

ROBO Business

Leadership Summit

THE PREMIER BUSINESS DEVELOPMENT EVENT FOR THE GLOBAL ROBOTICS INDUSTRY



PITTSBURGH

OCTOBER 22-24, 2012 | MARRIOTT PITTSBURGH CITY CENTER | PITTSBURGH, PA

2012

Thanks for putting together such a well-organized and successful event. The RoboBusiness Leadership Summit 2011 delivered high-caliber attendees and speakers. It was a most productive show for us and a joy to participate.

David Askey
Chief Business Development Officer
Energid Technologies



PRESENTED BY



robotics
BUSINESS REVIEW

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Sponsoring RoboBusiness Leadership Summit will increase your revenue and the value of your business.

The RoboBusiness Leadership Summit is an exclusive event that is limited to 400+ business and technology executives in robotics. It is the most highly regarded and targeted event in North America for those seriously involved and invested in robotics.

By sponsoring, you will have the opportunity to:

- Meet customers
- Meet new business and technology partners and investors
- Expose your technology, product or service to:
 - new distribution channels
 - licensing opportunities
 - and the media

New customers and partners are looking for you and are attending!

- Investment professionals
- Tech partners and license opportunities
- Distributors

Plus, you can learn too.

You will attend the most valuable conference this year. Sponsors get access to keynote sessions and educational sessions which will give you more ideas and opportunities to drive your business forward.

RoboBusiness is the place to be for anyone interested in the business of Robotics. I've attended many RoboBusiness events over the years and RoboBusiness 2011 was the best yet. It provided unparalleled opportunities for networking, understanding the state-of-the-art, and forging future collaborations.

Prof. Michael A. Gennert
Director, Robotics Engineering Program
Worcester Polytechnic Institute



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Top reasons for participating in RoboBusiness Leadership Summit 2011

- Network with industry leaders
- Business development
- Partnership development
- Evaluate investment opportunities
- Evaluate new products

86%

of delegates reported that their objectives for attending RoboBusiness 2011 were met.

100%

of delegates reported that RoboBusiness was extremely beneficial or beneficial to attend.

86%

of delegates reported that they are very likely or likely to attend the RoboBusiness Leadership Summit 2012

2011 Audience Profile

Primary Business

- Pure Play Robot OEMs
- Robot Ingredient Technology Manufacturers
- Other OEMs Incorporating Robotics
- System Integrators / Solutions Providers
- Government Users & Specifiers
- Commercial End-Users and Specifiers
- Academics & Research
- Financial & Legal Services
- Business & Consumer Media

Title

- 34% Executive Management (VP, C-level, President, Founder)
- 28% Senior Management (Sr. Mgr., Director)
- 12% Academia, Higher Education, Research
- 10% Media, Editorial, Press
- 5% Sales & Marketing
- 5% Technical Staff
- 8% Other

The Robotics Trends Community is buying the following design and development products & services*

- 58% Computer Vision & Mapping Products
- 51% Operating Systems
- 49% CAD/CAM Tools for Robotics Development
- 45% Simulaton and Testing Tools
- 42% Consulting/Engineering Services
- 42% Mobile Robot Architectures
- 40% Languages, Libraries and Frameworks
- 38% Bases, Frames and Platforms
- 35% Standards and Reference Models
- 35% Open Source Solutions

The Robotics Trends Community is buying the following robotics enabling technologies*

- 83% Sensors and Sensing Solutions
- 69% Actuators — Hydraulic & Pneumatic Cylinders, Muscle Wire
- 59% Motion Controllers and Drive Trains — DC Motors, Servos, Steppers
- 57% Human-Machine Interfaces
- 56% Controllers and Minicontrollers
- 54% Communication Solutions
- 50% Locomotion — Wheeled, Tracked and Legged Systems
- 44% Batteries and Power Systems
- 41% Drive Systems
- 37% Tool, Effector and Manipulator Systems
- 35% Materials, General Hardware and Supplies
- 33% Electric Components
- 33% Wheels & Casters
- 30% Bases, Frames and Development Platforms
- 24% Semiconductors and Microcomputers

*Results from RoboBusiness postevent survey conducted on 12/02/2011

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2012 Conference Program



Pre-Conference Workshops



Business Development & Investment Track

This track looks at key questions for success in robotics ingredient technology and OEM companies including intellectual property strategies; how to secure and sustain financing; leveraging government support and relationships with academic institutions; recruitment and development of human capital; sales, marketing and media relations; channel development strategy and more.



Technology & Product Development Track

This track looks at trends and breakthroughs in the technological development of robots. RBLS covers state of the market, state of the art, and on the horizon technologies—all with special attention paid to technologies with high prospects for profitable commercialization. Also included in this track is high level information on winning product development strategies and processes gleaned from real world success stories and academic studies.



Applications Track

This track focuses on case studies of successful application and implementation of robotics in specific featured vertical end markets. Attendees learn about the acquisition process including needs determination, solution specification development, and investment justification; the implementation process, including internal/external resource requirements and alignment; and final results of the robotics solution. These sessions include reporting from all key players in successful robotics solution projects and especially project leaders at the purchaser of the solution. RBLS's six featured application vertical markets for 2012 are:

- **HEALTHCARE**
- **PUBLIC SAFETY AND EMERGENCY RESPONSE**
- **MINING**
- **INDUSTRIAL MATERIAL HANDLING, WAREHOUSING AND LOGISTICS**
- **AGRICULTURE**
- **HEAVY CONSTRUCTION**



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Premium Sponsorship Opportunities

PLATINUM SPONSOR

3 available

\$20,000

The Platinum Sponsorship program provides a high level of industry exposure, pre-show, on-site, and post-show, and is designed to help companies establish a leadership position and gain market-share.

PRE-SHOW MARKETING

- Logo on all online and print marketing materials
- Interview with corporate representative posted to Robotics Trends website
- Press release announcing sponsorship to Robotics Trends databases and posted on Robotics Trends and event websites
- Sponsor recognition on RoboBusiness and Robotics Trends Websites
- Cooperative brochure mailing sent by Robotics Trends to your key contacts
- Opportunity to send prepared event email promotions to your customers (executed by sponsor)
- 1x Robotics Trends Insights e-newsletter sponsorship
- 6 complimentary Sponsor Passes (includes access to full conference program)

ON-SITE MARKETING

- Keynote presentation speaking opportunity
- Table top display in showcase area
- Private hospitality suite during conference
- Onsite signage
- Platinum Sponsor recognition in keynote room

POST SHOW MARKETING

- Event attendee list access through 3rd party mail house, 1x usage
- Banner ad posted on Robotics Trends website for 3 months after event

GOLD SPONSOR

6 available

\$13,500

The Gold Sponsorship provides a high level of industry exposure, pre-show, post-show and on-site, and is designed to help companies build brand awareness, increase their visibility and drive sales leads.

PRE-SHOW MARKETING

- Logo on all online and print marketing materials
- Logo on Registration Confirmation email
- Interview with corporate representative posted to Robotics Trend Website
- Banner Ad posted on Robotics Trends website (posted up until the event)
- Cooperative brochure mailing sent by Robotics Trends to your key contacts
- Opportunity to send prepared Event email promotions to your customers (executed by sponsor)
- 1x Robotics Trends Insights Newsletter sponsorship
- 4 Complimentary Sponsor Passes (includes access to full conference program)

ON-SITE MARKETING

- Panel Discussion opportunity
- Table Top Display in showcase area
- Onsite Signage recognition

POST SHOW MARKETING

- Event attendee list access through 3rd party mail house, 1x usage

SILVER SPONSOR

8 available

\$7,500

The Silver Sponsorship is designed for vendors who are looking to create brand awareness, demonstrate their products and technologies, and generate qualified sales leads.

PRE-SHOW MARKETING

- Logo on all online and print marketing materials
- Cooperative brochure mailing sent by Robotics Trends to your key contacts
- Industry spotlight banner advertising opportunity on Robotics Trends website
- Opportunity to send prepared event email promotions to your customers (executed by sponsor)
- 3 complimentary Sponsor Passes (includes access to full conference program)

ON-SITE MARKETING

- Tabletop display in showcase area
- Onsite signage recognition

VEX Robotics is pleased to be a top supporter of RoboBusiness Leadership Summit. As the leader in educational and competition robotics equipment used in the classroom, it's critical that we stay on top of key trends, technology advancements and happenings in the industry. This gathering affords us access to the thought leaders across many segments of the robotics industry which will help inform us and position VEX for the next generation of products and solutions.

Paul Copioli
President, VEX Robotics, Inc.

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Additional Sponsorship Opportunities

RoboBusiness offers a variety of additional marketing, branding, and promotional opportunities that are the best way to set your company apart from the crowd, build your brand, increase your visibility, drive traffic to your booth, increase your sales leads, and make memorable impressions on attendees.

STANDARD SPONSOR

10 available

\$5,000

Tabletop displays are designed for companies looking to gain industry exposure, showcase their technologies and develop strategic partnerships with industry leading vendors, retailers, resellers, OEM's, distributors, manufacturers, and venture capitalists.

PRE-SHOW MARKETING

- Logo on all online and print marketing materials
- Cooperative brochure mailing sent by Robotics Trends to your key contacts
- Opportunity to send prepared event email promotions to your customers (executed by sponsor)
- 2 complimentary Sponsor Passes (includes access to full conference program)

ON-SITE MARKETING

- Table Top Display in showcase area

CONFERENCE ATTENDEE BAG

\$5,000

Tote your brand to this exclusive group of conferees! Your company logo and event logo will appear on these high-quality reusable canvas bags distributed at the event (supplied and produced by Robotics Trends).

REGISTRATION SPONSORSHIP

EXCLUSIVE!

\$5,000

Make a lasting first impression with attendees!

SPONSORSHIP INCLUDES:

- Literature Distributed at Check-in
- Logo included on registration signage
- Logo on attendee badges

BADGE LANYARDS

EXCLUSIVE!

\$2,500 (plus production cost)

Display your name on these high-demand lanyards, distributed to all attendees.

LOBBY BANNER

EXCLUSIVE!

3'x10' Banner (sponsor provided)

\$1,500

3'x10' Banner (produced by RT)

\$2,500

DEDICATED PRE-REGISTERED ATTENDEE EMAIL

\$1,500

Distributed to pre-registration opt-in database sent during 2 weeks leading up to the event.

NOTE PADS AND PENS

EXCLUSIVE!

\$1,000

Have your company's message on pads and/or pens in the conference session rooms! (sponsor provided)

BREAKFAST OR LUNCH SPONSORSHIP

EXCLUSIVE!

\$1,000

Sponsor the breakfast or lunch at RoboBusiness 2012. As the exclusive sponsor of one of these networking sessions, your company or organization will receive recognition in the show guide and onsite signage.

COFFEE BREAK SPONSORSHIP

EXCLUSIVE!

\$500

Sponsor one of the daily coffee breaks at RoboBusiness 2012. As the exclusive sponsor of one of these networking coffee break sessions, your company or organization will receive recognition in the show guide, onsite signage and brochure placement at the coffee station.

EVENING NETWORKING RECEPTION

EXCLUSIVE!

\$15,000

Be the exclusive sponsor of the evening networking reception at the RoboBusiness Leadership Summit 2012. As the exclusive sponsor of the networking reception, your company or organization will receive prominent recognition in the show guide and onsite signage. In addition, the evening networking reception sponsor will have the opportunity to deliver a five minute address to all the delegates attending the reception.

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About Pittsburgh

Pittsburgh, America's "Most Livable City," has come to symbolize regional renewal as a one-time industrial region that has become a balanced, innovation—driven economy. Over the past 25 years, the region has built a diverse economy on fundamental strengths in advanced manufacturing, industrial automation and robotics, digital technology, financial services, life sciences and energy solutions. The region's technology sector is rich with diversity, from robotics to biomedicine to green endeavors. Carnegie Mellon University and the University of Pittsburgh are deservedly two of the names that lead the way. There are dozens of local companies and organizations making contributions, building Pittsburgh's reputation as a center of world innovation and technology. As of January 2012, there are more than forty-five (45) robotics companies and organizations calling Pittsburgh home.

About Robotics Trends Group

A division of EH Publishing, Inc., the Robotics Trends Group is the world's first integrated media company serving the burgeoning global robotics industry. It produces the Robotics Trends website (www.robotictrends.com) and e-newsletter, online media focused on technology trends for people who build, buy, and seek to understand the personal, service, mobile, and military robotics markets; and Robotics Business Review (www.roboticsbusinessreview.com), a subscription information product providing primary research, exclusive analysis, business news, and market observations for the robotics industry; RoboNexus, an online media product for robotics enthusiasts and K-12 educators and students (www.robonex.com); the RoboBusiness Leadership Summit (www.robobusiness.com); and the Robotics Trends Virtual Conference Series (www.robovirtualevents.com).

About EH Publishing

EH Publishing, Inc. is a leading provider of independent business and consumer content and information serving a broad scope of markets including custom electronics, information technology, house of worship, pro audio, robotics, and supply chain markets through publications, e-media and events. Brands include CE Pro, Electronic House, EHX - the integrator event, Commercial Integrator, ChannelPro-SMB, Live Sound International, ProSoundWeb.com, Worship Facilities Conference & Expo (WFX), Robotics Trends, Robotics Business Review, RoboBusiness Leadership Summit and Robotics Trends Online Conferences, RoboNexus.com, Supply Chain Management Review, Logistics Management, and Modern Materials Handling. Visit ehpub.com for more information.

