

2024 IEEE International Conference on Robotics and Automation

ICRA2024
May 13-17, Yokohama, Japan



Exhibit & Partnership Prospectus

2024 IEEE
International Conference on Robotics and Automation

May 13-17, 2024
(Exhibits: Evening of May 13 - May 16)

PACIFICO Yokohama, JAPAN



<https://2024.ieee-icra.org/>





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INVITATION TO PARTNER

Dear Industry Colleagues,

As the flagship conference of the IEEE Robotics and Automation Society, the 2024 International Conference on Robotics and Automation (ICRA 2024) will bring together the world's top researchers, students, and most important companies to share ideas, the latest innovations and breakthroughs, and underscore the role of robotics and automation in addressing global challenges. Historically, ICRA has been the premier platform for the unveiling of many of the most important developments in robotics and automation. We expect this tradition to continue in 2024, with our engaging theme of "CONNECT+", reflecting the conference's aim of fostering relationships and seeding potential collaborations among participants and industrial partners. As our field's practical and socio-economic impact grows exponentially, industry-centered activities have taken a front seat, and will indeed form a critical aspect of this conference. We would like to invite your esteemed company to assume a leadership role, by partnering with us and/or exhibiting at this pivotal conference.

The conference website will see a lot of traffic from now on, with a peak in mid-September of 2023 when we pass the paper submission deadline. We are also very excited about the many opportunities that we are planning for our partners and exhibitors to engage with ICRA participants. These include the Access to Talent program, job fair, ICRA-X events, coffee breaks, and poster sessions, held on the exhibition floor, along with many exciting and unique partnership opportunities.

Holding ICRA 2024 in Yokohama, the first port city in Japan, reflects a fantastic opening of robotics and automation to the new society with many other fields, and increasing impact societally. Yokohama also offers a unique networking and scientific outreach opportunity in a welcoming, historic, and culturally rich setting. The second largest city in Japan, Yokohama provides an exceptional and accessible culinary and cultural experience with top-notch restaurants, museums, shopping, and entertainment options, all within walking distance of the conference venue.

In the 19th century, Yokohama was Japan's welcoming hand to the world, a gateway to a new era of international interaction. These days, it continues to thrive as a dynamic city, setting the stage for the advent of a new era for robotics and automation.

We are looking forward to welcoming you to Yokohama and are confident that your experience will be not just rewarding but truly memorable.

Sincerely,

Zhidong Wang

ICRA 2024 General Chair



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Who Attends?

More than 6,000 attendees come from academia and industry where they are hard at work in developing the next generation of commercial class robotics and intelligent systems products and services.

ICRA2023 Statistics



More than **6000** from **66** countries,
with equivalent or more participants expected in 2024



127 partners and exhibitors



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PACIFICO Yokohama Exhibition Hall



ICRA 2023 Survey Results

100%
satisfied with high-profile attendees

95%
satisfied with potential for follow-up and

83%
for problem solving

78%
is likely to come back to future ICRA





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Enhance your Brand Message and Meet the Top Talent with these Exhibit and Partnership Opportunities

ICRA offers your organization a menu of opportunities to extend your brand message beyond your exhibit space, and to contact prospective employees through the Access to Talent Program, encouraging interested attendees to provide opt-in information to a database that participating organizations will have access to and search.

There is an opportunity to achieve every marketing objective for every exhibit budget. Stand out from the crowd!

PARTERSHIP OPPORTUNITIES

Level		Diamond	Platinum	Gold	Silver	Bronze	Booth-only
Price (JPY) [Net of Japan VAT, currently at 10%]		11,000,000	8,000,000	5,000,000	2,000,000	1,000,000	400,000
(*approx. USD with rate of 1USD = 145yen) The USD notation is computed based on approximate exchange rates. When conducting international transactions, please ensure to remit in Japanese Yen (JPY) without exception.		*75,860	*55,170	*34,480	*13,790	*6,900	*2,760
Package Contents	Booth (3m×3m)	6	4	3	2	1	1
	Visionary talk (In a time slot without regular parallel technical sessions running)	✓					
	Industrial Forum Talk opportunity		Regular	Short			
	Access to Talent: access prior to conference	3 months	3 months	2 months	2 months	1 month	
	Job Fair / Career Fair Counter	✓	✓	✓	✓	✓	
	Introduction video before plenary / keynote talks	30 sec video	15 sec video	Static image			
	Digital Ad in the session transition slides	30 sec video	15 sec video	Static image	Static image	-	
	Logo appearance	✓	✓	✓	✓	✓	
	Ad on digital signage at convention center	30 sec video	15 sec video	Static image	-	-	
	Logo appearance	✓	✓	✓	✓	✓	
	Conference App Video	30 sec video	15 sec video	Static image	Static image	-	
	Logo appearance	✓	✓	✓	✓	✓	
	Hyperlinked logo on ICRA 2024 website	✓	✓	✓	✓	✓	
	Recognition from conference chair in welcome address	✓	✓	✓			
	Registration passes (including banquet)	9	6	3	2	1	
	Exhibitor passes (without banquet)	Unlimited	12	6	4	2	2
VIP Dinner	6	4	3	2	1		
Lanyard / Name tag logo	✓						
Logo in conference bag	✓	✓					



All the levels have the following benefits:

- Access to post-conference delegate list with email addresses and affiliation information (GDPR compliant, opt-in)
- Complimentary Wi-Fi Internet access in the exhibit hall

CONFERENCE PARTNERSHIP OPTIONS

With these options, your organization can benefit from excellent opportunities for branding and recognition at different sizes of events expecting intensive attendance by sponsoring and hosting those events.

Options		Price (JPY) <small>*approx. USD with rate of 1USD = 145yen</small>
Exclusive for Gold partners and above	Conference Dinner	4,000,000 (*27,590 USD)
	VIP Dinner	2,000,000 (*13,790 USD)
	Receptions	1,500,000 (*10,350 USD)
Exclusive for Bronze partners and above	Luncheon seminar	1,000,000 (*6,900 USD)
For all partners	Additional booth (3x3m) with 2 exhibitor passes	400,000 (approx. 2,760 USD)
	Access to talent: access prior to conference	1,000,000 (*6,900 USD) 【3 months】
		500,000 (*3,450 USD) 【2 months】
300,000 (*2,070 USD) 【1 month】		

*The USD notation is computed based on approximate exchange rates. When conducting international transactions, please ensure to remit in Japanese Yen (JPY) without exception.

Making a commitment in advance will allow your company to leverage payments across two fiscal years – 2023 and 2024 – and to benefit from visibility over the coming months.

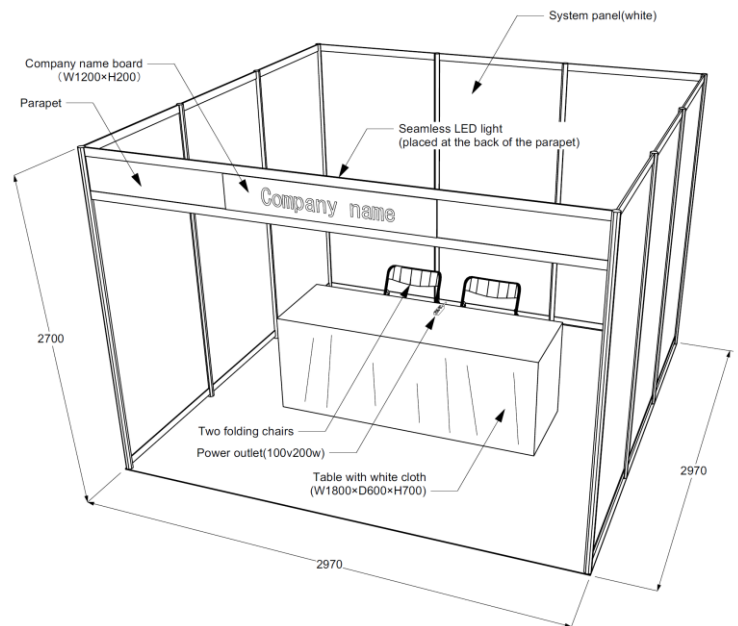
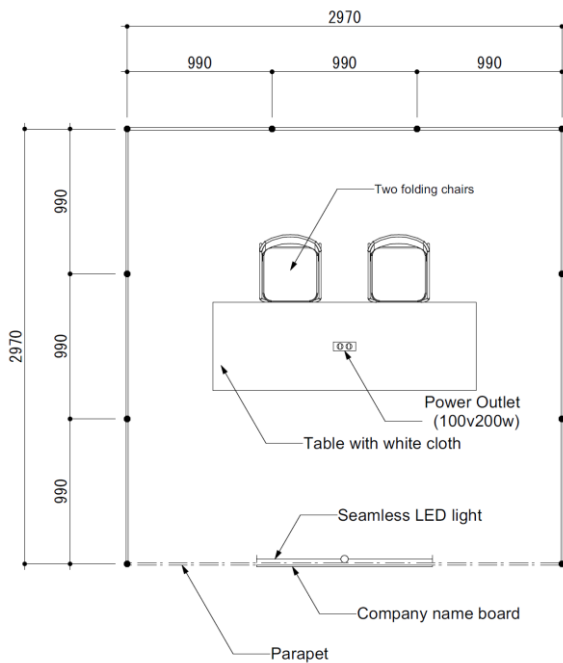


Booth (3m x 3m) Specifications

Exhibit Space Rental – JPY (available in increments of 3m x 3m)

Standard Booth Rental JPY400,000 (3m x 3m)

Standard Booth Layout:



- For safety reasons, all exhibitions must take place inside the assigned booths. Please ensure that you allocate sufficient space according to your exhibition needs.
- If you plan to perform robot demos inside the booth that make sound on the floor, please make sure to separately order optional carpets.

Standard Booth Inclusion: (available in increments per level except Company Name board)

- Shell scheme
- 1x Exhibition Table (white cloth, W1800xD600xH700)
- 2x Chair
- 1x Company Name board (W1200xH200)
- Power Outlet (100V200W)
- LED lighting

e.g. Silver level

- Shell scheme for **3m x 6m**
- **2x** Exhibition Table (white cloth, W1800xD600xH700)
- **4x** Chair
- **1x Company Name board** (W1200xH200)
- Power Outlet (100V200W)
- LED lighting



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Exhibit Hall Schedule (subject to change)

Installation:	Sunday, May 12	9:00 am – 5:00 pm
	Monday, May 13	9:00 am – 5:00 pm (Welcome Reception 5:00-7:00 pm)
Exhibit Hours:	Monday, May 13	5:00 pm– 7:00 pm
	Tuesday, May 14	9:00 am – 7:00 pm
	Wednesday, May 15	9:00 am – 5:00 pm
	Thursday, May 16	9:00 am – 5:00 pm
Dismantling:	Thursday, May 16	5:00 pm– 9:00 pm
	Friday, May 17	9:00 am – 12:00 pm

Venue

PACIFICO Yokohama is one of the largest convention complexes in the world, equipped with all the functions required for any type of convention, such as meetings, conventions, exhibitions and events. The beautiful exterior, designed to bring to mind ocean waves, wind, and sunlight, has become the new symbol of the historic and cosmopolitan city of Yokohama. All of its world-class facilities expand the possibilities for conventions.

The convenient location and the superb surroundings of water and greenery create a pleasurable environment for conventions with a total support system provided by the most up-to-date facilities and experienced staff.

For more information, visit: www.pacifico.co.jp/english/



Reserve Your Exhibit & Partnership Opportunity Today!

Contact Us:

ICRA 2024 Exhibition Secretariat, c/o Congrès Inc.

E: icra2024-exhibition@congre.co.jp

ICRA 2024 Sponsors and Exhibitions Committee

E: exhibition@2024.ieee-icra.org