



Sponsor/Exhibitor Information

The 2011 IEEE International Conference on Robotics and Automation (ICRA 2011) is inviting sponsors and exhibitors to reserve space at the Shanghai International Convention Center located at Shanghai, China.

Background of the conference

The IEEE International Conference on Robotics and Automation is one of the best conferences in the area of robotics and automation all over the world. It has been held once a year since the first ICRA at Atlanta, Georgia, USA in 1984. The ICRA attracts best researchers from many countries to present their original results every year. The ICRA 2011 is the first time to be located at Shanghai, even the first time in Mainland China. The ICRA 2011 promises to be a great event with excellent technical and social programs.

Benefits of sponsors and exhibitors

- China is a **big market in manufacturing**. The automation and robotics products have always been in demand in China as the manufacturing industry in the country has been rapidly transformed from labor-based to machine-based. Industrial manipulators have been sold more than 20,000 so far in China and this number has been significantly increased each year. Do not miss any piece of this sweet “cake” and grab your opportunity to show off your great products.
- This conference is expected to have the **largest attendance** ever for ICRA not only because of excellent researchers from prestigious universities and institutes all around the world, but also of many innovative Chinese graduate students and young researchers as volunteers for our conference. It would be a great opportunity to advertise your educational products and maximum the visibility of your organizations.
- The location of our conference, Shanghai, is the **most developed region** in China. Shanghai also has the biggest automobile group that has attracted a lot of international groups building their headquarters and branches at Shanghai. Our conference would provide a bridge for you to look for your business partners.

Sponsorship level information

All the following sponsorships will be available on a **first-come, first served** basis.

Platinum sponsor

The following items will be included:



- Industrial committee for one company representative
- Industrial forum organizers from company representatives
- Special exhibit booth (size will be specified in the contract)
- Homepage logo and link
- Sponsors and exhibitors webpage logo and link
- Logo and websites printed on all conference bags and marketing materials included in each conference bag
- Identified in the CD-ROMs of the conference proceedings
- Mention in press release
- Four complimentary conference registrations

Rate: \$ 15,000

Gold sponsor

The following items will be included:

- Industrial committee for one company representative
- Double exhibit booth (3m x 6m)
- Homepage logo and link
- Sponsors and exhibitors webpage logo and link
- Marketing materials included in each conference bag
- Identified in the CD-ROMs of the conference proceedings
- Mention in press release
- Two complimentary conference registrations

Rate: \$8,000

Silver sponsor

The following items will be included:

- Industrial committee for one company representative
- Single exhibit booth (3m x 3m)
- Homepage logo and link
- Sponsors and exhibitors webpage logo and link
- Identified in the CD-ROMs of the conference proceedings
- Mention in press release
- One complimentary conference registration

Rate: \$ 5,000

Exhibitor

The following items will be included:

- Exhibit booth (3m x 3m)
- Sponsors and exhibitors webpage logo and link
- A complimentary copy of Conference Proceedings

Rate: \$ 2,000



Additional sponsors

All sponsors and exhibitors can choose any of the following items for additional sponsorship:

Banquet sponsor: company logo will appear on all dinner location signage.

Rate: \$ 1,000

Lunch sponsor per day: company logo will appear on all lunchroom signage.

Rate: \$ 800

Coffee break sponsor per day: company logo will appear on all coffee break signage.

Rate: \$ 500

Lanyard sponsor: company logo will appear on all name badges.

Rate: \$ 1,500

Flyer sponsor: company marketing flyer will appear in all conference bags.

Rate: \$ 1,500

Booth upgrade: Booth size of 3m x 3m will be upgraded to 3m x 6m.

Rate: \$ 1,000

Exhibitor schedule

Exhibition time: 8:00am-6:00 pm, May 11-13, 2011

Location: Yangtze River Hall, Shanghai International Convention Center, Shanghai, China

Other issues: The on-site booth set-up begins on May 11 at 8:00 am. Exhibits will remain on display until 2:00 pm on May 13. All exhibits must be removed by 6:00 pm on May 13.

Contact information

Questions regarding to Exhibits go to IEEE ICRA 2011 Exhibit Chair:

Xiaorui Zhu (Harbin Institute of Technology Shenzhen Graduate School, hit.zhu.xr@gmail.com)

Weidong Chen (Shanghai Jiao Tong University, wdchen@sjtu.edu.cn)

Mark Minor (University of Utah, mark.minor@utah.edu)

Jizhong Xiao (City University of New York, jxiao@ccny.cuny.edu)

Cancellation policies

There will be no refund for cancellation after advanced registration.

Payment options

- Only accept Company check or Money order.