

LEIPZIG – BEST PLACE FOR ROBOTS AND FRIENDS

20 YEARS OF ROBOCUP WORLD'S LEADING AND LARGEST INTELLIGENT ROBOTICS COMPETITION









AGENDA

A Welcome from our General Chair	2
About RoboCup and its Community	3
Benefits for Research and Development, Science and Society	4
RoboCup Participant Demographics	5
The Leagues at RoboCup	6 – 7
The RoboCup Federation Structure and Partners	8-9
RoboCup 2016 Leipzig – Best Place for Robots and Friends	10 – 17
Be a Part, Be a Sponsor!	18 – 25
Impressive Appearance – Sponsorship Advertising	
that Gets Results	26 – 27
Our Coordinates	28

Enclosure: Sponsorship Packages







0 | 1



Prof. Dr.-Ing. Gerhard K. Kraetzschmar Bonn-Rhein-Sieg University of Applied Sciences

A WELCOME FROM OUR GENERAL CHAIR

Disruptive technologies cause fundamental changes to our way of life, our way of working, and to the global economy (McKinsey 2013). Intelligent robotics is a disruptive technology! Disruptive technologies often arise from grand challenges. Some of the grand challenges of the past that produced them include putting a man on the moon, decoding the human genome, and designing a computer that could defeat the world chess champion. In 1997 a team of researchers initiated RoboCup as a new grand challenge: By 2050, a team of fully autonomous humanoid robot soccer players would be able to defeat the world champion team in a game played in accordance with the official FIFA rules. Soccer-playing robots are just one aspect of RoboCup. It also comprises self-driving vehicles and robot-based assistants for elderly care facilities, for work, home and for disaster response. With RoboCupJunior, RoboCup is attracting young people to STEM fields and inspiring the next generation of scientists and engineers.

You are cordially invited to Leipzig for the 20th RoboCup, running from 30 June to 4 July, 2016.

See for yourself what RoboCup teams have achieved in the past 20 years. Meet more than 3,500 dedicated scientists and developers from more than 40 countries. Be inspired by the contests, and become part of the RoboCup network.

> AND JOIN OUR MANY OTHER GENEROUS SPONSORS IN HELPING US ORGANIZE THE BEST ROBOCUP EVER!





RODOCUP LEIPZIG GERMANY 30 JUNE to 4 JULY

ABOUT ROBOCUP AND ITS COMMUNITY

- RoboCup is the most prominent and largest competition for intelligent robots, and one of the world's key technology events for research and training.
- Ever since 1997, the RoboCup Federation has been pursuing its objective of developing intelligent humanoid soccer-playing robots, which by 2050 will be able to beat the FIFA champions.
- The international RoboCup community fosters the development of intelligent robots by defining and organizing competitions that are used by scientists and students from all over the world to test and demonstrate their robots in attractive, realistic scenarios.
- RoboCup takes place annually at a different venue and is supported by a unique international community of tens of thousands of contributors.
- RoboCup 2016 will be only the second in Germany and the eighth to take place in Europe.

- About 500 teams of school children, students and scientists show off the abilities of today's robots in a wide array of leagues and domains.
- Around 3,500 participants from more than 40 countries compete at RoboCup.
- RoboCup offers its participants a unique soft skills training opportunity as well as the challenge to work in multi-disciplinary teams, carry out internationally competitive R & D projects, develop highly complex systems, and meet tight deadlines.











BENEFITS FOR RESEARCH AND DEVELOPMENT, SCIENCE AND SOCIETY

- RoboCup teams work on interdisciplinary scientific problems related to robotics, artificial intelligence, computer science and engineering.
- The RoboCup community has so far published thousands of scientific publications at internationally renowned conferences and in scientific journals. RoboCup organizes its own annual RoboCup Symposium.
- Several competitions at RoboCup highlight the immediate benefits of robotics for industry, the economy and our everyday lives:

RESCUE ROBOTS in disaster response

SERVICE ROBOTS providing assistive services to people

- MOBILE ROBOTS for logistics, materials flows and transport systems
- COOPERATIVE ROBOTS for performing complex tasks in industrial settings

PRACTICALITY

- The basic technology of Kiva Systems a mobile robotic fulfillment system – was born out of the Small Size League. Amazon acquired Kiva Systems in 2012 for more than 700 million USD.
- French-based Aldebaran launched their successful humanoid Nao robots at RoboCup as successor to Sony's AIBO. Japanese investor Softbank bought into Aldebaran in 2013 with a 120 million USD investment, and has recently taken over the company completely.
- Motors built by Korean company ROBOTIS, now used in research projects worldwide, found their first major user community in RoboCup. Their commercial DARwIn robot was conceived in collaboration with a team in the Humanoid League.
- Open source solutions developed by RoboCup teams are used by research groups and companies all over the world.
- The Japanese robot Quince, deployed in Fukushima in 2011, had previously been tested in RoboCup Rescue.





RODOCUP LEIPZIG 2016 30 JUNE to 4 JULY

ROBOCUP PARTICIPANT DEMOGRAPHICS

RoboCup classifies participants into two main groups, RoboCupMajor and RoboCupJunior.



RoboCupMajor

Team members are doctoral candidates, bachelor and masters students, team coaches are professors, post-docs and experienced doctoral candidates

Teams are generally from the fields of robotics, automation, artificial intelligence and computer science

Teams from around 40 countries

RoboCup**Junior**

PRIMARY AGE CLASS School children younger than 15 on 1 July 2016 (born after 1 July 2001)

SECONDARY AGE CLASS School children younger than 20 on 1 July 2016 (born after 1 July 1996)

Teams from around 40 countries

International student and researcher teams and school teams, all enthusiastic about technology, compete in different leagues.

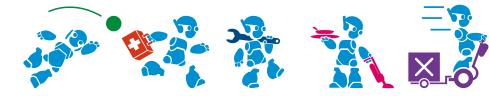








THE LEAGUES AT ROBOCUP

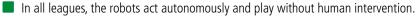


RoboCup Major	
Soccer	Teams of robots will be programmed with the aim to orientate and move in the playing field autonomously to score goals.
RoboCup Rescue	Tele-operated and autonomous robots quickly assess the situation in disaster scenarios and provide first aid trapped victims.
RoboCup@Work	Mobile manipulators – mobile robots with industrial robot arms – cooperate with and assist humans in the factory of the future: Industry 4.0.
RoboCup@Home	Autonomous mobile service robots support the elderly and the disabled both at home as well as in public spa- such as shopping centers.
Logistics League	Teams of Robotino robots from Festo Didactics demonstrate modern production logistics and deliver material ten production machines.
RoboCup Junior	
Soccer	School children construct and program
Dance / OnStage	robots for contests in the areas of
Rescue	soccer, dance / OnStage and rescue:

ROSOCUP LEIPZIG GERMANY 30 JUNE to 4 JULY

Soccer Teams of up to four autonomous humanoid robots play soccer in three size classes. The requisite human-like movements pose tough challenges in terms of stability and dynamics. Teams of up to five autonomous humanoid robots play soccer. Only Nao robots from Aldebaran are admitted as players. Software development is the key factor. Teams of up to six completely autonomous, wheeled robots play soccer with an official FIFA ball. All sensors, computers etc. must be on board the robots. Teams of five small robots play soccer with a golf ball. Cameras above the field deliver data on the state of play, a computer controls the robots via radio communication. Teams of eleven simulated humanoid robots play virtual soccer in 3D. A complex physics engine enables realistic simulation of the players and the ball. Teams of 11 agents play virtual soccer in 2D.

6 | 7





FOOTBALL

RoboCupMajor

Standard Platform

Humanoid

Middle Size

Small Size

3D Simulation

2D Simulation

AT ROBOCUP





THE ROBOCUP FEDERATION **STRUCTURE AND PARTNERS**

- The Trustee Board is the top-level steering committee. It currently has 21 members. The Trustee Board elects a president for a three-year term. The president nominates four vice presidents for America, Asia, Europe and RoboCupJunior.
- The International Advisory Board (IAB) is composed of experienced scientists (mainly professors) who have been active for many years in RoboCup as trustees or executive members. The board currently has 30 members.
- The **Executive Committee (Exec)** is the top-level link to the competition activities, and currently has 35 members (2 to 4 per league).
- Each Technical Committee (TC) is composed of 5 to 9 members including the Exec members for the league and a further 3 to 5 members elected by the teams. There is one technical committee per league giving currently a total of 85 members in all TCs. About 25 TC members are responsible for the rules of the RoboCupJunior contests.

- Each league has an Organizing Committee (OC) with 4 to 6 members. Of these, 1 to 2 are from the Local Organizing Committee. The OC comprises a total of around 70 members, who are responsible for the organization of a league at the next RoboCup for one year.
- The Local Organizing Committee (LOC) is responsible for the preparation, implementation and follow-up stages of each RoboCup.

THE GLOBAL PARTNERS





RoboCup LEIPZIG 2016 GERMANY 2016 30 JUNE to 4 JULY

TRUSTEE BOARD

		<u>C</u>				
President	Vice President America	Vice President Asia	Vice President RoboCupJunior	Vice President Europe		
Dr. Itsuki	Prof. Peter	Prof. Changjiu	Prof. Amy	Prof. Gerhard K.	Prof. Oskar	Prof. Sven
Noda	Stone	Zhou	Eguchi	Kraetzschmar	von Stryk	Behnke
AIST Japan	University of Texas USA	Singapore Polytechnic Singapore	Bloomfield College USA	BRSU Germany	TU Darmstadt Germany	University of Bonn Germany
			C*	•		× *
Prof. Manuela	Dr. Adam	Prof. Luca	Prof. H. Levent	Dr. Hiroaki	Prof. Fernando	Prof. Claude
Veloso	Jacoff	locchi	Akin	Kitano	Ribeiro	Sammut
Carnegie Mellon		Università di Roma	Boğaziçi University	Systems		University
University USA	NIST USA	La Sapienza Italy	Istanbul Turkey	Biology Institute Japan	Universidade do Minho Portugal	of New South Wales Australia
	=		٠			*
Prof. Daniel	Prof. Tijn	Prof. Daniele	Dr. Komei	Prof. Minoru	Prof. Luis	Dr. Oliver
D. Lee	van der Zant	Nardi	Sigiura	Asada	Almeida	Obst
University	University of Applied	Università di Roma	-	Osaka University		CSIRO Computational
of Pennsylvania USA	Sciences Windesheim Netherlands	La Sapienza Italy	NICT Japan	Japan	Universidade do Porto Portugal	Informatics Australia
	eistaat 💦 🕅 St	adt Leipzig				
RoboCup	ACHSEN	Messen Jah	re M			8 9

robocup2016.**org**



ROBOCUP 2016 LEIPZIG BEST PLACE FOR ROBOTS AND FRIENDS



- Leipzig is the designated "City of Science" for 2016. From 30 June to 4 July, 2016 advanced robots built by 3,500 participants from more than 40 countries will compete in a series of contests. An international showdown of the science and research elite.
- Vou can benefit from the intense public, media and industry interest in the event as a sponsor of RoboCup 2016.
- The soccer-playing robots are a key highlight, but other robots will be performing equally impressive tasks in areas such as locating victims in disaster situations or interacting with people in their everyday lives.
- Your audience: 40,000 specialist and lay visitors from Germany and beyond and, more than 200 journalists (based on RoboCup 2013, Eindhoven / Netherlands).

SPONSORS WILL BE ABLE TO POSITION THEIR BRAND POWERFULLY IN A WHOLE STADIUM FULL OF VISITORS AND CAN EXPECT COMPREHENSIVE MEDIA COVERAGE.





ROSOCUP LEIPZIG GERMANY 30 JUNE to 4 JULY

DATES AND FACTS

Date:	30 June to 4 July, 2016
Place:	Leipziger Messe, Leipzig, Germany
Participants:	3,500 (about 500 teams) from more than 40 countries
Visitors:	approx. 40,000 (based on RoboCup 2013 Eindhoven/Netherlands)
Contests:	taking place in approx. 20 different leagu
Contest Area:	30,000 - 40,000 m ²
Industry Exhibition:	5,000 m ²





 \mathbb{A}





LOCAL ORGANIZING COMMITTEE

General Chair

Gerhard K. Kraetzschmar Professor for Autonomous Systems Bonn-Rhein-Sieg University of Applied Sciences



Oskar von Stryk Professor for Computer Science TU Darmstadt



Sven Behnke Professor of Computer Science University of Bonn

Ansgar Bredenfeld CEO Dr. Bredenfeld UG



Markus Geisenberger

Managing Director Leipziger Messe



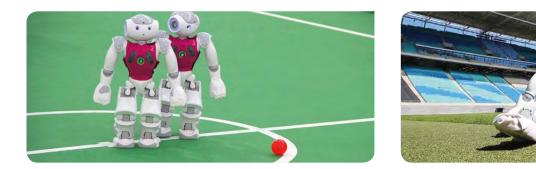
Silvana Kürschner Executive Director Business Development Leipziger Messe



Kati Fritzsche Project Director Leipziger Messe



Hanna Krajczy Project Manager Leipziger Messe



LEIPZIG 2016 **30 JUNE to 4 JULY**

EXTENDED LOCAL ORGANIZING COMMITTEE

League	Local Chair	Institution	Local Chair, Deputy	Institution
Humanoid	Daniel Seifert	Freie Universität Berlin	Reinhard Gerndt	Ostfalia University of Applied Sciences
Standard Platform	Thomas Röfer	The German Research Center for Artificial Intelligence, Bremen	Rico Tilgner	Leipzig University of Applied Sciences
Small Size	Tim Laue	The German Research Center for Artificial Intelligence, Bremen	Michael Bleier	Friedrich-Alexander-Universität Erlangen-Nürnberg
Middle Size	Andreas Witsch	University of Kassel	Dominik Kirchner	University of Kassel
2D Simulation	Klaus Dorer	Offenburg University of Applied Sciences	Stefan Glaser	Offenburg University of Applied Sciences
3D Simulation	Klaus Dorer	Offenburg University of Applied Sciences	Stefan Glaser	Offenburg University of Applied Sciences
Rescue Robots	Johannes Pellenz	The Federal Office of Bundeswehr Equipment, Infor- mation Technology and In-Service Support (BAAINBw)	Stefan Kohlbrecher	Technische Universität Darmstadt
Rescue Simulation	Moritz Goebelbecker	University of Freiburg	Alexander Kleiner	Örebro University
RoboCup@Home	Dirk Holz	University of Bonn	Paul Plöger	Bonn-Rhein-Sieg University of Applied Sciences
RoboCup@Work	Frederik Hegger	Bonn-Rhein-Sieg University of Applied Sciences	Jakob Berghofer	KUKA Laboratories
Logistics League	Alexander Ferrein	FH Aachen	Ulrich Karras	Festo Didactics
Junior Soccer	Winfried Schmitz	CJD Christophorusschule Königswinter	Paul Manns	Technische Universität Darmstadt
Junior Rescue	Joachim Selke	Goetheschule Hannover	Ute Ihme	Hochschule Mannheim
Junior Dance/OnStage	Barbara Walcher	Lessing-Gymnasium Neu-Ulm	Gero Eckermann	HDP Management Consulting
Junior Cospace	Manuela Kanneberg	Otto von Guericke University Magdeburg	Martin Bader	Lessing-Gymnasium Neu-Ulm

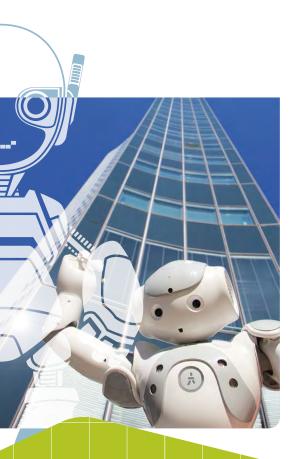




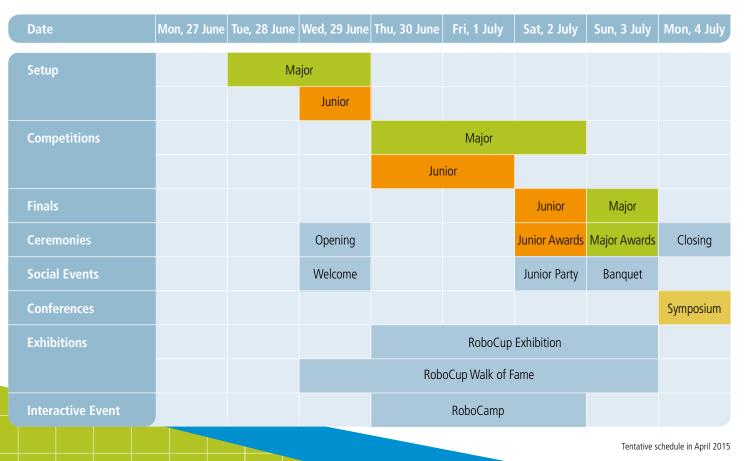


robocup2016**.org**





GAME PLAN AND SCHEDULE







ROSOCUP LEIPZIG GERMANY 30 JUNE to 4 JULY

SUPPORTING PROGRAM AT A GLANCE

Exhibitions and Forum	Exhibition for technological progress in robotics and artificial intelligence	Forum for recruitment and advancement of STEM talents	Anniversary exhibition "20 years of RoboCup"
Scientific Conferences and Symposia	RoboCup Symposium	Scientific conferences	Elite researcher networks and work groups
Interactive Events	RoboCamp / RoboParty "Build your own robot"	Construction competitions for children and young people	Outdoor activities for visitors and participants

SUPPORTING SCIENTIFIC PROGRAM

- **2**0th Annual RoboCup International Symposium (RIS)
- 9th German Conference on Robotics (ROBOTIK 2016), organized biennally by Deutsche Gesellschaft f
 ür Robotik (German Society for Robotics)*
- 9th International Conference in Intelligent Autonomous Vehicles (IAV) organized triennially by the International Federation of Automatic Control (IFAC)*
- Walk of Fame "20 years of RoboCup" in partnership with the Heinz Nixdorf MuseumsForum Paderborn, the world's largest computer museum*











MAP OF THE **EXHIBITION GROUNDS**

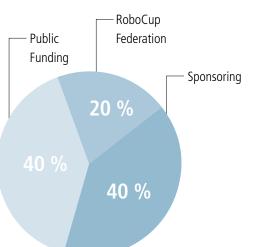








FINANCIAL PLAN PUBLIC PRIVATE PARTNERSHIP



BE A PART, BE A **Sponsor!**

Marketing communications activities for RoboCup 2016 will start in July 2015. From inclusion in pre-event media coverage, to exposure gained during the World Cup, right up to integration in the final report – you will benefit from over 12 months of international marketing activities, media exposure and coverage in 75 countries! As a sponsor you will be given a powerful presence!



OUR ATTRACTIVE SPONSORSHIP PACKAGES COME WITH PLENTY OF BENEFITS. AVAILABILITY IS LIMITED. SECURE YOUR EXCLUSIVE PLACE AS A SPONSOR NOW!





RODOCUP LEIPZIG 2016 GERMANY 2016 30 JUNE to 4 JULY

KICKOFF FOR JOINT SUCCESS!

There are good reasons for your financial support!

Innovation and Research	Gain exclusive access to the national and international research elite!	Expand your network and drive your own research and development projects forward!	Be part of the live action in the making of robotics and artificial intelligence history!
Recruitment and Employer Branding	Present yourself as an attractive employer at the cutting edge of technology!	Find the highly skilled em- ployees of the future for your company!	Position yourself internationally and establish sustainable research contacts!
Image and Media Reach	Be a host to research and science, and start actively shaping the future!	Take responsibility by supporting the next STEM generation!	Benefit from comprehensive communications activities and worldwide media coverage!











MEET YOUR TARGET GROUPS!

- The playing fields, industry exhibition and accompanying conferences provide a meeting point for the international Who's Who of politics, business, research and education.
- Industries with a high need for automated processes, such as the automobile industry or logistics, will be represented by their decision makers, while scientists from the fields of robotics, automation, artificial intelligence, mechanical engineering and information technology will present their latest research developments.
 These specialists will be accompanied by high-potential students and the next STEM generation, as well as a public audience with a strong interest in technology.
- Participants, professionals or simply people interested in RoboCup. At RoboCup 2016 in Leipzig you will find every target group you need to ensure your success.



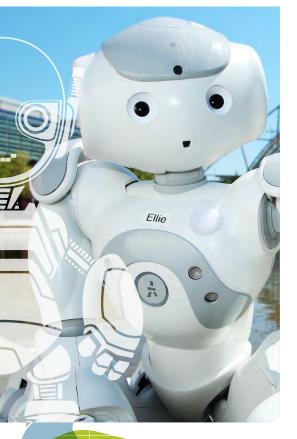
LEIPZIG 2016 GERMANY 2016 30 JUNE to 4 JULY

OVERVIEW OF THE TARGET GROUPS

elegations d Representatives	International Participants	International Professional Visitors	National Visitors	
litics	Students and doctoral candidates from the fields of robotics, automation, artificial intelligence and computer science	Scientists, Ph.D. students & profes automation, artificial intelligence		
ucational Institutions	Science	Teachers		
	Students (10 – 20 years)			
onomy and Industry		Representatives of research and development from	Technology lovers and the next STEM generation	
		relevant industries	Families	







MEDIA RESONANCE WITH A KICK^{*}

PRESS

- 200 journalists from 30 countries
- Coverage in 75 countries
- Over 1,700 articles worldwide
- Over 8,000 news reports worldwide

* Statistics from RoboCup 2013, Eindhoven/The Netherlands

ONLINE

- Over 80,000 visitors to the website during the event alone
- 60,000 visitors to RoboCup TV
- Over 83,000 visitors to the YouTube channel
- Over 11,000 tweets on Twitter
- 5,000 Facebook fans

ROBOCUP 2016 IS AN EVENT THAT WILL RESONATE WITH THE PROFESSIONAL WORLD AS WELL AS WITH THE PUBLIC, GIVING YOUR COMPANY IMAGE ADDED DRIVE FOR MORE THAN A YEAR.



ROSOCUP LEIPZIG GERMANY 30 JUNE to 4 JULY

TIME TO PLAY AT THE TOP!

An event such as RoboCup 2016 provides a unique opportunity to exchange views regarding current developments with the most important educational institutions within your field. Find out first-hand about the current state-of-the-art in research and development and scout new talent. Aside from 3,500 participants, representatives from the following institutions will be present:

EUROPE

- TU Darmstadt (Germany)
- University of Bonn (Germany)
- Bonn-Rhein-Sieg University of Applied Sciences (Germany)
- Universidade do Minho (Portugal)
- Universidade do Porto (Portugal)
- Università di Roma La Sapienza (Italy)
- University of Applied Sciences Windesheim (The Netherlands)
- Boğaziçi University (Turkey)





AMERICA

- Carnegie Mellon University (USA)
- University of Texas (USA)
- Bloomfield College (USA)
- National Institute for Standards and Technology (USA)
- University of Pennsylvania (USA)

AUSTRALIA

- SIRO Computational Informatics
- University of New South Wales

ASIA

- National Institute of Advanced Industrial Sciences and Technology (Japan)
- Systems Biology Institute (Japan)
- Osaka University (Japan)
- National Institute of Information and Communications Technology (Japan)

22 | 23

Singapore Polytechnic (Singapore)



ro

BECOME A TALENT SCOUT!

- Research is not the only thing moving ever forwards. It is also essential as a company to maintain a future-oriented approach.
- This includes the search for top performers and well-educated employees. RoboCup 2016 provides the perfect platform for recruiting.
- Present yourself as an attractive employer in the field of science and communicate your work and goals to recruit international professionals.
- Create contacts with educational institutions, research centers and universities from all corners of the world and initiate strategic recruitment.



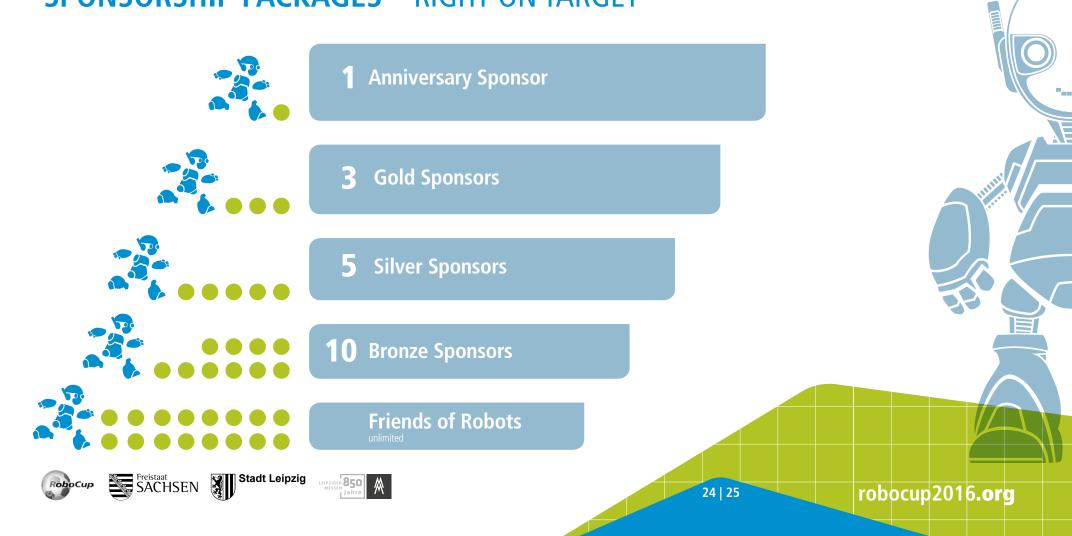




OUR ATTRACTIVE SPONSORSHIP PACKAGES COME WITH NUMEROUS BENEFITS. AVAILABILITY IS LIMITED. SECURE YOUR EXCLUSIVE PLACE AS A SPONSOR NOW!



SPONSORSHIP PACKAGES – RIGHT ON TARGET



IMPRESSIVE APPEARANCE – SPONSORSHIP ADVERTISING THAT GETS RESULTS*

LOGO INCLUSION ON GENERAL COMMUNICATION MEDIA

<complex-block><complex-block></complex-block></complex-block>	<section-header></section-header>	2016	
			* selected examples



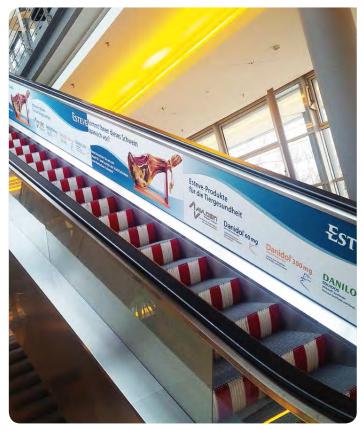




ADVERTISING ARCHES IN INTERSECTIONS BETWEEN HALLS

ROSOCUP LEIPZIG GERMANY 30 JUNE to 4 JULY

BRANDING ON ESCALATORS



SACHSEN Stadt Leipzig

BRANDING ON THE STAIRCASE IN THE GLASS HALL



26 | 27



OUR COORDINATES

Leipziger Messe GmbH Project Team RoboCup 2016 Messe-Allee 1 04356 Leipzig Germany **Telephone:** +49 (0)341-678-8051 **Email:** info@robocup2016.org

www.robocup2016.org



Leipziger Messe GmbH Messe-Allee 1, 04356 Leipzig / Germany Tel.: +49 341 678-0 info@leipziger-messe.de, www.leipziger-messe.de