



**[www.hfr2018.org](http://www.hfr2018.org)**

### **Sponsorship Information**

The growing need to automate daily tasks, combined with new robot technologies, is driving the development of human-friendly robots, i.e., safe and dependable machines, operating in the close vicinity to humans or directly interacting with them in a wide range of domains. The technological shift from classical industrial robots, which are safely kept away from humans in cages, to robots, which are used in close collaboration with humans, is facing major challenges that need to be overcome.

The objective of the workshop is to create a focused single-track workshop and bring together researchers so to share knowledge on design, control, safety and ethical issues, concerning the introduction of robots into everyday life. For the first time the workshop is organized outside Europe, it also targets at creating a bridge between the continents for communicating human friendly robotic technologies.

### **Benefits of Sponsors**

- Access to a vibrant community of robotics related start-up companies in Shenzhen.
- Exposure to leading audience. We expect the attendance from a diverse range of international universities, research institutes, and companies.
- Opportunities to advertise your products, research and organisations as a whole online and during the conference.
- Job advertisements can be effectively communicated to the student audience of the Conference through our online portal, in the published materials and at your exhibition booths during the conference.

## Sponsorship Packages

Service Tier	Bronze	Silver	Gold	Platinum	VIP
Contribution (US\$)	1,500	2,000	3,000	6,000	> 6,000
Complimentary conference tickets		1	1	4	Upon request, sponsorship packages can be customised with additional benefits.
Additional registration fee discount		10%	15%	20%	
Place for exhibit booth (sqm)		2	4	10	
Display company logo with link to home page on conference website	√	√	√	√	
Write-up about sponsor on conference website		100 words only	200 words with 1 picture	400 words with 2 pictures.	
Logo display on cover page and sponsors page of Conference Programme Booklet	√	√	√	√	
Marketing materials included in each conference bag		1 A4-sized flyer	1 A5-sized 4-page brochure	1 A4-sized 10-page brochure with 1 corporate souvenir	
Banner in a visible place during all conference events				√	

### Cancellation Charges

10% after issuance of invoice  
75% before 8 Sep 2018

50% before 4 Aug 2018  
90% before 27 Oct 2018

## HFR2018 Sponsorship Application

- 1 Please read the information in this application carefully and print all information required
- 2 Complete, sign and send your application to [hfr2018@chinasaat.com](mailto:hfr2018@chinasaat.com)

Company /Institution	Title and Name of Contact Person
Contact Address	Billing Address (if different)
Phone	Fax
Email	Website
We herewith apply for the sponsorship package (tick one) <input type="checkbox"/> Bronze <input type="checkbox"/> Silver <input type="checkbox"/> Gold <input type="checkbox"/> Platinum <input type="checkbox"/> VIP	
Signature and Corporate Seal	Date