

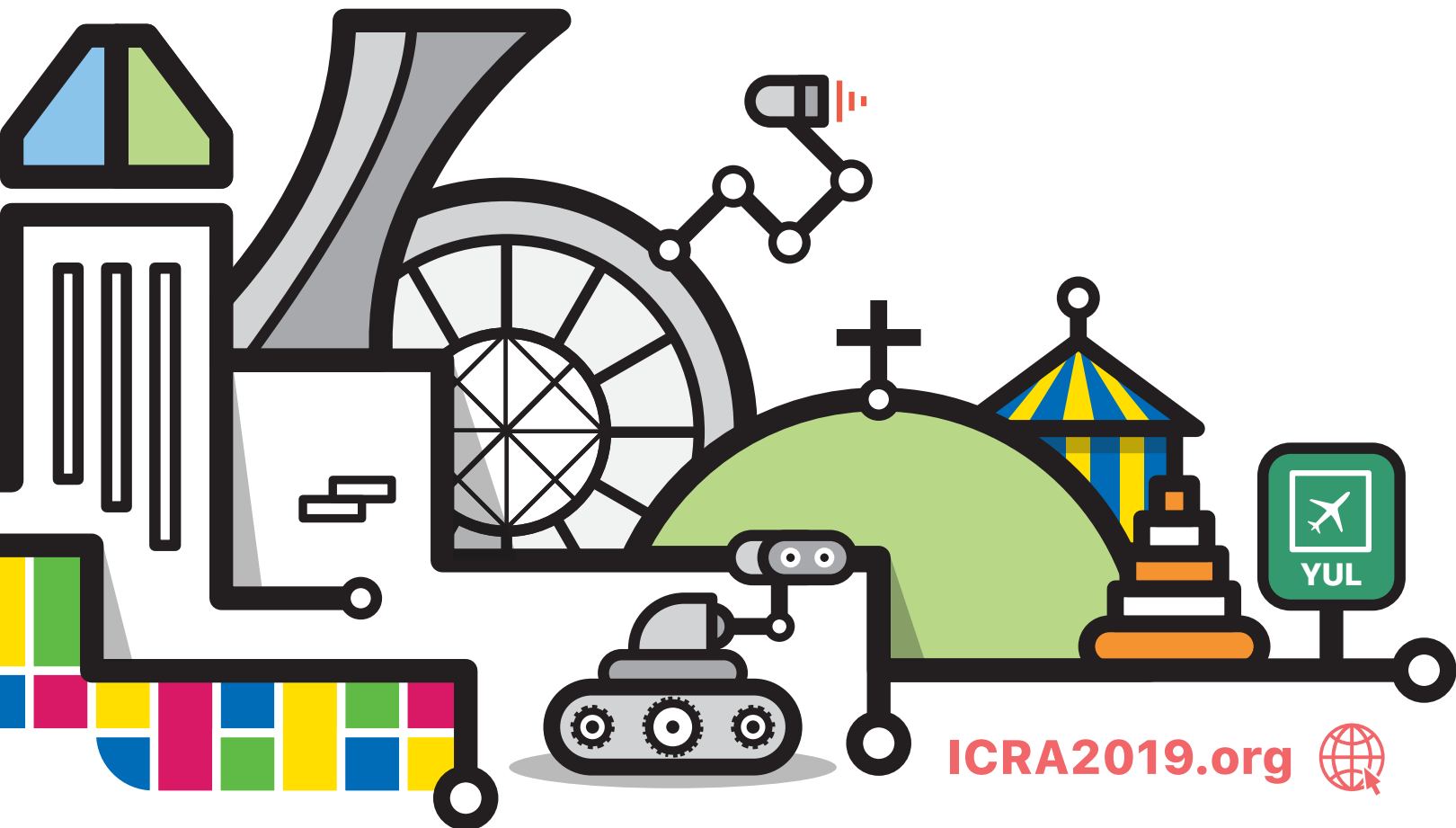
PARTNERSHIP & EXHIBITION  
**PROSPECTUS**

**2019 IEEE**

International Conference on  
**Robotics and Automation**

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**May 20-24, 2019** ● Montréal (QC) Canada



[ICRA2019.org](http://ICRA2019.org) 

ICRA 2019

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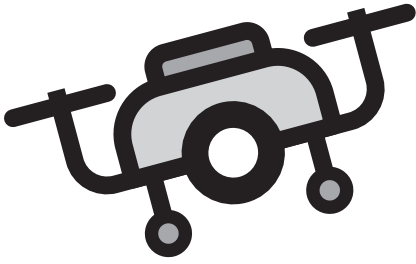
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## Invitation to **SPONSOR**

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Dear industry colleagues,

As the flagship conference of the IEEE Robotics and Automation Society, 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 exposed at ICRA, and 2019 will take this trend one step further. 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 the meeting.

We would like to invite your company to take a leadership role and sponsor or exhibit at this important conference. Making a commitment in advance will allow your company to pay in two fiscal years – 2018 and 2019 and to benefit from visibility over the next months. The conference website will see a lot of traffic from now on, with a peak in mid September of 2018 when we pass the abstract submission deadline.

Holding ICRA 2019 in Montreal 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 Canada, and the growth of Montreal as a hub for new technologies.

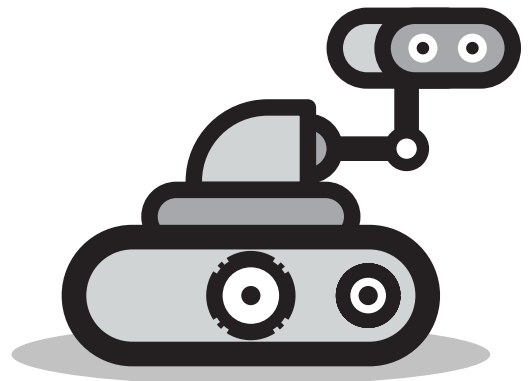
With Montreal's outstanding international reputation, we are hoping to attract a record audience and create a stimulating conference – scientifically and socially.

We hope to welcome you aboard as a valued sponsor and/or exhibitor.

Sincerely,

**Greg Dudek**

ICRA 2019 Conference Chair



# Good reasons to **PARTNER WITH ICRA 2019**

## MEET THE LEADING ROBOTICS RESEARCHERS

We expect more than 3,000 roboticists from all over the world to gather in Montreal to share, connect and discuss the latest research findings and advances in robotics and automation.

## NEW TRENDS. NEW TECHNOLOGIES.

You want to learn about the latest scientific achievements and find out how they can affect your business and your next generation of products.

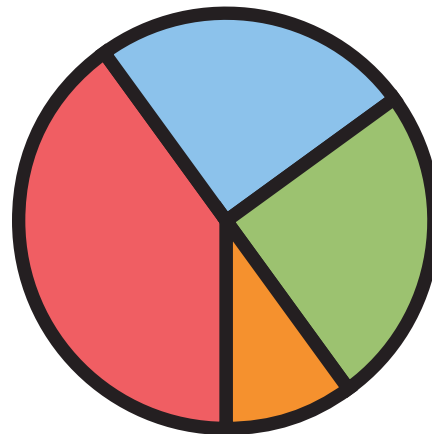
## THE NEXT GENERATION

We expect over 30% of the audience to be students. Check out their work and identify potential new hires for your organization especially through our Talent Recruitment Program!

## WE ARE GIVING YOU FACE TIME!

- 1 Communicate / network with participants through the Conference App
- 2 Submit a proposal for a presentation
- 3 Buy a sponsored session
- 4 Participate in the evening networking events
- 5 Exhibit

## A LOOK AT WHERE OUR PARTICIPANTS ARE COMING FROM



- 40% North America
- 25% Europe
- 25% Asia
- 10% the rest of the world including Middle East, Central and South America





## Partnership Opportunities

# STEP 1: SEE WHERE YOUR BUDGET TAKES YOU

This table reflects the additional benefits your organization will enjoy based on your overall partnership investment, which is based on the items you will select in step 2.

All amounts are in CAD.

BENEFITS	DIAMOND \$100,000	PLATINUM \$75,000 +	GOLD \$40,000 +	SILVER \$15,000 +	BRONZE \$5,000 +	SUPPORTER < \$5,000
<b>GENERAL VISIBILITY</b>						
Hyperlinked logo on ICRA 2019 website						Name Only
Listing in the Sponsor & Exhibitor directory in the Conference App						Name Only
Logo on welcome signage module at entrance of venue						Name Only
Logo in Conference Pocket Guide						Name Only
Logo on Partner acknowledgement slide between sessions						Name Only
Logo on pre-conference e-blasts / promotional materials						
Recognition from conference chair in welcome address						
Digital ad in the conference housekeeping slides	30 sec. Video	30 sec. Video	15 sec. Video	Static		
Digital ad on LCD screens in prominent locations (5 screens)	30 sec. Video	30 sec. Video	15 sec. Video			
Insert in delegate bag	1	1				
Personalized alerts / push notifications in Conference App	3	2	1			
Access to Talent Recruitment Program (see page 14 for more details)	Unlimited	Unlimited	Additional Fees Apply	Additional Fees Apply	Additional Fees Apply	
Invitations to all VIP Events	4	2				
<b>EXHIBIT SPACE</b> (included with sponsorship level)						
A 10 ft. x 10 ft. exhibit space	6	4	2	1		
<b>REGISTRATION PASSES</b>						
Full delegate passes	9	6	3	2	1	
Exhibitor passes	15	12	6	3		



## Partnership Opportunities

# STEP 2: CHOOSE YOUR ITEMS FROM THE "À LA CARTE" LIST

Choose one or more items from the "à la Carte" list to create your custom sponsorship package. Items listed with an asterix (\*) indicate an exclusive sponsorship.

## SPONSORSHIP OPTIONS AT A GLANCE

### SUPPORT OF EDUCATIONAL ACTIVITIES

Details on page 8

#### SPONSORED SESSION FOR INDUSTRY – 60 min during lunch (1 spot)

(sponsor chooses topic and speakers; for approval by program committee; includes one advert in Conference App and in electronic newsletter of the Conference and up to three (3) one-day registration passes for invited faculty of the session)

**SOLD OUT**

#### SPONSORED SESSION FOR INDUSTRY – 45 min during late afternoon or evening (2 spots)

(sponsor chooses topic and speakers; for approval by program committee; includes one advert in Conference App and in electronic newsletter of the Conference and up to three (3) one-day registration passes for invited faculty of the session)

**\$15,000**

#### CONFERENCE APP\*

**\$25,000**

#### INTERNATIONAL SPEAKER PARTNERSHIP – Plenary

**\$10,000**

#### CONCURRENT SESSION PARTNERSHIP

**\$3,000**

#### SPONSORSHIP OF THE POSTER AREA

**\$5,000**

### SUPPORT OF DELEGATE SERVICES

Details on page 10

#### CONFERENCE T-SHIRT\*

**\$50,000**

#### USB KEY WITH ICRA 2019 PAPERS\*

**\$50,000**

#### CONFERENCE BAG\*

**\$35,000**

#### WIFI SPLASH PAGE\*

**\$15,000**

#### CHARGING STATIONS\*

**\$15,000**

#### ROBOTIC ARTS EXPERIENTIAL EXHIBIT\*

**\$10,000**

#### INTERNATIONAL LOUNGE IN EXHIBIT HALL\*

**\$15,000**

#### LANYARDS\*

**\$15,000**

#### NOTEPADS AND PENS\*

**\$15,000**

#### CONFERENCE POCKET GUIDE\*

**\$5,000**

#### SPEAKER READY ROOM\*

**\$5,000**

#### COFFEE BREAKS – Exclusive per day

**\$2,000**







## Sponsorship Options in Detail:

# SUPPORT OF EDUCATIONAL ACTIVITIES

### SPONSORED SESSION FOR INDUSTRY (1 SPOT)

60 min during lunch

SOLD OUT

- The opportunity to host a lunch symposium to a targeted audience.
- Program content and speaker(s) to be organized by sponsor. (subject to program committee approval)
- Room rental fee included in cost of sponsorship.
- Standard audio-visual package supplied. Upgrades available.
- Exposure and acknowledgement as a sponsor of the conference in marketing activities.
- Opportunity to utilize the conference logo on sponsor's own promotional material.

#### How ICRA will help you promote your symposium:

- Opportunity to include a promotional digital ad about the symposium on digital signage
- Symposium will be included in all conference materials:
  - » Program and sponsorship sections of the website
  - » Printed in Conference Pocket Guide
  - » Conference App
  - » Company may bring one banner for display in the foyer of the meeting room

### SPONSORED SESSION FOR INDUSTRY (1 SPOT)

45 min during late afternoon or evening

SOLD OUT

- The opportunity to host a late afternoon or evening symposium to a targeted audience.
- Program content and speaker(s) to be organized by sponsor. (subject to program committee approval)
- Room rental fee included in cost of sponsorship.
- Standard audio-visual package supplied. Upgrades available.
- Exposure and acknowledgement as a sponsor of the conference in marketing activities.
- Opportunity to utilize the conference logo on sponsor's own promotional material.

#### How ICRA will help you promote your symposium:

- Opportunity to include a promotional digital ad about the symposium on digital signage
- Symposium will be included in all conference materials:
  - » Program and sponsorship sections of the website
  - » Printed in Conference Pocket Guide
  - » Conference App
  - » Company may bring one banner for display in the foyer of the meeting room



## Sponsorship Options in Detail:

# SUPPORT OF EDUCATIONAL ACTIVITIES

### CONFERENCE APP\*

\$25,000

- Registered delegates will have access to the Conference App which includes the following features: program, networking, sponsor & exhibitor directory, info booth and more.
- Sponsor's logo appears at the top of the main screen and in the footer of all other pages.
- Sponsor can provide a short pop-up ad that will display once a day, the first time that the participant opens the Conference App.

### INTERNATIONAL SPEAKER PARTNERSHIP – Plenary

\$10,000

- The opportunity to sponsor an existing Plenary session (over 2,000 participants).
- The Plenary session will be advertised in all conference materials pre-conference and on-site as it will feature the highest-level experts in robotics and automation.
- Announcement of sponsorship at the beginning and end of the session.
- Sponsor logo will appear on the Conference App beside the plenary presentation.
- Sponsor (2 senior representatives) will be invited to the Plenary VIP Platform Room 30 minutes prior to the plenary.

### CONCURRENT SESSION PARTNERSHIP

\$3,000

- The opportunity to sponsor a Concurrent Session track.
- Sponsor logo will appear on the Conference App beside the sponsored track.

### SPONSORSHIP OF THE POSTER AREA

\$5,000

- The poster area will be integrated with the exhibitors, and if possible, poster areas will be grouped with exhibitors.
- Sponsor's logo will be featured on all hanging signage indicating the themed poster area.



## Sponsorship Options in Detail:

# SUPPORT OF DELEGATE SERVICES

<b>CONFERENCE T-SHIRT *</b>	<b>\$50,000</b>
<ul style="list-style-type: none"><li>• All delegates will receive a T-Shirt as their conference swag.</li><li>• The sponsoring company's logo will feature on all conference T-shirts along with the conference logo.</li><li>• T-shirt sample will be shown to sponsor for approval.</li></ul>	
<b>USB KEY WITH ICRA 2019 PAPERS *</b>	<b>\$50,000</b>
<ul style="list-style-type: none"><li>• All delegates will receive the USB key which includes the congress papers.</li><li>• The USB key will feature USB and USB-C connectors.</li><li>• The sponsoring company's logo will feature prominently.</li><li>• USB pre-production sample will be shown to sponsor for approval.</li></ul>	
<b>CONFERENCE BAG *</b>	<b>\$35,000</b>
<ul style="list-style-type: none"><li>• All delegates will receive a conference bag.</li><li>• The sponsoring company's logo will feature on all conference bags along with the conference logo.</li><li>• Bag sample will be shown to sponsor for approval.</li></ul>	
<b>WIFI SPLASH PAGE *</b>	<b>\$15,000</b>
<ul style="list-style-type: none"><li>• Landing page branded with sponsor's logo. Participants will see the landing page at least once a day.</li></ul>	
<b>CHARGING STATIONS *</b>	<b>\$15,000</b>
<ul style="list-style-type: none"><li>• The sponsoring company's logo will feature on the charging stations which will be installed in the common areas of the conference.</li></ul>	
<b>ROBOTIC ARTS EXPERIENTIAL EXHIBIT *</b>	<b>\$10,000</b>
<ul style="list-style-type: none"><li>• This section of the Exhibit Hall will feature a variety of robotic art on display. Some of these elements will be interactive.</li><li>• Your company logo will be featured on the signage of this section.</li></ul>	
<b>INTERNATIONAL LOUNGE IN EXHIBIT HALL *</b>	<b>\$15,000</b>
<ul style="list-style-type: none"><li>• This lounge will be located in a central location in the exhibit hall, allowing participants to sit, relax, chat, post notices on bulletin boards, etc.</li><li>• Decorated and furnished by ICRA 2019. Lounge area with seating for 50. Will share plans with sponsor. Sponsor logo will feature prominently.</li><li>• Catering not included.</li></ul>	
<b>LANYARDS *</b>	<b>\$15,000</b>
<ul style="list-style-type: none"><li>• All delegates will receive a name badge and lanyard to be worn during the conference.</li><li>• The sponsoring company's logo will feature on all lanyards except those given to sponsor and exhibitor participants.</li></ul>	



## Sponsorship Options in Detail:

# SUPPORT OF DELEGATE SERVICES

### NOTEPADS AND PENS \*

\$15,000

- Opportunity to provide notepads with your company logo which will be distributed to the participants.

### CONFERENCE POCKET GUIDE \*

\$5,000

- Opportunity to provide Conference Pocket Guides with your company logo which will be distributed to all participants. Participants will use this guide to find their way around the conference.

### SPEAKER READY ROOM \*

\$5,000

- Enjoy the visibility associated with sponsoring one of the key components of the conference. All presenters must visit the Speaker Ready Room prior to their presentation.
- The sponsoring company's name and logo on signage at the door of the Speaker Ready Room and on screen of each computer terminal.

### COFFEE BREAKS – Exclusive per day

\$2,000

- For a small investment, be the brand fueling attendees at the ICRA 2019 Conference. Sponsor the networking coffee breaks and energize delegates to network, make connections and prepare for sessions.
- Signage strategically placed in the coffee break areas.



# EXHIBIT OPPORTUNITIES

## without Partnership Commitments

The Exhibit Hall will be a major component of the Conference and will therefore be located in a central location. The program has been designed to maximize the opportunities for delegates to visit the exhibition. A variety of activities will take place in the exhibit area in order to ensure good traffic flow. These activities include coffee breaks, welcome reception, poster sessions and a Robotic Arts Experiential Exhibit.

All amounts are in CAD.

	\$4,000	\$3,000	\$1,500
<b>BOOTH TYPE</b>	3m x 3m Furnished	3m x 3m Space Only	3m x 3m Start-up* and Small Business** Zone
<b>INCLUSIONS IN PRICING</b>	Shell Scheme Carpet 1 6ft Table 2 Chairs Fascia with Name Waste Basket 1 Basic Electrical Outlet	1 Shell Scheme Backwall 1 Basic Electrical Outlet	Black Pipe & Drape Booth 1 6ft Table 2 Chairs Fascia with Name Waste Basket 1 Basic Electrical Outlet
<b>EXHIBITOR PASSES</b> (Conference passes allowing access to sessions may be purchased at the prevailing rate)	2	2	1
<b>OTHER BENEFITS</b>	<p><b>EXHIBIT DIRECTORY:</b> Each exhibiting organization will be listed in the Conference Exhibit Directory with a description of the company product(s) and/or service(s). This directory will appear on the Conference App.</p> <p><b>ACCESS TO DELEGATE LIST POST-CONFERENCE:</b> Delegate list will include full name, company/organization, city, province, country and email. (opt-outs removed)</p>		

\* Companies that incorporated within 24 months of the conference dates (must provide incorporation certificate)

\*\* Companies that have less than 25 employees



# ACCESS TO TALENT RECRUITMENT PROGRAM

at ICRA 2019

Nowhere else will you find so many highly skilled and relevant delegates in one place at one time than at ICRA 2019.

After previous successes at ICRA and IROS, the IEEE Robotics and Automation Society will again be organizing an official Access to Talent Recruitment Program in conjunction with ICRA 2019.

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 ICRA 2019 Sponsors and Exhibitors with fees as follows:

ACCESS TO TALENT RECRUITMENT PROGRAM	Included In: Diamond & Platinum	Included In: Gold	Included In: Silver	Included In: Bronze
	POSTDOC PH.D. M.SC. B.SC.	PH.D. M.SC. B.SC.	M.SC. B.SC.	B.SC.
	access 3 months prior to conf.	access 2 months prior to conf.	access 1 month prior to conf.	access 1 month prior to conf.
<b>500+ #EMPLOYEES</b>	\$15,000	\$10,000	\$7,000	\$3,000
<b>100+ #EMPLOYEES</b>	\$7,500	\$5,000	\$3,000	\$1,500
<b>50 &lt; #EMPLOYEES &lt;=100</b>	\$5,000	\$3,500	\$2,000	\$1,000
<b>25 &lt; #EMPLOYEES &lt;=50</b>	\$3,750	\$2,500	\$1,500	\$750
<b>15 &lt; #EMPLOYEES &lt;=25</b>	\$2,500	\$1,750	\$1,000	\$500
<b>#EMPLOYEES &lt;=15</b>	\$1,750	\$1,250	\$750	\$500

\* All fees in Canadian dollars.



# GENERAL INFORMATION

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## 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.

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## CONDITIONS OF PAYMENT

- 50% of your total owing amount will be due upon confirmation of your partnership.
- The 50% balance owing will be due on February 15, 2019. Applications made after February 15, 2019 will be required to pay 100% of total owing upon confirmation.
- 100% of total owing amount will be due upon confirmation of your exhibition.
- Failure to pay outstanding invoices by due dates may result in your partnership item or exhibition stand being released again for sale.

## PARTNERSHIP & EXHIBITION APPLICATIONS AND CONDITIONS

- Applications must be received on the official Application Contract Forms. An invoice will be issued upon receipt of this application form. The Application Contract Form is available on the Conference website.
- 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 Organizers reserve the right at their total discretion to decline any application.
- All payments must be made in Canadian 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 Organizer has the right to review the Partnership and/or exhibition commitment and withdraw the application.

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## PARTNERSHIP & EXHIBITION CANCELLATION POLICY

- In exceptional circumstances the Organizers 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 Organizer, well founded;
  - » That the Partner agrees that the Organizers 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 Organizers deem that sponsorship entitlements have already been provided prior to the submission of cancellation.





# GENERAL INFORMATION



## VENUE

### Palais des congrès de Montréal

159 Saint-Antoine St. West  
Montreal, QC H2Z 1H2  
CONGRESMTL.COM

Only 20 minutes from the city's international airport, the Palais is close to 15,000 hotel rooms and linked directly to 4,000 rooms through the city's Underground Pedestrian Network. It is within walking distance of Old Montreal's heritage attractions and the St. Lawrence River as well as a great number of boutiques, department stores, museums, theatres, art galleries, bars and restaurants. This unique location is also easy to get to by car, public transit, on bike or foot.

## CONTACT

ICRA 2019 Partnership and Exhibition Manager:  
**c/o IS Event Solutions**

### Isabel Stengler

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isabel@iseventsolutions.com



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