



# EUROPEAN ROBOTICS FORUM

Brought to you by SPARC

## SPONSORS' & EXHIBITORS' HANDBOOK

**13-15 March 2018**  
Tampere - Finland

**Exhibition early bird rates until 29 Jan. 2018**  
**First exhibition layout available on 22 Feb. 2018**

**[www.erf2018.eu](http://www.erf2018.eu)**

Photo credits: Visit Tampere, Jyrki Latokartano, Juha Suhonen



# Welcome !

It is my pleasure to welcome you to Tampere for the European Robotics Forum 2018 (ERF2018), the annual meeting of euRobotics.

We are confident that the 2018 chosen host - Tampere, a cosy, safe and beautiful town in the Finnish lake district, along with our chosen meeting topic, Robots and Us, and the acknowledged experts whom we have invited, will ensure a memorable scientific and social programme.

Since 2014, our robotics exhibition has grown exponentially, from 12 exhibitors three years ago to 28 last year. In 2018, we introduced a range of sponsorship and exhibition options that can be tailored to your requirements. Conference and exhibition sponsorship are highly effective ways to build relationships and communicate your message. Extensive pre-conference publicity will promote your organisation to the widest possible audience. More than 1000 international delegates from across industry and academia are expected to attend the conference.

I am looking forward to very informative days here in Tampere, full of networking opportunities, across the whole range of what robotics has to offer today and in the future. Special thanks go to the local organization team led by Robotics Society in Finland, my colleagues from the Board of Directors and euRobotics' secretariat for the hard work that went into putting together this event.

**Dr. Bernd Liepert**  
euRobotics President



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## EVENT DETAILS

**DATE:**

13-15 March, 2018

**VENUE:**

Tampere Hall  
Yliopistonkatu 55, Tampere, Finland

**LANGUAGE:**

The official language of the event is English

**PARTICIPANTS:**

Approx. 1000 participants are expected

## BROUGHT TO YOU BY



# ABOUT ERF2018

This 3-day event is the meeting point for decision makers, engineers, researchers, and a growing number of entrepreneurs and investors, as well as users and policy makers in the field of robotics from all over Europe and beyond.

After the inaugural meeting in San Sebastian in 2010, this annual robotics networking event, organised by euRobotics aisbl, has quickly become the most influential meeting of the European robotics community.

If you are working in any of the following sectors, you should definitely consider attending the 2018 event in Tampere, Finland.

- Company using robots, or producing robots or any robotics technologies, in basic research, applied research, or in user-driven application developments and innovation, including autonomous and cognitive systems for transportation, health, and many other applications;
- Public or private investor in robotics R&D, or considering expanding your existing range of products and services into robotics;
- Stakeholder in regional, national, or European investments, technology transfer, to support strategic decisions in favour of the enormous economic potential for robotics expected within the next 10 years.

The event will provide you with the opportunity to:

- Identify the potential of robotics applications for business, creation of jobs, and meeting societal needs;
- Learn about the state of the art and most recent breakthroughs in applications (from agricultural robots to health services, from inspection and maintenance to logistics and construction);
- Learn about new robotic business opportunities, including those which may arise through the establishment of spin-offs and investments in this sector;
- Find out about on-going initiatives in robotics within Europe;
- Hear the European Commission's opinion about European robotics;
- Influence decision makers and strengthen the collaboration between all stakeholders in the robotics community.



# ABOUT ERF2018

In 2017, 830 attendees from 37 countries and 28 exhibitors joined us during our 67 sessions. In 2018, we expect there to be even more delegates and exhibitors, with more sessions and networking opportunities.

We hope that you will take advantage of this opportunity to participate, contribute and have your voice heard and look forward to welcoming you in Tampere.

ERF2018 is the one event where you can learn and network with representatives of the robotics sector in Europe. During the exhibition you will be able to meet representatives from the most advanced companies in the European robotics industry, research institutes and European projects. We have a full programme of informative workshops which will be presented by European experts. However, there will also be opportunities to network during the conference and at the planned evening social events, including at the Awards Dinner, where awards will be presented for the best robotics PhD thesis, the best technology transfer project and the best start-up idea.

The novelty this year is the dedicated event app, SpotMe, which will offer unique opportunities to participants, speakers, sponsors and exhibitors alike such as:

- Enhanced networking features such as matchmaking, contacting and establishing meeting with other attendees with similar interests
- Unique promotional opportunities through individual and company profiles
- Access to a wealth of resources such as: presentations, event information, floor plans and much more.

Discover the app at: **coming up soon**

## ERF2018 - Robots and Us

The European Robotics Forum 2018 (ERF 2018), the most influential meeting of the robotics community in Europe, will be held in Tampere, on 13-15 March 2018. About 1000 European robotics top experts are expected to attend the conference. ERF2018 covers current societal and technical themes related to the field of robotics.

In recent years, robots became more and more popular and are now already part of our daily lives. Robots went from purely industrial applications, such as car production to domestic environments with vacuum cleaning and mowing robots. Now robots started entering additional application areas, from agriculture to healthcare, and will also be used in smaller enterprises. Therefore, the motto of the ERF2018 is "Robots and Us". At the Forum, technical and non-technical aspects will be discussed. Researchers, engineers, managers, and a growing number of entrepreneurs, business people, experts in legal and ethical issues as well as representatives of public institutions and policy makers from all over Europe come together to discuss technology push and market pull and how innovation in robotics can be accelerated.

ERF2015



ERF2016



ERF2017



**We expect even more  
in 2018!**



# VENUE



Tampere Hall is the biggest Nordic congress and concert centre. These facilities together with our professional, caring staff are the reason why we have become one of the most popular congress centres in Finland.

The city of Tampere lies at the heart of Finland's second most significant economic region – and is the scientific, cultural, commercial and industrial centre of this exciting and important area. Tampere Hall is deeply respected and loved by its clients and has been voted the best congress venue in Finland on several occasions.

Tampere Hall's state-of-the-art facilities have been carefully designed to create an exciting, modern and dynamic venue for conferences, congresses, exhibitions and concerts. They plan, arrange and master four hundred conferences, meetings and other business events each year.

# EXHIBITION LAYOUT





# FOR EXHIBITORS

The commercial exhibition will accompany the event. The exhibition will be held in the spacious second floor lobby of Tampere Hall where coffee and lunch will be served to the event delegates during breaks.

## EXHIBITOR CONTACT

E-mail:  
[exhibition@erf2018.eu](mailto:exhibition@erf2018.eu)

## SPACE RENTAL PER m<sup>2</sup>:

	Member Price*	Non-Member Price*
Payment until or on 29 January, 2018	€250	€300
Payment after 29 January, 2018	€300	€400
Minimum rental space:	4 m <sup>2</sup>	

\*European projects can also apply for members' price

Each exhibition space will be equipped with electricity, table and two chairs. Additional equipment and services such as furniture hire, etc. can be rented at extra charge (full list supplied upon request). Allocation of space will be treated as a first-come first-served basis. Additional equipment and services such as furniture hire, etc. can be rented at extra Charge at [orders.tampere-talo.fi/cli](https://orders.tampere-talo.fi/cli), needed event password is T101451. (more details upon request). Allocation of space will be treated as a first-come first-served basis. Organiser reserves the right to alter the location of the booth requested by the exhibitor without previous notice.

## EXHIBITION PERSONNEL REGISTRATION

Personnel must be registered and wear exhibitor's badge. Exhibitors are entitled to free of charge exhibitor's fees (badges) with regard to the size of the exhibition space:

Exhibition space 4-8 m <sup>2</sup>	1 free participant badge
Exhibition space 9-16 m <sup>2</sup>	2 free participant badges

For bigger booths, please consider the sponsoring options on page 11.

Exhibitors' badges do not include conference dinner. Conference Dinner can be purchased separately.



# FOR EXHIBITORS

## EXHIBITOR'S PROFILE

Upon receipt of the booking form, you will be asked to provide the organiser with a 100-word company profile and your logo (PNG, 300dpi format). This will be published in the catalogue of exhibitors on the event app. Company logo will also be printed on a booth signpost included in the exhibition space.

## PAYMENT POLICY

All rates for sponsors and exhibitors exclude 24% statutory VAT. If payment is not received by the event organisers before the exhibition set up day, sponsors and exhibitors may not be allowed to set up their stands. A confirmation will be sent after the payment is settled.

## CANCELLATION POLICY

All cancellations must be sent in writing to [exhibition@erf2018.eu](mailto:exhibition@erf2018.eu). The organiser will refund 50% of the total amount paid if the written cancellation of the exhibition is received until 29 January 2018. After 29 January 2018 no payment will be refunded.

## APPLICATION FORM

Online registration form for exhibition is mandatory. [Click here](#) for the on-line registration form for exhibition. Should you have difficulties with the on-line exhibition form please contact [exhibition@erf2018.eu](mailto:exhibition@erf2018.eu).

Payment details will be provided by invoice. Payments can be made without any charges of the beneficiary.

## DEADLINE FOR APPLICATIONS

Deadline for exhibition registration is 8 March, however, display on the Exhibition Floor plan is only guaranteed for registrations until 22 February.

## EXHIBITOR CONTACT

E-mail:  
[exhibition@erf2018.eu](mailto:exhibition@erf2018.eu)

# FOR SPONSORS

ERF 2018 is offering opportunities for making prospective partners visible at their selection:

DIAMOND SPONSORSHIP

PLATINUM SPONSORSHIP

GOLD SPONSORSHIP

SILVER SPONSORSHIP

BRONZE SPONSORSHIP

## SPONSOR CONTACT

E-mail:  
[exhibition@erf2018.eu](mailto:exhibition@erf2018.eu)

## WHY SPONSOR?

Participating as a sponsor and/or exhibitor at ERF2018 can take you straight to your target market and demonstrate your level of support and commitment to the robotics sector.

## ERF2018 CAN PROVIDE YOUR ORGANISATION WITH:

Maximum exposure at the largest and most influential robotics conference in Europe

An opportunity to build and reinforce strategic relationships within the robotics sector

A cost effective way to reinforce your organisation's brand and build brand awareness amongst a relevant audience

Access to a broad network of industry partners from industrialists, researchers, investors, elected officials and media

Increased marketing opportunities including visibility on the conference website and associated marketing materials

Media partnership – possibility to get exposure of your brand on national and international media

## TERMS & CONDITIONS

Payment details will be provided by invoice. Payments can be made without any charges of the beneficiary. All payments are due 3 weeks before 13 March latest.

## CANCELLATION POLICY

The organiser will refund 50% of the total amount paid if the written cancellation of sponsorship is received until 29 January 2018. After 29 January 2018 no payment will be refunded.

## APPLICATION FOR SPONSORSHIP

Online registration form for sponsorship is mandatory. [Click here](#) for the on-line registration form for sponsorship. Should you have difficulties with the on-line sponsorship form please contact [exhibition@erf2018.eu](mailto:exhibition@erf2018.eu). Exhibitors and sponsors may contact the venue to arrange a viewing of the facilities. Please contact the event organiser to arrange this.



# SPONSORS' PACKAGES

## DIAMOND SPONSORSHIP

## PLATINUM SPONSORSHIP

## GOLD SPONSORSHIP

## SILVER SPONSORSHIP

## BRONZE SPONSORSHIP

	EUROPEAN ROBOTICS FORUM				
	Diamond	Platinum	Gold	Silver	Bronze
1. Price <sup>1</sup>	€15000	€10000	€8000	€5000	€3000
2. Exhibition space <sup>2</sup>	+30 m <sup>2</sup>	+20 m <sup>2</sup>	16 m <sup>2</sup>	min. 8 m <sup>2</sup>	min. 6 m <sup>2</sup>
3. Free delegate registrations <sup>3</sup>	5	4	3	2	1
4. Room name <sup>4</sup>	★	★	★		
5. Special 90 sec video shown at the beginning of the conference <sup>5</sup>	★				
6. Special slide at the beginning of the conference with all sponsors' logos	★	★	★	★	★
7. Logo on conference web banner	★	★	★	★	★
8. Logo on ERF2018 pocket programme front cover	★				
9. Logo on ERF2018 pocket programme back cover	★	★	★	★	
10. Advertisement in the sponsoring section of the event website	★	★			
11. Logo on ERF2018 sponsors' page and slider	★	★	★	★	★
12. Logo on screens onsite	★	★	★	★	★
13. Logo on front entrance screen	★	★			
14. Leaflet in the event bag	★	★			
15. Event app advertising - See options on page 13	★	★	★	★	★

### Notes

<sup>1</sup> Members of euRobotics get 5% discounted price on sponsoring. European projects can also apply for the membership discount.

<sup>2</sup> Online registration form for exhibition and sponsorship is mandatory. Floor space sizes included in the sponsorship packages are standard. Bigger floor spaces can be acquired by paying the additional square metres required.

<sup>3</sup> The entry badge does not include conference dinner, which can be purchased extra at the price of €45.

<sup>4</sup> For Gold Sponsorship: upon availability – Diamond and Platinum sponsors have priority, then Gold sponsors on first come first served basis. For Gold sponsors, there is €1000 supplement for securing a room name (if confirmed by the organisers that the option is available).

<sup>5</sup> to be provided by the sponsor to the organisers in advance

# FOR SPONSORS

Sponsored presentations  
and other sponsoring  
opportunities

€3000 (supplement available only for Diamond and Platinum sponsors) includes one of the following options:

10 min. address  
during the  
Opening Plenary  
session

OR

Award handing  
and max. 3 min.  
address during  
the Awards  
Ceremony

OR

Possibility to  
host (welcome  
participants) the  
sauna event on  
Tuesday,  
13 March

**Sauna event – Tuesday, 13 March, [Kaupinojan Sauna](#) and [Rauhanniemen sauna](#).**

This year we are offering a unique experience for brave participants to try authentic Finnish sauna combined with winter swimming in a frozen lake Näsijärvi. As a host you can welcome the participants with a short introduction and provide them with some traditional sauna condiments like grilled sausages, beer and soft drinks. The organiser together with the dedicated crew will take care of the visitors and introduce them to sauna and [winter swimming](#). Depending on the number of interested participants, there will be 1-2 separate events on Tuesday 13th March 2018.

**Opportunity to host commercial presentations in a dedicated room (50 attendees, 1 h):**

- The €1500 sponsor will have the opportunity to demonstrate the company's profile or scientific research, in a specific track (assigned to a room)
- Includes hall rental, standard audio/visual equipment and staff assistance in the room
- The presentation synopsis will be included on the event app.
- One push notification to invite attendees to the sessions on the event app.
- One roll-up banner to promote the presentation. To be set up on the day of the event. Sponsor to provide roll-up banner and artwork.
- Timeslots are allocated on a "first-come, first-served" basis.

## SPONSOR CONTACT

E-mail:  
[exhibition@erf2018.eu](mailto:exhibition@erf2018.eu)



# EVENT APP SPONSORING OPPORTUNITIES

Presentation of sponsoring opportunities on the Spotme event app as defined on page 11, “Sponsors’ Packages”.



## SPONSOR CONTACT

E-mail:  
[exhibition@erf2018.eu](mailto:exhibition@erf2018.eu)

1. Splash screen

2. One push notification

3. One push notification for each option on page 12

4. Directory entry (logo, description see page 9)

5. Logo on conference app web banner

6. Invitation email

7. Post-Event notification e-mail (for attendees to join the app)

	Diamond	Platinum	Gold	Silver	Bronze
1. Splash screen	Exclusive				
2. One push notification					
3. One push notification for each option on page 12					
4. Directory entry (logo, description see page 9)					
5. Logo on conference app web banner					
6. Invitation email	Exclusive				
7. Post-Event notification e-mail (for attendees to join the app)	Exclusive				





# EUROPEAN ROBOTICS FORUM

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WEBSITE: [www.eu-robotics.net](http://www.eu-robotics.net)



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