

We are excited to announce ROS World 2021, the tenth annual ROS developers' conference. Join us virtually.

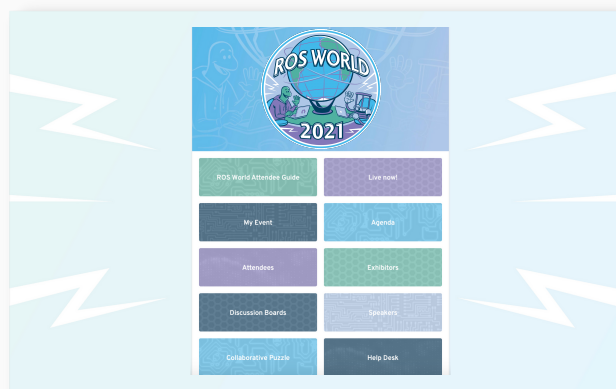
This is your opportunity to take part as a sponsor at this incredible virtual event! After much consideration, ROSCon New Orleans has been postponed once again due to the pandemic. However, we wouldn't, and shouldn't, go a full year without getting the community together to see one another and share our progress. We are pleased to announce we will again host ROS World 2021 virtually.



ROS World 2021

October 20th - 21st

Building on the success of ROS World 2020, which attracted over 4,500 registrants, this year we're expanding the virtual program to take place over two days and more closely reflect the variety of content available at our in-person events.



ROS World will consist of live and pre-recorded presentations, as well as panels and networking opportunities. The multi-track program will comprise technical talks that introduce and explain how to use libraries and tools, describe best practices, and share techniques. All presentations are carefully reviewed by a committee of experts to ensure the highest caliber of presentation and robust, diverse content.

**We can't put on ROS World without your support!
Please join us this October.**



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

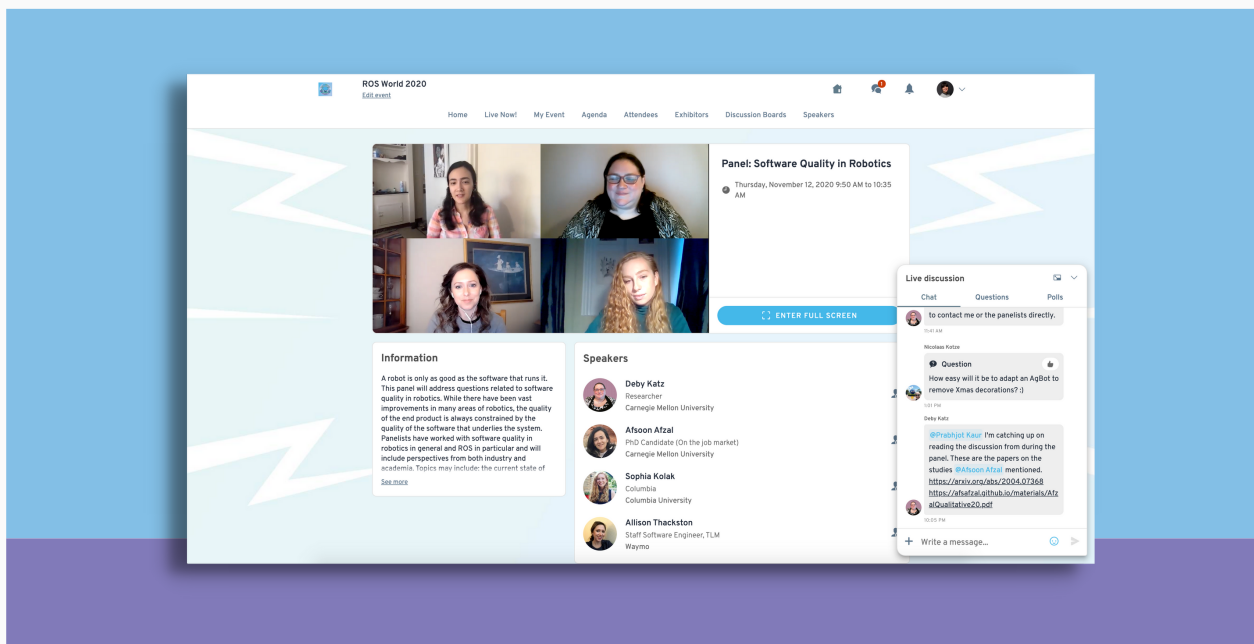


ROS World 2021

October 20th - 21st

ROS World is using **Swapcard**, a robust virtual event platform, to bring our audience and sponsors engaging content and networking opportunities. In addition to a live stream of the event, you can expect:

- A customizable agenda
- Audience response tools such as polling and Q&A
- Attendee profiles
- Attendee-sponsor matchmaking
- 1:1 video calls between attendees
- Group discussion boards
- Interactive exhibitor booths
- Smaller roundtable-style meetings



Virtual Exhibit Booth

All sponsors eligible for a booth can expect the following features in Swapcard:

- Customizable booth: Include your own branding and company profile, and showcase your videos, documents, and marketing materials
- AI-driven matchmaking: See who will be there and match with attendees using Swapcard's AI. Exhibitors are included in the matchmaking system so attendees can make connections based on their Swapcard profiles.
- One-on-one meetings and video calls: Request connections with attendees, or respond to attendee requests to set up meetings and calls. Add notes, ratings, and tags.
- Sponsor dashboard: Use the sponsor dashboard to track your connections, meetings, calls, and leads. See your stats in real-time to track your ROI.

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Sponsorship Levels

Platinum Sponsor (1 available) - US \$15,000

- Banner ad on home page of virtual platform
- Name recognition on event mailings
- Company logo and profile on virtual platform
- Platinum level logo placement on t-shirt
- Roundtable session*
- Standalone logo recognition on housekeeping slides
- Virtual Exhibit booth (see above for features)
- Logo on slide deck during opening/closing remarks
- Logo on event website
- 25 complimentary conference registrations

SOLD OUT

Gold Sponsor - US \$10,000

- Company logo and profile on virtual platform
- Gold level logo placement on t-shirt
- Roundtable session*
- Shared logo recognition on housekeeping slides
- Virtual Exhibit booth (see above for features)
- Logo on slide deck during opening/closing remarks
- Logo on event website
- 20 complimentary conference registrations

Silver Sponsor - US \$5,000

- Company logo and profile on virtual platform
- Silver level logo placement on t-shirt
- Virtual Exhibit booth (see above for features)
- Logo on slide deck during opening/closing remarks
- Logo on event website
- 15 complimentary conference registrations

Bronze Sponsor - US \$2,000

- Company logo and profile on virtual platform
- Virtual Exhibit booth (see above for features)
- Logo on slide deck during opening/closing remarks
- Logo on event website
- 10 complimentary conference registrations

Friend Sponsor - US \$500

- Logo on slide deck during opening/closing remarks
- Logo on event website
- 5 complimentary conference registrations

*Roundtable Session

Using the built-in video conferencing features within Swapcard, eligible sponsors will have the ability to run their own short segment to be included in the agenda. These may be more informal roundtable-style meetings where attendees can chime in live and ask questions, or they may be moderated stages where the sponsors can give a more formal pitch or demo with the option to have attendees come up to the stage to ask questions. Specific details regarding length and process will be forthcoming.