit
and partnership
opportunity today!**

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ICRA

SALES TEAM,

c/o HALL-ERICKSON, INC.,

ICRA@HEIEXPO.COM



General Information

Conditions of Payment

- 50% of your total owing will be due upon confirmation of your partnership and/or exhibit opportunity
- The 50% balance owing will be due February 15, 2022. Applications submitted after February 15, 2022, will be required to pay 100% of the total owing upon confirmation.
- Failure to pay outstanding invoices by due dates may result in your partnership opportunity or exhibit booth being released for sale.

Partnership and Exhibition Applications and Conditions

- Applications must be received on the official Application and Contract for Partnership and Exhibit Space. An invoice will be issued upon receipt of this application. The official Application and Contract for Partnership and Exhibit Space is available at www.ICRA2022.org for online submission.
- Full payment of invoice must be made within thirty days from date of invoice.
- Partnerships or exhibit space will not be assigned without a signed application and payment upon receipt of invoice.
- The Conference Organizer reserves the right at their total discretion to decline any application.
- All payments must be made in US Dollars. See payment details on the application form.
- Payment can be made via check, bank wire transfer, or credit card.

- If full payment is not received by the due date, the Conference Organizer has the right to review the partnership and / or exhibit commitment and withdraw the application.

Partnership and Exhibition Cancellation Policy

- In exceptional circumstances, the Conference Organizer will be prepared to consider cancellation of the contract with a partner or exhibitor, 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 Conference Organizer, well founded;
 - That the partner or exhibitor agrees that the Conference Organizer shall retain 10% of the contract price if the cancellation is accepted more than six months prior to 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 Conference Organizers deem that partnership entitlements have already been provided prior to the submission of cancellation.

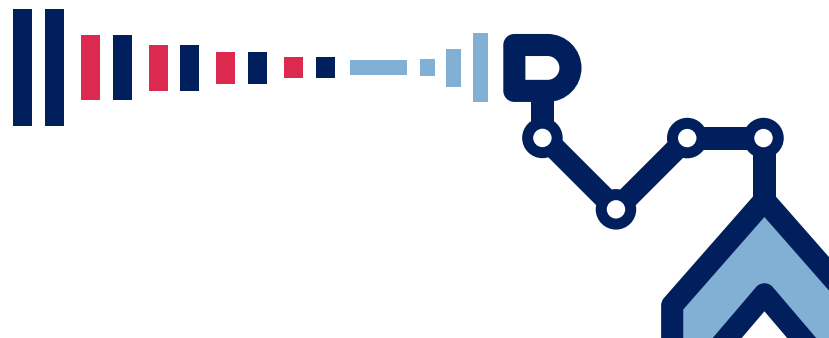


Exhibit Hall Schedule

(subject to change)

INSTALLATION:

Sunday, May 22

8:00 am – 4:30 pm

Monday, May 23

8:00 am – 4:30 pm

EXHIBIT HOURS:

Tuesday, May 24

10:00 am – 5:30 pm

Wednesday, May 25

10:00 am – 5:30 pm

Thursday, May 26

9:30 am – 5:30 pm

Dismantling:

Thursday, May 26

5:30 pm – 9:00 pm

Friday, May 27

8:00 am – 12:00 pm

Reserve your exhibit and partnership opportunity today!

Patrick Filippelli

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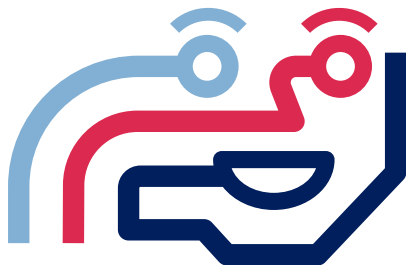
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