

ICRATM
IEEE INTERNATIONAL CONFERENCE
ON ROBOTICS AND AUTOMATION

 **2026**
VIENNA

→ Robots for all

June 1-5, 2026
2026.ieee-icra.org



Partnership & Exhibition Prospectus

2026 IEEE International Conference
on Robotics and Automation
VIECON - Vienna Congress & Convention Center



Invitation to Partner

Dear Colleagues,

All is set for ICRA 2026 in Vienna to become a truly memorable event, designed to appeal to you and to all the members, young and old, of our growing robotics and automation community. We are delighted to invite you all to ICRA 2026, the world's most prestigious robotics conference, which will take place in Vienna from 1 to 5 June 2026. As the flagship conference of the IEEE Robotics and Automation Society, ICRA will offer a world-class programme. Under the theme **'Robots for all'**, we look forward to presenting new research results and key innovations in robotics and automation that have a clear and obvious global benefit for human society.

Vienna claims to be the cradle of modern technology. It was here in 1770 that Wolfgang von Kempelen first amazed emperors and aristocrats and then the masses with his chess-playing 'robot', the 'mechanical Turk'. Even though the 'Turk' turned out to be an ingenious hoax and the automaton concealed a small child with great talent, the enthusiasm it triggered can still be felt two and a half centuries later. Robots are spreading into all areas, from automation and production over a large diversity of professional service applications to entering the more private areas of our homes.

At ICRA 2026, we expect more than 7,000 of the world's top robotics experts and industry leaders to be here in person in Vienna. We are delighted to invite your organisation to play a leading role at ICRA 2026 by taking advantage of one of the many exciting opportunities given in detail in this prospectus. Opportunities extend from the conference venue and exhibition area over exclusive deals to the conference banquet, which will take place at the Imperial Palace and the Spanish Riding School of Vienna, both exclusive locations whose interiors are seldom open to the general public. Whether as a partner, sponsor or exhibitor, you will gain access to a range of valuable industry benefits.

We will make every effort to facilitate fruitful interaction between you and other ICRA attendees, from early career PhDs and postdocs to leading robotics experts and their institutions. With over 8,000 sqm of exhibition space dedicated exclusively to our industry, your organisation will be able to enjoy great visibility in the research and industrial community, gain first-class access to the talent programme, and benefit from the numerous content delivery opportunities. ICRA 2026 provides the perfect platform for organisations to network within the global research and technology innovation community.

Come and join us in the wonderful city of Vienna for ICRA 2026! We plan for nothing less than an unforgettable experience – both professionally and personally.

Yours Sincerely,



Markus Vincze
General Chair ICRA 2026



Connect in-person with more than 7,000 leading roboticists!

More than 7,000 professionals will come 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.

Enhance your brand image, position your organization as an industry thought leader, and get access to top talent in the field by taking advantage of an exhibition and partnership opportunity at ICRA 2026.



7,000+
PARTICIPANTS
FROM
70
COUNTRIES

140+
EXHIBITORS
14
SPONSORS

9
COMPETITIONS
60
WORKSHOPS

1,600+
ACCEPTED PAPERS
35
SATELLITE CENTERS

ICRATM
IEEE INTERNATIONAL CONFERENCE
ON ROBOTICS AND AUTOMATION



Attendance in Atlanta, USA (2025)

Area	Participants	%
North America	4227	61
Asia/Australia	1649	24
Europe	982	14
South America	44	1
Africa & Middle East	36	1
	6938	100



The Venue



THE VIENNA CONGRESS & CONVENTION CENTER IS ONE OF EUROPE'S LEADING VENUES FOR INTERNATIONAL CONFERENCE AND EXHIBITIONS. WITH OVER 55,000 SQM OF EXHIBITION SPACE AND A STATE-OF-THE-ART CONGRESS CENTER IT PROVIDES THE PERFECT SETTING FOR IMPACTFUL EVENTS.

Vienna Congress & Convention Center (VIECON)

Conveniently accessible via public transport and just minutes from Vienna's historic city center, the Vienna Congress & Convention Center (VIECON) combines world-class infrastructure with outstanding service, sustainability certifications, and a vibrant atmosphere for innovation.



ICRA Partnership & Exhibition Space Team, c/o AIM Austria GmbH

Bettina Pugl, Aljosa Glitzner
email: ICRA2026exhibition@aimgroup.eu

Join us and enhance your brand with the world's top robotics researchers!

ICRA offers your organization a menu of opportunities to extend your brand message beyond your exhibit space and throughout the convention center. There is an opportunity to achieve every marketing objective for every exhibition budget.

On the following pages we offer you 3 options to become part of ICRA 2026:

A) Become an Exhibitor

Select an **Exhibition Opportunity** or, if you have already selected a Conference Partnership Level, consider adding exhibition space to maximize your presence in the exhibition hall.

B) Conference Partnership

Select the **Conference Partnership** Level most appropriate for your industry standing and brand image.

C) À la Carte Partnership Opportunities

Choose from the **À la Carte Partnership Opportunities** to further extend your brand message with each conference attendee.



A) Exhibition

MEET GLOBAL EXPERTS IN ROBOTICS AND AUTOMATION!

The Exhibition Hall will be a key part of the Conference experience from Tuesday, 2 June through Thursday, 4 June. The conference schedule is designed to give attendees plenty of chances to explore the exhibition area, where they can discover cutting-edge robotics technologies and products while connecting with industry leaders and exhibitors. The hall will also host various activities, including competitions, coffee breaks and lunches. Secure your exhibition space today!

Exhibition Space Rental (minimum size 9 sqm) — Standard sizes available: 9, 18, 25, 27, 36 sqm. Special or bigger booth sizes have to be discussed with the Exhibition Team before booking.

All given rates are subject to 20% Austrian VAT and 1% Austrian Contracting Fee.

Standard Booth Space

EUR 480 per sqm

Before 19 December 2025
(EUR 520 per sqm after)

Start-up Booth Rental

EUR 2,000

Limited to one 3x2 m
exhibition booth

Booths will be allocated on a first-come, first-served basis. You may indicate your top 3 preferred booth locations upon the publication of the floor plan.

A surcharge of EUR 500 per open side will apply for Inline Corner Booth locations (limited availability).

A surcharge of EUR 1,500 for Entrance Sight will apply.

Prices are for the space rental only - no structure is included!

For companies that have incorporated within 24 months of the conference date. Must provide incorporation certificate. Includes a 6 sqm booth (shell scheme, including carpet and fascia board signage), and two (2) Exhibitor Personnel Passes.

Booth Space Booking includes these added benefits:

- Access to post-conference delegate list with email addresses and mailing information (GDPR compliant, opt-outs removed).
- Two (2) Exhibitor Personnel Passes per 9 sqm of exhibit space. Additional Exhibitor Personnel Passes can be purchased.
- Complimentary access to the Welcome Reception with an 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 exhibition hall.

For details on each of these opportunities, contact icra2026exhibition@aimgroup.eu

General Information

Conditions of Payment

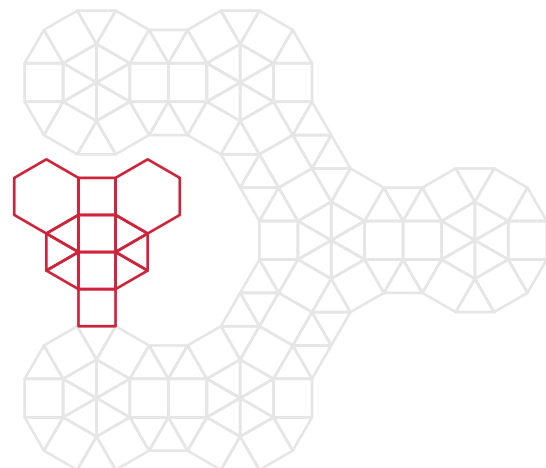
- + 50% of your total owing will be due upon confirmation of your partnership opportunity and/or exhibition space booking, within 30 days of receiving invoice.
- + The 50% balance owing will be due 19 January, 2026. Bookings submitted after 19 January, 2026 will be required to pay 100% of the total owing upon confirmation.
- + Failure to pay outstanding invoices by due dates may result in your partnership opportunity or exhibition space booking being released for sale.

Booking Conditions

- + Bookings must be received on the official Online Booking Platform for Partnership Opportunities and Exhibition Space Bookings. An invoice will be issued upon receipt of this booking. The official Online Booking Platform is available at 2026.ieee-icra.org.
- + Partnerships or exhibition space will not be assigned without a confirmed booking and deposit payment upon receipt of invoice.
- + The Conference Organizer reserves the right at their total discretion to decline any booking.
- + All payments must be made in EURO. See payment details on the Online Booking Platform.
- + Payment can be made via bank wire transfer or credit card.
- + If full payment is not received by the due date, the Conference Organizer has the right to review the partnership and / or exhibition commitment and withdraw the application.

Cancellation Policy

- + In exceptional circumstances, the Conference Organizer will be prepared to consider cancellation of the contract with a partner or exhibitor, but only if the following conditions are complied with:
 - + That the request for cancellation is submitted in writing;
 - + That the reason given for the cancellation is, in the opinion of the Conference Organizer, well founded;
 - + That the partner or exhibitor agrees that the Conference Organizer shall retain 50% of the contract price if the cancellation is accepted before 31 January, 2026, and 100% of the contract price if the cancellation is accepted on and after 31 January, 2026.
- + Cancellation will not be considered if the Conference Organizers deem that partnership entitlements have already been provided prior to the submission of cancellation.
- + **Important Information:** Orders for modular booth elements, power supply, booth furniture, AV, IT, plants, etc. must be placed via the official booth construction company StandOut. The link to the webshop will be published at <https://2026.ieee-icra.org/partners/>



Exhibition Hall Schedule

Sunday, 31 May 2026

13:00*-19:30

* from 09:00 scheduled set-up of selected booths with suspension points/rigging upon direct agreement

Monday, 1 June 2026

8:00-14:00

Aisles need to be cleared. Small waste – NOT CONSTRUCTION WASTE - has to be ready for pick up in the aisles on 1 June 2026 at 14:00

For CONSTRUCTION WASTE please order a container via the STANDout webshop.

OPENING OF THE EXHIBITION AND WELCOME RECEPTION

Monday, 1 June 2026

18:00-20:00

EXHIBITION HOURS

Tuesday, 2 June 2026

09:00-18:00

Wednesday, 3 June 2026

09:00-18:00

Thursday, 4 June 2026

09:00-17:00

Attention: During set-up and dismantling only persons with access stickers will be granted access to the exhibition hall.

Please note that all persons accessing the halls/exhibition space during the setup must also be wearing **personal protective equipment, as this is mandatory during set-up.** This means a **reflective safety vest and hard-soled shoes** (runners, heels, ballet flats, sandals, etc. will not be permitted). Additionally, and depending on the stage of buildup, if rigging and crate removal procedures are still taking place hard hats may be required. In case your group does not have the required personal protective equipment, there is a high chance that they will be denied access to the exhibition halls during set up.

Reserve Your Partnership & Exhibition Opportunity Today!



Bettina Pugl, Aljosa Glitzner

Contact us at: ICRA2026exhibition@aimgroup.eu

ICRA Partnership & Exhibition Space Team, c/o AIM Austria GmbH

B) Conference Partnerships

Select from the following packages that include benefits to enhance your brand before, during and after the ICRA conference, along with major presence in the exhibition hall.

Partnership Level Benefits	Platinum	Gold	Silver	Bronze
	EUR 60,000	EUR 45,000	EUR 25,000	EUR 10,000
BRAND ENHANCEMENT				
Company Logo Placement (Website, mobile app, & onsite venue signage)	✓	✓	✓	✓
Included in 'Thank You to Our Sponsors' Email	✓	✓	✓	✓
Social Media Post – ICRA 2026 Sponsor Spotlight (Curated by RAS)	✓	✓	✓	✓
Social Media Post – Sponsored post on ICRA Social Media Page (content subject to RAS approval)	2 posts	1 post		
Targeted e-Blast to 2026 registered attendees, content from sponsor (subject to RAS approval)	✓			
IEEE ICRA Email Sponsor Spotlight (Curated by RAS)	✓	✓	✓	✓
Lead Gen Report (Event attendees that have opted-in to communications, sent after the event)	✓	✓	✓	✓
Video Commercial played on site	Up to 60 sec	Up to 60 sec	Up to 30 sec	
Logo in Conference Pocket Guide	✓	✓	✓	✓
Logo on Partnership acknowledgement slide prior to start of plenary and keynote sessions	✓	✓	✓	✓
Logo on pre-conference e-blasts/promotional materials	✓	✓	✓	✓
Recognition from conference chair in welcome address	✓	✓		
Personalized alerts/push notifications in Conference App	2	1		
Visual advertisement at venue	50% OFF	20% OFF		
Invitation to VIP dinner	✓			
Slot (10 min) in Industry Keynote Session	1			
Slot (5 min) in Industry Keynote Session		1		
JOB BOARD				
ADDITIONAL JOB POSTINGS AVAILABLE FOR PURCHASE				
Job postings on RAS Job Board (year round)	10 for 90 days	10 for 60 days	5 for 60 days	5 for 30 days
Advertising on RAS Job Board (year round)	Highlighted as featured employer Job listing is anchored			
EXHIBITION SPACE				
ADDITIONAL EXHIBITION SPACE AVAILABLE FOR PURCHASE				
Exhibition Space (net square meters)	36	18	9	
REGISTRATION PASSES				
Full delegate passes for your staff (excl. Imperial Night)	6	3	2	1
Full delegate passes for industry customers (excl. Imperial Night)	10	7	5	
Exhibitor Personnel Passes	12	6	3	
Imperial Night Ticket (June 3, 2025)	2	1		

For details on each of these opportunities, contact ICRA2026exhibition@aimgroup.eu

C) Choose from High-profile À la Carte Partnership Opportunities or Design Your Own

The following À la Carte Partnerships give you additional opportunities to make a positive impression with the ICRA audience and enhance your brand image. Many are exclusive!

SUPPORT OF ATTENDEE SERVICES	INVESTMENT
Lanyard — EXCLUSIVE Partner branded lanyards ~9k units, produced by organizers. Distributed to all event attendees at registration	EUR 20,000 (PRODUCED BY ORGANIZER)
SOLD Pocket Guide — EXCLUSIVE Pocket Guide with relevant conference info ~7k units, produced by organizers. Distributed to all event attendees at registration	EUR 7,500 (PRODUCED BY ORGANIZER)
Sweet Welcome - Chocolate Bar — EXCLUSIVE Partner branded famous Zotter Chocolate ~7k units, produced by organizers. Distributed to all event attendees at registration	EUR 15,000
Sweet Welcome - Chocolate Waffle — EXCLUSIVE Partner branded famous Manner-Schnitte (Chocolate Waffle) ~7k units, produced by organizers. Distributed to all event attendees at registration	EUR 16,000
Conference WiFi Service — EXCLUSIVE Partner branded wifi marketing material will be prominently displayed throughout the event including print material, pull-up banners, etc. Includes custom web splash page & 1 mobile push notification curated by RAS. Custom web splash page specs and due date are forthcoming.	EUR 12,000
Charging Table in the Exhibition Hall — Minimum 3 available. 1 SOLD	EUR 3,500
Charging Box in the Exhibition Hall — Minimum 3 available.	EUR 5,000
Conference Coffee Trikes in the Exhibition Hall — 3 Trikes available.	EUR 5,500 for one day
Conference Coffee Service in the Exhibition Hall — Several Barista Stations available.	EUR 7,500 for one day
SOLD Water Fountain — EXCLUSIVE Branded wall with water tabs to get fresh Viennese tab water.	EUR 12,000
SOLD Water Bottles — EXCLUSIVE 5K Water bottles produced and distributed by sponsor (storage box available). Distribution is possible at stand.	Production costs
Seating Cubes Branded seating cubes for participants throughout the exhibition hall and conference center mall. Up to 3,000 pieces.	EUR 9,500 – 30,000
Photo Box Photobox incl. some AI features, incl. digital photo and print option, your logo on all pictures, setup possible in the exhibition hall (3 days) and conference center. Up to 3 pieces.	EUR 5,000

SUPPORT OF SOCIAL EVENTS

INVESTMENT

Welcome Reception in Exhibition Hall (Monday) — 1 available, Sponsor will be named in every communication of this event + onsite visibility.	EUR 5,000
Conference Lunch in the Exhibition Hall (Tuesday) — 1 available, Sponsor will be named in every communication of this event + onsite visibility.	EUR 5,000
Conference Lunch in the Exhibition Hall (Wednesday) — 1 available, Sponsor will be named in every communication of this event + onsite visibility.	EUR 5,000
Conference Lunch Boxes for the Award Luncheon (Thursday) — 1 available, Sponsor will be named in every communication of this event + onsite visibility.	EUR 4,000

SUPPORT OF EDUCATIONAL ACTIVITIES

INVESTMENT

Conference App Sponsorship — BANNER AD	EUR 5,000
Push Notification	EUR 5,000
Industry Keynote Presentation — LIMITED SCHEDULE approximately 4 per day available on TUE & WED. Includes a 10-min stage presentation on the Auditorium Stage during the Lunch Break (content must be pre-approved by the committee to limit commercialization).	EUR 5,000
Industry Keynote Presentation — LIMITED SCHEDULE approximately 4 per day available on TUE & WED. Includes a 5-min stage presentation on the Auditorium Stage during the Lunch Break (content must be pre-approved by the committee to limit commercialization).	EUR 2,500

BRANDING IN THE CONFERENCE CENTER

INVESTMENT

Self-Standing Tower Signage — WxH: 1,030 mm x 2,500 mm, 4 sides. 5 available.	EUR 3,000
Suspended Banner in corridor leading to exhibition — WxH: 1,400 mm x 4,000 mm, double-side printed. 3 available.	EUR 4,500
Floor Stickers in the Conference Center — 5 available in different places.	EUR 2,000
Other Advertising Banner, Column Wraps, Escalator Runners, etc. — MULTIPLE	CALL FOR PRICING
Digital Signage in the Conference Center — MULTIPLE	CALL FOR PRICING

SOLD

DIGITAL MARKETING

INVESTMENT

Targeted e-blast to registered attendees — LIMITED SCHEDULE	EUR 7,500
Targeted e-blast to registered attendees of past editions (2023 - 2025)	EUR 12,500
Social Media Post	EUR 5,000

BRANDING DURING THE IMPERIAL NIGHT

INVESTMENT

Photobox	EUR 3,000
Exclusive Bar Branding — Up to 6 items	EUR 3,000





Description of Sponsorship Items

SUPPORT OF ATTENDEE SERVICES

LANYARDS — NAME BADGE HOLDERS



- Partner branded lanyards
- Approximately ~9k units distributed to all participants at registration area
- Exclusive item: EUR 20,000

POCKET GUIDE



Folder with programme and exhibition info, featuring high-quality folding and a thicker cover paper

- Distributed to all participants at registration area
- Option to sponsor it exclusively and get 3 panels of the folder for your branding
- 3 inside panels reserved for you as sponsor
Please note: It will contain the logos of the ICRA sponsors
- Exclusive item — 7,000 pieces: EUR 7,500
- Deadline to provide the layout for your panels: March 1, 2026



SWEET WELCOME — BRANDED CHOCOLATE BAR



- The branded sweets will be distributed at the registration upon name badge pick up
- Your company name respectively logo will be mentioned on the sweets (together with ICRA)
- Awarded and ecologically produced Zotter chocolate made in Austria
- Your company branding on the outside together with ICRA and welcome message
- Chocolate will be distributed to everyone at the registration upon name badge pick up
- 7.500 pieces (35g each) – EUR 15,000
- Deadline to provide your layout parts: March 1, 2026

SWEET WELCOME — BRANDED CHOCOLATE WAFFLES

- The branded sweets will be distributed at the registration upon name badge pick up
- Your company name respectively logo will be mentioned on the sweets (together with ICRA)
- Typical and well know “Mannerschnitte” chocolate waffle made in Vienna
- Vegan sweet
- Your company branding on the outside together with ICRA and welcome message
- Chocolate will be distributed to everyone at the registration upon name badge pick up
- 7.500 pieces (75g each) – EUR 16,000
- Deadline to provide your layout parts: March 1, 2026



CONFERENCE WIFI SERVICE



- Partner branded wifi marketing material will be prominently displayed throughout the event including print material, pull-up banners, etc.
- Includes custom web splash page & 1 mobile push notification curated by RAS. Custom web splash page specs and due date are forthcoming.
- EUR 12,000

CHARGING TABLE



- Table with chairs and sockets to recharge your laptops or mobile phones
- Pull-up banners will indicate the sponsor logo
- EUR 3,500 per table
- Deadline to provide your layout parts: April 1, 2026

1 SOLD

CHARGING BOX

- Mobile phone charging station with 24 stylish boxes (12 on each side) which are backlit in colour, for charging smartphones
- Each of the individual charging boxes can be locked individually
- Three different charging plugs per charging box (Micro USB, USB C and the Lightning plug)
- Front side will be in your preferred branding
- EUR 5,000 per box
- Deadline to provide your layout parts: April 1, 2026



ESPRESSO MOBIL (COFFEE TRIKE)



- 900 portions of Barista coffee included per day (7 hours)
- Will be positioned at highly frequented points (either registration area, mall or exhibition hall)
- Additional option on top of normal coffee break coffee
- Operating times: 09:30-16:30
- Your branding with "This hot thing is brought to you by ..." or similar text on 1 banner/rollup next to the trike
- 1 piece per day (7 hours): EUR 5,500 (MON, TUE, WED, THU or FRI)
- Deadline to provide the layout for banner/roll-up: March 15, 2026

BARISTA STATION

- 900 portions of Barista coffee included per day (7 hours)
- Will be positioned at highly frequented points
- Additional option on top of normal coffee break coffee
- Operating times: 09:30-16:30
- Your branding with "This hot thing is brought to you by ..." or similar text on 1 banner/rollup next to the station
- 1 piece per day (7 hours): EUR 7,500 (TUE, WED, THU)
- Deadline to provide the layout for banner/roll-up: March 15, 2026



SEATING CUBES — Sit outside the box!



- Can carry weights of up to 200 kg (400 lbs.)
- 100% recyclable, 100% FSC-certified
- Can be partly or fully covered in print
- Can be ordered as exclusive item
- High visibility throughout the Conference
- Participants can take home folded chairs, easy to assemble
- 500 pieces: 9.500 Euro
- 1.000 pieces: 15.000 Euro net
- Exclusive item – all 3.000 pieces: 30.000 Euro net
- 4c print, layout template will be provided
- Deadline to provide the layout: 1 February, 2026



PHOTOBOX

- A Photobox in the conference center
- Including onsite printing, immediate sending as digital picture etc.
- Creates a take-home memory for the participants
- Your company name mentioned on the printed pictures
- 1-3 items available
- EUR 5,000 per Photobox



BRANDING IN THE CONFERENCE CENTER

SELF-STANDING TOWER SIGNAGE



- Dimensions construction: WxH 1,030 mm x 2,500 mm
- Visible Area WxH 950 mm x 2,380 mm
- Graphic dimensions 964mm x 2,400 mm
- 4 sides
- 4c print, layout template will be provided
- Deadline to provide the layout: 15 March, 2026
- 5 items available
- EUR 3,000

SUSPENDED BANNER IN THE CORRIDOR LEADING TO EXHIBITION

- Dimensions: WxH 1,400 mm x 4000 mm
- Double sided
- 4c print, layout template will be provided
- Deadline to provide the layout: 15 March, 2026
- 3 items available
- EUR 4,500



FLOOR STICKERS



- Dimensions up to 1,000 mm x 1,000 mm
- Material: self adhesive foil
- 5 items available
- EUR 2,000 per floor sticker

BRANDING AT THE IMPERIAL NIGHT

Step into a world of imperial grandeur and unforgettable ambiance at the official Congress Banquet, held in the magnificent Hofburg Palace—the former residence of emperors and one of Vienna's most iconic landmarks. This is your opportunity to connect with colleagues from around the globe in an atmosphere of timeless elegance.



© Motto Catering Festsaal Dinner

IMPERIAL NIGHT — PHOTOBOTH



- A Photobooth in the Hofburg Imperial Palace or the Spanish Riding School during the Imperial Night
- Including onsite printing, immediate sending as digital picture etc.
- Creates a take-home memory for the participants
- Your company name mentioned on the printed pictures
- Several boxes available
- Themed towards the imperial night
- EUR 3,000 per Photobooth



Share or download your image:



IMPERIAL NIGHT — YOUR EXCLUSIVE BAR STATION

- Selected 6 bars are possible to brand during the Imperial night: Festsaal, Vorsaal, Antekammer, Rittersaal, Gardehalle, Prinz-Eugen-Saal
- Branding of the front and sides of the bar elements (shown blue in the picture)
- Your company name mentioned on the Imperial night info
- 6 items available
- EUR 3,000 per Bar Branding





The ICRA 2026 Conference will take place in the heart of Europe.
Save the date for ICRA in Vienna, Austria already now!

June 1-5, 2026
2026.ieee-icra.org

