



EUROPEAN ROBOTICS FORUM

Brought to you by SPARC

SPONSORS' & EXHIBITORS' HANDBOOK

3 - 5 March 2020

Málaga - Spain

Exhibition early bird rates until 31 December 2019

First exhibition layout available on 29 January 2020

www.erf2020.eu



Welcome !

It is my pleasure to welcome you to Malaga for the European Robotics Forum 2020 (#ERF2020), the annual meeting of euRobotics, now at its eleventh edition.

This year we will meet in Malaga, a city in constant transformation, becoming a reference in the South of Europe for culture, but also for technology and entrepreneurship. The city, together with 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 five years ago to around 50 last year. In 2020, we propose 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 Malaga, 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 the University of Malaga, 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:

3 - 5 March 2020

VENUE:

Trade Fairs and Congress Center of Malaga (FYCMA)
Ortega y Gasset, 201
29006 Málaga
www.fycma.com

LANGUAGE:

The official language of the event is English

PARTICIPANTS:

+1000 participants are expected

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ABOUT ERF2020

Celebrating its eleventh edition, ERF has become the leading robotics event in Europe, with over 1000 attendees expected. Top European experts will present high-level robotics and AI strategies aiming to benefit people and society.

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 consider attending the 2020 event in Malaga, Spain.

- 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 ERF2020

In 2019, around 900 attendees from 40 countries and around 50 exhibitors joined us during our 60 sessions. In 2019, we expect over 1000 European robotics top experts to attend our sessions and other networking opportunities, 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 Malaga.

ERF2020 will host a major exhibition where companies, universities and research institutes will showcase the most advanced European prototypes, products, services and projects funded under EU's Horizon 2020 research program. 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.

This year we will use a new using the dedicated event app Crowd Compass (Cvent), 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.

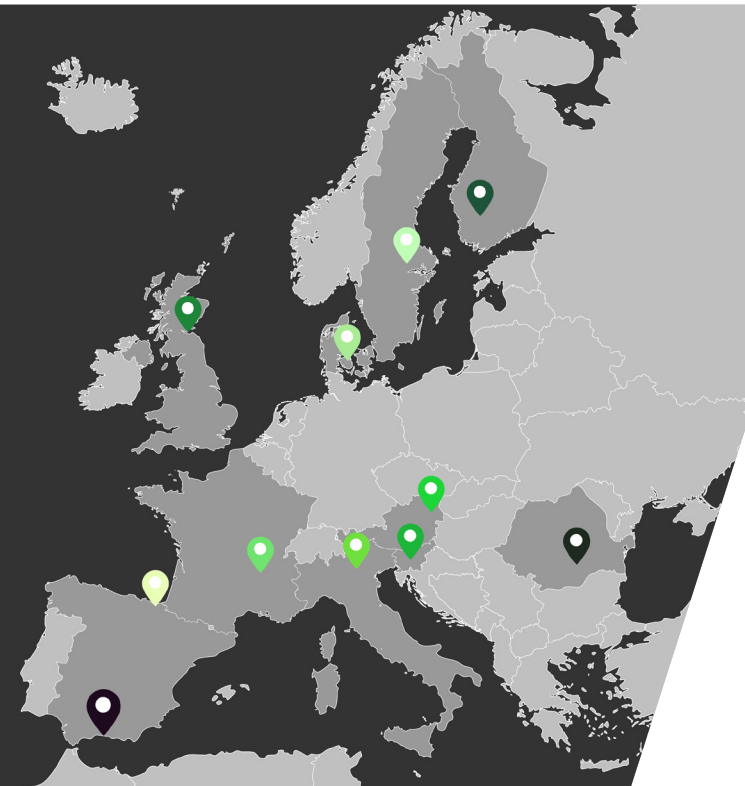
All attendees will receive a personal invitation to join the event app.



EUROPEAN ROBOTICS FORUM

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- ERF2020 - Málaga, Spain
- ERF2019 - Bucharest, Romania
- ERF2018 - Tampere, Finland
- ERF2017 - Edinburgh, Scotland, UK
- ERF2016 - Ljubljana, Slovenia
- ERF2015 - Vienna, Austria
- ERF2014 - Rovereto, Italy
- ERF2013 - Lyon, France
- ERF2012 - Odense, Denmark
- ERF2011 - Västerås, Sweden
- ERF2010 - San Sebastian, Spain



VENUE

The Trade Fairs and Congress Center of Malaga (FYCMA) is a symbol in the development and evolution of the Costa del Sol. Its contemporary architecture blends the maritime tradition of Malaga with the avant-garde of the 21st century, in a building whose spirit reflects elegance, modernism and functionality. Strategically located on the A7 motorway, it is just 5 minutes from the Pablo Ruiz Picasso International Airport and a few kilometers away from Malaga's historical city center.



Malaga is a vibrant city, with a growing technological sector, with excellent infrastructures and outstanding communications with all Europe. Creativity and innovation are part of the very personality of the city. With a young and thriving university, Universidad de Málaga, with more than 40000 students (10000 of them in Engineering and Science programmes), a City Hall committed to innovation and entrepreneurship, and a High Tech Park, Parque Tecnológico de Andalucía (PTA), with more than 600 companies. Malaga is leading the creation of start-ups and technology companies in Andalucia.

EXHIBITION LAYOUT



Trade Fairs and Congress Center of Malaga
 Ortega y Gasset, 201 29006 Málaga

www.fycma.com

Legend

 2x3m stands



FOR EXHIBITORS

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

EXHIBITOR CONTACT

E-mail:
exhibition@erf2020.eu

SPACE RENTAL PER m²:

	Member Price*	Non-Member Price*
Payment until or on 31 December 2019	€250	€300
Payment after 1 January 2020	€300	€400
Minimum rental space:	6 m ²	

*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).

Additional equipment and services such as furniture hire, etc., can be rented at extra charge, from local contractors, by email: exhibition.extras@erf2020.eu.

Allocation of space will be treated as a first-come, first-served basis. Organizers reserve 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 the attendee badge. Exhibitors are entitled to free of charge attendee fees (badges) with regard to the size of the exhibition space:

Exhibition space up to 12 m ²	1 free attendee badge
Exhibition space + 12 m ²	2 free attendee 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 your logo (PNG, 300dpi format). You will be also granted access to the VIP area of the event app to fill in your profile.

PAYMENT POLICY

All rates for sponsors and exhibitors exclude 21% statutory VAT. If payment is not received by the event organizers 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@erf2020.eu. The organizer will refund 50% of the total amount paid if the written cancellation of the exhibition is received until 29 January 2020. After 29 January 2020 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@erf2020.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 24 February, however, display on the Exhibition Floor plan is only guaranteed for registrations until 16 February.

EXHIBITOR CONTACT

E-mail:
exhibition@erf2020.eu

FOR SPONSORS

ERF 2020 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@erf2020.eu

WHY SPONSOR?

Participating as a sponsor and/or exhibitor at ERF2020 can take you straight to your target market and demonstrate your level of support and commitment to the robotics sector.

ERF2020 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 the event.

CANCELLATION POLICY

The organizer will refund 50% of the total amount paid if the written cancellation of sponsorship is received until 29 January 2020. After 29 January 2020 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@erf2020.eu. Exhibitors and sponsors may contact the venue to arrange a viewing of the facilities. Please contact the event organizer to arrange this.



EUROPEAN ROBOTICS FORUM

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ERF2020

3 - 5 March - Malaga, Spain

SPONSORS' PACKAGES

DIAMOND SPONSORSHIP

PLATINUM SPONSORSHIP

GOLD SPONSORSHIP

SILVER SPONSORSHIP

BRONZE SPONSORSHIP

SPONSOR CONTACT

E-mail:
exhibition@erf2020.eu

- | | | | | | |
|---|-------------------|-------------------|-------------------|------------------|------------------|
| 1. Price ¹ | Diamond | Platinum | Gold | Silver | Bronze |
| 2. Exhibition space ² | 20 m ² | 16 m ² | 12 m ² | 8 m ² | 6 m ² |
| 3. Free delegate registrations ³ | 5 | 4 | 3 | 2 | 1 |
| 4. Room name ⁴ | ★ | ★ | ★ | | |
| 5. Special 90 sec video shown at the beginning of the conference ⁵ | ★ | ★ | ★ | | |
| 6. Special slide at the beginning of the conference with all sponsors' logos | ★ | ★ | ★ | ★ | ★ |
| 7. Logo on conference web banner | ★ | ★ | ★ | ★ | ★ |
| 8. Logo on ERF2020 app | ★ | ★ | ★ | ★ | ★ |
| 9. Logo on event roll-up in each conference room | ★ | ★ | ★ | ★ | ★ |
| 10. Advertisement in the sponsoring section of the event website | ★ | ★ | ★ | ★ | ★ |
| 11. Logo on ERF2020 sponsors' page and slider | ★ | ★ | ★ | ★ | ★ |
| 12. Logo on screens onsite | ★ | ★ | ★ | ★ | ★ |
| 13. One benefit to choose (10 min. address during the Opening Plenary session OR Award handing and max. 3 min. address during the Awards Ceremony) ⁶ | ★ | ★ | ★ | ★ | ★ |
| 14. Leaflet in the event bag | ★ | ★ | ★ | ★ | ★ |
| 15. Event app advertising | ★ | ★ | ★ | ★ | ★ |

Notes

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

² Floor space sizes included in the sponsorship packages are standard. Bigger floor spaces can be acquired by paying the additional square metres required.

³ The entry badge does not include conference dinner, which can be purchased extra at the official price according to the pricing policy.

⁴ 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).

⁵ To be provided by the sponsor to the organisers in advance

⁶ 3,000 euro for any of the two benefits as standalone option



EUROPEAN
ROBOTICS FORUM

11

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 the visit
to Caminito
del Rey or the
visit to Málaga
Historic Centre

Visit to Caminito Del Rey - Friday, 6 March

Once a service way for maintenance of a hydroelectric power station, the refurbished Caminito del Rey is now one of the main attractions in the area of Malaga. This path, about 3 km long, goes along vertical walls and a footbridge over the gorge on the same waterway. Among many awards, it has obtained the Europa Nostra Award, the EU Award for Cultural Heritage Sites. More info at www.caminitodelrey.info/en/

Visit to Malaga Historic Centre - Friday, 6 March

With a unique combination of heritage, and a youthful vitality, the centre of Malaga is acknowledged as one of the most pleasant urban visits in Spain. An Arab castle -the Alcazaba-, a Roman theatre, or one of the most original cathedrals in Spain are just metres away of Museums like the Picasso Museum, the Pompidour or the Carmen Thyssen. More information at www.malagaturismo.com.

Visit To Parque Tecnológico De Andalucía - Wednesday, 4 March

The Parque Tecnológico de Andalucía (PTA) [Andalusia Technology Park], located in Malaga, is a high-quality location in which to set up SMEs and large businesses that are innovative, respectful of the environment and geared towards manufacturing, advanced services and R+D. With over 600 tech companies, it is also home to some labs from the University of Malaga, like Surgical Robotics, or Supercomputation. More information at www.pta.es/en/

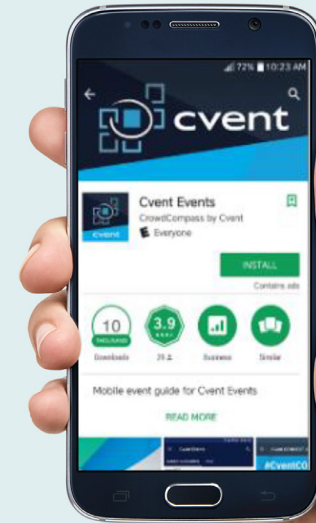
SPONSOR CONTACT

E-mail:
exhibition@erf2020.eu

EVENT APP SPONSORING OPPORTUNITIES

Presentation of sponsoring opportunities on the CVENT event app as defined on page 11, "Sponsors' Packages".

cventSM



SPONSOR CONTACT

E-mail:
exhibition@erf2020.eu

	Diamond	Platinum	Gold	Silver	Bronze
1. Splash page *	Exclusive				
2. Banner ad (5 sec. display)					
3. One push notification					
4. One push notification for each option on page 12					
5. Directory entry (logo, description see page 9) *	Highlighted				
6. Highlight on the floor plan					
7. Gamification (challenges)	3	2	2	1	1
8. Sponsored survey					

* If no Diamond sponsor, the splash screen will be given to the Platinum sponsor(s)



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euRobotics aisbl

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1030 Brussels, Belgium

PHONE: +32 2 706 8198

E-MAIL: secretariat@eu-robotics.net

WEBSITE: www.eu-robotics.net



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