



**SMART CITY**  
CONSULTANCY

E U R O P E A N   R O B O T I C S   L E A G U E   2 0 2 3

Published August 2023



# About the event



The prestigious Smart Cities Robotics Competition will return to Milton Keynes in September 2023, as part of the European Robotics League

The competition will see teams from across Europe compete in a range of different challenges

The event will take place in centre:mk, one of the UK's leading retail centres

The competition is also an opportunity to celebrate technological advances in a location that is leading the wider Smart City agenda

Throughout the week, there are a number of specially curated events, with VIP invitations that include attendees from across Government, Industry and Academia

Previous events in Milton Keynes have attracted large crowds and national media interest

The European Robotics League itself has seen 3000 participants over its five years of operation, with themed events that run across Europe

## The main event

1. Episode 1 – Deliver coffee shop orders
2. Episode 2 – Through the Door
3. Episode 3 – Take the elevator
4. Episode 4 – Shopping pick and pack
5. Episode 5 – Socially Acceptable Item Delivery

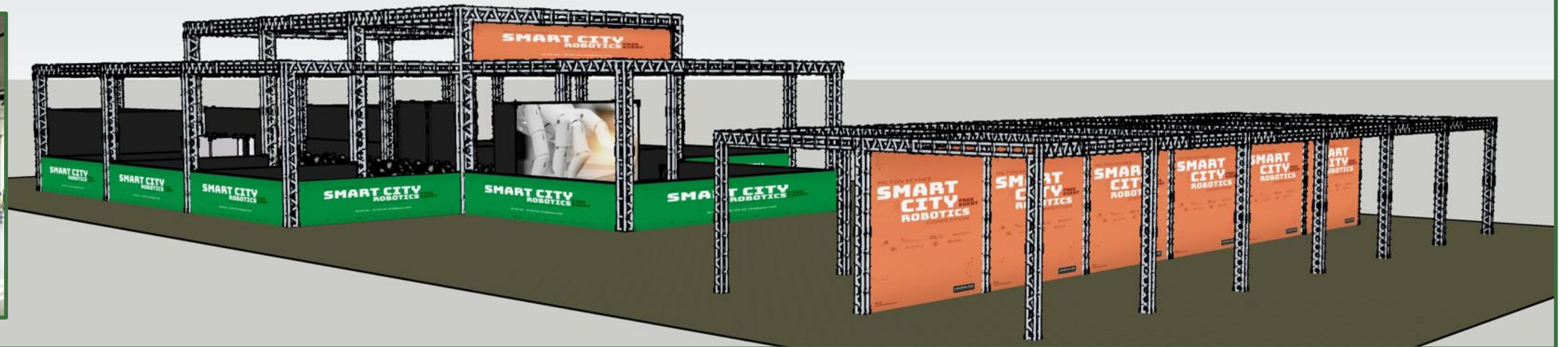
September 2023

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Setup



# An action-packed week



Venue Open: 08:00 – 18:00

Start of day briefing and preparation 08:00 – 10:00	Competition Episodes: 10:00 – 12:30	Main Stage Promotion and Engagement Event: 12:30 – 13:30	Competition Episodes: 13:30 – 16:30	Main Stage Promotion and Engagement Event: 16:30 – 17:30	End of day review and closedown 17:30 – 18:00
--	-------------------------------------	--	-------------------------------------	--	---

## Curated events programme

**Milton Keynes City Council**  
Welcome Event

Team Event  
**BECKHOFF**  
ocado TECHNOLOGY

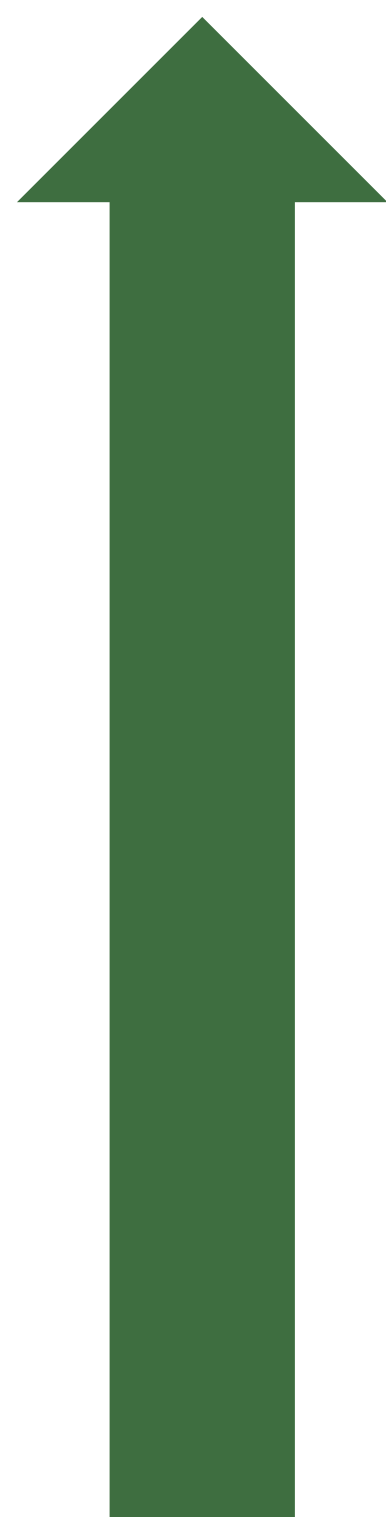
Roundtable Event  
**Santander**

EUROPEAN ROBOTICS LEAGUE  
eu robotics at the heart  
Awards Ceremony

SMART CITY CONSULTANCY  
Organisers Reception Event

Engage...  
Promote...  
Network...  
Sell...

## Be part of it



Access: exclusive introductions and guaranteed media access; full access to the Experience Centre Showcase facilities

Sponsor: ongoing brand promotion as part of all event communications; speaker opportunity as part of the event programme

Spotlight: main stage presentation and tailored event communications spotlighting your brand proposition

Promote: provision of promotional space for the duration of the event and invitation to evening events programme

Choose the tier that's right for you

Targeted introductions and guaranteed media access; the Experience Centre Showcase facilities will be exclusively yours to promote your proposition with a fully managed service offering

Continuous brand presence and promotion across all channels for duration of event as a named sponsor; opportunity to speak at one of the curated events

Opportunity to present on the main stage at lunchtime or evening session; inclusion on event website and 'spotlight' article as part of wider, multi-channel event communications

4m<sup>2</sup> dedicated promotional space for duration of the event; power provision and early access; equipment can be provided for an additional charge; invitation to curated events



(\*) Higher tiers include all aspects of the lower tiers

## Be part of it



Access: exclusive introductions and guaranteed media access; full access to the Experience Centre Showcase facilities	£25,000
Sponsor: ongoing brand promotion as part of all event communications; speaker opportunity as part of the event programme	£15,000
Spotlight: main stage presentation and tailored event communications spotlighting your brand proposition	£6,000
Promote: provision of promotional space for the duration of the event and invitation to evening events programme	£3,000

Choose the tier that's right for you

