

Marketers & Advertisers MEDIA GUIDE 2011

Robotics Trends is the leading media resource for robotics industry decision makers.



Promote Your Products and Solutions to the Robotics Industry's Decision Makers

Reach the most qualified international audience of commercial robotics leaders, technology professionals, academics, investors, government, military and industry end users.

Our offerings include

- Conferences & Events
- Online Advertising Programs
- Webinars, Email Marketing
- Lead Generation Programs
- Custom Research



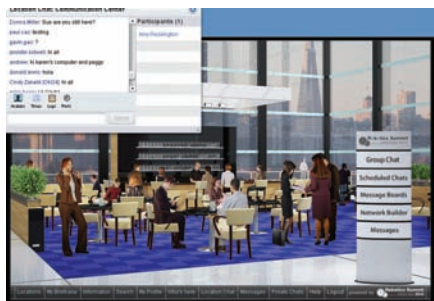
INTEGRATED MARKETING SOLUTIONS

Robotics Events

VIRTUAL CONFERENCES



ROBOTICS TRENDS' VIRTUAL CONFERENCE SERIES 2011



The Robotics Summit will enable attendees to do everything they normally do at face-to-face events and more—all with no travel costs, lines or ill effects on busy schedules. It provides qualified commercial robotics professionals, business leaders, enabling technology developers, and other participants in the global robotics ecosystem with an unprecedented online experience delivering exceptional content, engaging speakers, in-depth training, and product-oriented exhibitions.

Sponsorship benefits

- Generate qualified leads via access to comprehensive data you can view in real time
- Meet and foster relationships with attendees in the virtual networking lounge
- Strengthen your product's brand when you leverage extensive marketing and promotional opportunities for the virtual event
- Demonstrate your products and services to a targeted, highly qualified audience
- Guaranteed leads
- Extended visibility – summit remains open to registered attendees for 90 days post event
- Plus much more!

March 23	NextGen Education & Research Robotics
June 22	Autonomy, Navigation & Mobility Solutions
Sept. 14	New Markets & Applications for Industrial Robotics
Dec. 7	Enabling Technologies and Development Solutions

Ask about Sponsorship Packages

LIVE EVENTS



BOSTON, MASSACHUSETTS
FALL 2011

The *RoboBusiness Conference and Exposition* is an international management level event targeting the leading minds in academia, along with decision makers in the consumer, commercial, civil, and military markets.

Our attendees include:

- Executive and Corporate Management
- Technology Executives
- Sales and Marketing Executives
- Strategic Business Development Executives
- Academics and Researchers
- Investment Professionals
- Technical Professionals
- Technology Analysts and Media Representatives

RoboBusiness focuses on the business development and technical issues involved with the **commercial** application of mobile robotics and intelligent systems technology to develop entirely **new markets** and product categories, **open additional lines of business and enhance existing product lines.**

Ask about Sponsorship Opportunities

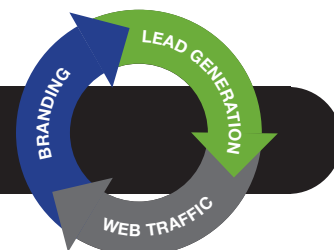
WEBINARS

Robotics Trends offers single and multi-sponsored webcast opportunities. Both provide a full marketing campaign to promote the event and maximize your profile as an industry leader.

- You receive qualified leads including the telephone and email address of all attendees.
- Opportunity to speak on panel.
- Sole sponsors select the topic of event.
- Extensive marketing campaign to generate registrations as well as generate branding for sponsors to our audience of commercial installers and dealers.

Call for current pricing

Reach the Robotics Trends community year-round with cost-effective bundled lead generation integrated solutions. **Reference page 4 for details.**



Robotics Trends produces and organizes industry-leading events.



RoboticsTrends.com

Reach over 15,000 unique visitors per month

Top Leaderboard 728 x 90

Rectangle 336 x 280

Skyscraper 160 x 600

Industry Spotlight

Sponsored Links

RoboticsTrends Insights eNewsletter

Reach more than 21,000 robotics industry decision makers.

Top Leaderboard 728 x 90

Full Banner 468 x 60

Half Banners 234 x 60

Robotics Trends is the #1 media resource for robotics industry decision makers.

Reach key decision makers of commercial robotics OEMs, technology professionals, academics, investors, government, military and industry end-users with the RoboticsTrends.com website and weekly Robotics Trends Insights e-newsletters.

	Vehicle	Specifications
Top Leaderboard	Website and Newsletter (2x)	728 x 90
Rectangle	Website	336 x 280/300 x 250
Custom	Newsletter	234 x 480
Skyscraper	Website	160 x 600/120 x 600
Full Banner	Newsletter	468 x 60
Half Banner	Newsletter	234 x 60
Industry Spotlight*	Website	500 words
Sponsored Text Link	Website	10-15 words

Please call for pricing

*Industry Spotlight Includes 500 word description, logo & image of product. Your Spotlight will be linked from our home page for one month and archived for six months.

A Marketing Solution for Every Budget!

'STARTER' PROGRAM

- 12 months online banner rotation on RoboticsTrends.com
- 12 months RoboticsTrends.com text link
- 2 months Industry Spotlight ad on Robotics Trends homepage

Call for current annual rate and availability

'BRAND BUILDER' PROGRAM

- 12 months online banner rotation on RoboticsTrends.com
- 12 months RoboticsTrends.com text link
- 3 premium Robotics Trends Insights e-newsletter sponsorships
- 2 months Industry Spotlight ad on Robotics Trends homepage
- 2 Robotics Trends email list rentals sent to 15,000 recipients (one every six months)

Call for current annual rate and availability

'MARKET LEADER' PROGRAM

- 12 months online banner rotation
- 12 premium Robotics Trends e-newsletter sponsorships
- 12 months RoboticsTrends.com text link
- 4 month Industry Spotlight ad on Robotics Trends homepage
- 1 Custom Webinar Sponsorship
- 4 Robotics Trends email list rentals sent to 15,000 recipients (one each quarter)

Call for current annual rate and availability

Ask about savings opportunities by combining any of the above programs with a Sponsorship of the **2011 Robotics Trends Virtual Summits.**

Robotics Trends Business Review

Robotics Trends Business Review is a paid, premium subscriber-only website with real-time updates and in-depth analysis of the robotics and intelligent systems industries.

From feature articles highlighting primary research to analyses of current technologies and markets, the site reveals both future trends and new business opportunities, while exposing potential pitfalls.



Robotics Trends is the leading resource for business activities for the robotics industry decision makers.

Custom Media Programs

Our expert team of writers, editors and designers is standing by to provide a full range of turnkey services to help you with your marketing needs.

- Custom white papers or product profiles
- Custom email blasts
- Custom research
- Company & Product Guide

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