

Benefits for partners of Roboy and Robots on Tour

Project Roboy

Organizer	Artificial Intelligence Laboratory University of Zurich
Contact	Adrian Burri burri@konzeptagentur.ch
Summary	The Artificial Intelligence Laboratory is looking for partners to finance the development of Roboy. Due to Roboy's remarkable media exposure and high visibility at Robots on Tour as well as before and after this event, you can benefit from a wide range of services.
Image	This pioneering project exemplifies what can be accomplished with Swiss Innovation, particularly in the area of high tech engineering and robotics.
World premiere	Roboy is going to be presented to the general public for the first time at Robots on Tour.
Existing partnerships	maxon motors, awtec, NCCR, Starmind and more. Please visit www.robey.org to learn more about our most recent partners and the latest news.

The Congress Robots on Tour

Organizer	Artificial Intelligence Laboratory University of Zurich
Category	International fair for robotics
Contact	Samantha O'Farrell ofarrell@ifi.uzh.ch
Location	Puls 5 (Giessereihalle) in Zurich
Time	8/9 March 2013
Target audience	Robots on Tour is going to attract technology enthusiasts from Switzerland and beyond. We expect several thousand visitors, and international media response.
Progress report	Numerous speakers have confirmed their attendance, among them Prof. Rodney Brooks, Prof. José del R. Millán, and Prof. Dr. Rolf Pfeifer. Exhibitors from Japan, Singapore, USA, France, and Switzerland are going to present their newest robots, such as iCub, The Tiller Girls, Nao, and FLASH. The most recent programme is available at www.robotsontour.com

Benefits and Services

Marketing and PR	Roboy and Robots on Tour are excellent advertising platforms. We are going to place your company logo prominently on Roboy. His presence at future fairs and in the media make this project a long-term advertising investment.
Image transfer	Your company will be exposed to media coverage at robey.org , in print media, and on social media platforms. We are expecting far beyond 1 million clicks at robey.org . You are going to be mentioned by name in media reports.
Presence at Robots on Tour	You get the opportunity to present your company at Robots on Tour with your own stand. In addition, we will place your logo on a photo wall.
Borrow Roboy	Depending on your contribution, you have the right to use Roboy anytime in 2013 for your own event.
Hospitality platform	We offer our partners admission, catering and access to the VIP lounge at Robots on Tour, upon request.

Overview of the benefits for sponsors

Benefits	Basic from CHF 5'000.-	Advanced from CHF 20'000.-	Exclusive in addition in CHF
The basic package contains the following benefits:			
Place your logo on our web site: roboy.org	x	x	
Place your name directly on Roboy	x	x	
Mentions in interviews and the media	x	x	
Place your logo on our social media platforms	x	x	
The advanced package also contains:			
Your own stand at Robots on Tour		x	
Place your logo on our photo wall at Robots on Tour		x	
Promote your video on our websites		x	
Borrow Roboy for your personal event (one time, within Switzerland)		x	
Furthermore we are offering the following exclusives:			
Give Roboy a name* We are going to give Roboy the name of your choice at Robots on Tour.			50'000.-
Roboy out and about Rent Roboy for your private purposes. Roboy will be all yours for one day.			5'000.-
Dinner with Roboy Have dinner with Roboy and his creator and father, Prof. Dr. Rolf Pfeifer.			5'000.-
Roboy is photogenic Get your exclusive snapshots with Roboy at Robots on Tour.			500.-
VIP lounge sponsoring* Speakers and exhibitors are going to relax in the VIP lounge. It is also the best place for an interview with one of the invited journalists. Your logo could decorate the VIP lounge.			5'000.-
Prize draw sponsoring* As prize draw sponsor, you and our team are organizing a prize draw at Robots on Tour. You will cover the costs for the main prize.			tbd
Other requests Feel free to contact us.			tbd
Your individual contribution Make Roboy come alive and choose his appearance, his capabilities and his behaviour! You can exclusively sponsor selected features or contribute to specific capabilities of Roboy. Certain features can only be implemented if we receive enough funds by many of Roboy's fans.			



* Please note that these unique benefits allow for only one sponsor. They will be sold on a first-come-first-served basis.