

IEEE/RSJ International Conference on Intelligent Robots and Systems

IEEE/RSJ IROS 2028

2 – 6 October 2028

International Convention Centre

Sydney | Australia



ICMSA Response to Tender



200+ Industry and Institutional Partners Across Robotics and AI

ICMSA maintains relationships with more than 200 commercial and institutional organisations that regularly support scientific and technical conferences through sponsorship, exhibition and partnership.



Robotics Manufacturers and Platforms

Conference	Partner / Sponsor	Package	Investment Amount
RoboCup 2019	UBTECH Robotics Corp Ltd	Platinum Sponsor	\$110,000
RSS 2027	AgiBot	Platinum	\$55,000
RSS 2027	Sharpa	Platinum	\$55,000
RSS 2027	TRI	Platinum	\$55,000
ICRA 2018	SZ DJI Technology CO., Ltd.	Platinum Partnership	\$50,000
ICRA 2018	Houston Mechatronics	Silver Partnership	\$30,000
ICRA 2018	Kinova Robotics	Silver Partnership	\$30,000
ICRA 2018	KUKA	Silver Sponsorship	\$30,000
ICRA 2018	Toyota Research Institute	PhD Student Forum	\$28,930
RSS 2027	Booster Robotics	Silver	\$20,000
RSS 2027	LimX Dynamics	Silver	\$20,000
ACM/IEEE HRI 2025	Hello Robot Inc	Platinum Sponsor	\$17,100
ACM/IEEE HRI 2025	Semio	Platinum Sponsor	\$17,100

UBTECH

KINOVA

hello robot[®]



ROBOTIS



TOYOTA
RESEARCH INSTITUTE

Robotics
Manufacturers
and Platforms





Robotics
Manufacturers
and Platforms



AI and Advanced Technology

Conference	Partner / Sponsor	Package	Investment Amount
ACM The Web Conference 2025	Meta	Platinum	\$59,300
IEEE/ACM International Conference on Software Engineering 2023	Huawei Technologies Co., Ltd.	Platinum Sponsorship	\$55,000
RSS 2027	Spirit AI	Platinum	\$55,000
RSS 2027	Lightwheel	Platinum	\$55,000
ACM The Web Conference 2025	Google DeepMind	Gold	\$43,560
ACM The Web Conference 2025	Huawei	Gold	\$43,560
ICRA 2018	Baidu	Gold Partnership	\$40,000
ICRA 2018	Tencent	Gold Partnership	\$40,000
RSS 2027	NVIDIA	Gold	\$35,000
ACM Web Conference 2025	Taobao	Silver	\$26,180
ACM Web Conference 2025	Infinigence AI	Silver	\$26,180
ACM Web Conference 2025	JD.com	Silver	\$26,180
ACM Web Conference 2025	Baidu	Silver	\$26,180



AI and
Advanced
Technology



Universities and Research Institutions

Conference	Partner / Sponsor	Package	Investment Amount
RoboCup 2019	UNSW	Platinum Sponsor	\$110,000
ICRA 2018	Multilegged Robots Workshop	Platinum Partnership	\$50,000
ICRA 2018	QUT	Platinum Partnership	\$50,000
IEEE/ACM Software Engineering 2023	CSIRO Data61	Platinum Sponsorship	\$33,000
RoboCup 2019	University of Newcastle	STEM Motivator	\$33,000
IEEE/ACM Software Engineering 2023	Monash University	Gold Sponsorship	\$19,800
IEEE Conference on Decisions and Controls 2017	The University of Newcastle	Conference Support	\$10,000
IEEE International Conference on Robotics and Automation - ICRA 2018	Cambridge University Press	Exhibition Booth	\$4,000
IEEE International Conference on Robotics and Automation - ICRA 2018	Khalifa University	Exhibition Booth	\$4,000
IEEE International Conference on Robotics and Automation - ICRA 2018	Shanghai Jiao Tong University	Exhibition Booth	\$4,000
IEEE/ACM International Conference on Software Engineering 2023	RMIT University	Silver Sponsorship	\$11,000
RoboCup 2019	Sydney University Robotics	Exhibition Booth - Major Hall	\$7,700
IEEE Conference on Decisions and Controls 2017	United Technologies Research Centre	UTRC Sponsorship	\$8,000



Universities and Research Institutions



Defence, Industrial & and Energy Applications

Conference	Partner / Sponsor	Package	Investment Amount
RoboCup 2019	ACS	STEM Champion Initiative	\$55,000
ICRA 2018	Defence Science & Technology Group	Platinum Partnership	\$50,000
ICRA 2018	Robert Bosch LLC	Gold Partnership	\$50,000
ICRA 2018	Trusted Autonomous Systems Defence CRC	Conference Sponsor	\$50,000
ICRA 2018	Woodside Energy Ltd	Platinum Partnership	\$50,000
RoboCup 2019	J.P. Morgan & Co	STEM Motivator	\$35,000
ICRA 2018	Uber	Bronze Partnership	\$15,000

These relationships provide a strong foundation for building the IROS 2028 sponsorship and industry engagement programme. We work closely with partners to align their participation with the conference themes and priorities so their investment supports genuine engagement with the robotics community rather than simply funding the event.



Australian Government

Department of Industry, Science,
Energy and Resources



BOSCH

Invented for life



Uber

Defence,
Industrial &
and Energy
Applications

SIEMENS

THALES



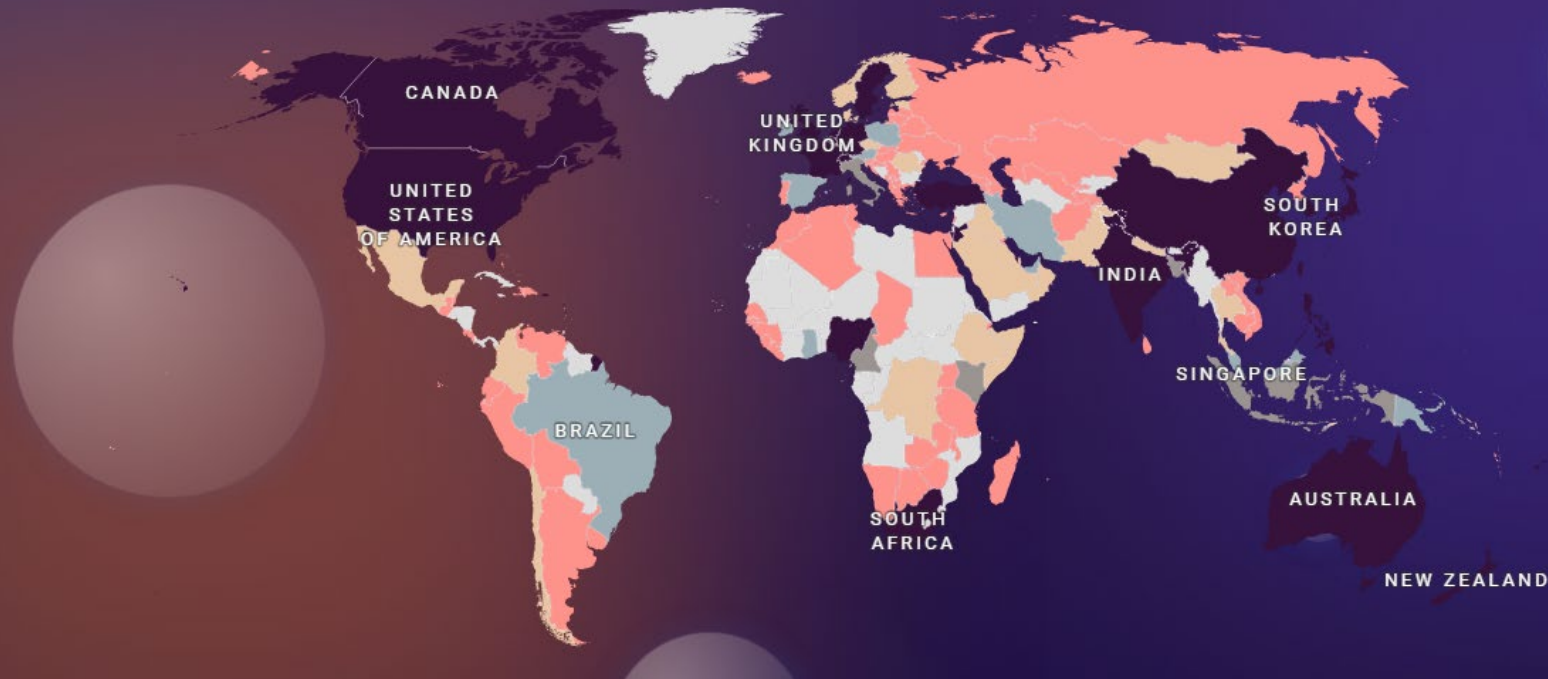
The robotics community already knows IROS. Our role is to make Sydney impossible to ignore.

Top Asia-Pacific Visitor Markets to Australia – 2025

Country	Rank
China	1
Japan	2
South Korea	3
Singapore	4
India	5



ASIA-PACIFIC ATTENDANCE TRENDS 2024-2025



Top 50 Visiting Countries

- Australia
- China**
- United States of America
- New Zealand
- Japan**
- Canada
- United Kingdom
- Germany
- South Korea**
- Singapore**
- France
- India**
- Netherlands
- South Africa
- Sweden
- Belgium
- Jordan
- Israel
- Turkey
- Fiji
- Switzerland
- Philippines**
- Nigeria
- Hong Kong
- Italy
- Indonesia**
- Kenya
- Cameroon
- Bangladesh**
- Spain
- United Arab Emirates
- Poland
- Ghana
- Papua New Guinea
- Austria
- Brazil
- Malaysia**
- Iran
- Ireland
- Pakistan**
- Mexico
- Qatar
- Norway
- Colombia
- Timor-Leste
- Chile

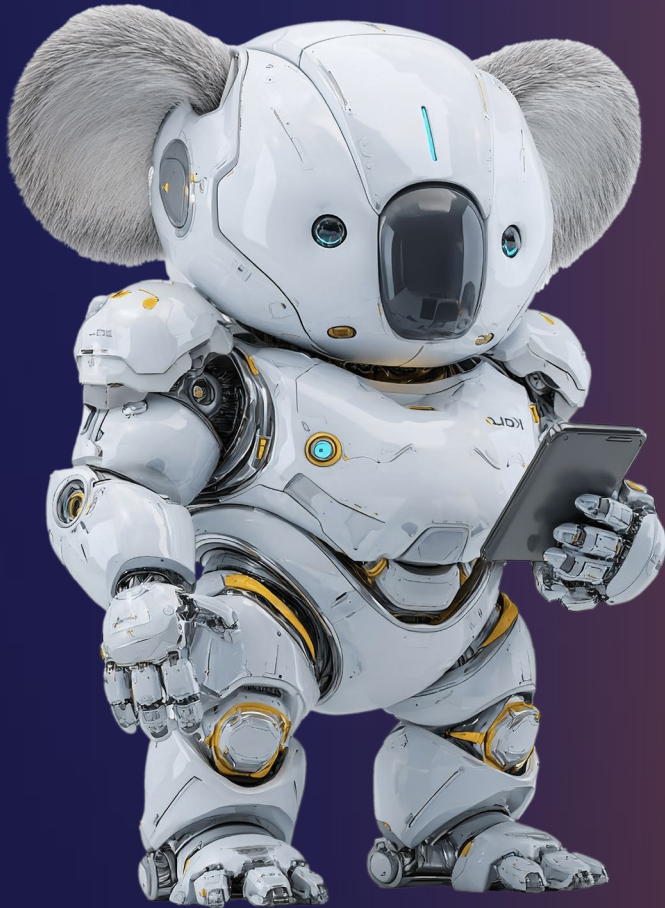
Marketing for IROS 2028 must be global, structured and aligned to the scientific timeline. Our role is to communicate clearly, consistently and in sequence so the global robotics community plans early for Sydney.



The following examples demonstrate ICMSA's ability to set realistic attendance targets and deliver strong delegate outcomes through targeted marketing and strategic engagement.

Conference/Congress Name	Year	Participant Target	Actual	Percentage
World Mining Congress	2023	3000	4598	153%
43rd COSPAR Scientific Assembly	2021	2000	2060	103%
The University of Melbourne MD Student Conference	2025	1400	1477	106%
ACM The Web Conference	2025	1000	1425	143%
5th World Conference of Women's Shelters	2025	1000	1161	116%
Congress of the World Association for Infant Mental Health	2021	1000	1136	114%
World Down Syndrome Congress	2024	1000	1081	108%
IEEE Symposium on Information Theory	2021	750	978	130%
Sydney Water Supply Chain Expo	2024	700	1129	161%
The Annual Meeting of the International Association of Forensic Toxicologists	2022	700	714	102%
ACM International Conference for Multimedia	2024	600	1783	297%
Sydney Water Supply Chain and Recruitment Expo - In-person Event	2022	600	1100	183%
52nd Congress of International Association of Hydrogeologists Congress	2025	600	817	136%
35th Annual Conference of the Australasian Society of Clinical Immunology	2025	500	1120	224%
IEEE International Conference on Multimedia and Expo	2023	500	697	139%
The Australasian Academy of Cerebral Palsy and Developmental Medicine Conference	2024	500	672	134%
Australasian Melanoma Conference	2021	500	664	133%
33rd Annual Conference of the Australasian Society of Clinical Immunology	2023	400	936	234%
Human Robotic Interaction	2025	400	600	150%
World Academic Summit	2023	400	580	145%
XX International Coal Preparation Conference	2023	400	475	119%

See you in
Sydney!



International Promotion for IROS 2026 Pittsburgh, Pennsylvania

ICMSA will underwrite the marketing investment associated with participation at IROS Pittsburgh 2026, including booth costs and on-site personnel, to ensure a strong and professional market presence. This commitment demonstrates ICMSA's willingness to actively support the opportunity, reduce upfront burden and maximise engagement with key industry stakeholders throughout the event. The funds allocated by BESydney can be used to support Committee Member attendance.

**Representing a \$30k investment by ICMSA
and a major global promotion opportunity
for IROS 2028.**

