ICRA
IEEE INTERNATIONAL CONFERENCE ON ROBOTICS AND AUTOMATION

2027 SEOUL

SEOUL 2027

2027 IEEE International Conference on Robotics and Automation

May 24–28, 2027 | Coex, Seoul, Korea

Partnership & Exhibition Prospectus

IEEE Robotics & Automation Society | IEEE

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,

Prof. Kyu-Jin Cho

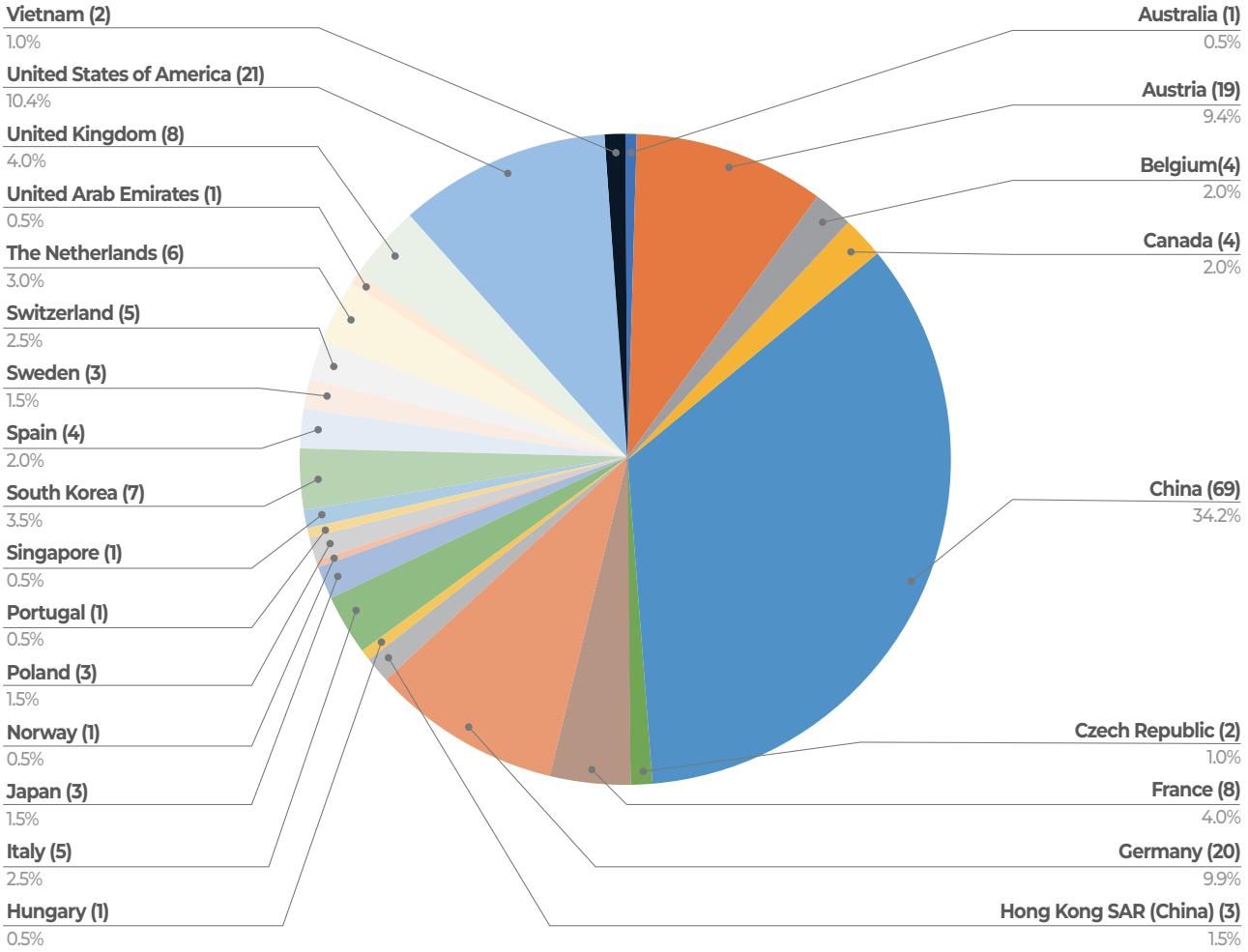
ICRA 2027 General Chair (Seoul National University)
President-Elect, IEEE Robotics and Automation Society

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 Opportunity or add exhibition space to your Conference Partnership package to maximize your presence in the exhibition hall.

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=1,337 KRW, October 13, 2026) USD amounts are based on approximate exchange rates. U.S. companies only. If paying in USD, the amount must reflect the KRW equivalent at the time of transfer.	USD 149,589	USD 74,794	USD 59,835	USD 37,397	USD 22,438	USD 7,479
Exhibition Booth (3m × 3m) *	12 (+8)	10 (+2)	6 (+2)	4 (+1)	2 (+1)	1 (+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
Job postings on RAS Job Board (year round)	10 for 90 Days	10 for 60 Days	5 for 60 Days			

* Number in parentheses indicates additional booths available for separate purchase.

ICRA 2027 Partnership & Exhibition
513, Yeongdong-daero, Gangnam-gu, Seoul 06164, Korea
E-mail: sponsor@icra2027.kr

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 ~10k units, produced by organizers. Distributed to all attendees upon registration.	KRW 30,000,000 (approx. USD 22,438)
Conference Coffee Service in the Exhibition Hall — Several barista stations available.	KRW 20,000,000 (approx. USD 14,959)
Water Bottles — EXCLUSIVE 10k water bottles produced and distributed by organizers.	KRW 30,000,000 (approx. USD 22,438)
Sweet Welcome — Chocolate Bar — EXCLUSIVE Organizer-produced chocolate bar featuring sponsor branding, ~10k units. Distributed to all attendees upon registration.	KRW 40,000,000 (approx. USD 29,918)
Charging Lounge in the Exhibition Hall — 3 available	KRW 20,000,000 (approx. USD 14,959)
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 100,000,000 (approx. USD 74,794)
T-Shirt — EXCLUSIVE T-shirts with sponsor logo print, ~10k units, produced by organizers. Distributed to all attendees upon registration.	KRW 150,000,000 (approx. USD 112,191)

SUPPORT OF SOCIAL EVENTS	INVESTMENT
Welcome Reception (Monday) — 1 available Sponsor will be named in every communication of this event + onsite visibility.	KRW 50,000,000 (approx. USD 37,397)
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 37,397)

SUPPORT OF EDUCATIONAL ACTIVITIES

	INVESTMENT
Conference App Sponsorship — BANNER AD	KRW 10,000,000 (approx. USD 7,479)
Push Notification	KRW 10,000,000 (approx. USD 7,479)
Industry Keynote Presentation — LIMITED SCHEDULE A 20-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 commercial promotion.)	KRW 50,000,000 (approx. USD 37,397)

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 7,479)
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 2,244)
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 6,731)
Digital Signage — Package A+B+C — LIMITED AVAILABILITY	KRW 20,000,000 (approx. USD 14,959)

DIGITAL MARKETING

	INVESTMENT
Targeted e-blast to registered attendees — LIMITED SCHEDULE	KRW 10,000,000 (approx. USD 7,479)
Targeted e-blast to registered attendees of past editions (2024 – 2026)	KRW 20,000,000 (approx. USD 14,959)
Social Media Post — LIMITED SCHEDULE	KRW 10,000,000 (approx. USD 7,479)

* If paying in USD, the amount must reflect the KRW equivalent at the time of transfer. This USD payment option is only available to companies headquartered in the U.S.

* Please note that A La Carte items are subject to change — including the addition of new items and/or modifications to the details of existing ones — depending on future circumstances

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 Monday, May 24 through Thursday, May 27. The Conference program has been designed to provide attendees with 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. Reserve your exhibit space today!

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

Application Opens: November 3, 2026 | Application Deadline: February 24, 2027

Standard Booth (3m x 3m)

KRW 5,000,000
before January 15, 2027
(KRW 6,000,000 thereafter)

- Booths are assigned by priority order: sponsorship tier (general exhibitors after sponsors) → payment completion date → application order.
- Any solicitation regarding booth assignment, including requests to influence or alter booth allocation decisions, is strictly prohibited.
- **Up to one additional booth can be purchased (maximum 2 booths / 18m² total).**

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.
- **Limited to one (1) booth per eligible company.**

Exhibition Booth Rental includes these added benefits:

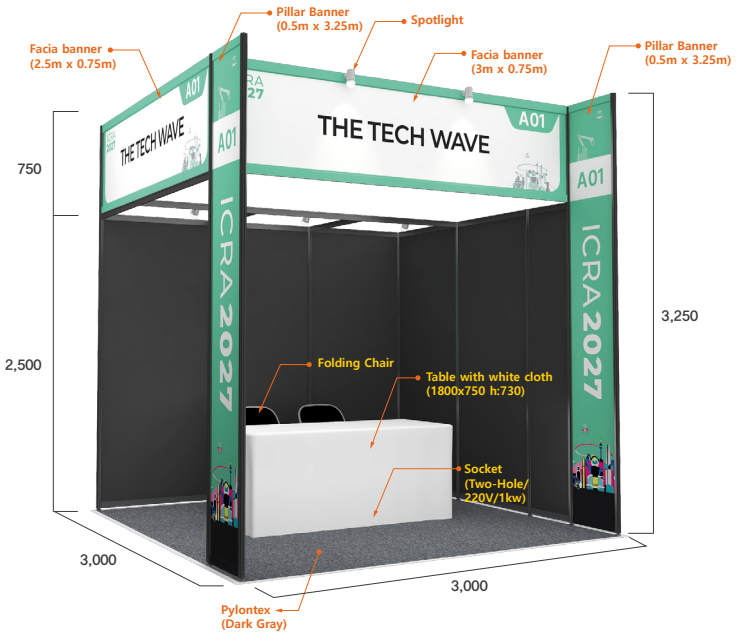
- Access to post-conference delegate list with email addresses and mailing information (GDPR & PIPA compliant, opt-outs removed).
- Two (2) Exhibitor Personnel Passes per 3m × 3m of exhibit space. Additional Exhibitor Personnel Passes can be purchased.
- Complimentary access to the Welcome Reception 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

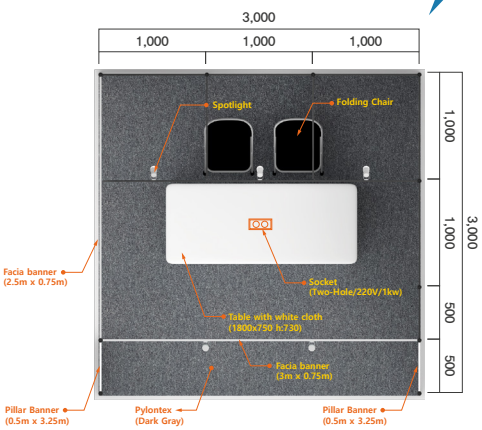
BOOTH (3M × 3M) SPECIFICATIONS

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

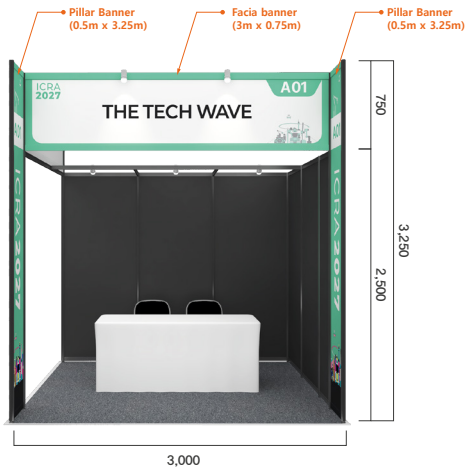
Standard & Start-up Booth Lay out:



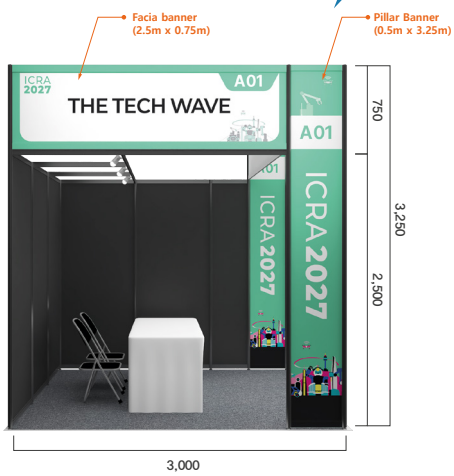
TOP View



FRONT View



SIDE View



- For safety reasons, all exhibitions must take place inside the assigned booths. Please ensure that you reserve 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 & Start-up 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	

* Additional booths may be applied for at a later date.
We will provide the exact schedule and further details once they are confirmed.

GENERAL INFORMATION

Conditions of Payment

- **50% of your total amount is due within 30 days of invoice issuance,** following approval of your partnership application and/or exhibition space booking. If necessary, the initial payment deadline may be extended until January 15, 2027, upon mutual agreement with the Conference Organizer. All sponsors and exhibitors must complete this initial payment **by January 15, 2027.**
- Confirmation of partnership and exhibition bookings is based on the order in which payment is received, not the order of application. Earlier payment will be given priority advantages in booth location selection.
- **The 50% balance owing will be due February 26, 2027.**
- 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 submitted through the official Partnership & Exhibition Application System. An invoice will be issued upon receipt of the application. The application system is available online at 2027.ieee-icra.org.

  Exhibition Application Opens: November 3, 2026

  Partnership & Exhibition Application Deadline: February 24, 2027

- Partnerships and exhibition space will not be assigned until both the application and required deposit payment have been received.
- The Conference Organizer reserves the right, at its sole discretion, to decline any booking.
- All payments must be processed in Korean Won (KRW). U.S.-headquartered companies may also pay in U.S. Dollars (USD). However, the amount must reflect the equivalent value in Korean Won at the time of payment.
- 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 deems 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.

Reserve Your Exhibition and Partnership Opportunity Today!

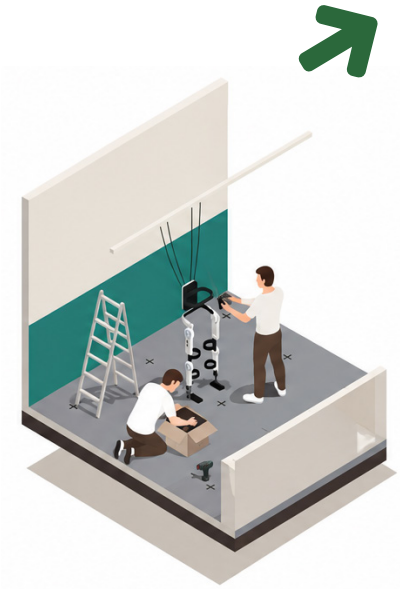
ICRA 2027
Sponsor & Exhibition Secretariat

sponsor@icra2027.kr | exhibition@icra2027.kr
+82 2 6000 8189

SEOUL 2027

EXHIBITION HALL SCHEDULE

(subject to change)



INSTALLATION:
Sunday, May 23, 2027 1:00 PM – 7:00 PM
Monday, May 24, 2027 8:00 AM – 2:00 PM

EXHIBIT HOURS:
Monday, May 24, 2027 6:00 PM – 8:00 PM (TBD)
Tuesday, May 25, 2027 9:00 AM – 5:00 PM
Wednesday, May 26, 2027 9:00 AM – 5:00 PM
Thursday, May 27, 2027 9:00 AM – 5:00 PM

DISMANTLING:
Thursday, May 27, 2027 5:30 PM – 9:00 PM
Friday, May 28, 2027 8:00 AM – 12:00 PM

Reserve Your Exhibition and Partnership Opportunity Today!

ICRA 2027
Sponsor & Exhibition Secretariat

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SEOUL 2027

A La Carte Item Descriptions

BRANDING IN THE CONFERENCE CENTER (Coex)

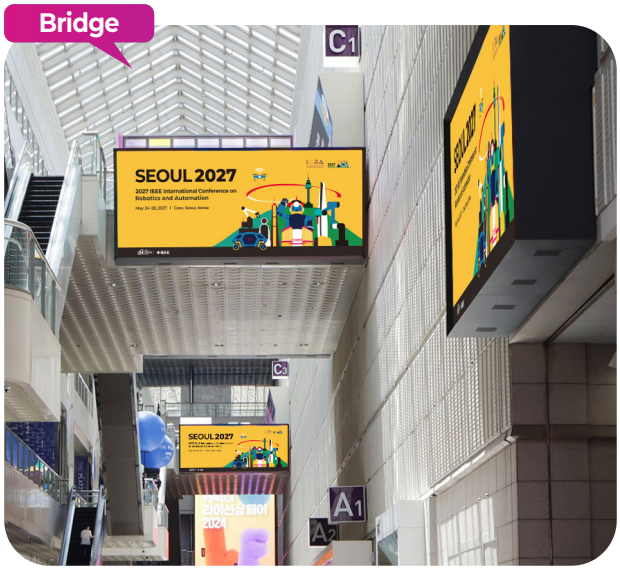
Digital Signage Package

LIMITED AVAILABILITY

Digital Signage — Package A

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)

Bridge



- Location — In front of Hall A, Hall C (4 units)
- Size — 6.7 x 2.9(m)
- Resolution — 1,680 x 720(px)
- Broadcast Frequency — 90+ times/day
- Operation — 18 slots (30 sec/slot)
- Operating Hours — 08:00 - 22:00

Big Bridge

- Location — Both ends of the lobby in front of Hall A, Hall C (2 units)
- Size — 6.4 x 11.2(m)
- Resolution — 1,600 x 2,800(px)
- Broadcast Frequency — 90+ times/day
- Operation — 18 slots (30 sec/slot)
- Operating Hours — 08:00 - 22:00

KRW 10,000,000

A La Carte Item Descriptions

BRANDING IN THE CONFERENCE CENTER (Coex)

Digital Signage Package

LIMITED AVAILABILITY

Digital Signage — Package B

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)

Wide Bridge

- Location — In front of Hall B (1 unit)
- Size — 13.4 x 2.9(m)
- Resolution — 3,200 x 880(px)
  *Compatible with 3,840 x 1,080(px)
- Broadcast Frequency — 90+ times/day
- Operation — 18 slots (30 sec/slot)
- Operating Hours — 08:00 - 22:00

Square Bridge

- Location — In front of Hall B (1 unit)
- Size — 4.16 x 4.16(m)
- Resolution — 1,040 x 1,040(px)
- Broadcast Frequency — 90+ times/day
- Operation — 18 slots (30 sec/slot)
- Operating Hours — 08:00 - 22:00

KRW 3,000,000

A La Carte Item Descriptions

BRANDING IN THE CONFERENCE CENTER (Coex)

Digital Signage Package

LIMITED AVAILABILITY

Digital Signage — Package C (Edge Column)

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)

Edge Column

- Location — Hall A → Hall B walkway (in front of Double Door) (6 units)
- Size — Front 3.8 x 4.3(m) (2 sides) / Back 2.2 x 4.3(m) (1 side)
- Resolution — 2,480 x 2,160(px)
- Broadcast Frequency — 90+ times/day
- Operation — 18 slots (30 sec/slot)
- Operating Hours — 08:00 - 22:00

KRW 9,000,000

A La Carte Item Descriptions

BRANDING IN THE CONFERENCE CENTER (Coex)

Digital Signage Package

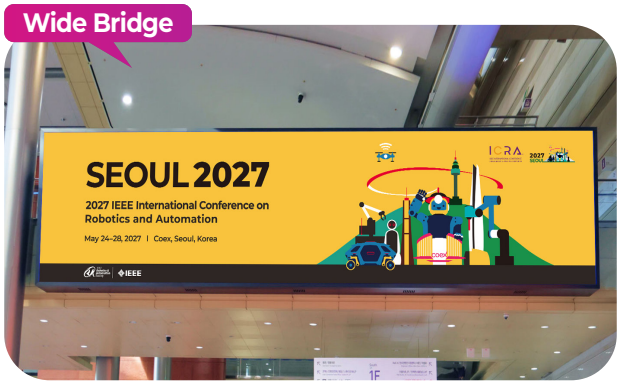
LIMITED AVAILABILITY

Digital Signage — Package A+B+C

Bridge

Big Bridge

Wide Bridge



Square Bridge

Edge Column

KRW 20,000,000

SEOUL 2027

May 24–28, 2027 | Coex, Seoul, Korea

See you in Seoul!

IEEE Robotics & Automation Society | IEEE