



Micro Aero Autonomous eXXtreme
Race & Conference

Sponsorship opportunities

11/12 February 2017

Exhibition and Conference Centre
University of the West of England
Bristol, UK

MAAXX Europe 2017

We are planning on welcoming up to 300 researchers and innovators from the international community to Bristol for MAAXX Europe 2017. The focus of the weekend will be the race series for micro aerial autonomous systems. In addition they will attend talks across parallel tracks to share the best academic and industry research on autonomous systems and flight control dynamics.

Noah Poponak, aerospace and defense senior equity research analyst in Goldman Sachs Research, identifies UAVs at a tipping point to evolve into a \$100 billion market by 2020. NASA recently demonstrated 22 simultaneous UAVs within its traffic management system. We're proposing taking this to the next level by releasing UAV's to race autonomously, in a closed loop (literally) formation.

UAV research at UWE

At the University of the West of England we're trying to make the most of robots that fly. We're studying a range of challenges, from the fundamentals of giving robots the intelligence to fly well, to their integration and exploitation for novel applications.

Challenges

Future aerial robots have to deal more intelligently with uncertainty. For example, flying in a city exposes you to unpredictable, turbulent air flow, which is particularly troublesome for very small aircraft like Micro Air Vehicles (MAVs). If you're flying indoors to survey a damaged building, say, you have to deal with unexpected obstacles. In both scenarios, you've probably lost your GPS reception, so the aircraft needs to track its position and surroundings using its own on-board sensors. And, of course, all the computers and sensors have to be lightweight so they fit on the aircraft.

Technologies

To tackle these challenges, we bring to bear a range of technologies:

- Control systems, including robust and fault tolerant control
- Motion planning, trajectory optimization and their inclusion in predictive control
- Flight dynamics modelling and simulation
- Bio-inspired approaches from the study of bird flight
- Computer vision, especially embedded systems, SLAM and intelligent exploitation of sensors
- Systems integration, bringing all these things together to deliver a useful capability

Venue

The largest indoor space in the Bristol and Bath region, the University of the West of England's Exhibition and Conference Centre is a unique venue for this unique event.

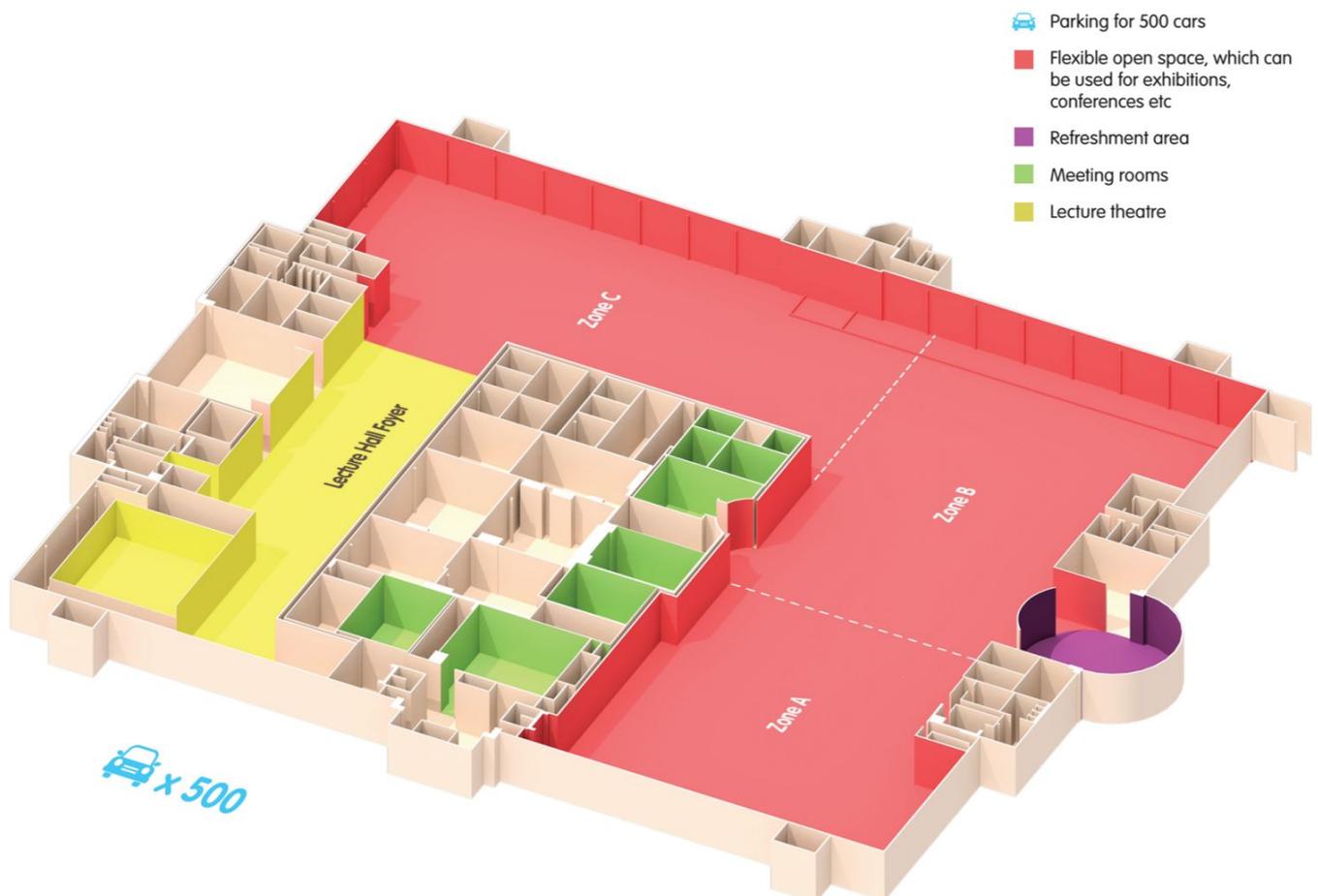
Registration will be in the foyer area, where monitor screens will be able to post real-time updates on talk schedules, together with rolling sponsor messages and other information.

The main flying space will be in Zone C at the back of the ECC. This unique space provides the perfect venue for indoor flying of autonomous system with extreme racing action and real technological challenges. We anticipate a weekend of high adrenaline excitement!

The talks and presentations will take place in lecture rooms and meeting spaces adjoining the main flying zone.

Catering will be available in dedicated areas as part of the Exhibition and Conference Centre. Platinum Sponsor pop-up banners will be deployed here for additional exposure.

The main sponsors exhibition area will be through the Lecture Hall Foyer. This provides an Innovation Avenue with plenty of networking space between ample exhibitor space.



Example Schedule

The current programme is shown below, this is subject to change without notice.

Saturday

| | | |
|--------------------|---|--|
| 08:30-09:15 | Registration, coffee & breakfast | |
| 09:15-09:30 | Welcome & introductions | |
| 09:30-10:15 | Plenary Keynote - | |
| 10:20-11:05 | Workshop / MasterClass Session | 'Tinker Time' |
| 11:05-11:30 | Coffee | |
| 11:30-12:15 | Workshop / MasterClass Session | Race Trials / Heats Endurance |
| 12:20-13:05 | Workshop / MasterClass Session | |
| 13:05-14:00 | Lunch | |
| 14:00-14:45 | Workshop / MasterClass Session | Race Trials / Heats Kudos / Agility |
| 14:50-15:35 | Workshop / MasterClass Session | |
| 15:35-15:55 | Coffee | |
| 15:55-16:40 | Workshop / MasterClass Session | Race Trials / Heats Speed |
| 16:45-17:30 | Workshop / MasterClass Session | |
| | Close | |

Sunday

| | |
|--------------------|---|
| 09:30-10:15 | Registration, coffee & breakfast |
| 10:30-11:15 | 'Tinker Time' |
| 11:15-12:15 | Endurance Race Finals |
| 12:15-13:30 | Lunch |
| 13:30-14:15 | Kudo / Agility Race Finals |
| 14:15-14:45 | Coffee |
| 14:45-15:45 | Blue Riband Speed Race |
| 15:45-16:15 | Awards |
| 16:15 | Close |

Sponsorship Packages

This event is being run not-for-profit through High Tech Bristol and Bath, a Community Interest Company. However, there are some unavoidable costs and we want to give all delegates a great couple of days' racing. Our sponsorship packages have been put together to cover this costs and provide industry with an opportunity to be associated with this amazing event series.

| Platinum | Gold | Expo |
|---|---|---|
| <ul style="list-style-type: none"> - Logo on website - Logo on all communications - Logo on delegate pass - 2 x Team entry (up to 10 people each team) - Speaker session - 9m2 expo space (TBC) - 6 x delegate tickets | <ul style="list-style-type: none"> - Logo on website - Logo on all communications - Team entry (up to 10 people) - 6m2 expo space (TBC) - 4 x delegate tickets | <ul style="list-style-type: none"> - Logo on website - Table top in expo - 4 x delegate ticket |
| <p>Limited to 3 sponsors £3,000 exc VAT</p> | <p>Limited to 4 sponsors £1,500 exc VAT</p> | <p>Unlimited £500 exc VAT</p> |

Additional sponsorship opportunities, please speak to us about:

| | |
|---|--|
| <ul style="list-style-type: none"> ★ Blue Riband Speed prize ★ Endurance prize ★ Kudos prize | <ul style="list-style-type: none"> ★ Speakers Dinner ★ Lanyards ★ Workshops |
|---|--|

We have a track record of delivering awesome technical events for engineers, and great positive coverage for sponsors. At the recent Voxxed Days Bristol 2016 with 230 cloud software developers, the average feedback was 'Very Good'. In the build-up we generated over 100k tweet impressions and nearly 3k visitors to the conference website (with sponsor branding). We also delivered the first OpenStack Day UK with over 100 delegates at HPE, Bristol sharing this emerging cloud software technology.

Our comms strategy is to mix the news items about specific talks or sessions, and general thank you's to sponsors. Everything is framed as a call-to-action to encourage retweets, sharing and building that sense of urgency to attend.

We are working closely with local and national media channels to promote the event and will obviously work with your PR departments / agencies to promote your sponsorship and support.



HBB

High Tech Bristol and Bath CIC is the membership community organisation for high tech companies in the Bristol and Bath city region. Our membership includes the major corporate innovators in the region, along with universities, mid-sized companies, startups, and the public sector. We support members in identifying common agenda and creating a Special Interest Group around that agenda. We then deliver on the plans of each SIG.

Contact info

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