



ROSCon2024

October 21-23, 2024 | Odense, Denmark



We invite you to join us for ROSCon 2024 in beautiful Odense, Denmark!

Known to many as Hans Christian Andersen's hometown and itself a fairytale destination, it is also the home of Odense Robotics, the Danish national cluster for its robot, drone, and automation industry.

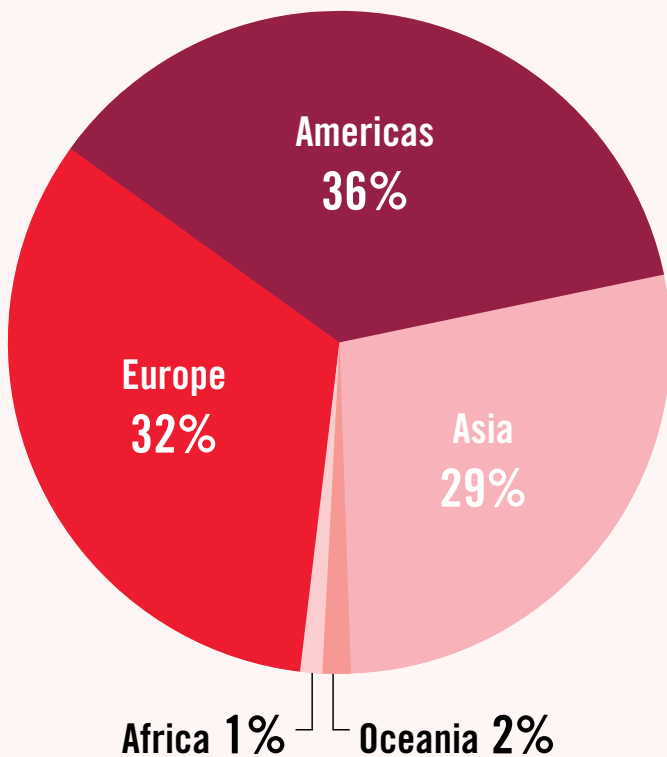
Your sponsorship of this thirteenth edition of our annual ROS developers' conference will be most welcome. Together we will once again host community members, both old and new, to share in the innovations and advancements in robotics.

Last year, our nearly 700 attendees included staff and leadership from startups and multinationals, students and faculty from major universities, and robotics enthusiasts of all stripes.

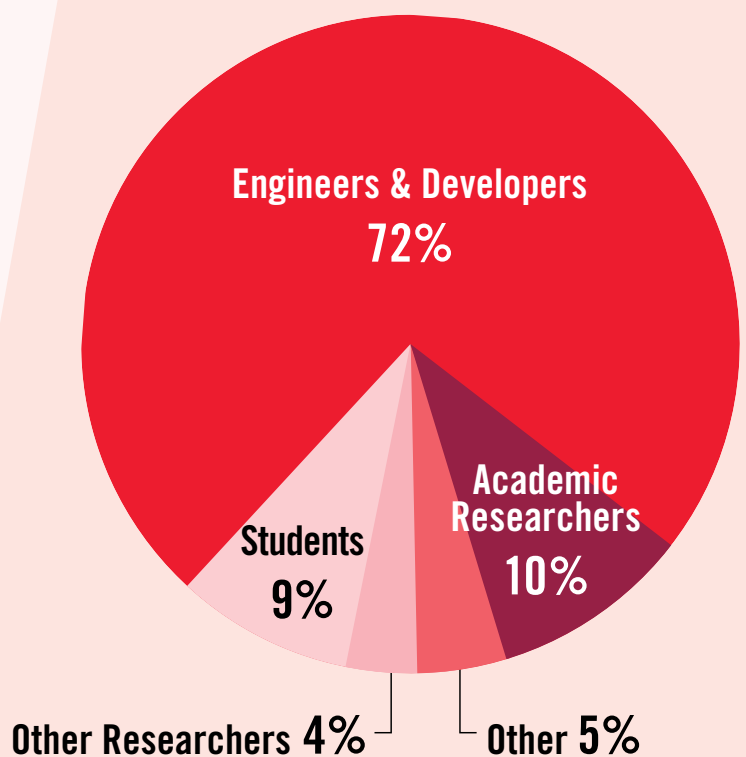
PAST ATTENDING ORGANIZATIONS INCLUDE:

- | | | | |
|-----------|------------|----------|---------|
| Intrinsic | Stogl | Ekumen | PickNik |
| NVIDIA | Zettascale | eProxima | Roboto |
| Qualcomm | Clearpath | Foxglove | AMD |
| Apex.ai | | Husarion | |

ATTENDEES BY CONTINENT



ATTENDEES BY ROLE





ROSCon 2024

October 21-23, 2024 | Odense, Denmark

SPONSORSHIP LEVELS

The opportunities listed here are designed to fit a variety of budgets. We are happy to tailor benefits to suit your goals. Please let us know if you have a unique sponsorship opportunity in mind. Regardless of your participation, we would be delighted for you to join us at ROSCon!

Additional Sponsor Benefits for Open Source Robotics Alliance (OSRA) Members

(Note: Benefits are only for Platinum, Gold, and Silver OSRA members)



- ✓ Preferred booth placement in exhibit hall
- ✓ Priority selection on limited sponsorship add-ons
- ✓ Free swag bag add-on (a \$3k value!)
- ✓ Free posting on job board (to be included in between session slides)
- ✓ Guaranteed spot in robot demo area
- ✓ Private meeting room availability (for 30 min to 1 hour sessions on a first-come, first-served basis)
- ✓ OSRA member listing on dedicated signage and slides

All sponsorship amounts are listed in US dollars.

	Platinum \$45,000 (Exclusive)	Gold \$20,000	Silver \$10,000	Bronze \$3,000
Complimentary registrations	6	4	2	1
Display space in exhibit hall (width x depth)	12m x 2m	6m x 2m	4m x 2m	
Logo recognition on conference website and mobile app	TOP logo placement	PREMIER logo placement	SILVER logo placement	BRONZE logo placement
Logo on conference t-shirt	TOP logo placement	PREMIER logo placement		
Banner placement in high-traffic area (Not to exceed 1.2m x 2m)	2	1		
Standalone recognition on slide deck before and after sessions	✓	✓		
Shared recognition on slide deck	✓	✓	✓	✓
Recognition from the podium during the general sessions	✓	✓		
Name recognition on event mailings	✓	✓		
Logo on conference advertising	✓	✓		
Logo on blog posts and press materials	✓	✓		
Logo on event signage	✓	✓	✓	✓
Diversity Scholarship	✓ (See benefits on following page)			



ROSCon 2024

October 21-23, 2024 | Odense, Denmark

EXHIBITING SPONSOR BENEFITS & DETAILS

Tabletop display space

Please note that due to space constraints at the venue, all exhibiting sponsors will have a tabletop display space, and we cannot allow custom booth builds. The spaces will be defined via floor taping, and neither pipe and drape nor hard-walled systems will be in place to define your exhibit. We highly recommend you plan to order or ship an appropriately sized backdrop or roll-up banners to bring definition to your display space. Further information about the exhibits is outlined on page 7 ("Exhibitor Booth Details"), and details about additional items you may order from our decorator to enhance your exhibit space will be provided once you confirm your participation.

Lead collection tool

The ROSCon 2024 mobile app will again allow for all exhibiting organizations to easily collect leads using QR codes on attendees' name badges at no cost. Over 1500 leads were collected at last year's event!

Booth selection

New this year! Exhibiting sponsors now have the opportunity to handpick their very own booth location, tailored to suit their unique preferences. Whether you prefer a high-traffic area to maximize exposure or a cozy corner for more intimate interactions, the choice is entirely yours. Booth selection will be determined by OSRA membership level, sponsorship level, and sign-up date, ensuring that early committers have the widest range of options to choose from. For booth locations, see floor plan at the end of this packet.

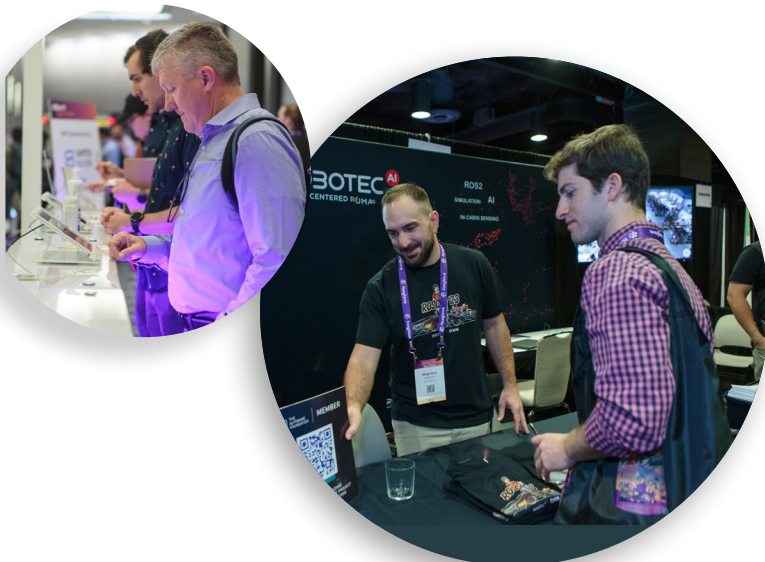


Booth traffic

New this year! To help drive booth traffic, attendees will be offered fun and interactive activities to encourage exhibit area visits. Participants will then be eligible to win exciting prizes.

Robot demo area for exhibiting sponsors

Building on the success of last year, we are again offering a special way to showcase your products during the conference with a dedicated area for demos. The demo area is a large, dedicated section of the main foyer where you can demo your technology. There will be a monitor and HDMI cord, along with a microphone. Interested exhibiting sponsors will have the opportunity to book a 15-minute time slot, first-come, first-served, that will take place during breaks, lunches, and the reception. ROSCon staff will be on hand to ensure the demos stay on time.





ROSCon 2024

October 21-23, 2024 | Odense, Denmark

ADD-ON OPPORTUNITIES



Increase your exposure by purchasing an add-on opportunity!*

These add-ons are popular options for added recognition among attendees.

Reception Sponsor: \$20,000 *1 available*

- Exclusive sponsorship of the opening night reception
- Recognition as the reception sponsor throughout the event
- 5 minutes to address attendees during the session prior to the reception
- Napkins branded with your company logo will be used at the reception

Video Archive and Livestream Sponsor: \$10,000 *1 available*

Gain exposure for your organization beyond the conference. The existing ROSCon archive has over 7.8M impressions and access to 100+ viewing hours!

- Recognition of sponsorship included on the matte of video recordings
- Logo and name of the sponsorship during the livestream of the event
- Logo and listing of the sponsorship above the program on the conference website
- Promotion of sponsorship of video recording on all outreach mailings

SOLD OUT



Registration Sponsor: \$12,000 *1 available*

This sponsorship opportunity offers lanyard branding plus prime visibility at our onsite check-in area, ensuring maximum exposure to our attendees.

- Dedicated welcome signage at onsite badge pickup
- All attendees will receive your two-color printed logo lanyard at registration and are required to wear their name badge to gain access into conference events.

Lunch Sponsor: \$7,500 *3 available*

- Dedicated signage recognizing the sponsorship at lunch service points
- 5 minutes to address attendees during the session prior to lunch

*Add-on opportunities are only available to sponsors who have purchased a benefit package.

>> continued on next page



ROSCon 2024

October 21-23, 2024 | Odense, Denmark



ADD-ON OPPORTUNITIES (Continued)

New! Sticker Sheet: \$5,000

2 available

Your brand will be featured on a custom sticker included in our exclusive sticker sheet alongside a collection of sought-after ROS stickers. These stickers have become a coveted swag item and will now be included for each attendee.

Swag Bag Insert: \$3,000

Limited availability

Does your company have some exciting marketing items that you would love to get in the hands of all attendees? Then this is the add-on for you!

- Sponsor-provided item, subject to approval by the Organizing Committee, will be included in the conference registration bag.
- Items such as water bottles, RFID card holders, stress-relief balls, and other exciting items are encouraged!

New! Puzzle Sponsor: \$5,000

1 available

Feature your logo on a custom jigsaw puzzle prominently displayed at the event for attendees to work on together. This engaging activity has become a beloved tradition, exemplifying the spirit of camaraderie and collaboration in our community.

Refreshment: \$1,500 *3 available*

- Dedicated signage at the service points recognizing the sponsorship at the morning and afternoon refreshment breaks for one full conference day
- Recognition as the refreshment sponsor during the sessions before your sponsored break.

Mobile App: \$5,000 *1 available*

- Logo on conference website
- Recognition within conference app
- Two pre-scheduled push notifications via the app

WiFi Sponsor: \$5,000 *1 available*

- Logo and name recognition on signage, in slide deck, and on the network name and/or sign-in page, as allowed by the venue





ROSCon 2024

October 21-23, 2024 | Odense, Denmark

OTHER SPONSORSHIP OPPORTUNITIES

Looking for a different way to support and participate in the conference? Consider one of the options below.



Diversity Scholarship: \$5,000 *Multiple available*

The ROSCon Diversity Program is designed to enable participation in ROSCon by those typically underrepresented in the robotics community to make the conference a more fulfilling experience for all attendees. Your sponsorship provides access to two participants by funding their conference registration, shared hotel accommodations, and a travel stipend. The program has had a powerful impact, and we at ROSCon encourage your support to help us expand the outreach of ROS.

- ✓ Logo recognition on the conference website at your sponsor level as well as on the diversity scholarship information section
- ✓ Logo recognition on a dedicated slide at the conference as well as named acknowledgment at the opening session
- ✓ Access to testimonials provided by the scholarship recipients post-conference
- ✓ Invitation to the pre-conference scholar meet and greet and the opportunity to briefly address the scholars

Startup Alley Exhibit Area: \$3,000

ROSCon is pleased to announce a new economical, shared exhibit space option to qualified companies/organizations. Space is extremely limited, so reach out today.

What's included:

- ✓ 1m x 1m shared exhibit area
- ✓ 1 bar-height round table and 1 stool
- ✓ 1 exhibit-only pass (Additional exhibit-only passes may be purchased)
- ✓ Small tent sign indicating your organization's name
- ✓ Power supply and shared power strip
- ✓ Wifi on the show attendee network

Please note that all booth contents, including robot demos, must be displayed within the confines of your exhibit space and may not overlap into an aisle or neighbor's space.

Startup Alley participation is limited to companies that meet all of the following criteria: have fewer than twenty employees, have yearly revenues of less than \$500k USD, and have raised less than \$5M USD.



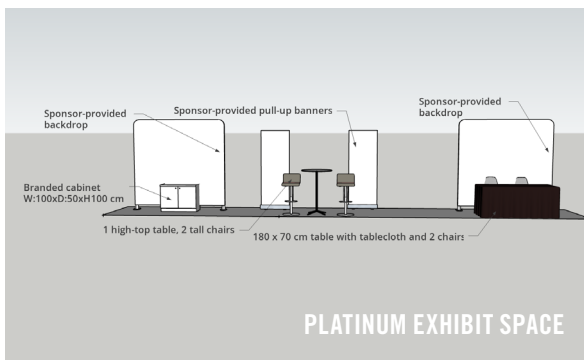


ROSCon 2024

October 21-23, 2024 | Odense, Denmark



EXHIBITOR BOOTH DETAILS



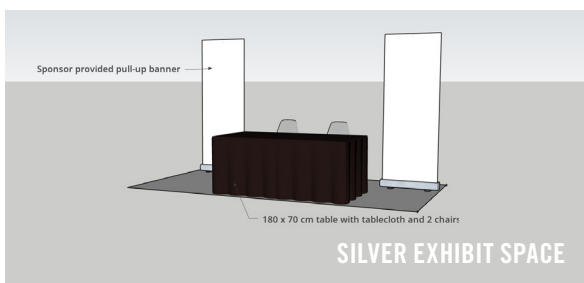
Platinum

- Tabletop exhibit display space in foyer (12 meters w x 2 meters d)
- 180 x 70 cm table with tablecloth and 2 chairs
- 1 high-top table, 2 tall chairs
- Branded cabinet
- Small (3.5"x11") cardstock table tent sign indicating your organization's name
- Power supply and power strip
- Wifi on the show attendee network



Gold

- Tabletop exhibit display space (6 meters w x 2 meters d)
- 180 x 70 cm table with tablecloth and 2 chairs
- 1 high-top table, 2 tall chairs
- Small (3.5"x11") cardstock table tent sign indicating your organization's name
- Power supply and power strip
- Wifi on the show attendee network



Silver

- Tabletop exhibit display space (4 meters w x 2 meters d)
- 180 x 70 cm table with tablecloth and 2 chairs
- Small (3.5"x11") cardstock table tent sign indicating your organization's name
- Power supply and power strip
- Wifi on the show attendee network

All banners and backdrops must be provided by sponsor.



Above, left to right (not to scale): High-top table, tall chair, branded cabinet, regular table/tablecloth, chair

ROSCon2024

Venue Map

Exhibit Space Key

- Platinum
- Gold
- Silver

