

We are excited to announce ROSCon 2021, the ninth annual ROS developers' conference. Join us in New Orleans.

**This is your opportunity to take part as a sponsor at this incredible event!**

In keeping with the growth of the conference, we have broadened the sponsorship options and opportunities for exposure. You are invited to sponsor ROSCon 2021 as together we explore technological advancements in this exciting and fast paced industry.



# ROSCon 2021

October 21-23, 2021 | NEW ORLEANS

**We missed you all last year!** While we thoroughly enjoyed ROS World 2020, a virtual event doesn't take the place of getting our community together in person like we've done each year since 2012. So we're bringing ROSCon back this year.

We're working with local officials and experts to host ROSCon 2021 in a socially responsible way that follows the best available public health guidance. We are anticipating that protective measures such as distancing and masks will be required, and other modifications may be in effect. There is unavoidable uncertainty in planning an event right now, both for organizers and sponsors. Our promise to you is that we will be transparent and forthright about policies, risks, and changes.

**We can't put on ROSCon without your support. Please join us in New Orleans this October!**



Detailed information on the conference is available at <https://roscon.ros.org/2021/>  
Contact us with any questions at [roscon-2021-ec@openrobotics.org](mailto:roscon-2021-ec@openrobotics.org)



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## 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 extremely happy for you to join us at ROSCon!

EXCLUSIVE

All sponsorship amounts are listed in US dollars.

|  | Platinum<br>\$25,000 | Gold<br>\$15,000       | Silver<br>\$8,000     | Bronze<br>\$3,000     | Friend<br>\$1,000     |
|--|----------------------|------------------------|-----------------------|-----------------------|-----------------------|
| Complimentary Registrations                                    | 6                    | 4                      | 2                     | 1                     |                       |
| Display Space in Exhibit Hall (width x depth)                  | 9m x 3m              | 6m x 3m                | 3m x 3m               | 3m x 3m               |                       |
| Logo Recognition on conference website                         | TOP Logo Placement   | PREMIER Logo Placement | SILVER Logo Placement | BRONZE Logo Placement | FRIEND Logo Placement |
| Logo on conference t-shirt                                     | TOP Logo Placement   | PREMIER Logo Placement | SILVER Logo Placement |                       |                       |
| Banner placement near registration - 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  | ✓                    | ✓                      | ✓                     | ✓                     | ✓                     |



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## ADD-ON OPPORTUNITIES

Whether your company is a Friend of the Conference or a Platinum Sponsor, increase your exposure by purchasing an add-on opportunity!\*

### Diversity Scholarship Program: \$3,750 (multiple available)

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The ROSCon Diversity Program is designed to enable participation in ROSCon by those typically under-represented 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 address the scholars

### Video Archive Sponsorship: \$8,000 (1 available)

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Gain lasting exposure for your organization that extends beyond the conference. Over the last 12 months, the existing ROSCon videos made over 550k impressions and accumulated over 19k viewing hours!

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

### Lanyard Sponsor: \$6,000 (1 available)

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All attendees will receive your branded lanyard at registration and are required to wear their name badge to gain access into conference events.

- Two-color printed logo on the conference lanyard.

### Lunch Sponsor: \$6,000 (2 available)

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

### WiFi Sponsor: \$5,000 (1 available)

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

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

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### Mobile App Sponsor: \$5,000 (1 available)

Your logo will be featured on the mobile app that is used by conference attendees.

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

### Recharge Lounge Sponsor: \$5,000 (1 available)

Sponsor a lounge for attendees to relax and recharge on comfortable furniture.

- Logo on conference website
- Opportunity to place signage and materials within the lounge area

### Swag Bag Give Away: \$3,000 (Limited available)

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!

### Refreshment Sponsor: \$1,500 (2 available)

- Dedicated signage at the service points recognizing the sponsorship at the morning and afternoon refreshment breaks for one full conference day

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

