



ERF2027

Birmingham **UK**

2-4 March

sponsors & exhibitors prospectus

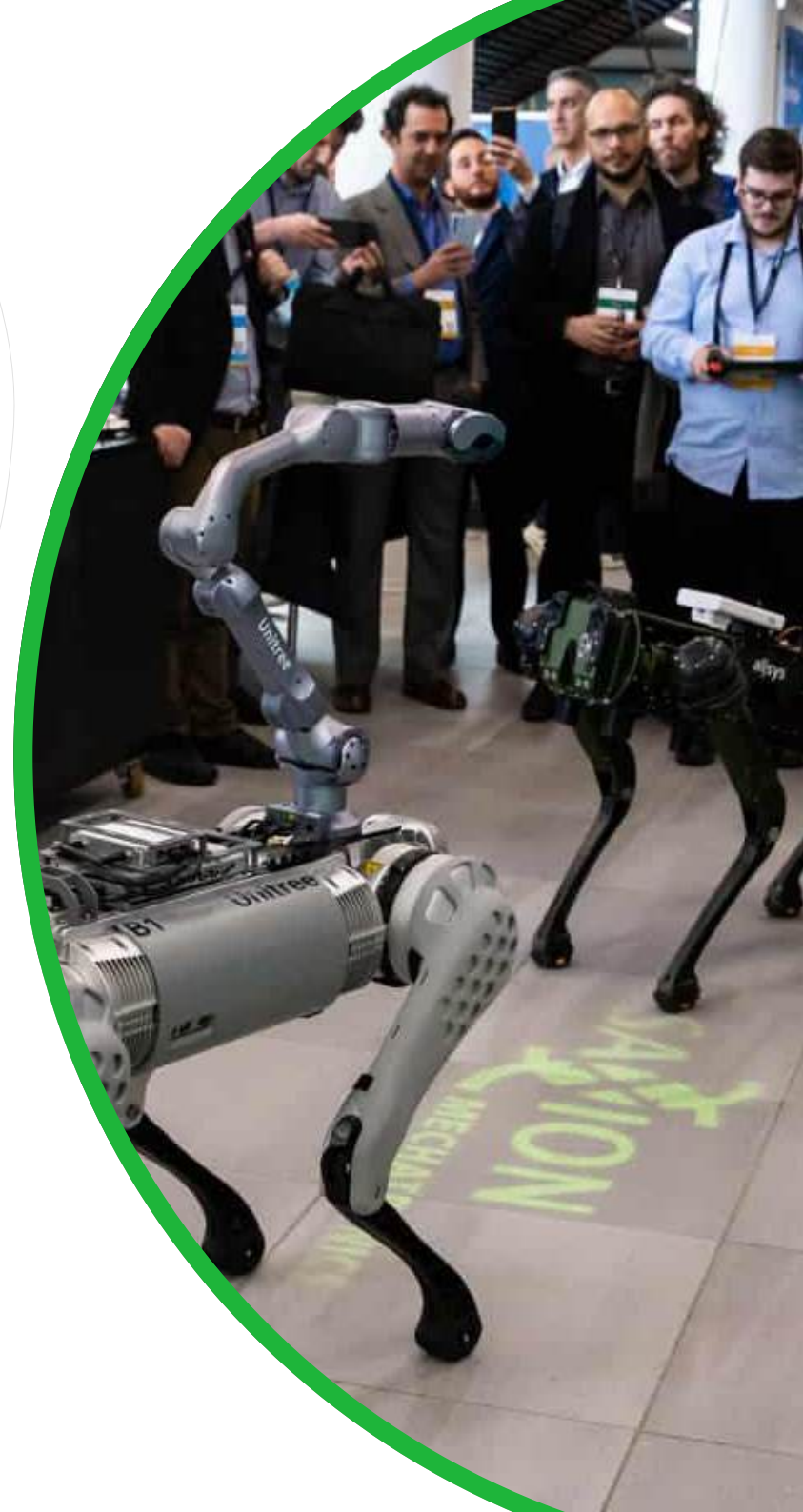
www.erf2027.eu



UNIVERSITY OF
BIRMINGHAM

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Welcome to ERF 2027 from euRobotics

Each year, the European Robotics Forum sets a new benchmark and the 2027 edition promises to be no exception. Taking place from 2nd–4th March.

This year marks an exciting return to the United Kingdom, highlighting the nation's vital role in Europe's robotics and innovation landscape. It also opens new opportunities for collaboration across borders, sectors and disciplines.

As Europe's premier robotics gathering, the Forum continues to grow in reach, reputation, and impact. Delegates consistently describe it as “the highlight of the robotics calendar.” Their ongoing engagement reflects its growing importance as a dynamic platform for knowledge exchange, strategic networking, and cross-sector collaboration.

Your support not only enables the delivery of a high-quality programme year after year, but also ensures that the Forum remains a powerful catalyst for connecting research, industry, policy and entrepreneurship.

You have a unique opportunity to position yourself at the heart of Europe's robotics community, engaging directly with key stakeholders and driving the future of robotics in Europe and beyond.

This is more than just an event, it's a strategic platform for building partnerships, increasing brand visibility and creating long-term commercial value.

At the centre of the Forum sits our dynamic exhibition space: the focal point for connection, innovation and the conversations driving the future of robotics. The exhibition hall will be open throughout the full days on 2nd and 3rd and will remain open on 4th until lunchtime, maximising dedicated time for engagement and business development.

This prospectus outlines the many opportunities available to you as a sponsor.

We look forward to working with you on ERF 2027 and welcoming you to this inspiring event.



euRobotics Organising Team



Dr. Reinhard Lafrenz
SECRETARY-GENERAL
at euRobotics aisbl



Javier Luque
PROJECT MANAGER
for euRobotics aisbl



Marie Fortems
CHIEF OPERATING OFFICER
at euRobotics aisbl



Steve Doswell
COMMUNICATION
CONSULTANT



Inge Rehorst
PROJECT OFFICER
for euRobotics aisbl



Corina Radu
VISUAL COMMUNICATION
SPECIALIST



Welcome from the Birmingham Team

The Manufacturing Technology Centre (MTC) in partnership with the University of Birmingham are delighted to invite you to be part of the ERF 2027, Taking place from 2nd-4th March at the prestigious ICC Birmingham.

The International Convention Centre (ICC) is one of the UK's premier conference and events venues, located in the heart of the city along the vibrant canal side. The ICC is known for its impressive architecture, modern facilities, and the Symphony Hall, renowned for its world-class acoustics. With its central location near hotels, restaurants, and transport links, the ICC plays a key role in Birmingham's reputation as a global destination for business and culture.

Why Birmingham?

Birmingham is one of Europe's youngest, most diverse and forward-thinking cities. Located in the centre of the UK, it is a hub of advanced manufacturing, engineering innovation and digital technology. The West Midlands region is home to a fast-growing robotics and automation sector, supported by world-leading academic research and a dynamic network of SMEs and global companies.

Offering direct transport links to London and Manchester by train and major European cities via Birmingham Airport, alongside over 6,500 hotel rooms within walking distance of the venue, Birmingham is a supremely connected and accessible destination.

Beyond its technical credentials, the city offers a vibrant cultural scene, award-winning cuisine, and an energetic spirit. Making it an inspiring and welcoming destination for delegates from across Europe and beyond.



Invitation to partner

For more than two centuries, the West Midlands has stood as one of Europe's most enduring centres of industrial ingenuity. From the steam engine to today's breakthroughs in robotics, AI, advanced manufacturing, clean energy, or healthcare, this region has repeatedly shaped the technological direction of the continent. Birmingham and the wider West Midlands remain one of its most innovative industrial heartlands: a dense ecosystem of global manufacturers, world-leading research institutes, dynamic automation and robotics companies, and a new generation of ambitious entrepreneurs.

ERF2027 will bring this heritage and capability into sharp focus. As Europe's foremost gathering for robotics and AI, the Forum convenes the full breadth of the community, researchers, industry leaders, policymakers, entrepreneurs, and associations, to debate challenges, share insights, and forge collaborations that will strengthen Europe's technological competitiveness. Hosting ERF in Birmingham offers an opportunity to anchor these conversations within a region where innovation is not abstract but applied daily: in factories, laboratories, and innovation centres deploying next-generation artificial intelligence, automation and robotics at scale.

We invite you to partner with us in shaping this landmark edition of the European Robotics Forum. Your support will not only amplify your organisation's presence within Europe's robotics landscape but will help fortify the connections underpinning Europe's sovereign capabilities, industrial resilience, and long-term economic strength.



Karol Janik
ERF2027 GENERAL CHAIR



Local Organising Committee



Karol Janik
ERF2027 GENERAL CHAIR
ROBOTICS TECHNOLOGY MANAGER
AT THE MTC



Professor Mike Wilson
ERF2027 INDUSTRY CHAIR
CHIEF AUTOMATION OFFICER
AT THE MTC



Agata Suwala MBA
ERF2027 ENTREPRENEURSHIP CHAIR
ROBOTICS PRODUCT DEVELOPMENT MANAGER
AT THE MTC



Professor Samia Nefti-Meziani OBE
ERF2027 SCIENTIFIC, REGULATIONS AND
STANDARDS CHAIR
DIRECTOR OF BIRMINGHAM ROBOTICS INSTITUTE
AT THE UNIVERSITY OF BIRMINGHAM



Professor Niels Lohse
ERF2027 SCIENTIFIC CHAIR
DEPUTY DIRECTOR OF
BIRMINGHAM ROBOTICS INSTITUTE
AT THE UNIVERSITY OF BIRMINGHAM



Professor David Butler
ERF2027 SUSTAINABILITY AND
PUBLIC ENGAGEMENT CHAIR
MTC CHAIR IN SUSTAINABLE MANUFACTURING
AT THE UNIVERSITY OF BIRMINGHAM





Benefits of Exhibiting



Conduct market research

The exhibition floor is a fantastic place to conduct market research, get honest, instant, valuable feedback from potential clients. Helping you to refine your offering and improve your marketing and sales strategy.



Expose your products and Services

Expose your products and services to a highly targeted audience of over 1000 delegates from the industry, academia and the public sector.



Generate Immediate sales and leads

Exhibiting at ERF 2027 can help generate immediate sales and new leads as you can discuss and demonstrate your products and services directly with end users.



Network and build relationships

Exhibiting at ERF 2027 will give you the opportunity to network with professionals, who are looking to see what new and innovative products and services are available. Build relationships face to face with potential new clients, create new partnerships and forge exciting collaborations.

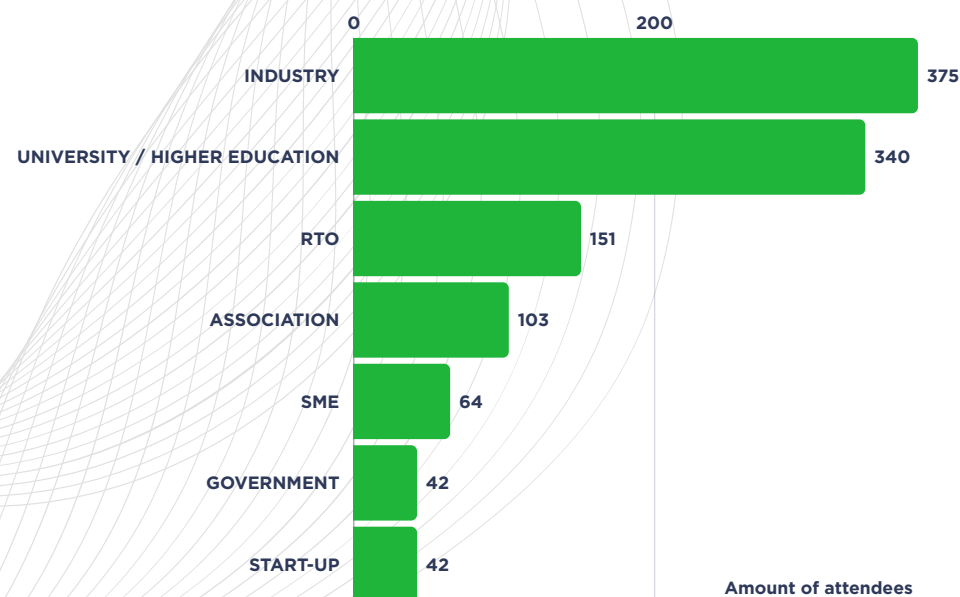
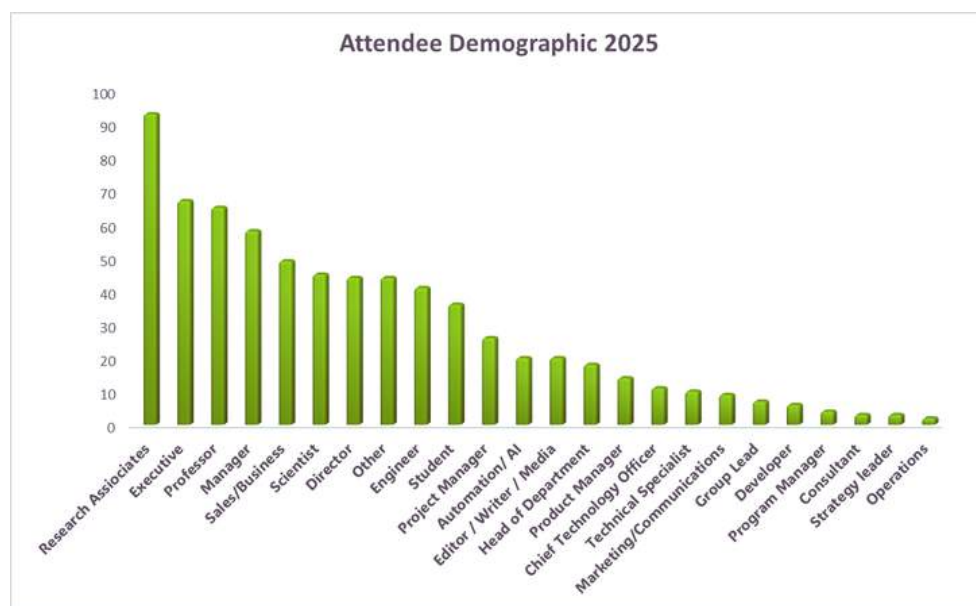


Positioning within the industry

Showcasing at ERF 2027 positions your company as a forward-thinking leader in robotics. Demonstrate your expertise, highlight innovation, and strengthen your reputation amongst peers, competitors, and key decision-makers.

Who will you meet?

You will connect with a diverse and influential audience spanning the entire robotics ecosystem.



This unique blend of academic, technical, and commercial demographics ensures unparalleled opportunities for collaboration, knowledge exchange, and business development.

Exhibition

Offering a wide range of stand options to suit all requirements, the exhibition is set to grow further for 2027. The floor plan can be found on page 12, as well as on our dedicated exhibitor portal, where you can select stand size options and view available spaces in a live environment.

To ensure ease for our international delegates, we are offering a flexible range of options including space-only, shell scheme, or fully branded stands. The fully branded stands are explained in further detail on the following page.

The exhibition hall will remain open for the entire scientific programme duration.

Shell Scheme Stands: £620 per m²

Included:

- White Shell Scheme Walls
- Fascia Name Board
- A 500w power socket
- 2 spotlights (per 9m²)
- A table and 2 chairs
- Exhibitor badges as follows:
 - 4-6m² - 1 Pass
 - 9-12m² - 3 passes
 - 18-24m² - 4 passes
 - 36m²+ - 6 passes
- Catering included for all exhibitors.
- 100 word Bio, Logo and weblink to be included on the exhibition section of the delegate app.

Space Only Stands: £500 per m²

Included:

- Exhibitor badges as follows:
 - 18-24m² - 4 passes
 - 36m²+ - 6 passes
- Catering included for all exhibitors.
- 100 word Bio, Logo and weblink to be included on the exhibition section of the delegate app.

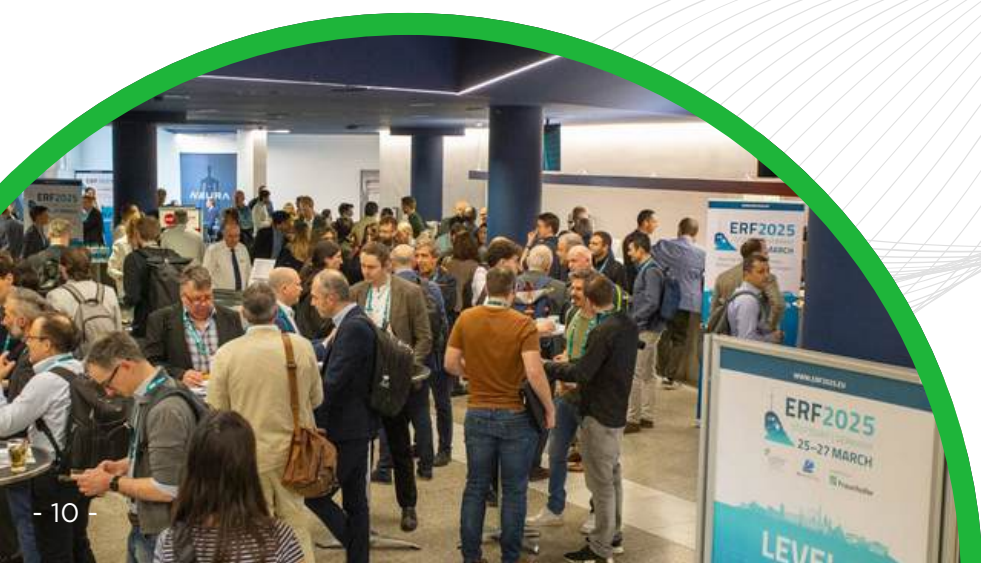
The price quoted is for space only (furniture, electrical usage, and stand cleaning are not included).

Space-only stands are available for bookings of 18m² and above. *Unless agreed with the organiser*. This is due to scope creep in the hall and the need to ensure aisles are kept at the UK operating limits.

KNOWLEDGE/STARTUP & SPINOFF
include everything listed under Shell Scheme - Cost £2,488 - Stand size 2x2m

Additional Exhibitor badges can be purchased for £300+VAT per person

*All costs exclude VAT



Show Ready Stands

If you'd like to enhance your stand, Full Circle offer show-ready stand packages designed to elevate your presence with minimal hassle. These provide a smart, sustainable solution, combining strong visual impact with efficiency. Your stand is fully built and ready on arrival, ensuring a seamless and eco-conscious experience from the outset. This is available for both **shell** and **space only** stands.

** Please note: this cost is in addition to your space-only booking fee.*



Bronze

Modular walling with flush fitted fabric graphics, 40mm platform with a choice of carpet, furniture package including a lockable welcome counter, lighting and electrics.

From £375.00 per sqm



Silver

Modular walling with flush fitted fabric graphics, storeroom, 40mm platform with a choice of floorcovering, furniture package, display cabinet / demo pod, lighting and electrics.

From £425.00 per sqm

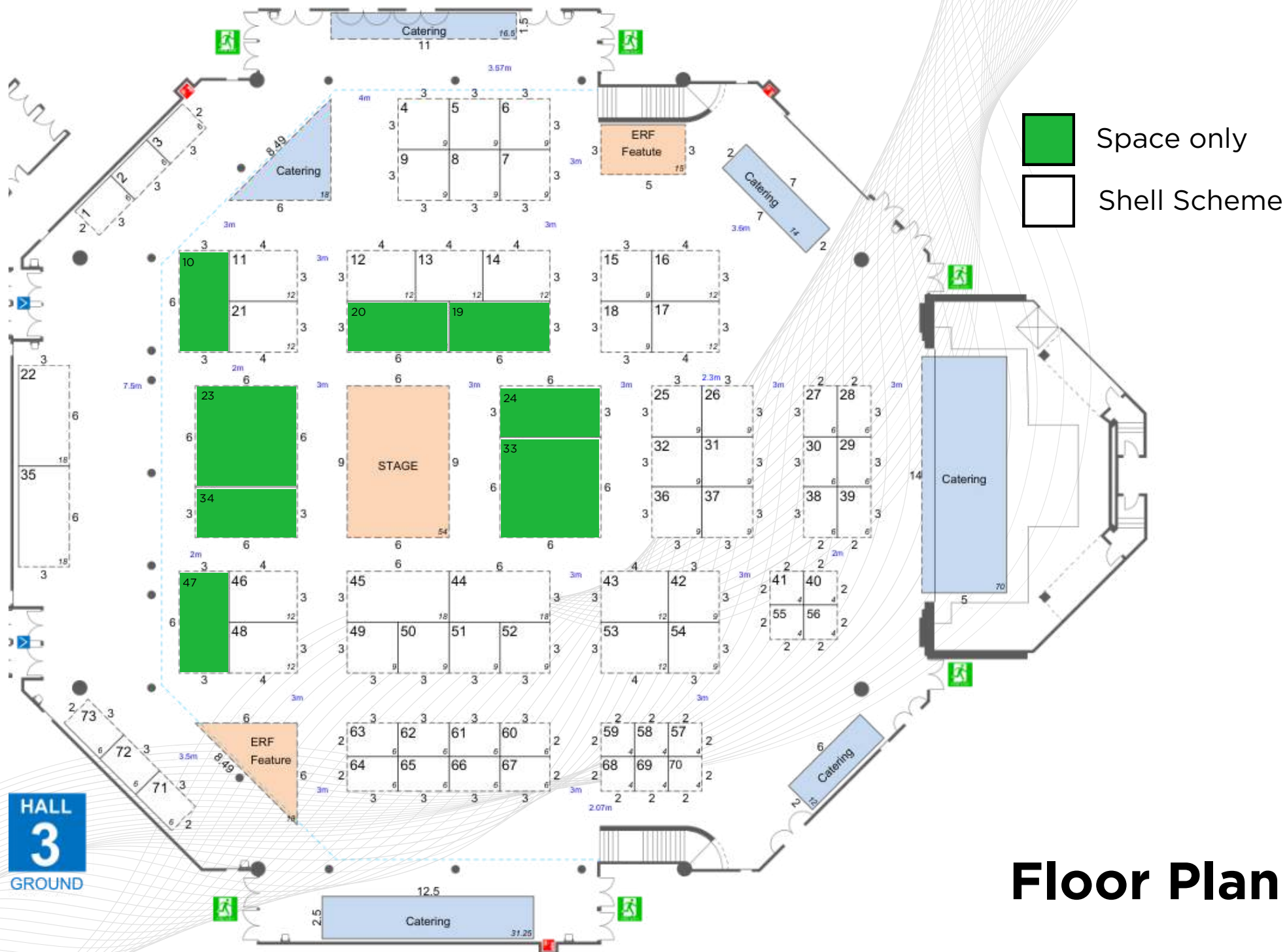


Gold

Modular walling with flush fabric graphics, 3.5m feature column for high visibility, integrated storeroom, 40mm platform with flooring options, branded welcome counter, furniture package, display solutions, lighting and electrics included.

From £475.00 per sqm

**All costs exclude VAT*



Floor Plan

Sponsorship packages - Tiered overview

*Full details of our sponsorship packages and what they include can be found on the following pages.



*All costs exclude VAT

Sponsorship

Sponsoring is a unique opportunity to position your organisation at the heart of Europe's most influential robotics and AI community. With over 1,200 leading researchers, industry experts, start-ups, policymakers, and end-users in attendance, ERF is where ideas become partnerships, and innovations become impact.

Headliner

£60,000

- 36m² stand included with opportunities to upgrade.
- x8 Exhibitor & Conference Access badges.
- Logo will appear in the pop-out program.
- Logo, description, and link featured on ERF2027 website.
- A thank you mention during the opening address.
- x2 dedicated social media posts promoting your participation.
- x1 dedicated pre-forum mailer and 1x post-forum mailer.
- x4 push notifications.
- Includes a complimentary 12-month company membership with EU Robotics for eligible first-time member organisations, extending your engagement beyond the event.
- Opt-In Talent & Opportunity Pool - Access to opt-in data from delegates who indicate they are seeking future opportunities.
- A Keynote Presentation slot or a 20-minute Engaged Stage presentation slot.
- Company logo printed on lanyards.
- A 30-second video will play in the plenary hall - Priority choice of when video will be played.
- Logo on holding slides.
- x6 VIP drinks reception tickets.
- x4 ERF2027 gala tickets.
- Your chosen gadget will be distributed to all participants (provided by your company).



*All costs
exclude VAT

Sponsorship

Our Sponsor Plus packages strike the perfect balance between investment and return, offering enhanced visibility and additional benefits that go beyond our basic options.

Platinum £40,000

- 24m² stand included with opportunities to upgrade.
- x8 Exhibitor & Conference Access badges
- Logo will appear in the pop-out program.
- Logo, description, and link featured on ERF2027 website
- A thank you mention during the opening address.
- x2 dedicated social media posts promoting your participation.
- x1 dedicated pre-forum mailer or 1x post-forum mailer.
- x3 push notifications.
- Includes a complimentary 12-month company membership with EU Robotics for eligible first-time member organisations, extending your engagement beyond the event.
- Opt-In Talent & Opportunity Pool - Access to opt-in data from delegates who indicate they are seeking future opportunities.
- A 20-minute Engaged Stage presentation slot.
- A 30-second video will play in the plenary hall.
- Logo on holding slides
- x5 VIP drinks reception tickets.
- x4 ERF2027 gala tickets.
- Your chosen gadget will be distributed to all participants (provided by your company).

Gold+ £30,000

- 12m² stand included with opportunities to upgrade.
- x6 Exhibitor & Conference Access badges
- Logo in the pop-out program
- Logo, description, and link featured on ERF2027 website
- x1 dedicated social media post
- x1 dedicated pre-forum mailer
- x2 push notifications
- Includes a complimentary 12-month company membership with EU Robotics for eligible first-time member organisations, extending your engagement beyond the event.
- Opt-In Talent & Opportunity Pool - Access to opt-in data from delegates who indicate they are seeking future opportunities.
- Logo on holding slides
- x4 VIP drinks reception tickets
- x3 ERF2027 gala tickets
- Your chosen gadget will be distributed to all participants (provided by your company)

Silver+ £15,000

- 9m² stand included with opportunities to upgrade.
- x4 Exhibitor & Conference Access badges
- Logo in the pop-out program
- Logo listed in the conference app
- Logo, description, and link featured on ERF2027 website
- x1 social media post
- Inclusion in group sponsor mailer
- x1 push notification
- Logo on holding slides
- x3 VIP drinks reception tickets
- x2 ERF2027 gala tickets

Bronze+ £8,000

- 6m² stand included with opportunities to upgrade.
- x2 Exhibitor & Conference Access badge
- Logo in the pop-out program
- Logo listed in the conference app
- Logo, description, and link featured on ERF2027 website
- x1 push notification
- Logo on holding slides
- x2 VIP drinks reception tickets
- x1 ERF2027 gala ticket

**Support the movement.
Lead the innovation.
Sponsor ERF 2027.**

*All costs exclude VAT



Engaging Extras

Option	Description	Cost Excl VAT
Engaged Stage Presentation slot 20 minutes (Limited to one per company) 5 - Tea/coffee times available 6 - Lunch break sessions	• A 20 minute Engaged Stage presentation slot • Dedicated space for your Presentation slot either in one of the exhibition theatres or a conference room • A standard AV package • A space in registration for you display an A0 poster or pop up banner advertising your presentation on the day of your slot (to be provided by yourself)	£7,000
Welcome Reception Sponsor - Tuesday 2nd March 1 available	One of the first networking socials of the conference. The reception is a popular event for exhibitors and delegates alike. • Your name and logo will feature on pop-up banners throughout the reception, • Tent cards on the bar and canape stations • Thanked by the conference chair during his welcome speech	PRICE UPON REQUEST
Dinner Partner for Gala Dinner - Wednesday 3rd March 1 available	• Your logo listed next to the conference dinner on the conference website • A 5 minute speaking slot at the start of the dinner. • Your company logo to be featured on the menus and dinner table plan • 2 x pop-up banners in the drink's reception area • One complimentary table of 10 at the dinner	PRICE UPON REQUEST
Wi-Fi Sponsor 1 available	• Company name and logo will feature on the sign in page to access free Wi-Fi throughout the conference. • Logo will appear on Wi-Fi signage throughout the conference venue	£8,000



Engaging Extras

Option	Description	Cost Excl VAT
App Sponsor 1 available	• Have your company advert placed as a pop-up banner on the app home page. • Be recognised as app sponsor on all pre-event communicates sent to delegates with instructions on how to download the app • Have your logo on all app signage placed throughout the conference venue	£8,000
Social Media Post 10 available	Boost your visibility with a dedicated social media post shared across our social media channels. Perfect for promoting your presence and attracting more visitors to your stand	£500
Dedicated Mailer 5 available (Limited to one per company)	A dedicated mailer to be sent to all consenting delegate prior to the conference. A unique opportunity to advertise your stand, a new product, or a Engaged Stage presentation slot	£2,500

Engaging Extras - Venue Branding

Option	Description	Cost Excl VAT
Mall Banners 4 available	Take full advantage of the sites throughout the Mall and showcase your brand to both your visitors and the general public	£2,800
Glass Balcony Graphics Various Sizes available	Located in key positions across the conference and exhibition, Glass balcony graphics is a great way to get your brand seen more	3m - £2,000 4m - £2,700 5m - £3,400
Floor Graphics Various Sizes available	Floor graphics are a powerful and eye-catching way to elevate your brand presence at any event. Perfect for enhancing brand visibility, or creating immersive brand moments, floor graphics turn unused space into a dynamic advertising opportunity	£400 per sm.



MALL BANNERS



GLASS BALCONY GRAPHICS



FLOOR GRAPHICS

Engaging Extras - Venue Branding

Option	Description	Cost Excl VAT
Escalator branding 2 available	Escalator branding is a highly effective way to capture attention and make a bold statement. Escalator branding takes advantage of the natural flow of movement, offering a dynamic advertising opportunity that follows guests throughout their journey. Whether showcasing logos, messages, or vibrant visuals, this strategy ensures your brand stands out in a high-traffic area, providing consistent and memorable exposure throughout the event	£7,000
Registration Stair Risers 1 available	Turn every step into a branding opportunity with eye-catching stair riser graphics. These spaces are perfect for creative messaging, or bold visuals that stop people in their tracks. (Up to 20 steps)	£7,000
Registration welcome banner (Facing main escalators) 1 available	Eco-friendly textile welcome banner create a strong first impression and situated to the left-hand side of the main escalators leading to registration. This banner will be seen by everyone entering the event	£7,000



ESCALATOR GLASS BRANDING



REGISTRATION STAIR RISERS



REGISTRATION WELCOME BANNER

Engaging Extras - Venue Branding

Option	Description	Cost Excl VAT
Mobile Totems 10 available	Able to display both static and dynamic content, our eye-catching blade screens can be easily repositioned. These portrait-style 55" Ultra-High-Definition screens are generally located outside all halls and around the venue	£1200 Each
Pillar Wrap Banners 10 - 1730mmW x 2000mmH (small) 8 - 3000mmW x 1900mmH (large)	Pillar branding is an impactful and innovative way to showcase your brand at events. By utilising the actual pillars of the venue, you turn structural elements into dynamic advertising spaces. This approach maximises visibility, ensures your brand stands out in high-traffic areas, and creates a lasting impression	Small: £1,500 Large: £2500
Mall Experiential Screen 3 available	This impressive 32ft-long blank digital canvas is positioned directly opposite the registration escalators and provides an unrivalled opportunity to get your brand seen by both your visitors and the thousands passing through the Mall on a daily basis. We'd never claim bigger is better but it's certainly harder to ignore. Your branding would show for all 3 days based on a 3 minute rotation	£8,000
Mall Totem 3 available	Made up of back-to-back 6.5ft x 2 LED digital displays, the totem's versatility is as impressive as its prominence, visible immediately from both ends of The Mall. Your branding would show for all 3 days based on a 3 minute rotation	£4,000



- 20 - MOBILE TOTEMS



PILLAR WRAP BANNERS



MALL EXPERIENTIAL SCREEN



MALL TOTEM

Book Now!

Stands and sponsorship opportunities are limited and are offered on a first-come, first-served basis.

All bookings can be made via the exhibition portal found here. If you have any questions or would like to discuss any of the outlined opportunities further, please do not hesitate to contact the ERF 2027 Exhibition team.

E: erf-exhibition@serenevents.com

T: +44 1745 77 65 05

[Book here](#)



**Please be advised upon completion of you booking you will be contacted by the exhibition team if you have met one of the sponsorship levels and an amended invoice with the discount for applicable stand space and confirmation of your sponsorship level will be sent

Terms and conditions

The terms and conditions below relate to exhibition and sponsorship for ERF 2027 held from 2nd-4th March, 2027. Completion of the booking form signifies acceptance of the following terms and conditions:

1. The exhibition and sponsorship fees are listed in GBP £, Invoices will be issued in GBP £.
2. All prices quoted exclude VAT. VAT will be applied at the current UK rate.
3. ERF 2027 exhibition and sponsorship fees include the items set out in the Exhibition & Sponsorship sales prospectus document for the chosen package or sponsorship item(s).
4. All bookings must be submitted via the ERF Portal. Once orders have been submitted a confirmation email will be sent.
5. Booths must be set up on Monday 1st March 2027 and may not be dismantled until after 16.00 on Thursday, 4th March 2027. Penalties will be in place for exhibitors that attempt to break down early.
6. It is the exhibitors responsibility to ensure all debris and waste material from stand building activity is removed prior to exhibition safety walk. Failure to do so will result in the exhibitor being charged for waste removal.
7. Payment can be made by credit/debit card (VISA, Mastercard) or invoice (bank transfer) in the currency in which the fee is invoiced.
8. All payments must be received immediately from confirmation of the package. Exhibitors will not be allowed access to the exhibition hall unless full prepayment is received prior to the exhibition build. Payment not received within the payment terms maybe subject to a 10% late payment charge.
9. Any commercial activity, including the distribution of samples or marketing materials can only take place on the exhibitors stand. No such activity is permitted within any other part of the event and the organiser reserves the right to remove any such activity.
10. Users must be over the age of 18 in order to access the Swapcard platform.
11. Travel, accommodation and other local charges are the responsibility of the exhibitor.
12. Exhibitors must ensure they have appropriate liability insurance cover (see booking portal for details).

Terms and conditions

13. Neither the organiser or its contractors can be held responsible for loss, damage or the safety and security of any property belonging to participating organisations, including its agency or employees.

14. It is the responsibility of the exhibitor to ensure that all engaged contractors, employees and agents comply with current legislation regarding the health and safety at work act.

15. The exhibitor must at its own expense, comply with any conditions or safety procedures implemented by the organiser, venue or local authority as outlined in the exhibitor manual published on the exhibitor portal.

16. Cancellation policy for ERF 2027.

- Notification in writing prior to 30th November 2026: 10% of the booking amount will be charged
- Notification in writing from 1st Dec 2026 to 19th Jan 2027: 50% of the booking amount will be charged
- Notification in writing after 20th Jan 2027: No refund applicable
- In the event of cancellation, bank or credit card charges incurred by ERF will not be refunded.

17. The contracted organiser for ERF 2027 is Seren Events Ltd Commodore House, 51 Conway Road, Colwyn Bay, LL29 7AW.

18. The organiser reserves the right to refuse entry to any party engaged in activities that appear unlawful or unethical.

19. ERF may adjust the exhibition layout to accommodate operational needs or comply with health and safety regulations

20. In the unlikely event an in person exhibition cannot take place, due to circumstances outside of the organiser control such as force majeure or government restrictions on large events taking place, the organisers reserve the right to change the format of the exhibition to be a virtual event.

This contract is governed by the laws of England and Wales. Completion of the registration information signifies acceptance of the terms and conditions.