

INVITATION TO PARTNER

Dear colleagues,

After 26 years, ICRA returns to Seoul, and we warmly invite the global robotics and automation community to join us for ICRA 2027. As the flagship conference of the IEEE Robotics and Automation Society, the 2027 IEEE International Conference on Robotics and Automation (ICRA) will bring together the world's leading researchers, industry pioneers, and innovators to share the latest breakthroughs — forging collaborations that drive robotics and automation toward a better future for all. The conference will take place from May 24 to 28, 2027 in Seoul, Republic of Korea.

Under the theme **“Forging an Ecosystem of Innovation: Building a Collaborative Robotics Community”**, ICRA 2027 will convene more than 8,500 participants — from emerging researchers to global leaders in the field — to explore how collaboration across research, industry, and society can shape the next chapter of robotics and automation.

As one of the world's leading technology and innovation hubs, Seoul provides an ideal setting for ICRA 2027. In the 26 years since ICRA was last held in Seoul, the city has evolved into one of the world's leading innovation ecosystems — home to global technology leaders, a rapidly growing robotics industry, and a society where cutting-edge technology is seamlessly integrated into everyday life. ICRA 2027 will be held at Coex Convention Center, located in the heart of Gangnam, Seoul's premier business district, offering modern convention facilities and an ideal venue for the global robotics and automation community.

We invite your organization to play a leading role at ICRA 2027 by partnering with us or exhibiting at the conference. The opportunities outlined in this prospectus include exhibition space, exclusive sponsorship packages, branding opportunities, attendee service sponsorships, and social event sponsorships across key areas of the conference experience.

Whether as a partner, sponsor, or exhibitor, your organization will gain exceptional visibility within the global robotics and automation community, with direct access to the researchers, pioneers, and innovators shaping the future of robotics and automation.

We look forward to welcoming you to Seoul for an inspiring and memorable ICRA 2027.

Yours sincerely,



A handwritten signature in black ink, appearing to read 'Kyu-Jin Cho'.

Prof. Kyu-Jin Cho

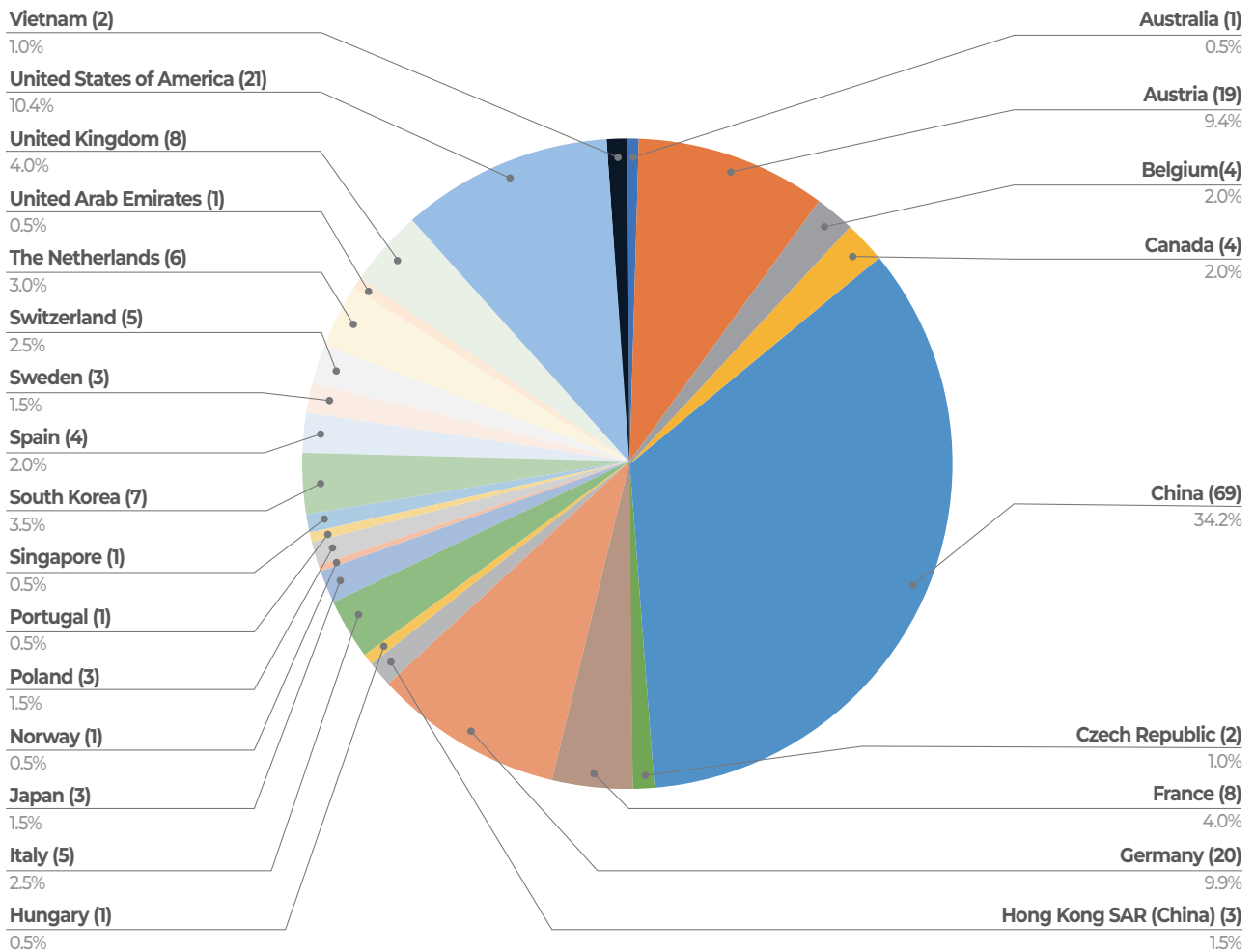
ICRA 2027 General Chair (Seoul National University)
President-Elect, IEEE Robotics and Automation Society

CONNECT IN-PERSON WITH MORE THAN 8,500 LEADING ROBOTICISTS!

More than 8,500 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 exhibit and partnership opportunity at ICRA 2027.

Exhibitors by Country (ICRA 2026 Vienna)



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 exhibit budget.

3 WAYS TO MAKE THE MOST OF YOUR PRESENCE AT ICRA 2027



1) Conference Partnership

Choose the Conference Partnership Level that best aligns with your brand and business objectives.



2) Join as an Exhibitor

Choose an exhibition option or combine it with a Conference Partnership package to maximize your visibility at ICRA 2027.



3) A La Carte Partnership

Choose from A La Carte Partnership Opportunities to further enhance your visibility and engagement with conference attendees.

SUPPORT THE CONFERENCE AND BUILD YOUR BRAND

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	Diamond	Platinum	Titanium	Gold	Silver	Bronze
BRAND ENHANCEMENT	KRW 200,000,000	KRW 100,000,000	KRW 80,000,000	KRW 50,000,000	KRW 30,000,000	KRW 10,000,000
(1 USD = 1,514 KRW, June 1, 2026) USD amounts are based on approximate exchange rates. If paying in USD, the amount must reflect the KRW equivalent at the time of transfer.	USD 132,100	USD 66,100	USD 52,840	USD 33,030	USD 19,820	USD 6,610
Exhibition Booth (3m x 3m)	12	10	6	4	2	1
Full Conference Registrations for Sponsor Representatives (Number of registrations varies by sponsorship level.)	15	10	8	6	4	2
Right to Use the “Official Sponsor” Label in External Media	✓	✓	✓	✓	✓	✓
Company Logo Placement - Website Company logo featured on the official event website with a hyperlink to your company website.	✓	✓	✓	✓	✓	✓
Company Logo Placement - Printed Materials Company logo featured in the onsite conference guidebook and promotional materials	✓	✓	✓	✓	✓	✓
Opportunity to Distribute Promotional Materials to Participants during the Exhibition Period	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓	✓
Exclusive Meeting Room during the Main Conference Days *Excluding workshop days	✓					
Promotional Video on Digital Signage (Edge Column) in the Conference Center *Sponsors are responsible for resizing promotional materials.	✓					
Logo printed on Participant ID-card Lanyards	✓					
Promotional Video before Plenary & Keynote Sessions	60 Seconds	30 Seconds	15 Seconds			
Advertisement in the Sponsors & Exhibitors Directory Book (size varies by sponsorship level)	2-page	1-page	1-page	1/2 page	1/2 page	1/2 page

CHOOSE FROM HIGH-PROFILE PARTNERSHIP OPPORTUNITIES

The following A La Carte Partnerships give you additional opportunities to make a positive impression on ICRA participants and enhance your brand image. Many are exclusive!

SUPPORT OF ATTENDEE SERVICES

INVESTMENT

Exhibition Pocket Guide - EXCLUSIVE

Exhibition pocket guide with relevant conference info ~8.5k units, produced by organizers. Distributed to all event attendees at registration.

KRW 30,000,000
(approx. USD 19,820)

Conference Coffee Service in the Exhibition Hall - Several barista stations available.

KRW 20,000,000
(approx. USD 13,210)

Water Bottles - EXCLUSIVE

8.5k water bottles produced and distributed by organizers.

KRW 30,000,000
(approx. USD 19,820)

Sweet Welcome - Chocolate Bar - EXCLUSIVE

Organizer-produced chocolate bar featuring sponsor branding, ~8.5k units. Distributed to all event attendees upon registration.

KRW 30,000,000
(approx. USD 19,820)

Charging Lounge in the Exhibit Hall - 3 available

KRW 20,000,000
(approx. USD 13,210)

Conference Wi-Fi Service - EXCLUSIVE

Sponsor branding will be prominently displayed across the event venue via print materials and pull-up banners. Includes a custom web splash page and 1 mobile push notification.

KRW 25,000,000
(approx. USD 16,520)

T-Shirt - EXCLUSIVE

T-shirts with sponsor logo print, ~8.5k units, produced by organizers. Distributed to all event attendees at registration.

KRW 100,000,000
(approx. USD 66,100)

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.

KRW 50,000,000
(approx. USD 33,030)

Conference Lunch in the Exhibition Hall (Tuesday) - 1 available

Sponsor will be named in every communication of this event + onsite visibility.

KRW 50,000,000
(approx. USD 33,030)

Conference Lunch in the Exhibition Hall (Wednesday) - 1 available

Sponsor will be named in every communication of this event + onsite visibility.

KRW 50,000,000
(approx. USD 33,030)

Conference Lunch Boxes for the Award Luncheon (Thursday) — 1 available

Sponsor will be named in every communication of this event + onsite visibility.

KRW 50,000,000
(approx. USD 33,030)

SUPPORT OF EDUCATIONAL ACTIVITIES

INVESTMENT

Conference App Sponsorship - BANNER AD

KRW 10,000,000
(approx. USD 6,610)

Push Notification

KRW 10,000,000
(approx. USD 6,610)

Industry Keynote Presentation - LIMITED SCHEDULE

A 10-minute stage presentation is available on either Tuesday or Wednesday. Further details on timing and location will be announced at a later date. (Content must be pre-approved by the committee to limit commercialization.)

KRW 50,000,000
(approx. USD 33,030)

Industry Keynote Presentation - LIMITED SCHEDULE

A 5-minute stage presentation is available on either Tuesday or Wednesday. Further details on timing and location will be announced at a later date. (Content must be pre-approved by the committee to limit commercialization.)

KRW 30,000,000
(approx. USD 19,820)

BRANDING IN THE CONFERENCE CENTER (Coex)

INVESTMENT

Digital Signage - Package A - LIMITED AVAILABILITY

Includes Bridge Signage (4 units, located in front of Hall A & C) and Big Bridge Signage (2 units, located at both ends of the lobby in front of Hall A & C). (Content and design to be provided by the sponsor)

KRW 10,000,000
(approx. USD 6,610)

Digital Signage - Package B - LIMITED AVAILABILITY

Includes Wide Bridge Signage (1 unit, located in front of Hall B) and Square Bridge Signage (1 unit, located in front of Hall B). (Content and design to be provided by the sponsor)

KRW 3,000,000
(approx. USD 1,990)

Digital Signage - Package C (Edge Column) - LIMITED AVAILABILITY

6 units installed along the lobby pathway between Hall A and Hall B. (Content and design to be provided by the sponsor)

KRW 9,000,000
(approx. USD 5,950)

Digital Signage - Package A+B+C - LIMITED AVAILABILITY

KRW 20,000,000
(approx. USD 13,210)

DIGITAL MARKETING

INVESTMENT

Targeted e-blast to registered attendees - LIMITED SCHEDULE

KRW 10,000,000
(approx. USD 6,610)

Targeted e-blast to registered attendees of past editions (2024 – 2026)

KRW 20,000,000
(approx. USD 13,210)

Social Media Post - LIMITED SCHEDULE

KRW 10,000,000
(approx. USD 6,610)

EXHIBITION

BUILD CONNECTIONS WITH THE WORLD'S LEADING ROBOTICS AND AUTOMATION RESEARCHERS

The Exhibit Hall will be a core part of the Conference experience for all attendees, running from Tuesday, May 25 through Thursday, May 27. The Conference program has been structured to give attendees plenty of opportunities to visit the Exhibit Hall, explore the latest robotics technologies and products, and connect with exhibitors. Throughout the event, the hall will host a range of activities — including morning and afternoon refreshment breaks, and Expo Stage presentations (TBD). Reserve your exhibit space today!

Exhibition Booth Rental — Available in 3m × 3m Units

For premium or larger booth sizes, please contact the Exhibition Team before booking.

Standard Booth (3m x 3m)

KRW 5,000,000

before January 15, 2027

(KRW 6,000,000 thereafter)

- Booth assignment is confirmed on a first-come, first-served basis, according to the order in which both the application and payment are received.
- Any solicitation regarding booth assignment, including requests to influence or alter booth allocation decisions, is strictly prohibited.

Application Deadline: February 24, 2027

Start-up Booth (3m x 3m)

KRW 3,000,000

Limited to one 3 × 3 m exhibition booth

- For companies that have been incorporated on or after January 1, 2025.
- Includes a 3m × 3m booth (shell scheme, including carpet and fascia board signage), and two (2) Exhibitor Personnel Passes.

Application Deadline: February 24, 2027

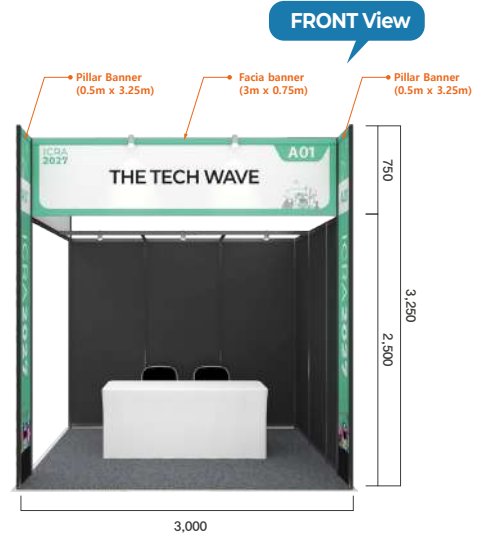
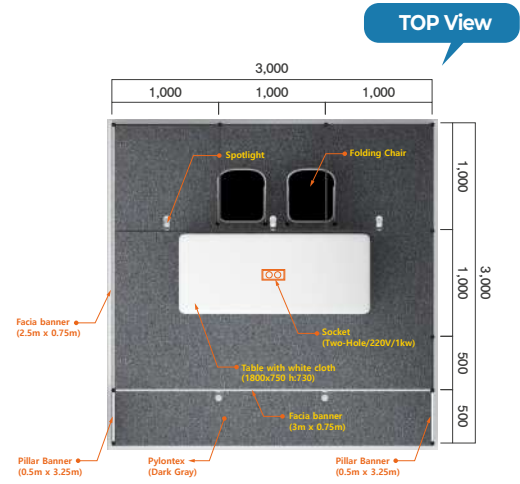
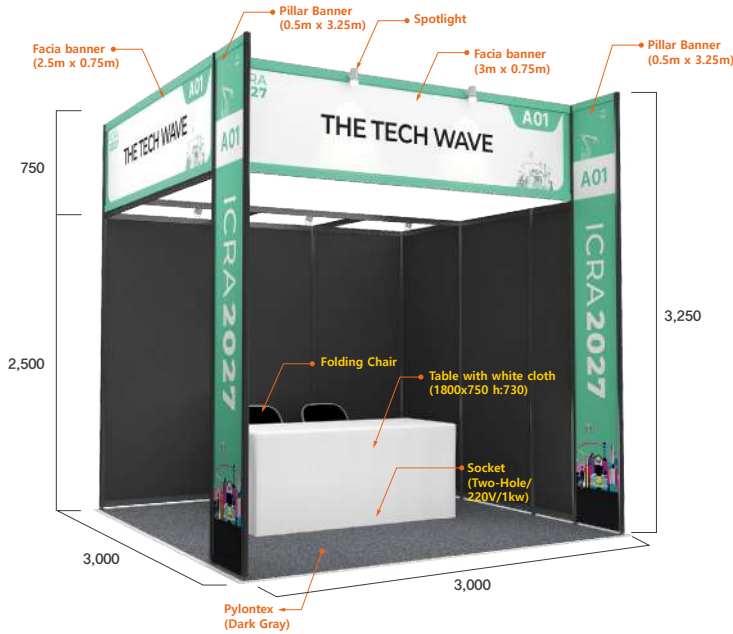
Exhibition Booth Rental includes these added benefits:

- Access to post-conference delegate list with email addresses and mailing information (GDPR & PIPA compliant, opt-outs removed).
- Two (2) Exhibitor Personnel Passes per 3m × 3m 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 descriptions.
- Complimentary listing on the Conference mobile app.
- Complimentary WiFi Internet access in the exhibition hall.

For details on each of these opportunities, contact sponsor@icra2027.kr / exhibition@icra2027.kr

BOOTH (3M × 3M) SPECIFICATIONS

Standard Booth Lay out:



- For safety reasons, all exhibitions must take place inside the assigned booths. Please ensure that you allocate sufficient space according to your exhibition needs.
- If you plan to perform robot demos inside the booth, please ensure that the robot's weight specifications are submitted to the Exhibition Team in advance.

Standard Booth Inclusion:

Provide Items	Quantity	Unit	Standard	Note
System Booth (Octanium Black)	1	Set	3m × 3m (H) 3.25m	
Pylontex (Dark Gray)	1	EA	3m × 3m	Flame Resistant Finishing
Facia Banner (Front)	1	EA	3m × 0.75m	Fabric
Facia Banner (Side)	1	EA	2.5m × 0.75m	Fabric
Pillar Banner (Includes booth number)	2	EA	0.5m × 3.25m	
Table (White Tablecloth)	1	EA	1.8m × 0.75m (H):0.73m	
Folding Chair	2	EA		
Spotlight	5	EA	Daylight Color : 16W	
Socket (Two-Hole/220V)	1	EA	15A /220V/1kW	



GENERAL INFORMATION

Conditions of Payment

- 50% of your total amount is due by January 15, 2027, following confirmation of your partnership opportunity and/or exhibition space booking.
- The 50% balance owing will be due February 26, 2027. Bookings submitted after February 26, 2027 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

- Applications must be received on the official Application and Contract for Partnership and Exhibit Space. An invoice will be issued upon receipt of this application. The official Application and Contract for Partnership and Exhibit Space is available at 2027.ieee-icra.org for online submission.

Application Deadline: February 24, 2027

- 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 its sole discretion to decline any booking. All payments must be made in Korean Won (KRW). Payments in US Dollars (USD) are also accepted ; however, the amount must reflect the equivalent value in Korean Won at the time of payment. See payment details on the online application system.
- Payment can be made via bank wire transfer only.
- 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:
 - Provide a full refund of the contract price if the cancellation is accepted before January 15, 2027;
 - Retain 50% of the contract price if the cancellation is accepted on or after January 15, 2027 and before February 26, 2027; and
 - Retain 100% of the contract price if the cancellation is accepted on or after February 26, 2027.
- Cancellation will not be considered if the Conference Organizer deem that partnership entitlements have already been provided prior to the submission of a cancellation request.

THE VENUE



LOCATED IN THE HEART OF GANGNAM, SEOUL

Coex FEATURES 48,157 SQUARE METERS OF FLEXIBLE EVENT SPACE,
Coex STANDS AS ONE OF ASIA'S MOST ADVANCED CONVENTION CENTERS.

Consisting of multiple interconnected exhibition halls and an expansive underground complex, Coex offers a variety of flexible and dynamic spaces and hosts hundreds of world-class events each year. Steps from the convention center's doors, visitors will find the visually stunning Starfield Library, the historic, millennium-old Bongeunsa Temple, the premier shopping destination of Hyundai Department Store, and the sprawling entertainment hub of Starfield Coex Mall.

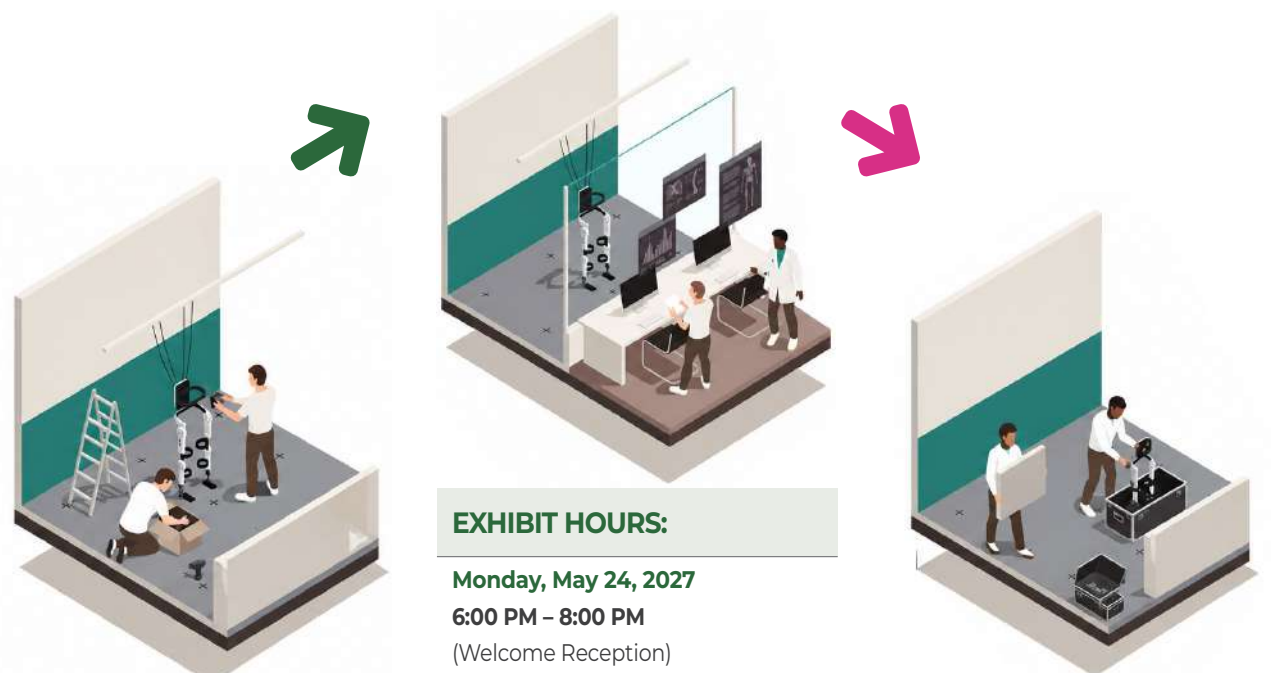
**ICRA
2027**
SEOUL | KOREA

Reserve
Your Exhibition and
Partnership Opportunity
Today!

ICRA 2027
Sponsor & Exhibition Secretariat
E: sponsor@icra2027.kr
T: +82 2 6000 8189

EXHIBITION HALL SCHEDULE

(subject to change)



INSTALLATION:	EXHIBIT HOURS:	Dismantling:
<p>Sunday, May 23, 2027 1:00 PM – 7:00 PM</p>	<p>Monday, May 24, 2027 6:00 PM – 8:00 PM (Welcome Reception)</p>	<p>Thursday, May 27, 2027 5:30 PM – 9:00 PM</p>
<p>Monday, May 24, 2027 8:00 AM – 2:00 PM</p>	<p>Tuesday, May 25, 2027 9:00 AM – 5:00 PM</p>	<p>Friday, May 28, 2027 8:00 AM – 12:00 PM</p>
	<p>Wednesday, May 26, 2027 9:00 AM – 5:00 PM</p>	
	<p>Thursday, May 27, 2027 9:00 AM – 5:00 PM</p>	



Reserve
Your Exhibition and
Partnership Opportunity
Today!

ICRA 2027
Sponsor & Exhibition Secretariat
E: sponsor@icra2027.kr
T: +82 2 6000 8189