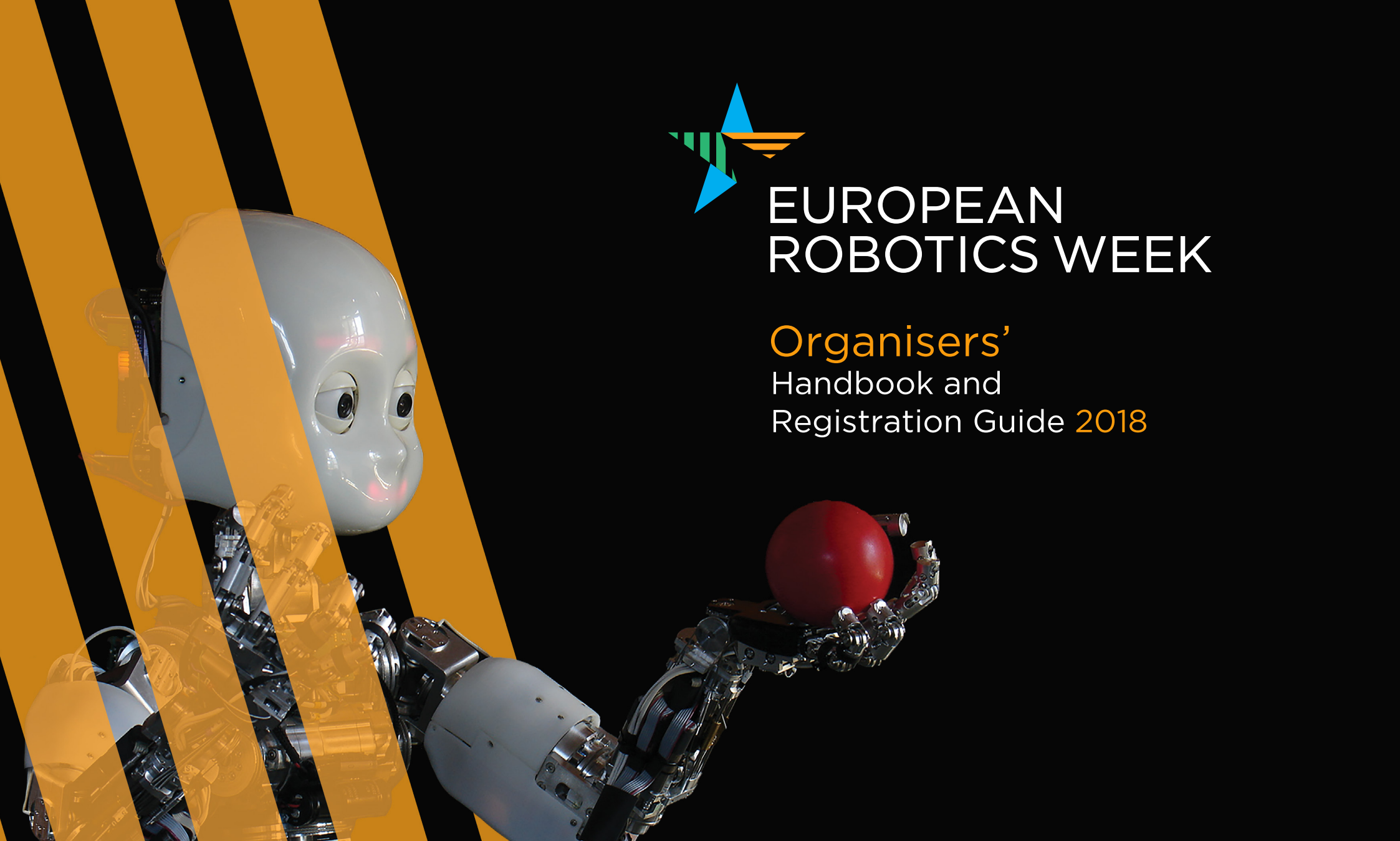




# EUROPEAN ROBOTICS WEEK

Organisers'  
Handbook and  
Registration Guide 2018



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# EUROPEAN ROBOTICS WEEK

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# Welcome !

I am happy to announce the European Robotics Week (ERW) 2018, which is due to take place from 16 to 25 November in all regions of Europe.

Europe must strive towards promoting robotics and digital education as a basis of shaping a creative, democratic knowledge-based society. The European Robotics Week 2018 aims at paving the way for the Generation R(robot) of digitally-skilled robotics natives. Under the overarching theme Next Generation R, the ERW2018 Central event in Augsburg will enable both young and old to interact with nowadays robotics technology in a way that goes beyond the classroom, transforming it into something much more inclusive and collaborative.

We have been asking schools throughout all regions in Europe to demonstrate robotics education at all levels since 2011. I am delighted that many skilled teachers and enthusiastic local organisers have taken up this challenge and we have seen huge success in participation, with around 1000 events organised in all regions of Europe last year.

This handbook was written to support all event organisers of the European Robotics Week. Within it, you will find a brief introduction to the components of the ERW, along with a collection of resources you can use to make the most of your events. At euRobotics, we believe that in the future the use of robotics in everyday life will be ubiquitous and as a result we need to involve the public from all regions in the discussion.

I also like to take this opportunity to thank all of you who are working hard to make the European Robotics Week 2018 a success!

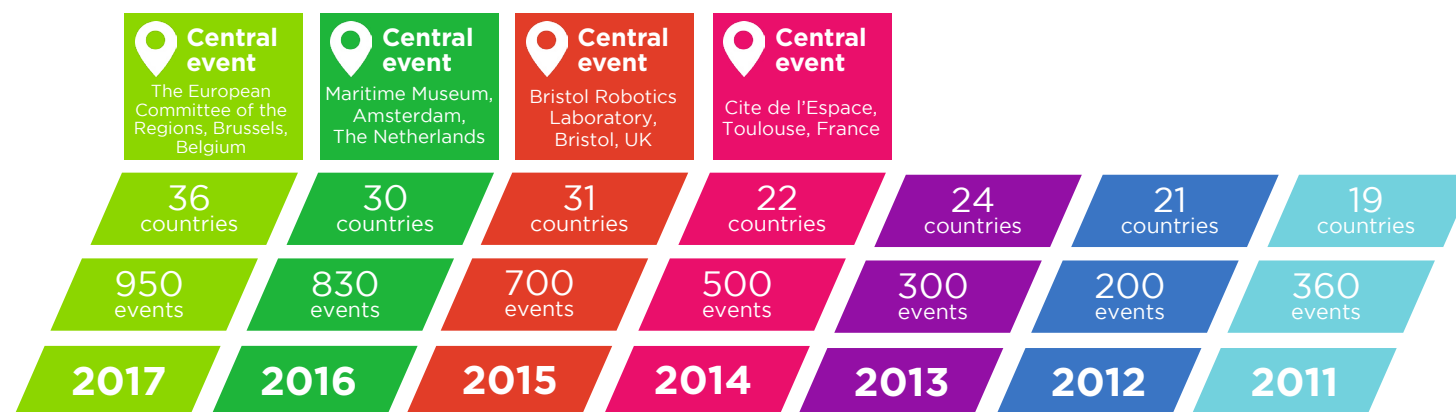
**Reinhard Lafrenz**  
Secretary General



# European Robotics Week

## A future of robots for all Europeans.

The eighth year in a row, European Robotics Week turned out to be an amazing success. The idea was conceived at the European Robotics Forum 2011 as an aspiration of the European Robotics community to bring robotics research and development closer to the European public.



Robots have been occupying the mind and imagination of Europeans since the beginning of times: from *Automata*, the book of the ancient Greek engineer Hero of Alexandria, up to the first humanoid robot built by the Renaissance genius Leonardo da Vinci and to the word *robot* itself invented by the Czech writer Karel Capek. Robots are also the future, they fascinate youngsters, teenagers, students – essentially everybody.

The aim of the European Robotics Week is to inspire students of all educational levels to pursue careers in Science, Technology, Engineering, Arts and Mathematics (STEAM) and allow them to glimpse our future EU society and the very real impact that robotics will have in it.

Robots are cool and we all have our favourites from Sci-Fi movies. But how much more enjoyable would it be to interact with the ones that we would have built and designed ourselves?



# European Robotics Week

## Over 1000 events all over Europe in 2018



Since 2011, the European Robotics Week has attracted more than 450,000 people and encouraged the public to become involved in hundreds of different robotics related activities on a yearly basis. The latest edition looks to emulate this great success and aims to continue raising awareness, whilst breaking new records for attendance, introducing ever more people to the growing prominence of robotics in Europe.

With the organisation of around 1000 robotics events in 38 countries, ERW2017 has once again broken all records.

During the European Robotics Week this year, industry, research institutes and universities in all regions of Europe, will again raise public awareness of robotics, by offering a whole host of robotics related activities. Open labs, exhibitions, challenges, robots in action on public squares, school visits by robotics lectures, guided tours for pupils and much more will inspire students of all ages.



# ERW2018 Central Event

## 16-18 November, Augsburg, Germany

From 16 to 18 November, Augsburg will be in the spotlight, hosting the Central Opening event of the European Robotics Week 2018.

Augsburg combines tradition and innovation and is home to numerous technology companies and world class research at the heart of the economic region of Bavaria.

In addition to the Opening event with high-level representatives from industry, research, policy and politics, to take place the Town Hall on 16 November, an exhibition and exhibition, several public talks and activities for adults and children will be offered at the Zeughaus, between 16 and 18 November.

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**We're writing the future.**  
Together.

ABB is proud to work with the people who are redefining the ways we will work with robots - today's pioneers and tomorrow's experts. It's an exciting time for this exciting conversation. [abb.com/robotics](https://abb.com/robotics)



# ERW2018 Central Event

16-18 November, Augsburg

## Sponsoring Packages

We invite sponsors to choose among the sponsoring packages for the ERW2018 Central event in Augsburg. Sponsors can choose from the stand-alone options as well, based on their requirements, wishes and budget.
























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### GOLD SPONSORSHIP

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**Sponsoring contact**  
[secretariat@eu-robotics.net](mailto:secretariat@eu-robotics.net)

	Platinum 10,000 €	Gold 7,500 €	Silver 5,000 €	Bronze 2,500 €
1. Exhibition booth	12 m <sup>2</sup>	9 m <sup>2</sup>	6 m <sup>2</sup>	3 m <sup>2</sup>
2. VIP Dinner speech and possibility of a service robot		 upon availability		
3. VIP Dinner (on 16 November) invitations	3	2	2	1 upon availability
4. Fireplace chat (on 16 November) invitations	1			
5. VIP Tour (on 16 November) invitations	3	2	2	1 upon availability
6. Video statement during one of the event days (max. 3 min.)				
7. Featured photo in one event Press release				
8. Company own roll-up display onsite				
9. Advertising page in handbook				
10. Mention in event Press Release				
11. Logo included in event material (posters, flyers)				
12. Logo on handbook cover	 Front cover	 Back cover	 Back cover	 Back cover
13. Logo on website				
14. Social media promotion (pre- and post- event)				



# ERW2018 Central Event

16-18 November, Augsburg

## Standalone options

### 1. BOOTH ONLY

(maximum 20 exhibitors, including sponsors with booth, assigned as from 1 October, higher sponsors get assigned the booth first)

- minimum booth size: 3 m<sup>2</sup> for 1,000 EUR for with euRobotics members getting 5% discount
- each additional square metre costs: 250 EUR (including for sponsoring packages)

#### BENEFITS:

- exhibitor's logo / name on the floor plan to be published on website, event print brochure, final ERW2018 online handbook and social media (Twitter, Facebook, LinkedIn)
- booth showing in event videos (upon confirmation by local organisers)

### 2. HANDBOOK A4 ADVERTISING PAGE

(outside of Platinum sponsoring package): 1,000 EUR

### 3. NATIONAL COORDINATORS MEETING

for sponsoring secured before September:

5,000 EUR - equivalent to Silver sponsor pack (benefits 10-14 from the above table apply as well)

#### BENEFITS:

- sponsor's roll-up onsite
- sponsor's logo on the meeting presentation slides
- short presentation during the meeting (max 7 min.)

### 4. VIP DINNER

2,500 EUR - equivalent to Bronze sponsor pack  
(benefits 10-14 from the above table apply as well)

#### BENEFITS:

- sponsor's logo on table dinner signs
- sponsor's logo on the meeting presentation slides
- 1 additional dinner invitation

Sponsoring contact  
[secretariat@eu-robotics.net](mailto:secretariat@eu-robotics.net)



## Pioneering ideas \_since 120 years

For over 120 years, KUKA has stood for innovation made in Augsburg.

Today, we are a leading supplier of intelligent automation solutions, spreading pioneering ideas in robot-based automation worldwide.



Automatisierung

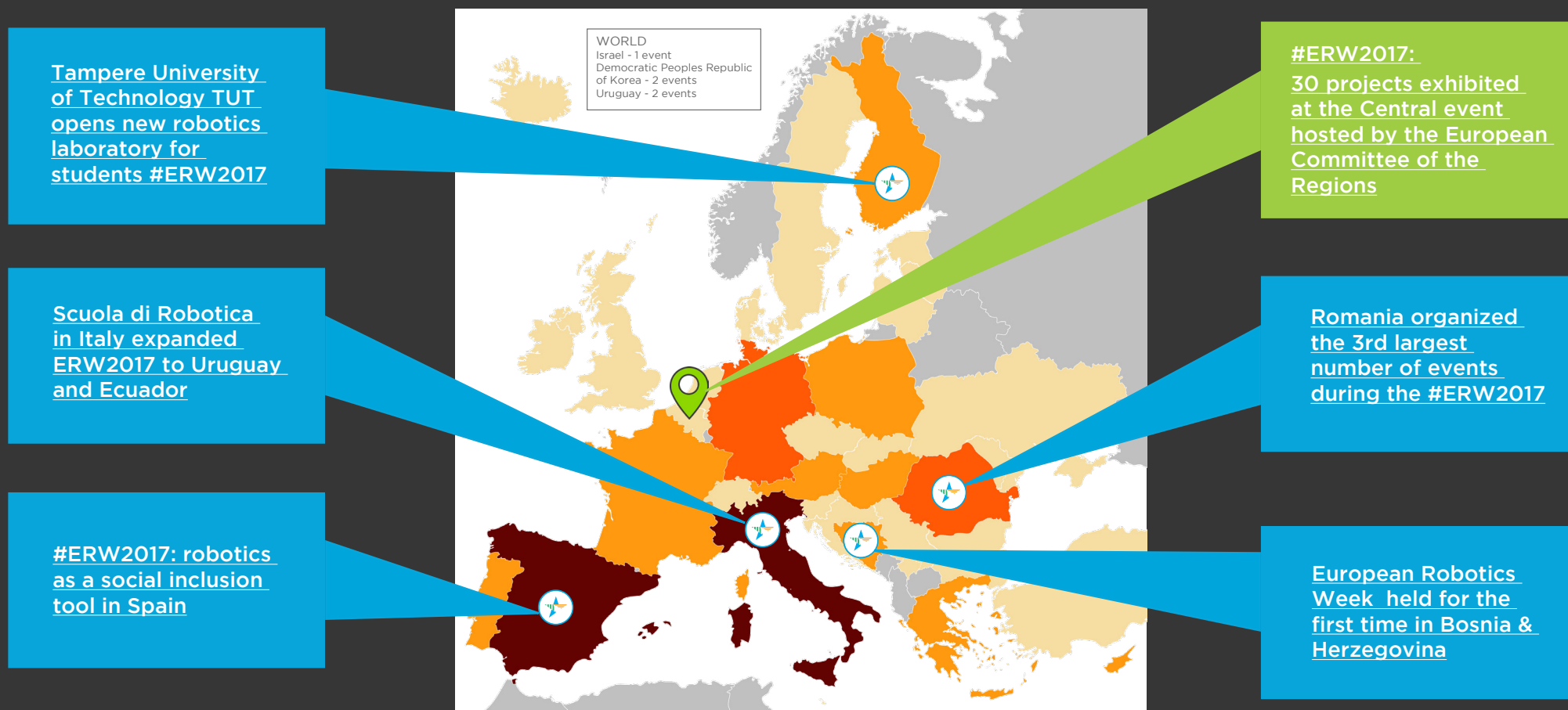
Innovation

Technologie

# Organise a Local Event

## Success Stories from 2017 (Selection)

Read all the ERW2017 success stories [here](#)



Number of events  
in each country

No Data
  1-10
  11-50
  51-100
  101-200
  >200

Central  
event



Blank map source: By stated in source [CC BY-SA 2.5 (<http://creativecommons.org/licenses/by-sa/2.5/>)], via Wikimedia Commons, [https://commons.wikimedia.org/wiki/File%3ABlack\\_map\\_of\\_Europe\\_cropped.svg](https://commons.wikimedia.org/wiki/File%3ABlack_map_of_Europe_cropped.svg)  
Data source: euRobotics database

# Organise a Local Event

## How to Register an Event?

**You have the log-in details for the euRobotics website, since you participated in the previous editions of ERW**

- Go to [Login for ERW Partners](#)
- Click on the [Password-lost link](#) on the right hand-side to get your new password (please provide the email which you have used for creating the ERW login in the first place)
- You will get an e-mail with your new password

**You do not have the log-in details for the euRobotics website, but you would like to upload events**

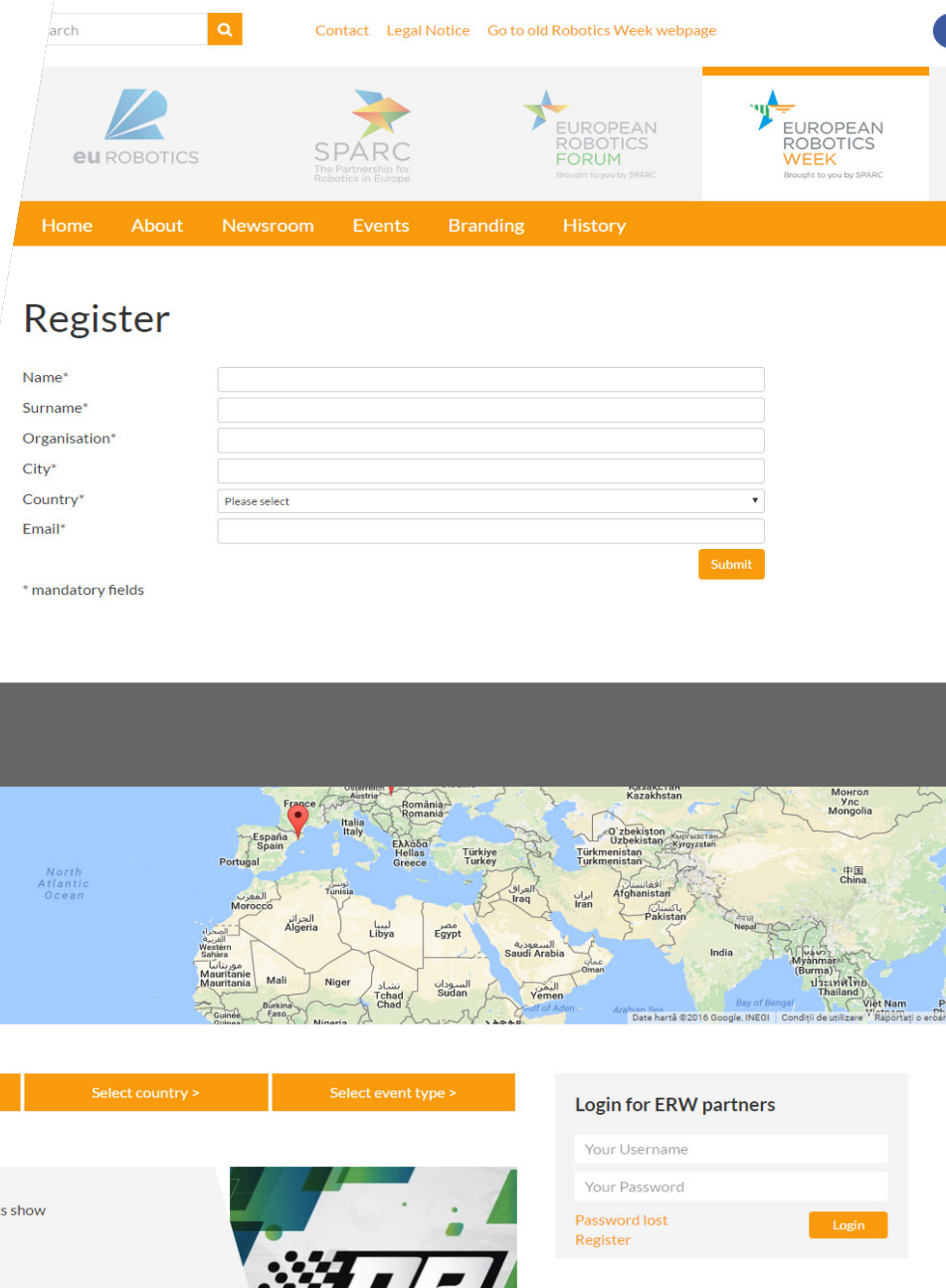
- Fill in the European Robotics Week registration form by pushing the [Register link](#)
- We confirm your account and you will receive your log-in information by e-mail
- Go to [Login for ERW Partners](#) and log-in with your credentials

### How to upload your event

- After logging in, click on [Manage events](#) on your right-hand side
- Click on [Create new event](#)
- Fill in the **Manage Events Form**, save and click **“Submit for review”**.
- Please do not forget to press the **“Submit for review”** button, otherwise, we will not be able to publish your event
- Events you submit will not show up online immediately. This process can take up to 2 working days. They will first go through a quick check to make sure they are suitable for the European Robotics Week and only then will they be set online
- All approved events will show on the [ERW events map](#)

**Don't forget to register to the European Robotics Week newsletter when accessing your account.**

**Having trouble with your event registration?** Please contact [events@roboticsweek.eu](mailto:events@roboticsweek.eu). You should receive an answer in maximum 2 business days.



The screenshot shows the European Robotics Week website. At the top, there is a navigation bar with links: Home, About, Newsroom, Events, Branding, History. Below this is a search bar and a 'Contact' link. The main content area is titled 'Register' and contains a form with the following fields: Name\*, Surname\*, Organisation\*, City\*, Country\* (a dropdown menu with 'Please select'), and Email\*. A 'Submit' button is located at the bottom right of the form. Below the form, there is a note: '\* mandatory fields'. At the bottom of the page, there is a map of Europe and the Middle East, showing the locations of various events. To the right of the map, there is a 'Login for ERW partners' section with fields for 'Your Username' and 'Your Password', and buttons for 'Password lost', 'Register', and 'Login'.



# Organise a Local Event

## Media Guidelines

**We want to hear about your event and help you spread the word! We will be sending you press releases about the European Robotics Week 2018. We will also be very active on our social media channels.**

**Prior to the event we encourage you to:**

- Forward the press releases to your press office or
- Send the press release (translated into your language and tailored to your own market) to journalists
- Post the press releases on your website and blog

**Don't forget to use the [ERW branding](#)!**

**During the event, we encourage you to:**

- Be active on social media and contribute to the hashtag #ERW2018 on Facebook and Twitter
- Send to euRobotics press releases about your events

**After the event we would like you to send us:**

- Pictures and videos from your events
- Materials published during the event
- Media coverage links

Keep up to date with the European Robotics Week by following us on Social Media!

**Follow us on:**



#ERW2018



# Organise a Local Event

## National Coordinators

Below you will find a comprehensive list of National Coordinators throughout Europe. If you would like to organise an event, please contact the corresponding country. If you do not see your home country listed, please contact euRobotics at [secretariat@eu-robotics.net](mailto:secretariat@eu-robotics.net).



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# Organise a Local Event

## National Coordinators



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# Organise a Local Event

## National Coordinators



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# Organise a Local Event

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EUROPEAN  
ROBOTICS WEEK

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#ERW2018