



Showcase your Startup to more than 4,000 leading roboticists!

As the flagship conference of the IEEE Robotics and Automation Society, the 2022 International Conference on Robotics and Automation (ICRA) will bring together the world's top researchers and most important companies this May 24 – 26 in Philadelphia... and *will not return to North America until 2025*.

ICRA attracts:

- **Experienced roboticists** - Nearly 4 in 10 ICRA attendees have more than 10 years of experience in Robotics.
- **Buying power** - 72% of ICRA attendees play a role in the purchase of products and services for their organization.



More than 4,000 professionals are expected to attend from academia and industry where they are hard at work in developing the next generation of novel algorithms, experimental and commercial robotics, and intelligent systems products and services. Nowhere else will you meet face-to-face with so many highly skilled robotics professionals! So don't miss this opportunity to connect in-person, showcase your robotics startup, and add talent to your organization.

Reserve your Startup Alley* exhibit space today!

** Companies that incorporated within 24 months of the conference dates are eligible for this offer (must provide incorporation certificate upon request). Includes exhibit booth package and one (1) exhibitor personnel pass.*

Startup Alley Participation Fee includes:

- Turnkey exhibit booth package (100 sq. ft.)
- One (1) Exhibitor Personnel Pass per 100 sq. ft. of exhibit space. Additional Exhibitor Personnel Passes can be purchased.
- Complimentary access to the Welcome Reception with your Exhibitor Personnel Pass.
- Complimentary listing in the Conference Exhibit Directory that includes contact information and product description.
- Complimentary listing on the Conference mobile app.
- Complimentary WiFi Internet access in the exhibit hall.
- Access to high-impact partnership opportunities available only to exhibitors.

Exhibit Hall Schedule: (subject to change)

Installation:

Monday, May 23 – 8:00 am – 4:30 pm
(Welcome Reception 5:30 – 7:00 pm)

Exhibit Hours:

Tuesday, May 24 – 10:00 am – 7:00 pm
Wednesday, May 25 – 10:00 am – 5:00 pm
Thursday, May 26 – 9:30 am – 6:00 pm

Dismantling:

Thursday, May 26 – 6:00 pm – 9:00 pm

Sponsored by:



STARTUP ALLEY PARTICIPATION FEE: \$2,000

See reverse for turnkey exhibit booth details. Deadline is April 25, 2022. Late fees apply after that date.

www.ICRA2022.org



ICRA 2022 Startup Alley Application to Participate*

To reserve your Startup Alley exhibit space, please complete the following information and return to: ICRA Exhibition Management, E: ICRA@heexpo.com, P: 630.434.7779, F: 630.434.1216
Mail to: ICRA, c/o Hall-Erickson, Inc., 98 E. Chicago Avenue, Suite 201, Westmont, IL 60559-1559

COMPANY INFORMATION:

For exhibitor listing please alphabetize company name under letter _____.

Company Name

Street Address

City/State/Postal Code/Country

Website

CONTACT INFORMATION:

Name

Title

E-mail

*Telephone (*Non-U.S. companies list country and city telephone codes.)

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* Packages are only available for 10' x 10' and 10' x 20' booths.

* Limit of 2 packages per exhibiting company.

* Items included in packages cannot be substituted or traded.

* Rates based on full packages whether used completely or in part.

* Orders received after the deadline date will be charged a late fee.

Questions? Contact us:

Patrick Filippelli E: PFilippelli@heexpo.com P: 630.929.7960
Zach Erickson E: ZErickson@heexpo.com P: 630.929.7934
ICRA Sales Team, c/o Hall-Erickson, Inc., ICRA@heexpo.com

TURNKEY PACKAGE BOOTH INCLUDES:

- Identification sign
- 10' x 10' Carpet
- 6'L x 30"H Draped Table
- 2 - Limerick® Chairs by Herman Miller
- Corrugated Wastebasket
- 500-Watt Electrical Outlet
(additional electrical service available)
- First night booth vacuuming and emptying
- wastebasket

CHOOSE YOUR CARPET COLOR:

Black Gray Midnight Blue Red Tuxedo

CHOOSE YOUR TABLE DRAPE COLOR:

Black Blue Gray Red White

INDICATE YOUR IDENTIFICATION SIGN COPY

Your company name will be printed in black block lettering on the white identification sign.

Indicate exactly how you want your company name to appear:

PAYMENT INFORMATION:

Payment in full is required with submission of application or on the date indicated on the invoice.

____ Credit card: Check here to have invoice sent with online credit card payment information.

AUTHORIZED SIGNATURE:

This contract shall not be binding unless and until it is accepted and approved in writing by the Managing Director. You are hereby authorized to reserve exhibit space for our use at the IEEE/ICRA International Conference on Robotics and Automation.

We agree to exhibit under and comply with the terms and conditions of the agreement and by the exhibit guidelines as stated in the forthcoming Expo Service Manual.

Name (print): _____

Title: _____

Signature: _____ Date: _____

 SIGN HERE

If full payment is not received by due dates outlined in this contract, your signature authorizes ICRA to charge the payments to your credit card on file.

By signing this contract, the exhibitor agrees to receive materials by email, and U.S. Mail from ICRA 2022 and its representatives and agents.



Terms & Conditions

1. Contract

This application properly executed by Applicant (Exhibitor) shall upon written acceptance notification of booths assigned by ICRA 2022 Management constitute a valid and binding contract.

2. Assignment of Space

Assignment of space to exhibitors and those making application will be made in the order of date and time received. ICRA 2022 Management will continue to receive applications and assign exhibit space, as it remains available, until shortly before the show opening date. In all cases, total booth payments must be received prior to show opening. ICRA 2022 assignment of booths is final and shall constitute an acceptance of the Exhibitor's offer to occupy space. After assignment, space location may not be changed, transferred, or canceled by the Exhibitor except upon written request and with the subsequent written approval of ICRA 2022 Management. ICRA 2022 Management reserves the right to reassign Exhibitor space to modify floor plan for overall benefit of the show.

3. Subletting Space

No exhibitor will assign, sublet, or apportion the whole or any part of the space allotted to him, nor exhibit therein, nor permit any other person or party to exhibit therein, any other goods, apparatus, etc. not manufactured or distributed by the Exhibitor in the regular course of his business except upon prior written consent of ICRA 2022 Management.

4. Payment Requirements and Cancellation Charges

Payment in full is required with submission of application or on the date indicated on the invoice. All cancellations must be made in writing and will be based on the following schedule of refunds:

On or before December 1, 2021:

Refund of 50% of the total license fee for cancellation

After December 1, 2021:

No refund or credit at any time.

It is understood that ICRA 2022 Management reserves the right, at its option, to reassign a cancelled booth regardless of the cancellation rate assessed. If the premises in which the ICRA 2022 Show is conducted shall become, in the sole discretion of ICRA 2022 Management, unfit for occupancy, or substantially interfered with by reason of any cause or causes not reasonably within the control of ICRA 2022, this agreement may be terminated by ICRA 2022. For this

purpose, the term "cause or causes" shall include, but not by way of limitation, fire, flood, epidemic, earthquake, explosion or accident, blockage, embargo, inclement weather, governmental restraints, restraints or orders of civil defense, or military authorities, act of public enemy, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure sufficient labor, technical, or other personnel, failure, impairment or lack of adequate transportation facilities, inability to obtain, or condemnation, requisition or commandeering of necessary supplies or equipment, local, state or federal law, ordinance, rule, order, decree or regulation, whether legislative, executive, local, state or federal law, ordinance, rule, order, decree or regulation, executive, or judicial, and whether constitutional, or act of God. Should ICRA 2022 terminate this agreement pursuant to the provision of this paragraph the exhibitor waives any and all claims for damages.

5. Inability To Perform

The Exhibitor is responsible for total license fee irrespective of the reason for the cancellation by the Exhibitor because of the failure of an Exhibit to arrive for any reason, or cancellation by Sponsors of the Exhibits, in whole or in part, as the result of riot, strike, civil disorder, act of war, act of God, or any other reason of any kind whatsoever not within Sponsors' control.

6. Exhibit Booth Staffing and Dismantling Schedule

A representative must staff exhibit space during all times when Exhibition is officially open. Exhibit space must be maintained in a neat and orderly manner throughout the Exhibition. Exhibitors may begin dismantling only after hours stated in exhibitor service manual. Exhibitors are responsible for removal of all materials used in their display. Any exhibitor leaving materials after hours stated in exhibitor service manual will be charged for the materials' removal.

7. Labor

Exhibitors must comply with all federal, state, and local labor laws.

8. Losses or Damage

Exhibitor agrees that ICRA 2022 shall not be liable for any damage or liability of any kind or for any loss, damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by Exhibitor or any person thereon with the consent of Exhibitor, and that

Exhibitor will defend, indemnify and save harmless, ICRA 2022 from all liability whatsoever, on account of any such damage, or injury, whether or not caused by negligence of or breach of an obligation by Exhibitor or its employees or representatives. Exhibitor will be liable for all damages, or liability of any kind or for any loss, damage or injury to persons or any property during the show from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space.

9. Demonstrations

No demonstrations or solicitations shall be permitted outside of the Exhibitor's assigned space, and no signs or placards may be displayed on persons or otherwise outside exhibit spaces.

10. Insurance

The Applicant is required to obtain general public liability insurance in the amount of one million US Dollars. Such insurance maintained by the Applicant must be issued by an insurance company with an A.M. Best rating of A or higher and shall include coverage of the indemnification obligations of the Applicant under this Application. Each Applicant is also required to carry workers compensation protecting employees in accordance with the laws of the state in which the program or conference is being held. Nothing in this

paragraph shall limit the amount of liability the Applicant may be responsible for.

11. Compliance

The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, State and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the Show is held.

12. Policy

It is further agreed that the Exhibitor will abide by and comply with rules and regulations concerning local customs that may apply, having agreements with the Show Facility or with authorized contractors employed by ICRA 2022.

13. Management

The Exhibitor further agrees that the conditions, rules and regulations of the ICRA 2022 Management are made a part of this contract and that said Exhibitor agrees to be bound by each and all of these rules and regulations, and that the Management shall have the full power to interpret, amend and enforce all rules and regulations in the best interest of the Show.