



icra40.ieee.org

ICRA™

40th Anniversary of the IEEE Conference on Robotics & Automation (ICRA@40)

JOIN US

*Celebrate 40 years
of research and
deployment of robotics
and automation!*

23-26 SEPTEMBER 2024
ROTTERDAM, NETHERLANDS

icra40.ieee.org

23 - 26 Sep 2024 - Ahoy Rotterdam



Why is this **ICRA** unique?

The International Conference on Robotics and Automation (ICRA), the flagship conference of the IEEE Robotics and Automation Society, is celebrating its 40th anniversary with a special event in Rotterdam from September 23rd to 26th, 2024.

ICRA@40 is unique because:

- **Focus on historical perspective:** It will analyze the evolution of technology in robotics and automation to learn from past successes and failures, assess the present, and anticipate future trends.
- **Critical examination of AI:** It will discuss whether the current AI boom will follow the same trajectory as the AI bust of the 90s, and examine if current technologies are living up to their promises.
- **Exhibition open on all four days:** Present your cutting-edge technology and products, engage with attendees, and discover the latest advancements that are shaping the future of R&A&AI.
- **Unique networking opportunities:** It offers companies exclusive branding opportunities and the chance to develop deeper connections with a top class audience from research and industry.
- **Celebration of a milestone:** It marks the 40th anniversary of ICRA, a significant achievement in the field of robotics and automation.

Overall, ICRA@40 presents a unique opportunity for companies to make a lasting impact in the robotics and automation community while reflecting on the past, present, and future of the field.





Dear Industry Partner

We will bring together top researchers, students, and most important companies from all over the world, to share ideas, the latest innovations and breakthroughs, and underscore the role of robotics and automation in addressing global challenges. This event will be single track and give attention to industry including industry talks in all sessions.

Historically, ICRA has been the leading platform for unveiling many of the most important developments in robotics and automation. As our field's practical and socio-economic impact grows exponentially, industry-centered activities have taken a front seat, and will indeed form a critical aspect of ICRA in the years to come.

We would like to invite your esteemed company to assume a leadership role, by partnering with us and/or exhibiting at this pivotal conference.

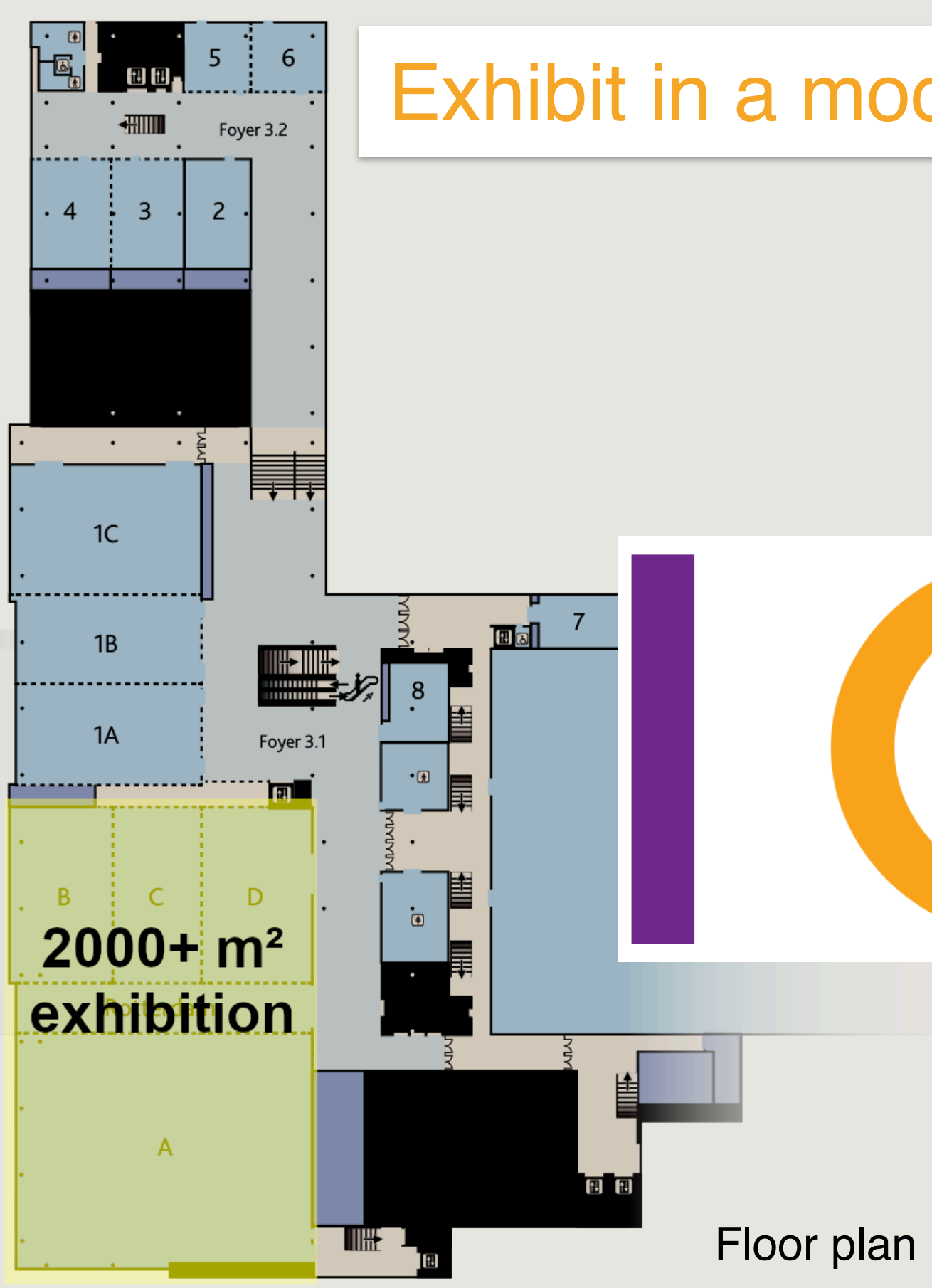
The conference website will see a lot of traffic from now on. We are also very excited about the many opportunities that we are planning for our partners and exhibitors to engage with ICRA@40 participants and the high political exponents we are reaching to participate in this historical event.

I really hope you will join us in this historical event and will be part of our sponsors and exhibitors.

Sincerely,
Stefano Stramigioli
General Chair ICRA@40



Exhibit in a modern facility



Celebrate in Style

Why come to Rotterdam?

Rotterdam is a vibrant modern city and is the #1 connected city among large European cities. The Netherlands are a small country with one of the most technologically driven economy in the world: without the amazing machines of ASML there would be no computer chips, LELY is one of the world leader of agro robotics, BOSKALIS is called from all over the world to use giant cranes ships to solve water related challenges, VANDERLANDE is creating logistics solution wherever you go, just to name a few.

Rotterdam's excellent connections, including Schiphol and Rotterdam airports, as well as high-speed rail (Thalys, Eurostar), make it easily accessible for event attendees. As Europe's leading port and a global industrial hub, Rotterdam offers a vibrant and productive environment for international companies.



Be a part of the leading robotics community

There will be more than 2000 delegates coming to ICRA@40 and due to the celebration nature of the event, there will be specific topical foci which will be connected to industry in every session. The key players in the world will be there and it is a unique opportunity to connect the top research results and new innovations to the potentials that industry has to offer to give it economical and social value.

Nowhere else will you have the opportunity to meet face-to-face with so many highly skilled robotics professionals.

Reserve your participation today!



Select your Sponsorship Package

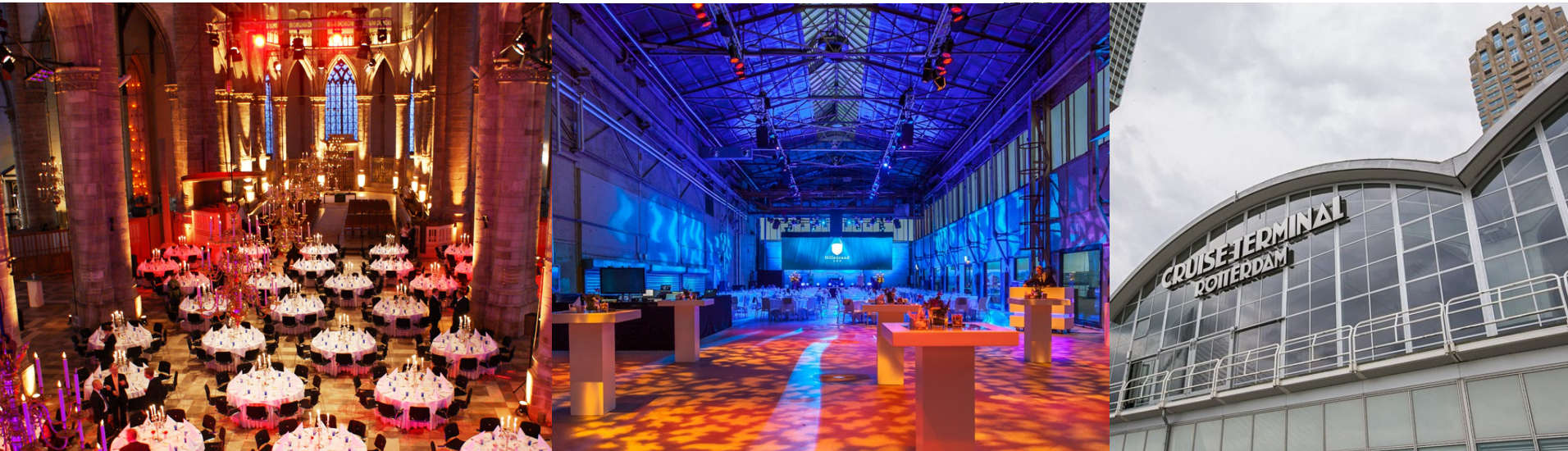
Level	Platinum Sponsor (limited to 3)	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Booth Only
Price (exclusive of VAT)	€ 50,000	€ 30,000	€ 15,000	€ 5,000	€ 3,000
Booth (units)	3	2	1		1
Booth location	Prime location	Preferred location	Standard		Standard
Introductory Video Before Sessions	30 secs video	15 secs video	static image		
Digital Ad in the session transition slides	30 secs video	15 secs video	static image		
Logo Appearance	✓	✓	✓	✓	
Ad on digital signage at convention center	30 secs video	15 secs video	static image		
Logo Appearance	✓	✓	✓	✓	
Hyperlinked logo on WWW	✓	✓	✓	✓	
Recognition by Conference Chair in Welcome Address	✓	✓	✓		
Full Conference Pass for Company Staff	5	3	2	1	
Full Conference Pass for Invited Customers	5	3	2	1	
Exhibitor Passes (without party ticket)	Unlimited	12	6	2	2
VIP Dinner tickets	10	6	4	1	
Photo Op with VVIPs	✓				
Lecture Slot in Industrial Plenary Sessions	10 minutes	5 minutes			
Posts on RAS Job Board	5 jobs for 90 days	4 jobs for 60 days	3 jobs for 30 days		
E-shot to registered attendees	2	1			
E-Shot to ICRA 2024 registered attendees	1				
Social Media Posts	2	1			
Discount towards ICRA 2025 Sponsorship (valid for Bronze+ packages at 2025 ICRA)	15%	10%			

Our Offerings, Your Opportunities

Add something special to your sponsorship. Use these opportunities to be connected to the different events to take place.

Options		Price
Exclusive for Gold Partners and Above	Conference Party Celebration*	€ 30.000
	VIP Dinner*	€ 15.000
	Receptions*	€ 10.000
Exclusive for Bronze partners and Above	Luncheon*	€ 7.000
For all partners	Additional Booth with 2 exhibitor passes	€ 3.000
	E-blast to all attendees	€ 7.500
	E-blast to ICRA 2024 attendees	€ 10.000

* Sponsorship of such events will be recognised in the program and shown in visual recognitions





JOIN US

***Celebrate 40 years
of research and
deployment of robotics
and automation!***

23–26 SEPTEMBER 2024
ROTTERDAM, NETHERLANDS

icra40.ieee.org

Get in contact

Reserve your spot at
ICRA@40



Exhibition related questions

Sanne Dits

VKOZ events & communications

sanne@vkoz.nl

Local PCO

Content related questions

dr.ir. Wesley Roozing

University of Twente

w.roozing@utwente.nl

Exhibition and Local Chair

