

▶ Keynote Speaker Robert High Jr. of IBM's Watson Solutions shares the stage with his robot companion.

## 6TH ANNUAL CONFERENCE & EXPO

February 28 -March 1, 2017 | The Depot, Minneapolis

Robotics Alley enters its 6th year following an event that drew rave reviews for its content, including keynote speakers from Disney Imagineering, IBM's Watson Solutions and Ekso Bionics. The two-day event featured multiple breakout tracks exploring the use of robotics in health care, agriculture, manufacturing, security and more. The Expo Hall was the most interactive in the event's history, with a new drone fly zone and simulator as well as multiple robotic demos on the show floor.

The new "Invest in Innovation" competition allowed three startup tech companies to pitch their businesses to a panel of investors. Each of the three companies was praised by the panel for their innovative concepts and well thought out business plans, and many were calling for the competition to expand in 2017.

New this year the Virtual Policy Forum, produced by Apparatus, will infuse the conference with conversations and expert insights about the legal and policy dimensions of innovative technologies through on-site & live-streamed programming, including a 90-minute Legislative Panel.

The always-popular STEM portion of the event grew again with 10 student teams showcasing their robots and participating in the "March of the Robots" alongside commercially available robots from industry.

Overall, attendance for Robotics Alley grew to over 600 with representatives from 22 states. For sponsorship information, contact:

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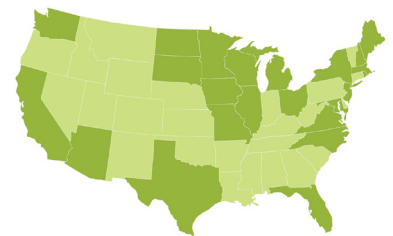


Join us in 2017 for:

- ▶ 6 Keynotes
- ▶ 20 Breakout Sessions
- ▶ Interactive Expo Hall
- ▶ Drone Fly Zone
- ▶ March of the Robots
- ▶ And much more!

# 94%

▶ Feedback after the event was great, with 94 percent of surveyed attendees indicating a likeliness to return in the future.



▶ Robotics Alley drew attendees from over 20 different states.



▶ Worldwide spending on robots is expected to jump from just over \$15 billion in 2010 to about \$67 billion by 2025.

	Price	Quantity	Speaking Opportunities	Advertising in Conference Guide	Article in Conference Guide	Complimentary Conference Passes	Complimentary LA Award Dinner Passes	Logo + Description in Conference Guide	Logo + Description on Website	Exhibit Booth	Complimentary Exhibit Staff Passes
Presenting	\$25,000	1	<b>X</b>	2-Page Spread	2-Page	20	3	<b>X</b>	<b>X</b>	Quad	8
Platinum	\$20,000	3	<b>X</b>	2-Page Spread	1-Page	10	2	<b>X</b>	<b>X</b>	Double	4
<b>DIAMOND</b>	STEM Showcase	\$12,500	1	<b>X</b>	1-Page	6	1	<b>X</b>	<b>X</b>	Double	4
	Premier	\$12,500	6	<b>X</b>	1-Page	6	1	<b>X</b>	<b>X</b>	Double	4
	Lifetime Achievement (LA) Award Dinner Host	\$12,500	1	<b>X</b>	1-Page	6	1	<b>X</b>	<b>X</b>	Double	4
<b>GOLD</b>	Invest in Innovation Host	\$8,500	1	<b>X</b>	1/2 - Page	4	1	<b>X</b>	<b>X</b>	Standard	2
	March of the Robots	\$8,500	1	<b>X</b>	1/2 - Page	4	1	<b>X</b>	<b>X</b>	Standard	2
	Opening Expo Reception	\$8,500	1		1/2 - Page	4	1	<b>X</b>	<b>X</b>	Standard	2
	Notebooks	\$8,500	1		1/2 - Page	4	1	<b>X</b>	<b>X</b>	Standard	2
	Tracks	\$8,500	3	<b>X</b>	1/2 - Page	4	1	<b>X</b>	<b>X</b>	Standard	2
	Panel	\$8,500	2	<b>X</b>	1/2 - Page	4	1	<b>X</b>	<b>X</b>	Standard	2
<b>SILVER</b>	Invest in Innovation Supporter	\$5,000	5	<b>X</b>		2		<b>X</b>	<b>X</b>	Standard	2
	Charging Station	\$5,000	2			2		<b>X</b>	<b>X</b>	Standard	2
	Lanyard	\$5,000	1			2		<b>X</b>	<b>X</b>	Standard	2
	Green Room	\$5,000	1			2		<b>X</b>	<b>X</b>	Standard	2
	Conference Guide	\$5,000	1			2		<b>X</b>	<b>X</b>	Standard	2
	Pocket Pass	\$5,000	1			2		<b>X</b>	<b>X</b>	Standard	2
	Double Booth	\$5,000	10			2		<b>X</b>	<b>X</b>	Double	2
	Women in Engin. Breakfast	\$5,000	1	<b>X</b>		2		<b>X</b>	<b>X</b>	Standard	2
	Portrait Booth	\$5,000	1			2		<b>X</b>	<b>X</b>	Standard	2
<b>BRONZE</b>	Expo Stage Participant	\$3,500	6	<b>X</b>		1			<b>X</b>	Standard	2
	Refreshment Break	\$3,500	4			1			<b>X</b>	Standard	2
	Drone Fly Zone	\$3,500	4			1			<b>X</b>	Standard	2
	Exhibitor	\$2,500	30			1			<b>X</b>	Standard	2

## Additional Opportunities

Additional Booth	\$1,875	2-Page Spread (Color)	\$2,000
Color Logo by Description	\$150	Full Page Ad (Color)	\$1,250
Post-Conference Mailing	\$550	Half Page Ad (Color)	\$750
Additional Exhibit Staff Pass	*\$85	*Per person per day	

## SIGN UP NOW TO SPONSOR ROBOTICS ALLEY 2017!

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