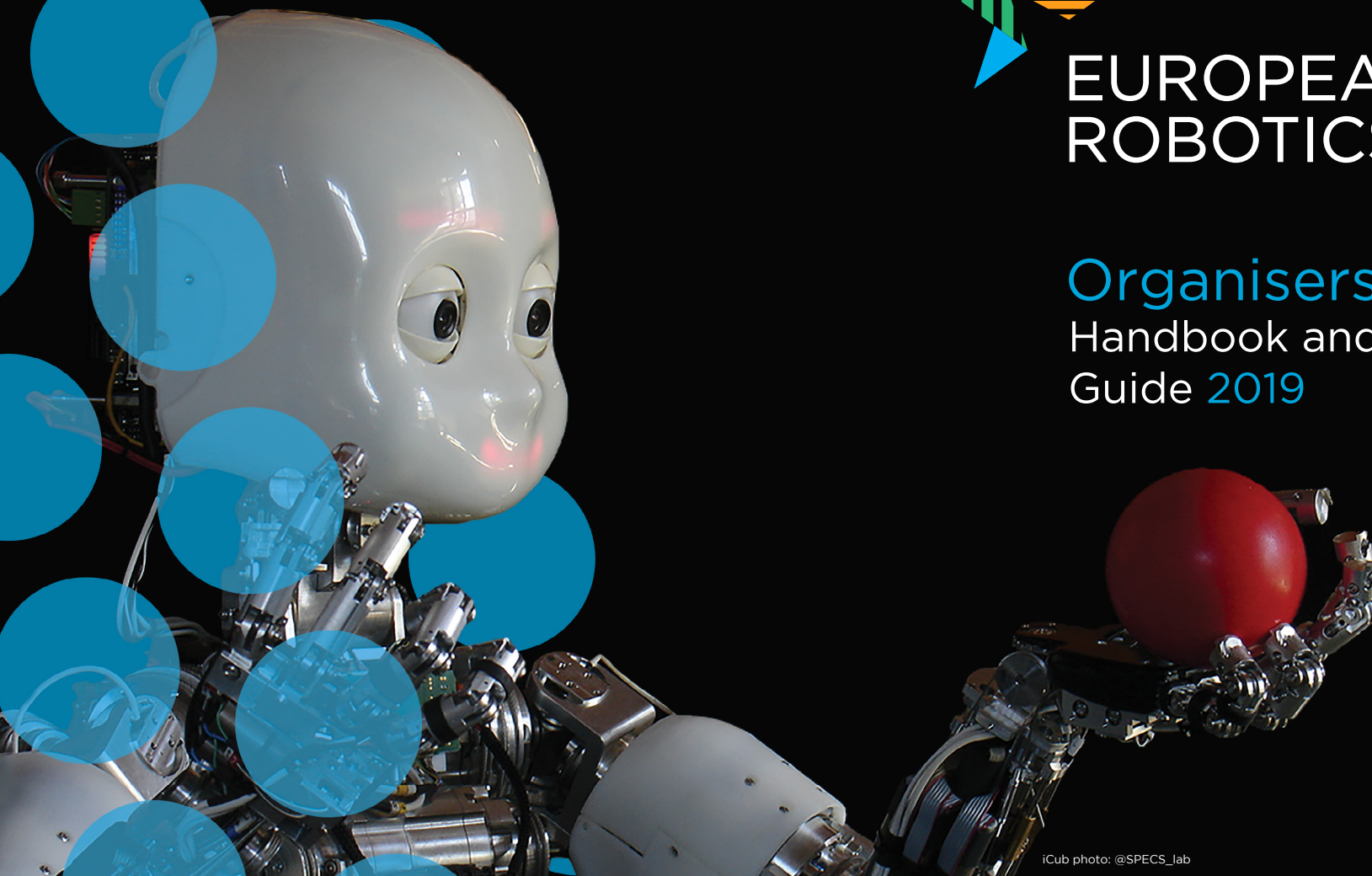




EUROPEAN ROBOTICS WEEK

Organisers'
Handbook and Registration
Guide 2019



iCub photo: @SPECS_lab

ERW2019 Central event, 14-16 November 2019, Poznan, Poland

Brought to you by



PLATINUM SPONSOR

BRONZE SPONSOR



EUROPEAN ROBOTICS WEEK

Brought to you by SPARC

CONTENTS

Welcome.....	3
European Robotics Week	4
European Robotics Week 2018 (ERW2018) in brief.....	5
Over 1,200 events all over Europe.....	6
Success Stories 2018.....	7
European Robotics Week 2019 (ERW2019)	
Organise a local event.....	8
National Coordinators meeting.....	9
Media Guidelines.....	10
New, simplified procedure to register your events.....	11
National Coordinators.....	12
ERW2019 Central Event.....	13
Poznan, Poland, 14-16 November.....	14
Sponsoring Packages.....	16
Standalone options.....	18
Floorplan.....	19

Welcome !

I am happy to announce the European Robotics Week (ERW2019), which is due to take place from 14 - 24 November in all regions of Europe.

From 14 to 16 November, Poznan will be an innovation hotspot, hosting the Central Event of the European Robotics Week 2019 (ERW). Every year, euRobotics selects a different European city as the host for the central opening event. In addition to the opening event with well-known guests, exhibitions, lectures and activities for adults and children will be offered throughout ERW.

Poznan is a place where the energy of New Europe merges with the civilization of the West. A metropolis with over half-a-million residents, Poznan is situated in one of the most economically developed regions of Poland. Grounded on a 1,000-year tradition of competence, the city is focused on achieving success by supporting the most ambitious projects and the bravest visions.

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 1,200 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 2019 a success!

Reinhard Lafrenz

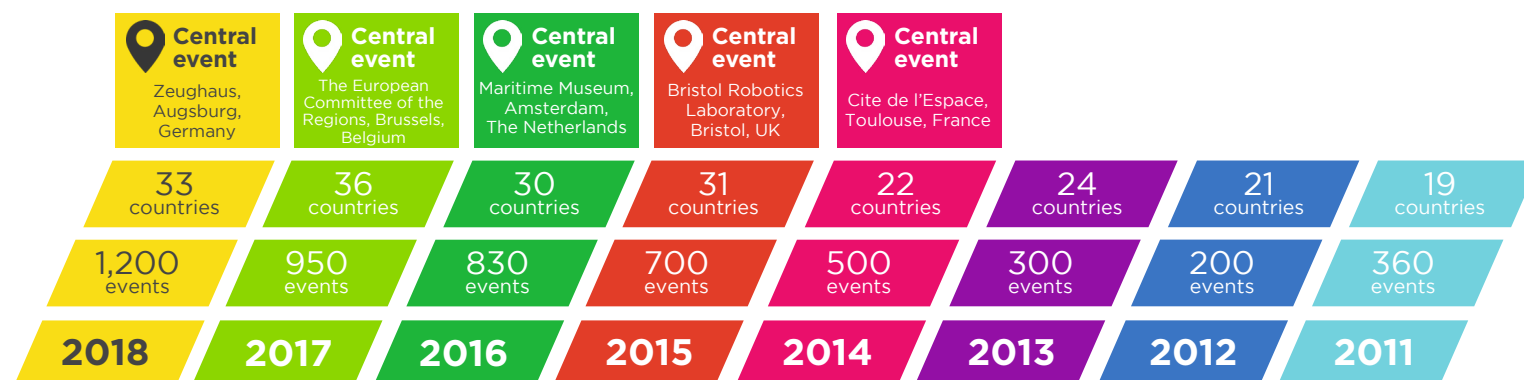
Secretary General



European Robotics Week

A future of robots for all Europeans.

For the ninth 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 2018 (ERW2018) in brief



ERW2018 in brief

Over 1,200 events all over Europe in 2018



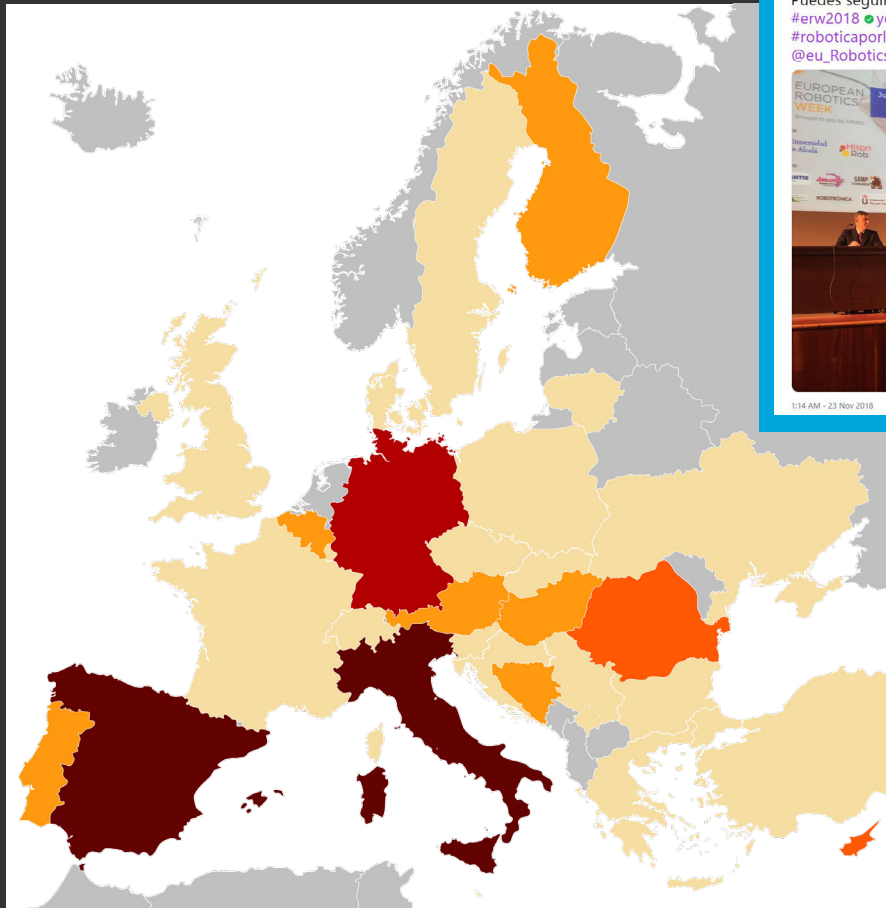
Since 2011, the European Robotics Week has attracted more than 500,000 people and encouraged the public to become involved in hundreds of different robotics related activities on a yearly basis.

With the organisation of around 1,200 robotics events in over 30 countries, ERW2018 has once again broken all records. From 16 to 18 November, Augsburg hosted the Central event of the European Robotics Week 2018 with 1,500 visitors coming to the exhibition over the three days. On 16 November, ERW2018 started with an Opening, gathering high-level representatives from industry, research, policy and politics, at the Augsburg Town Hall. A robots exhibition, several public talks and activities for adults and children were offered at the Zeughaus. A group of 30 children and 10 teachers from Bosnia and Herzegovina visited the exhibition. Vito di Bari, world's premiere futurist, innovation strategist and inspirational keynote speaker held a presentation "Robots, AI and the Future - Technology vs. Humanity", on 17 November.

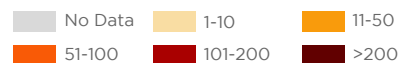
ERW2018 in brief

Success Stories from 2018 (Selection)

See all the ERW2018 events [here](#)



Number of events in each country



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

Data source: euRobotics database

Spain



Italy



France



Croatia



Germany



Cyprus



European Robotics Week 2019 (ERW2019)

Organise a Local Event



Leonardo was a master of Mechanics



- Mechanics is the oldest discipline in science and requires basic knowledge of physics and mathematics.
- During the Renaissance, people must have constructed mechanics as they did so in peace times.

Leonardo's Lion (1515) - a robot that was able to walk and roar.

ERW2019: Organise a local event

National Coordinators meeting: Ideas for local events

Themes to be addressed when organising local events, as identified by the national coordinators during the meeting in June 2019



The city/rural divide

The city/rural divide – taking the ERW to rural areas by either bringing students from rural communities to urban centres or taking technological developments from towns to the rural areas.

How to achieve this?

- ‘road-shows’ of trucks with equipment and robots, traveling around rural areas
- a biblio-bus or a ship with the same type of equipment (to travel on a river such as the Danube) to reach these areas
- making use of existing infrastructures such as audio-visual centres where they exist to showcase robots



Highlighting the European dimension

Highlighting the European dimension when organizing local events by establishing bilateral contacts with other participating city or community

How to achieve this?

- Based on the French “jumelage” or twinning model, a group from one country comes to visit an event from another country
- projects where several entities from more than one European country act as joint partners and present their collaborative work in the same location; alternatively, presenting one common project in several locations, either simultaneously or on a touring basis during ERW
- making use of existing networks such as the Digital Cities Challenge run by the European Commission (www.digitallytransformyourregion.eu) or Code Week
- Students’ internships for six months in other countries



Technology watch

Technology watch - keeping up with new developments and trends in technology, communicating them and using innovations to enable people with disabilities to acquire digital skills.

How to achieve this?

- getting coverage on popular mass-audience media (such as morning/breakfast TV shows)
- involving social media influencers as a new trend to communicate about technologies
- making use of robotics in non-traditional public shows e.g. by the Canadian circus theatre company Cirque du Soleil, in fashion and through dance (e.g. RoboDance)
- using a robot prototype to encourage recycling such as the one designed by the Serbian artist [Biljana Biba Vicković](#)

ERW2019: 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 2019. 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 #ERW2019 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:



#ERW2019



ERW2019: Organise a local event

New, simplified procedure to register your events

You have an account for the Robotics Week website, but you do not remember the password or have not used your account since 2016

- 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](#)
- You will receive a link by email to confirm your registration
- Click on the link to set-up your your account
- Check the newsletter subscription tick-box (optional)
- Press submit (mandatory)
- Go to [Login for ERW Partners](#) and log-in with your credentials (the account gets activated instantaneously).

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 **Publish**.
- To be able to publish your event, a valid address of your event, that Google maps can detect and pin on the map, is required. Should your address not be recognised automatically, please fill in the latitude and longitude of the location provided by the Google maps function (*what is here?*).
- An automated profanity check to detect offensive word(s) or parts of word(s) in your text has been installed. Should you receive a profanity alert when saving your event, please tick the box confirming that you have not used any profane words in order to be able to publish your event(s).
- Events you submit will show up immediately 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. You should receive an answer in maximum 2 business days.

Search



Contact

Legal Notice

Go to old Robotics Week webpage



Home

About

Newsroom

Events

Branding

History

Register

Name*

Surname*

Organisation*

City*

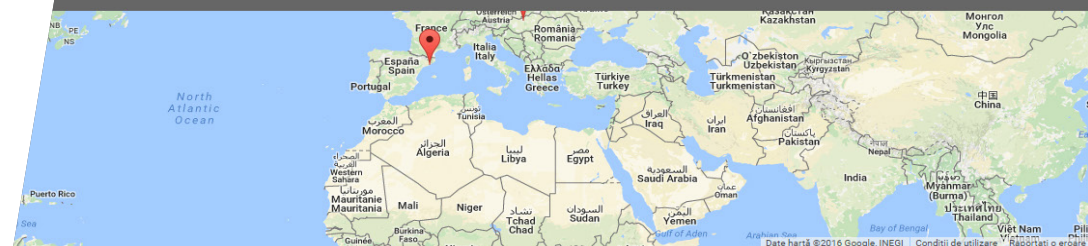
Country*

Please select

Email*

Submit

* mandatory fields



Select a date >

Select country >

Select event type >

Login for ERW partners

Your Username

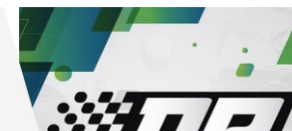
Your Password

[Password lost](#)
[Register](#)

Login

10:00 - 20:00

Competition and robotics show
Hungary



ERW2019: 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.



ALBANIA



AUSTRIA



BAHRAIN



BELGIUM


BOSNIA AND
HERZEGOVINA


BULGARIA



CROATIA



CYPRUS



CZECH REPUBLIC



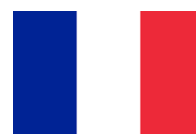
DENMARK



ESTONIA



FINLAND



FRANCE



GERMANY



GREECE



HUNGARY



IRELAND



ISRAEL



ITALY



KAZAKHSTAN



LATVIA



LITHUANIA



LUXEMBOURG



MALTA



MONTENEGRO


REPUBLIC OF
MOLDOVA


MOROCCO



THE NETHERLANDS



NORWAY



POLAND



PORTUGAL



ROMANIA



RUSSIA



SERBIA



SLOVAK REPUBLIC



SLOVENIA



SPAIN



SWEDEN



SWITZERLAND



TUNISIA



TURKEY



UNITED KINGDOM

More information:

www.eu-robotics.net/robotics_week/national-coordinators

ERW2019 Central event



ERW2019 Central Event

14-16 November, Poznan, Poland

The ERW2019 Central event in Poznan will be focused on Robotics and Artificial Intelligence, and will put the spotlight on the biggest country in EU13.

Run by robotics actors in Poland with a great track-record of robotics events organisation (e.g. Rover Challenge): Poznan University of Technology (PUT), Poznan Supercomputing and Networking Centre (PSNC), European Space Foundation (ESF).

VENUE: Poznan University of Technology conference & lecturing centre

PROGRAMME:

Thursday, 14 November

Official Opening Ceremony (early evening), with European, national, regional, local government representatives

Friday, 15 November

Schools visits (workshops, success stories)

Saturday, 16 November

Event open to the general public (competitions, interactive workshops)

During the 3 days

Indoors exhibition and outdoor display of an autonomous car

Brought to you by



POZNAN UNIVERSITY OF TECHNOLOGY



PLATINUM SPONSOR



BRONZE SPONSOR





We're writing the future.
Together.

ABB is proud to collaborate with the people who are redefining the ways we work with robots. Today's pioneers and tomorrow's experts are writing the future together. abb.com/robotics



ERW2019 Central Event

14-16 November, Poznan

Sponsoring Packages

We invite sponsors to choose among the sponsoring packages for the ERW2019 Central Event in Poznan. Sponsors can choose from the stand-alone options as well, based on their requirements, wishes and budget.

PLATINUM SPONSORSHIP

GOLD SPONSORSHIP

SILVER SPONSORSHIP

BRONZE SPONSORSHIP

Sponsoring contact
secretariat@eu-robotics.net

ALL INFORMATION ON
SPONSORING AND EXHIBITION

[www.eu-robotics.net/robotics_week/
about/central-event/](http://www.eu-robotics.net/robotics_week/about/central-event/)

	Platinum 7,500 €	Gold 4,000 €	Silver 3,000 €	Bronze 2,000 €
1. Exhibition booth	12 m ²	8 m ²	6 m ²	4 m ²
2. VIP Dinner speech and possibility of bringing a robot		 upon availability		
3. VIP Dinner (on 14 November) invitations	3	2	2	1 upon availability
4. VIP Tour (on 14 November) invitations	3	2	2	1 upon availability
5. Sponsored session (15 November, length: 10 min.)			1500 euro additional or standalone option	1500 euro additional or standalone option
6. Video interview 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)				

EVENT APP SPONSORING OPPORTUNITIES

Presentation of sponsoring opportunities on the CVENT event app as defined on page 15, “Sponsors’ Packages”.

cventSM



SPONSOR CONTACT

E-mail:
secretariat@eu-robotics.net

	Platinum	Gold	Silver	Bronze
1. Splash page	Exclusive			
2. Banner ad (5 sec. display)				
3. One push notification				
4. One push notification for options 3 and 4 on page 15				
5. Directory entry (logo, description see page 18)	Highlighted			
6. Highlight on the floor plan				
7. Gamification (challenges)	3	2	1	1

ERW2019 Central Event

14-16 November, Poznan

Standalone options

ALL INFORMATION ON
SPONSORING AND EXHIBITION

www.eu-robotics.net/robotics_week/about/central-event/

Sponsoring contact
secretariat@eu-robotics.net

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: 4 m² for 800 EUR for with euRobotics members getting 5% discount
- each additional square metre costs: 150 EUR (including for sponsoring packages)

BENEFITS:

- exhibitor's logo / name on the floor plan to be published on website, event print brochure, final ERW2019 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. SPONSORED PRESENTATION

1,000 EUR - with euRobotics members getting 5% discount

BENEFITS:

- sponsor's roll-up onsite
- sponsor's logo on the presentation slides
- 10 min. presentation

4. VIP DINNER

2,000 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

ERW2019 Central Event

14-16 November, Poznan

Floorplan



POZNAN UNIVERSITY
 OF TECHNOLOGY
 Lecturing Centre
 Layout



Legend

- Exhibition areas
- D Doors
-  Toilets



EUROPEAN ROBOTICS WEEK

Brought to you by SPARC

Contact Us To See How
You Can Be Involved!

ADDRESS:

euRobotics aisbl

BluePoint Brussels, Boulevard A. Reyers 80,
1030 Brussels, Belgium

PHONE: +32 2 706 8198

E-MAIL: secretariat@eu-robotics.net

WEBSITE: www.eu-robotics.net



#ERW2019