

# MAAXX

ROBOT • AIR • RACES



23 / 24  
MARCH  
2018

[MAAXX-EUROPE.COM](http://MAAXX-EUROPE.COM)

Sponsorship  
Opportunities

EXHIBITION &  
CONFERENCE CENTRE  
UNIVERSITY OF THE  
WEST OF ENGLAND  
BRISTOL



# MAAXX Europe 2018

1 Event - 2 Days - 4 Races

23 March - Industry Day - Research & innovation

24 March - Race Day & Public engagement



Blue Riband (Speed)



Endurance



Agility



Kudo

Watch the 2017 video on YouTube to see what all the fuss is about!

<https://www.youtube.com/watch?v=orgZH3brgd4>

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# MAAXX Europe 2018

Industry Day - Friday, 23 March

## Audience:

Engineers, Architects, Design Leaders, along with graduate & post-graduate researchers in Aerospace, AI, Control Systems, Position Sensing, Radio Telecommunications, Software Engineering, etc. You don't have to be in a team to attend!

## Features:

Flight trials - the main technical runs and pre-race trials

Seminar sessions - technical sessions from industry leaders and research academics on key topics

Networking - meet other teams along with the best and brightest of the next generation of AI / Autonomous systems engineers from our University partners

Research showcase and poster exhibition - invited research posters from academic and industry groups

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# MAAXX Europe 2018

## Race Day - Saturday, 24 March

Race Day will feature all participating craft on the main track, at the same time!

We will be taking measurements for the 4 prizes throughout the day:

- Blue Riband - fastest successful lap
- Endurance - highest number consecutive laps
- Agility - object avoidance
- Kudos - 'coolest' maneuver under autonomous control

Audience: all teams, industry, academia, general public!

We will be specifically going out to connected youth groups such as technical colleges & schools, Air Cadets, Scouts, Royal Air Force, etc.

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# Venue

The main flying space will be in Zone C. A key feature is our 40x20x4m safety netted flying zone. This allows the audience (and other teams) to get up close and personal to the racing in complete safety.

The Lecture Hall Foyer (yellow zone) will house the demo area (20x20x4m safety netted area) for members of the public to try their hand at drone flying and to showcase novel technologies.

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 stands.

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.



UWE Exhibition & Conference Centre,  
Filton Rd, Stoke Gifford,  
Bristol BS34 8QZ



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# Sponsorship Packages

Benefit	Platinum	Gold	Expo	Team
Logo on website				
Logo on all communications				
Logo on delegate pass				
Complementary Team (10 people per team)	<b>2</b>	<b>1</b>		<b>1</b>
Speaker session				
Expo space	<b>Large (9x3 m)</b>	Medium (6x3)	Small (3x3)	Tinker Table
Complementary tickets	10	5	5	
Price (ex VAT)	£3,000	£1,500	£500	£50

Additional sponsorship opportunities, please speak to us about:

- ★ Blue Riband Speed prize
- ★ Endurance prize
- ★ Kudos prize

- ★ Event swag (t-shirts / bags / etc)
- ★ Lanyards
- ★ Workshops

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## HBB

High Tech Bristol and Bath CIC is the non-profit membership organisation for high tech community in the West of England region. Our role is to amplify the voice of the community and deliver activities against their needs. Current activities include hosting conferences (like MAAXX Europe), developing briefing documents for Whitehall and governmental bodies, providing support for inward investment, and organising the DigiLocal® tech clubs for kids.

HBB Conferencing Ltd is a wholly owned company of High Tech Bristol and Bath CIC.

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