



XPO⁺ LAUNCHER

Exposure for Autonomous Tech Start-ups to the global XPONENTIAL Ecosystem

XPONENTIAL - BACKGROUND



- ❖ Forum for leaders & movers in the uncrewed systems & robotics technology industry.
- ❖ Catalyst for autonomous innovation.
- ❖ Focus on uncrewed vehicles: Air/Space, Ground, Maritime.
- ❖ Embedded tech covers AI, Cloud, Cybersecurity, IOT, Mobile, Robotics.
- ❖ The technology event for autonomy
 - ❖ includes considerations for design, operationalization, integration, and safeguarding
 - ❖ consists of policy & regulations, public engagement, safety & security, data management, testing & certification, among others
- ❖ XPONENTIAL is an annual gathering in the US (with recent events in Orlando 2022, Denver 2023, San Diego 2024); in 2025, the show will have its European inauguration in Düsseldorf.

XPO+ LAUNCHER – REASON WHY



- ❖ XPONENTIAL wants to attract start-ups to keep pace with innovation and future developments of the industry.
- ❖ For smart innovators, XPONENTIAL is the ideal forum to be granted exposure to leaders, investors and enablers of the industry.
- ❖ XPO+ Launcher bundles all start-up activities and gives start-ups a chance to expose their solutions.
- ❖ XPO+ Launcher at XPONENTIAL events will manifest in
 - ❖ dedicated lounges and side events to mingle and network
 - ❖ dedicated conferences for start-ups, accelerators, VCs and tech experts
 - ❖ dedicated awards and demo pitches of the latest in autonomous tech.
- ❖ XPO+ Launcher is a global platform for scouting and screening start-ups in the autonomy continuum, paving the way for innovators to become a member of the XPONENTIAL ecosystem.

XPO+ LAUNCHER

AREAS OF SCOUTING



AIR/SPACE

Unmanned Aerial Vehicle (UAV),
Uncrewed Aerial System (UAS),
Delivery Drone, Micro Air Vehicle, Target Drone

#UncrewedSystems

GROUND

Unmanned Ground Vehicle (UGV),
Autonomous Car, Self-Driving Truck,
Driverless Tractor,
Automatic Train Operation

#UAS

#UAV

#UGV

MARITIME

Unmanned Surface Vehicle, Surface Drone,
Unmanned Underwater Vehicle (UUV),
Remotely Operated Underwater Vehicle (ROUV)

#AutonomousTech

CYBER

Authentication, Remote Identification, Encryption, Data Protection, Geo-Location Spoofing, Access Control, Threat Reporting, Vulnerability & Risk Assessment, Emergency Response Plan

#Drones

#UUV

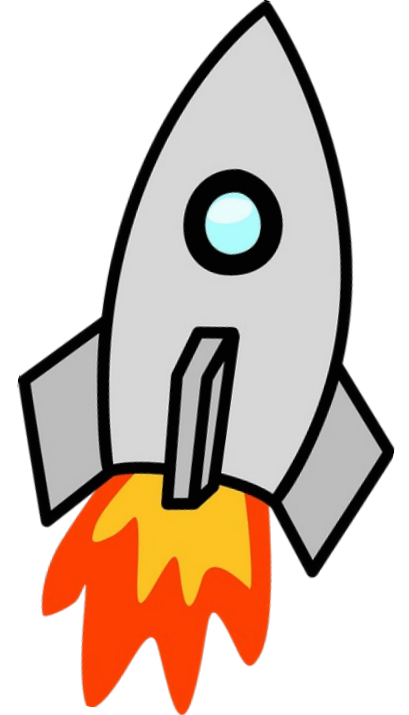
XPO+ LAUNCHER

SPRINGBOARD FOR START-UPS



Exclusive perks include:

- ❖ Networking and mingling with industry stakeholders on-site.
- ❖ Testing the pitch deck and presentation skills on stage.
- ❖ Providing direct access to our global network of partners.
- ❖ Supporting to scale breakthrough technologies in uncrewed systems.
- ❖ Getting the chance to participate at special formats of XPONENTIAL.



XPO+ LAUNCHER - CORE THEMES



XPO+ Launcher focusses on industry critical themes, like

- ❖ Uncrewed Systems & Cybersecurity
- ❖ Uncrewed Systems & Public Safety
- ❖ Uncrewed Systems & Future Tech
- ❖ Uncrewed Systems & Data Usage

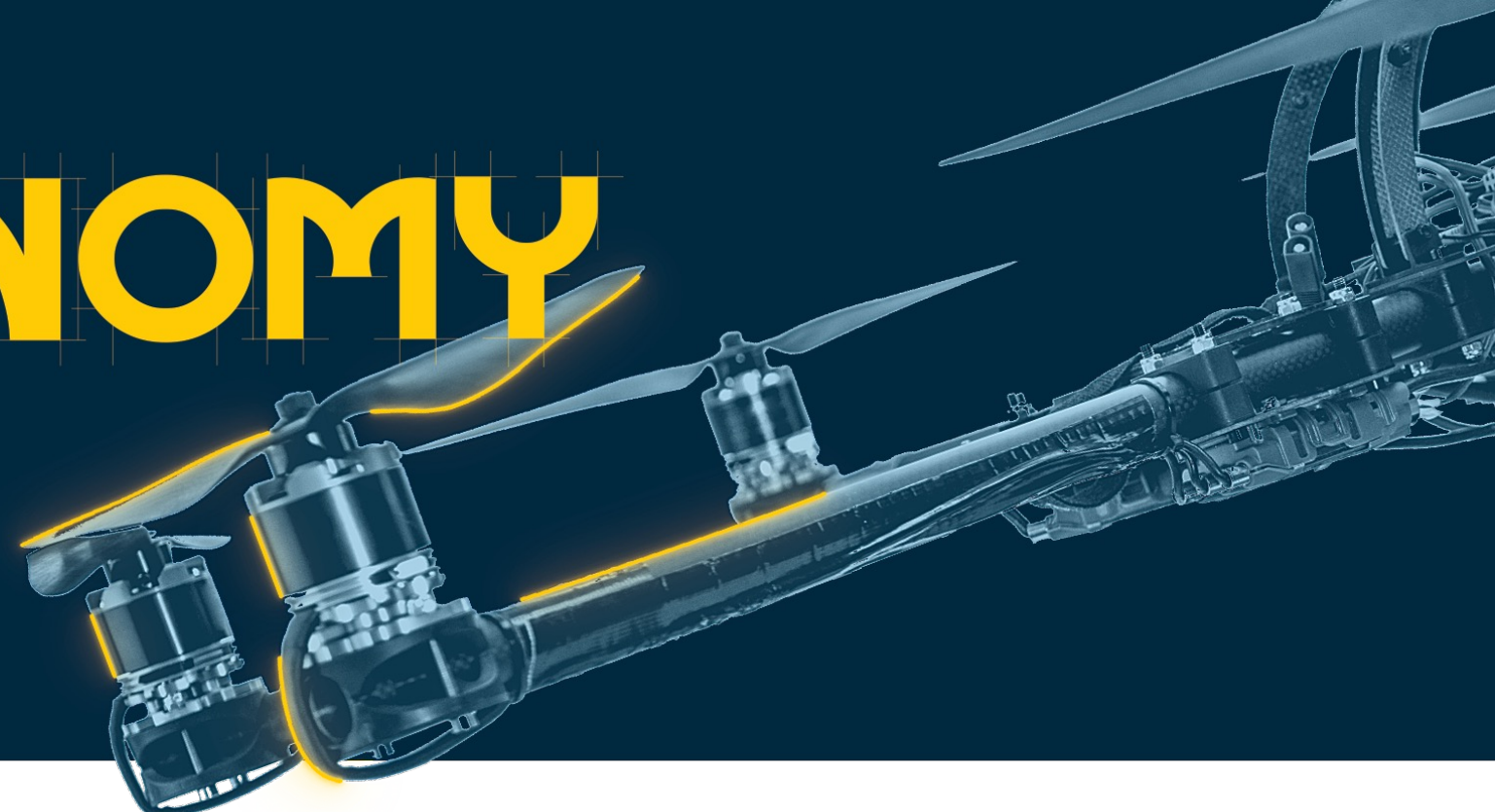


>> the technology event for

AUTONOMY

See the technology, ideas, and people that are making autonomy a reality.

[REGISTER NOW](#)



JOIN US NEXT YEAR IN

SAN DIEGO

April 22 - 25, 2024 | Education
April 23 - 25, 2024 | Exhibits

XPO+ Launcher Lounge & Conference

Proud to be a Special Experience at XPONENTIAL 2024

XPO+ LAUNCHER

Lounge / Conference / Award



- ❖ Dedicated lounge in a prime location.
- ❖ Conference program for thought leadership, inspiring talks, start-up demos, fireside chats, award ceremonies.
- ❖ Cozy atmosphere like a co-working space incl. lounge music & afternoon mixer for mingling and networking.



JOIN XPO+ LAUNCHER AS



PARTNER

Associate your Brand with our dedicated XPO+ Launcher lounge and a vibrant Autonomous Tech Ecosystem.

START-UP

Demo your Solution, improve your Pitch and get Access to Business Angels, Incubators and Accelerators.

ALLY

Bring in your Network and Expertise and help to grow the Community.

SPEAKER

Share your Know-how in Autonomous Tech and challenge your View with Peers.

XPO+ LAUNCHER PARTNER PACKAGES



	PLATINUM	GOLD	SILVER
# of packages	1 (exclusive)	2 (non-exclusive)	4 (non-exclusive)
Dedicated Area	100sqft (Official Presenter)	60sqft	30sqft
Keynote (20 minutes)*	Opening Speech (20 min)	Keynote (15 min)	Talk (10 min)
Fireside Chat or Panel*	Fireside Chat	Panel	none
Start-up Award Jury Seat	Captain	Member	Member
Newsletter / Email Shot	4	2	1
Social Media Post	4	2	1
Logo Size on-site	XL	L	M
PACKAGE PRICE	\$15,000	\$10,000	\$5,000
	plus taxes as applicable		

*on Innovation Stage

XPO+ LAUNCHER START-UP PACKAGES



	BRANDED ZONE L	BRANDED ZONE S	SINGLE START-UP
# of grouped start-up pods	4 (fully equipped table)	2 (fully equipped table)	1 (fully equipped table)
Dedicated Area	60sqft	30sqft	10sqft
Keynote*	Keynote (15 min)	none	none
Product Demo (10 minutes)*	4 (one per start-up)	2 (one per start-up)	1
Panel	4 (one per start-up)	2 (one per start-up)	none
Start-up Award Jury Seat	Member	Member	none
Start-up Award*	4 pitches (one per start-up)	2 pitches (one per start-up)	1 pitch
NL / Email / Social Media Post	2	1	none
Logo Size on-site	M	S	logo wall and table front
PACKAGE PRICE	\$10,000	\$5,000	\$2,795
	plus taxes as applicable		

*on Innovation Stage

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XPO+ LAUNCHER

Single Start-Up Package

- ❖ 10 sq. ft. area incl. dedicated exhibition pod and 2 bar stools
- ❖ exclusive space for product/technology/service demo
- ❖ prominent logo placement
- ❖ power supply for your smart devices
- ❖ locker for your personal stuff
- ❖ access to all lounge facilities to meet your clients
- ❖ free coffee, tea, water at the lounge (on availability)
- ❖ display screen with HDMI port & Wi-Fi access at additional costs

\$2,795 (plus taxes as applicable)



GO FOR A XPO+ LAUNCHER BUNDLE



Become a
long-term
partner

Book in advance.
Enjoy bundle pricing!

San Diego 2024
+
Houston 2025

10% discount on all
package prices

San Diego 2024
+
Düsseldorf 2025

15% discount on all
package prices

San Diego 2024
+
Düsseldorf 2025
+
Houston 2025

20% discount on all
package prices

XPO+ LAUNCHER ALLY CATEGORIES



Knowledge Ally

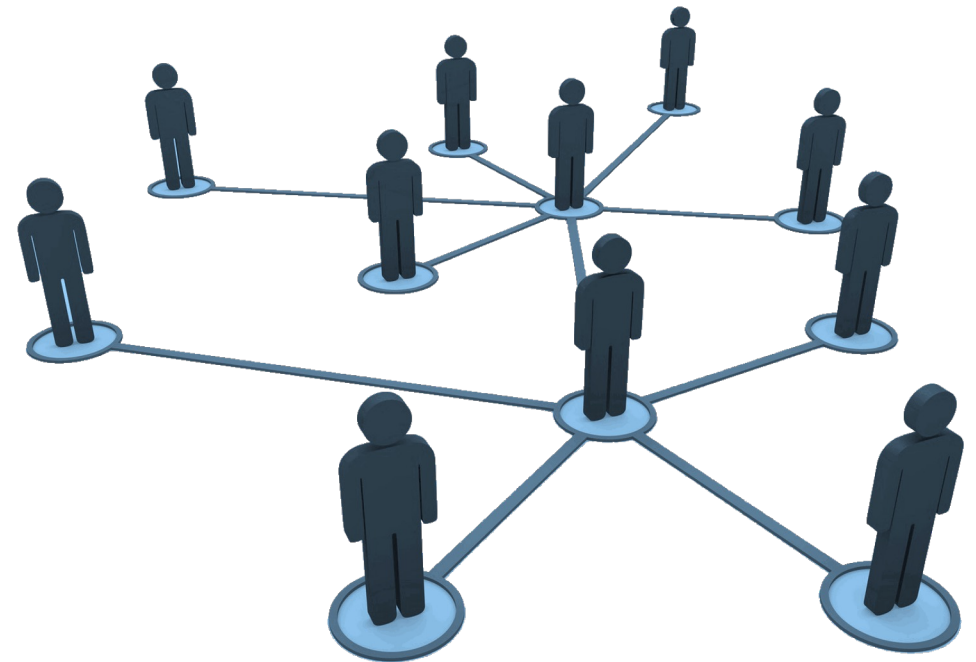
- ❖ Ambassador of the XPO+ Launcher Lounge & Conference
- ❖ Keynote speaker at XPO+ Launcher Conference
- ❖ Promote your brand and capabilities to over 15,000 + autonomous tech fraternity
- ❖ A platform from which to share your knowledge and expertise in-depth

Ecosystem Ally

- ❖ Strong footprint in global uncrewed systems arena
- ❖ Neutral role in the market with no product/service interest
- ❖ Supports XPO+ Launcher with access to Movers & Shakers in autonomous tech
- ❖ Adds insights to content platforms at the show (based on availability)

Media Ally

- ❖ Proved media coverage in North Americas uncrewed systems arena
- ❖ Pre- and post-show media push of the XPO+ Launcher initiative
- ❖ Special reports on sponsors, speakers and contributors of the XPO+ Launcher Lounge & Conference
- ❖ Gets distribution / involvement on site and in XPO+ Launcher online media assets





Connect with us!

Let's drive **AUTONOMOUS TECH**
together.



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