

ROBO Business

A stylized gear icon with a jagged, lightning-bolt-like top edge, positioned between the words 'ROBO' and 'Business'.

ADVANCING BUSINESS WITH AUTOMATION & AI

EXHIBITING & SPONSORSHIP PACKAGES

The background features a complex, abstract geometric design. It consists of various overlapping shapes, including circles, squares, and rectangles, in shades of blue and orange. The design is set against a dark blue background with a white grid pattern. The overall aesthetic is modern and technical, suggesting a focus on automation and AI.

September 26-27, 2018

Santa Clara, CA

Santa Clara Convention Center

robobusiness.com

The Pioneering Event of the Global Robotics Industry

Now in its 14th year, RoboBusiness is the industry's premier place to connect and strategize for the future. Since 2004 over 10,000 executives have attended to meet peers, forge new relationships, share knowledge and insights, discuss policy and innovations, and plan and execute strategy for their organizations and the industry as a whole.

RoboBusiness continues to be a hub where leaders from all sectors of the industry (manufacturers, component providers, end users, policy makers, and innovation centers) convene to understand the critical factors driving change and progress.



2,000
ATTENDEES EXPECTED



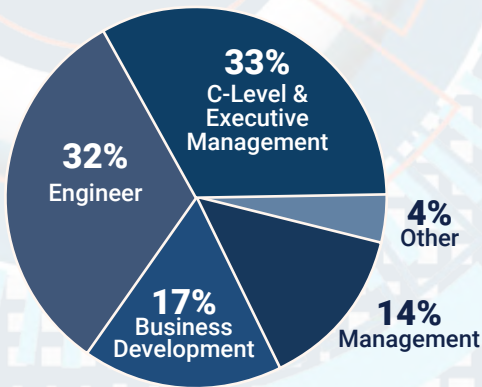
28+
COUNTRIES



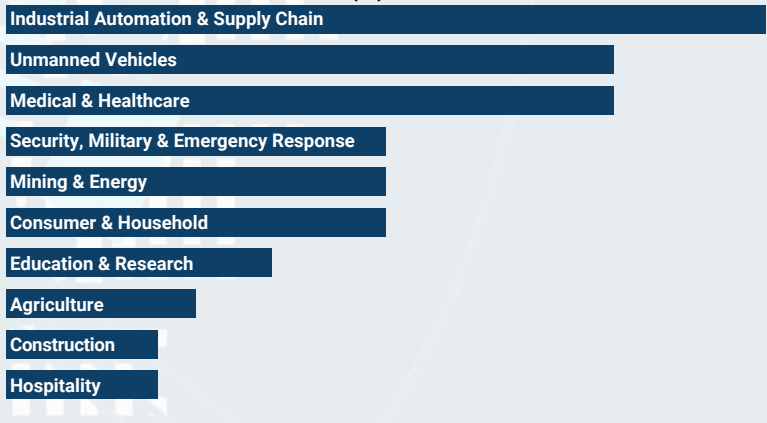
60+
MEDIA OUTLETS

80% OF ROBObUSINESS ATTENDEES ARE DECISION MAKERS
regarding their company's buying decisions and come from all sectors of business.

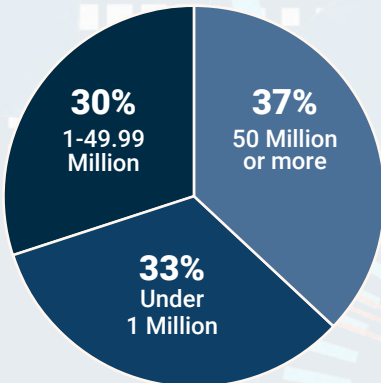
Decision Makers & Influencers



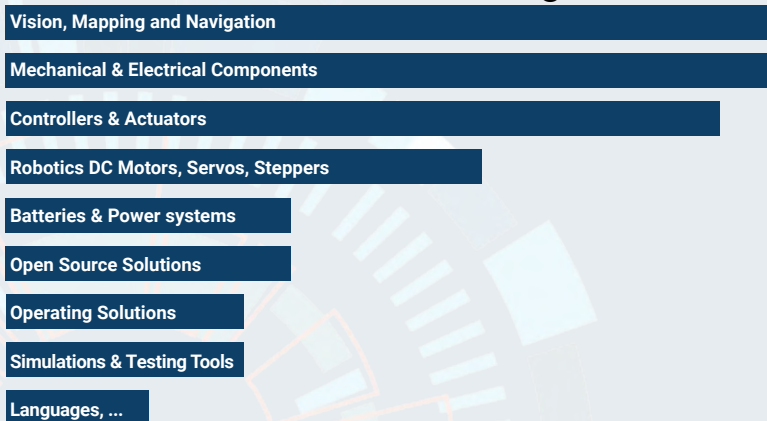
Market(s) Served



Company Annual Revenue



Interested in Purchasing



Start Building Your RoboBusiness 2018 Sales and Marketing Strategy Today

RECRUIT TALENT

DEVELOP PARTNERSHIPS

MEET CUSTOMERS

SOURCE INVESTMENTS

LAUNCH NEW PRODUCTS OR COMPANIES

RAISE BRAND AWARENESS

MAKE MAJOR ANNOUNCEMENTS

RoboBusiness attendees have included...

- ▶ 3M
- ▶ A3
- ▶ Accenture
- ▶ Airbus
- ▶ Alphabet
- ▶ Amazon
- ▶ Ams AG
- ▶ Apple
- ▶ AT&T
- ▶ Boeing
- ▶ Booz Allen Hamilton
- ▶ Bosch
- ▶ Boston Consulting Group
- ▶ China Mobile
- ▶ Clearpath Robotics
- ▶ Clorox
- ▶ Cognex
- ▶ Dana Corporation
- ▶ Delphi
- ▶ Disney
- ▶ ExxonMobil
- ▶ Clearpath Robotics
- ▶ c-Link Systems
- ▶ Cone Drive
- ▶ Controlled Kinematics
- ▶ CSIRO
- ▶ CtrlWorks
- ▶ CtrlWorks Pte Ltd
- ▶ Design Octaves
- ▶ Dibotics
- ▶ Elmo Motion Control
- ▶ ESI Motion
- ▶ Fellow Robots
- ▶ Fetch Robotics
- ▶ Five Elements Robotics
- ▶ Flex
- ▶ Foxconn
- ▶ Freescale
- ▶ FutureRobot
- ▶ GEMCITY Engineering and Manufacturing
- ▶ General Foundry Service
- ▶ Facebook
- ▶ Fanuc America
- ▶ FedEx Ground
- ▶ Flextronics
- ▶ Fujitsu
- ▶ Gartner
- ▶ General Electric
- ▶ General Mills
- ▶ General Motors
- ▶ Google
- ▶ Google Ventures
- ▶ GoPro
- ▶ Hewlett Packard
- ▶ Hitachi
- ▶ Honda
- ▶ Hyundai
- ▶ IBM
- ▶ IBM Watson Group
- ▶ Intel
- ▶ Intelligrated
- ▶ Informa
- ▶ Jabil Circuit
- ▶ John Deere
- ▶ Johnson & Johnson
- ▶ JPMorgan Chase
- ▶ Kaiser Permanente
- ▶ Kawasaki Robotics (USA)
- ▶ Kiwifruit USA Inc
- ▶ Kollmorgen
- ▶ Kroger
- ▶ KUKA Robotics
- ▶ Lenovo
- ▶ LG Electronics
- ▶ LGI
- ▶ Lockheed Martin
- ▶ Marriot
- ▶ McKinsey and Co.
- ▶ MDI
- ▶ Mitsui
- ▶ Morgan Stanley
- ▶ NASA
- ▶ Nest Labs
- ▶ Nike
- ▶ NVIDIA
- ▶ Ocado
- ▶ Panasonic
- ▶ Pepperl+Fuchs Inc.
- ▶ Pepsico
- ▶ Pixar Animation Studios
- ▶ Procter & Gamble
- ▶ Qualcomm
- ▶ RoboValley
- ▶ Samsung Electronics
- ▶ Sharp Laboratories of America
- ▶ SICK
- ▶ Siemens
- ▶ Singapore Economic Development Board
- ▶ Softbank
- ▶ Sony
- ▶ Sprint
- ▶ SRI International
- ▶ Southwest Research Institute
- ▶ Target
- ▶ Tesla Motors
- ▶ Telco Intercontinental
- ▶ Teradyne
- ▶ Toshiba America, Inc.
- ▶ Toyota
- ▶ Toyota Research Institute
- ▶ Velodyne Lidar
- ▶ Verizon
- ▶ Viv Labs
- ▶ Walgreens
- ▶ Walmart
- ▶ Western Digital Corp
- ▶ Wright Engineered Plastics
- ▶ Xsens
- ▶ Yamaha Motor Ventures
- ▶ Yaskawa America Inc.

Top 3 Reasons to Exhibit at RoboBusiness

1 Be a part of an event that brings together the entire robotics and automation ecosystem: manufacturers, component providers, end users, academic and government leaders alike.

2 Position yourself as a thought leader, joining the ranks of other experts addressing the critical issues of robotics adoption, AI, measuring ROI, and more.

3 Exhibit in hall filled with activities designed to attract your target audience: presentations, demos, VC Office Hours, a startup zone, and networking receptions.



Thought Leadership & Brand Promotion Opportunities

PREMIER THOUGHT LEADERSHIP SPONSORSHIPS

Presidential Sponsorship (limit 2) – \$40,000

- ▶ High-Impact Thought Leadership Position in the RoboBusiness Conference
- ▶ PR Promotion
- ▶ Back Cover or Inside Front Cover Ad in Event Guide
- ▶ Hosted Invitational Event
- ▶ Market Insights Speaking Position
- ▶ 20x20 Exhibit Space
- ▶ Branding on Website, Event Guide and Signage

Platinum – \$20,000

- ▶ Choice of One Industry Track Sponsorship or Market Insights Sponsorship
- ▶ Expo Theater Demonstration
- ▶ 20x20 Exhibit Space
- ▶ Branding on Website, Event Guide & Signage

THOUGHT LEADERSHIP SPONSORSHIPS

- ▶ CRO Network Summit Sponsor (**Exclusive**) – \$10,000
- ▶ Pitchfire Sponsor (**Exclusive**) – \$10,000
- ▶ Industry Track Sponsor – \$10,000
- ▶ Market Insights Sponsor – \$7,000

HOSTING & NETWORKING SPONSORSHIPS

- ▶ Reception/Cocktail Hour
- ▶ Conference Luncheon
- ▶ Invitational Luncheon
- ▶ Expo Lounge
- ▶ Meeting Rooms



BRANDING SPONSORSHIPS

- ▶ Mobile Application Sponsor
- ▶ Attendee Bag
- ▶ Registration Sponsor
- ▶ Badge Lanyards
- ▶ Note Pads and Pens

EXHIBITS

Gold – \$10,000

- ▶ Media Spotlight Promotion
- ▶ ¼ Page Ad in Event Guide
- ▶ 10 x 20 Exhibit Space
- ▶ Branding on Website, Event Guide & Signage

Contributing – \$6,000

- ▶ 10 x 10 Exhibit Space
- ▶ Branding on Website, Event Guide & Signage

Exhibit Only Turnkey – \$3,500

- ▶ 8 x 8 Turnkey Booth
- Includes: carpet, 6' draped table, 2 chairs, 1 wastebasket

RESERVE YOUR SPACE BY DECEMBER 1, 2017 AND SAVE \$1,000 ON EXHIBIT PACKAGES OR 10% ON SPONSORSHIP PACKAGES

We're ready to meet your needs.

Contact us today to discuss a customized package to meet your marketing goals.



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Position Your Company as a Leader Within Your Target Market

Sponsoring and Exhibiting Provide Your Company Excellent Opportunities to:

- ▶ Generate new leads and ROI
- ▶ Create, maintain, and enhance brand awareness
- ▶ Elevate your profile in the eyes of technology professionals
- ▶ Foster relationships with current clients
- ▶ Intellectually influence industry peers

We View Sponsors as Partners - and Provide Opportunities to Assist You:

- ▶ Reach your target audience before, during, and after the face-to-face experience
- ▶ Gain direct and personal access to potential clients
- ▶ Organize face-to-face meetings
- ▶ Target your editorial content
- ▶ Create an experience that aligns your goals with the market's needs
- ▶ Obtain leads resulting in a positive ROI

Sponsorship opportunities with RoboBusiness are designed to best meet the needs of each client.

We work together to create a worthwhile investment. Examples of participation from sponsors include, but are not limited to:

- ▶ On-site service demos
- ▶ Topic matter expertise
- ▶ Reception sponsorship
- ▶ Exhibits
- ▶ Summit hosts
- ▶ Presentation opportunities -- Panel roles, custom market insight sessions, moderator roles, and breakfast/luncheon sessions
- ▶ Webinars and whitepapers



What People Are Saying ...

"RoboBusiness brings together a wonderful mix of robotics talent drawn from existing industrial applications to forward-looking research labs, and across the full spectrum ranging from large companies to hot new startups."

**James Kuffner, Ph. D., CTO,
Toyota Research Institute**

"Events like RoboBusiness advance each of our efforts to showcase advances in the industry, meet like-minded professionals and set the bar for future products and services that come to market. RoboBusiness is the benchmark of robotics networking events and is essential to future growth."

**Gavenraj "Raj" Sodhi, CEO, 7
Senses Labs, Inc.**

"RoboBusiness has built a community of industry leaders and top tier investors; accelerating robots to the mainstream and supercharging the world economy."

**Shahin Farshchi, Ph.D.,
Partner, Lux Capital**

UTILIZE OUR EXTENSIVE NETWORK TO ENGAGE YOUR MARKET 365 DAYS A YEAR



Robotics Business Review provides business intelligence for the global robotics industry.

Members enjoy exclusive insights into global news, tracking of financial transactions, analysis of new technologies and companies, annual and quarterly research reports, access to the RBR50 Top 50 Companies list and much more. To learn more and become a member, visit roboticsbusinessreview.com.



Robotics Trends is a cultural hub for consumer robotics and a guide to enhancing daily life with robotics and AI technology. Readers include

engaged early adopters of robotics technology, who are actively seeking inspiration and information about how to buy, build and use new products. Updated daily, the content helps make sense of the growing universe of personal robotics technologies and innovations designed to improve the way we work, play and live. Visit robotictrends.com to learn more.



RoboBusiness is the only event dedicated to meeting the needs of the entire robotics

ecosystem, by addressing the challenges of doing business in an ever-increasing robotics and automation landscape. Join thousands from around the world as they learn to build robotics strategies that can be immediately put to use.



The Chief Robotics Officer (CRO) Network is a community of

professionals, regardless of title, who are responsible for evaluating and implementing robotics, automation, or intelligent technologies into their organizations. Our mission is to provide education, training, and networking opportunities so to advance the successful adoption and use of these disruptive technologies within commercial enterprises.

Plus other global events organized collaboratively with leading partners



Contact us to discuss expanding your reach through our comprehensive network of publications and event platforms.

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