



EUROPEAN ROBOTICS **FORUM**

Brought to you by SPARC

SPONSORS' & EXHIBITORS' HANDBOOK

22-24 March 2017

Edinburgh - Scotland - UK

Exhibition early bird rates until 31 Jan. 2017

First exhibition layout available on 15 Feb. 2017

www.erf2017.eu



Welcome !

It is my pleasure to welcome you to Edinburgh for the European Robotics Forum 2017 (ERF2017), the annual meeting of euRobotics.

We are confident that Edinburgh's rich history and cosmopolitan atmosphere, along with our chosen meeting topic, Living and Working with Robots, 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 27 last year. In 2017, 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 800 international delegates from across industry and academia are expected to attend the conference.

I am looking forward to very informative days here in Edinburgh, 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 Edinburgh Centre for Robotics and Prof. David Lane, 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

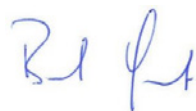


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EVENT DETAILS

DATE:

22-24 March, 2017

VENUE:

Edinburgh International Conference Centre
The Exchange, Edinburgh, 150 Morrison St.
EH3 8EE, Scotland, UK

LANGUAGE:

The official language of the event is English

PARTICIPANTS:

Approx. 800 participants are expected

BROUGHT TO YOU BY



ABOUT ERF2017

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 2017 event in Edinburgh, Scotland.

- 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 ERF2017

In 2016, 750 attendees from 36 countries and 27 exhibitors joined us during our 62 sessions. In 2017, 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 Edinburgh.

ERF2017 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.

ERF2017 - Living and Working with Robots

European robotics research is now creating robots that are leaving the lab and entering the real world. ERF is the place to showcase robots and new robot technologies and how they will operate in the world with us, paving the way to future applications. Not just a technical conference, ERF brings together everyone interested in robots and how they will interact with business and society.

From factories to hospitals, from disasters to the home, the diverse European robotics community will meet, discuss and show the wide range of different areas and applications being impacted by robotics. Technologies like Artificial Intelligence which make robots smarter and more autonomous to support people will be explored.

The role of robots in the wider European legal, social and economic environment has come to the fore in these discussions. As robots take their place in real environments with human co-workers and users, issues of policy and the law become increasingly relevant. The economic impact of robotics in EU business environments is a major focus, including how robotics can benefit small and medium-sized businesses and how links between industry and academia can be improved so that businesses can better exploit the strength of European robotics and AI research.

ERF2014



ERF2015



ERF2016



We expect even more
in 2017!

VENUE



Photo credits: Malcolm Cochrane



Photo credits: David Barbour

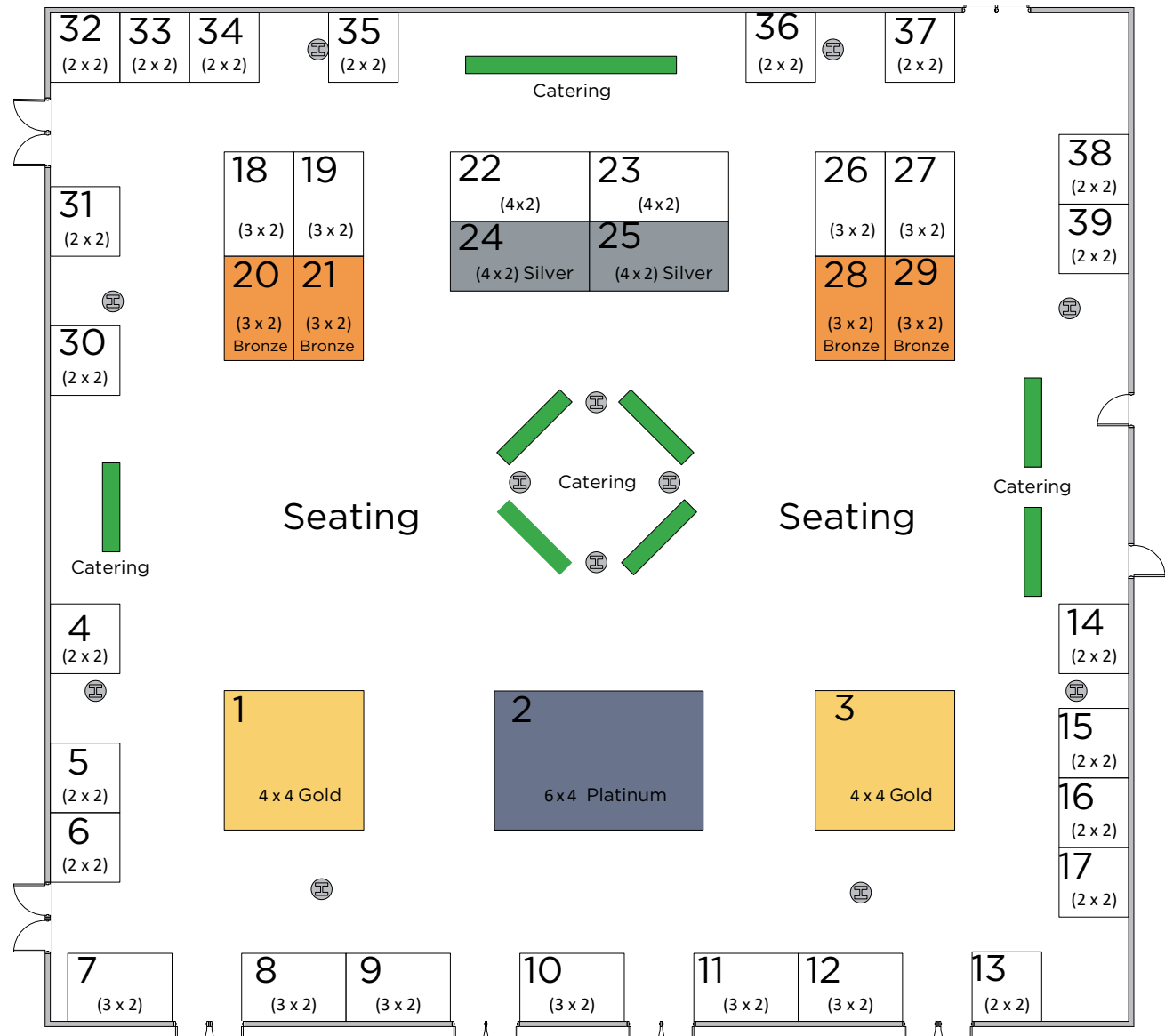
Situated at the heart of Scotland's elegant and historic capital city, the EICC is one of the world's outstanding venues for conferences, conventions and exhibitions.

The exhibition will take place in the Cromdale Hall. The versatile Cromdale Hall provides 1,185m² of carpeted exhibition space.

In the ERF 2017 floor-layout there are up to 39 booths in various sizes and price ranges available for hire.

Lunch and coffee-breaks will be provided within the exhibition hall, which will increase the networking opportunities.

EXHIBITION LAYOUT



FOR EXHIBITORS

The commercial exhibition will accompany the event. The exhibition will be held in the same hall where coffee and lunch will be served to the event delegates during breaks.

EXHIBITOR CONTACT

E-mail:
exhibition@erf2017.eu

SPACE RENTAL PER m²:

	Member Price*	Non-Member Price*
Payment until or on January 31, 2017	£250	£300
Payment after 31 January 2017	£275	£325
Minimum rental space:	4 m ²	

*European projects can also apply for members' price

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. 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 ²	1 free participant badge
Exhibition space 9-16 m ²	2 free participant badges
Exhibition space 16+ m ²	3 free participant badges

Exhibitor's badges enable: access to the exhibition, welcome reception, refreshments during breaks and lunch. Up to 2 additional badges can be obtained at the rate of £215 each for members and European projects and £255 for non-members. Exhibitors' fee of £215, respectively £255, does not include conference dinner and which can be purchased at an extra price.

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 list of exhibitors in the Workshop Digest and on the event website.

PAYMENT POLICY

All prices exclude VAT. VAT will be charged at the standard rate. If payment is not received by the event organisers in due time, sponsors and exhibitors may not be allowed to set up their stands. The confirmation will be sent after the payment is processed.

CANCELLATION POLICY

All cancellations must be sent in writing to the Exhibitions Chairs on exhibition@erf2017.eu no later than 13 February 2017. The ERF organising committee will refund 50% of the total amount paid if the written cancellation of the exhibition is received by at most the 13th February, 2017. After the 13th of February, 2017 there will be no refund.

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@erf2017.eu.

Payments detail will be provided by invoice. There are no specific bank charges for transfers.

DEADLINE FOR APPLICATIONS

The final deadline for exhibitors applications and payment is 15 March (however, display on the Exhibition Floor plan comprised in the Forum Digest is only guaranteed for applications and payments made up to 1st of March).

EXHIBITOR CONTACT

E-mail:
exhibition@erf2017.eu

FOR SPONSORS

ERF 2017 is offering opportunities for making prospective partners visible at their selection:

PLATINUM SPONSORSHIP

GOLD SPONSORSHIP

SILVER SPONSORSHIP

BRONZE SPONSORSHIP

SPONSOR CONTACT

E-mail:
sponsorship@erf2017.eu

WHY SPONSOR?

Participating as a sponsor and/or exhibitor at ERF2017 can take you straight to your target market and demonstrate your level of support and commitment to the robotics sector.

ERF2017 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

Payments can be made, quoting the invoice number(s) to: Barclays Bank PLC, SORT CODE 202923 A/C 10499412 (Swift BARCGB22, IBAN GB73BARC20292310499412); or by cheque payable to Heriot-Watt University and sent to: Heriot-Watt University, Student Service Centre, Hugh Nisbet Building, Riccarton, Edinburgh, EH14 4AS. Payments are due 30 days from date of invoice.

CANCELLATION POLICY

All cancellations must be sent in writing to the Exhibition Chairs on sponsorship@erf2017.eu no later than 13 February 2017. The ERF organising committee will refund 50% of the total amount paid if the written cancellation of the exhibition is received by at most the 13th February, 2017. After the 13th of February, 2017 there will be no refund.

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 sponsorship@erf2017.eu. Exhibitors and sponsors may arrange a viewing of the venue facilities. Please contact the Exhibitions Chairs on sponsorship@erf2017.eu in order to organise the visit.

SPONSORS' PACKAGES

PLATINUM SPONSORSHIP

GOLD SPONSORSHIP

SILVER SPONSORSHIP

BRONZE SPONSORSHIP

	Platinum	Gold	Silver	Bronze
1. Price ¹	£10,000	£8,000	£5,000	£3,000
2. Exhibition space ²	24 m ²	16 m ²	8 m ²	6 m ²
3. Free delegate registrations ³	4	3	2	1
4. Room name	Yes	Yes ⁴	No	No
5. Special 90 sec video shown at the beginning of the conference	Yes	No	No	No
6. Special voice acknowledgement at the beginning of the conference	Yes	Yes	Yes	Yes
7. Logo on conference web banner	Yes	Yes	Yes	Yes
8. Logo on ERF2017 Digest front page	Yes, centred in one line	Yes, all in one line	No	No
9. Advertisement in the ERF2017 Digest	Two pages colour A4, EPS & PNG	One page colour A4, EPS & PNG	No	No
10. Logo with hyperlink on www.erf2017.eu (field ⁵ and sponsor page)	Yes, A (fixed), B (rotating)	Yes, B (rotating)	Yes, B (rotating)	Yes, B (rotating)
11. Logo on the ERF2017 Digest – back cover	Yes	Yes	Yes	Yes
12. Logo on screens onsite	Yes	Yes	Yes	Yes
13. Logo on outside canvas	Yes	Yes	No	No
14. Leaflet in the event bag	Yes (1)	Yes (1)	Yes (1)	No

Notes

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

² 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.

³ The entry badge does not include conference dinner, which can be purchased extra at the price of £45.

⁴ For Gold Sponsorship: upon availability – Platinum sponsors have priority, then Gold sponsors on first come first served basis. For Gold sponsors, there is £1,000 supplement for securing a room name (if confirmed by the organisers that the option is available).

⁵ The fields where the sponsoring logos will be placed are defined on Page 13.

FOR SPONSORS

Sponsored presentations

£3,000 (supplement available only for Gold 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

3 min. opening
address and
drink sponsored
during the
Welcome
Reception

£2,500 includes 15 min. scientific presentation during a Parallel track. Both sponsors and non-sponsors can apply.

Benefits:

- The £2,500 sponsor will have the opportunity to demonstrate the company's profile or scientific research to the 800+ participants
- Includes hall rental, standard audio/visual equipment and staff assistance in the room
- The presentation synopsis will be included in the ERF2017 Digest and the presentation will be uploaded on the event website
- One roll-up banner to promote the presentation on stage. 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. The sessions where the presentation can be placed are subject to the Programme Committee Chair decision.
- The session programme needs to be approved by the euRobotics Programme Committee Chair. It is strongly recommended that sponsoring companies contact the meeting coordinator at an early stage.

SPONSOR CONTACT

E-mail:
sponsorship@erf2017.eu

SPONSORING FIELDS

Presentation of sponsoring fields as defined on page 11, “Sponsors’ Packages”.

SPONSOR CONTACT

E-mail:
sponsorship@erf2017.eu

HOME IMPORTANT DATES EXHIBITION SPONSORS SUBMISSION PROGRAMME ATTENDEES ORGANISERS REGISTRATION CONTACT US

EUROPEAN ROBOTICS FORUM 2017

Edinburgh, Scotland, UK
March 22 - 24, 2017

Visit Scotland™ Business Events

EUROPE & SCOTLAND
European Regional Development Fund
Investing in a smart, sustainable and inclusive future

Platinum Sponsors

Edinburgh Castle

PLATINUM SPONSOR fixed A

PLATINUM SPONSOR rotating B

GOLD SPONSOR rotating B

SILVER SPONSOR rotating B

BRONZE SPONSOR rotating B

Presence on sponsors’ dedicated page on www.erf2017.eu
(Platinum, Gold, Silver, Bronze)

NOTES