

**International  
Robotics  
Festival**

**Partner and  
Sponsor**

# International Robotics Festival 2018

Pisa, September 27<sup>th</sup> October 3<sup>rd</sup> 2018



# Why a Robotics Festival?

The International Robotics Festival is a **major international meeting of robots**, in which events, meetings, exhibitions and conferences with international guests follow one to another, to explore the past and the future of collaboration between men and machines.

Despite **the strategic importance of the robotics revolution**, there is no event in Italy where technological innovation and cultural reflection are endowed with such prominence in society.

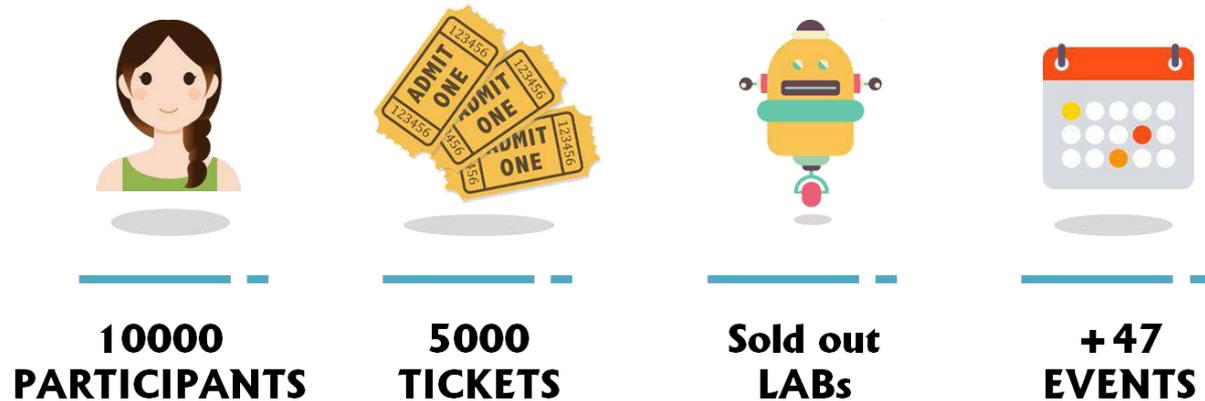
## Connection between Pisa and Tuscany

**Italian Robotics research** is advanced and the **Robotics - Automation Industry** is also at the top in the world, both in robots - automatic machines' production and in their uses.

Tuscany, Pisa, is particularly a pole of excellence in robotics.

Since 80's Tuscany boasts an active research system in robotics, characterized by a deep interdisciplinarity and an actual recognition of absolute international value.

# Festival of 2017 in numbers

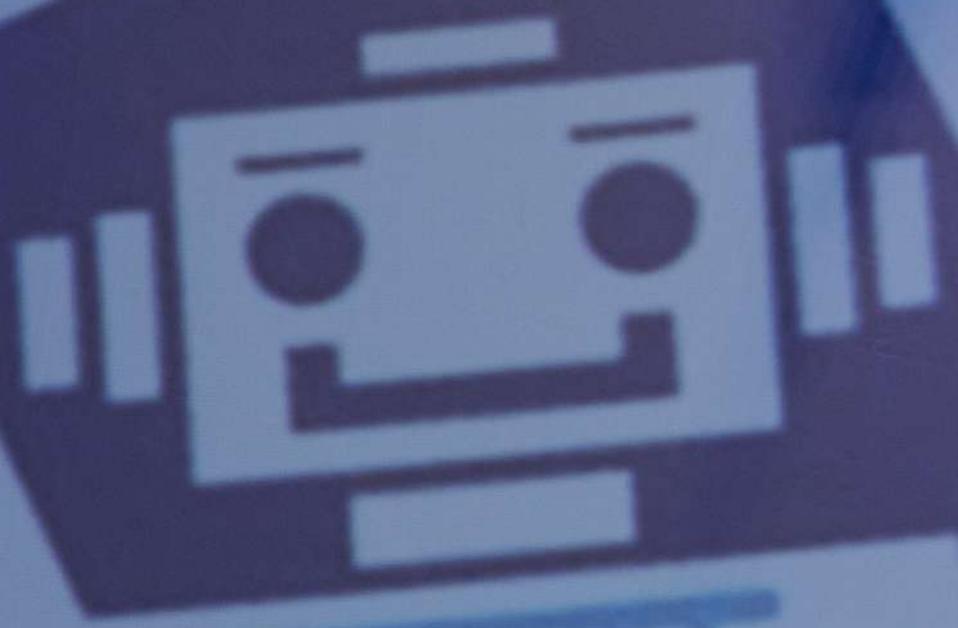
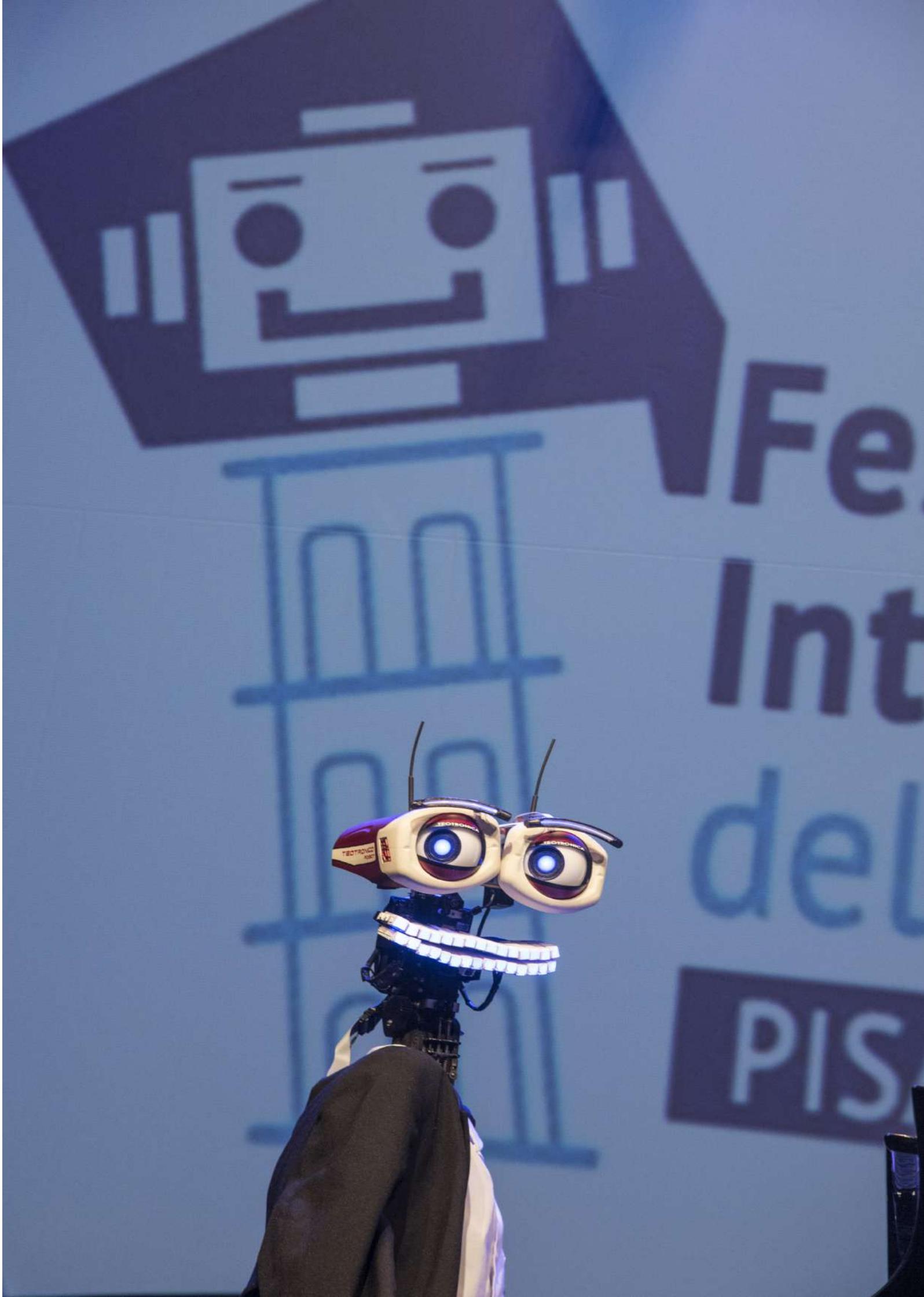


## The exhibition space

International Robotics Festival of 2017 hosted **47 events** organized in a total of **12 locations** placed in the greatest cultural and historical sites in Pisa.

Surgical and service robots and research prototypes had around **1200 m<sup>2</sup> of exhibition** space available.

Overall, there were 3 exhibition sites set up: one for the surgical robots, one for the industrial and service robots, one for models arrived at the Leonardo da Vinci Museum.



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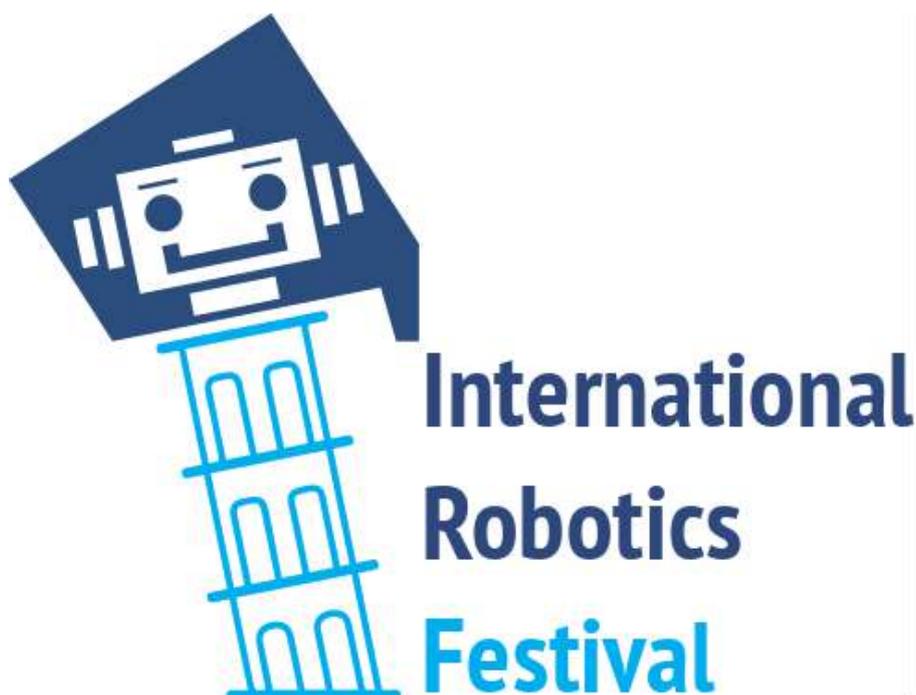
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## Media

International Festival of Robotics 2017 has aroused enormous interest, which has resulted in over **250 press releases in major local and national newspapers**, as well as numerous web releases and press releases from leading Italian and foreign news agencies.

Media coverage was also significant for TV and RADIO broadcasters, which hosted **over 100 interventions** related to International Robotics Festival of 2017 and its protagonists. Focus on the Festival has been transmitted by all major national and international broadcasters, including **BBC, Washington Post, NHK**.



## Partnership and sponsorship proposals

International Robotics Festival invites companies to participate in the event as sponsors, choosing one of the methods presented below, which indicate the possible forms of **sponsorship** and the related benefits.

**Categories** for Sponsor are:

PLATINUM SPONSOR	40.000 €
GOLD SPONSOR	20.000 €
SILVER SPONSOR	10.000 €
MEETING SPONSOR	3.000 €

First 3 categories are designed for those who want to sponsor the Festival as a whole, while the "Meeting Sponsor" package is aimed specifically at those interested in sponsoring one or more events in a targeted way.

Festival team is available to evaluate companies' proposals interested in joining this important event, to give to our sponsors the prominence they deserve.

# Packages for Sponsors

	PLATINUM	GOLD	SILVER	MEETING
Company logo on the website homepage	YES	YES	NO	NO
Company logo in the "Sponsor" section of the website	YES	YES	YES	YES
Logo on public posting posters	YES	YES	NO	NO
Logo on all Festival posters 70x100	YES	YES	YES	NO
Logo on Festival specific event posters	YES	YES	YES	YES*
Logo on the Festival A4 posters	YES	NO	NO	NO
Logo within PDF and PAPER program	YES	YES	YES	YES
Logo on the BACK of the PDF and PAPER program	YES	NO	NO	NO
Logo on sponsor panels used as background of interviews	YES	YES	YES	YES
Advertising page in the program	YES full page	YES half page	NO	NO

Complimentary tickets for entry to the Festival	5	3	2	2
Complimentary tickets for the final concert	5	3	2	1
Organization of a dedicated event	YES	YES	NO	NO

\* Sponsor must agree with Festival Organizers which events they intend to sponsor directly.

## Other sponsorships

International Robotics Festival is a growing event that needs strong support to consolidate and enrich itself with content. Therefore, companies that want to support this event with an **amount lower** than those proposed are **encouraged** to offer their potential sponsorship.

## Technical sponsors

It is possible to support the Festival also **in kind**, regarding to audio / video sector, cleaning and portering services, space and equipment management, IT services. All "Technical Sponsor" logo will be placed in a special section of the website, in the program and on sponsors' panels.

# Why support International Robotics Festival?

International Robotics Festival is an event that actively involves not only the city of Pisa, but also a series of institutions, partners, sponsors and collaborators interested in promoting robotics in all its aspects.

To guarantee the **success of the first edition** of the Festival, Pisa, City of Science, has made a common front, and has been able to count on the active commitment of Arpa Foundation, BioRobotics Institute of Sant'Anna School of Advanced Studies, Research Center "E. Piaggio" of the University of Pisa, Municipality of Pisa.

Essential was the **support of the companies**, which supported both the Festival as a Partner, and enriched with initiatives aimed at presenting the latest in terms of robotics and automation.

In addition, the themes of the Festival were addressed by a **rich panel of speakers**, including scientists, intellectuals and artists, who premiered some of the projects that will have a high impact to improve human life.

Supporting the International Robotics Festival for a company means promoting its **image**, its **know-how** and its **excellence**. Participating into the Festival allows access to a wide range of contacts and **potential partnerships**, to establish a targeted contact between the company and the public and to have a **vast and heterogeneous audience** driven by sincere interest in robotics in all its forms.

# Contacts

## **Sponsorships and Partnerships Coordinator**

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