

the technology event for

# AUTONOMY

Join XPONENTIAL 2025 where the entire community meets to build long-lasting relationships driving business forward. Gain valuable insights to make the most impactful decisions for success in this dynamic uncrewed and autonomous systems market.



**XPONENTIAL**™

MAY 19 - 22, 2025 | EDUCATION  
MAY 20 - 22, 2025 | EXHIBITS  
HOUSTON, TX

**EXHIBITOR PROSPECTUS**

[XPONENTIAL.org](https://XPONENTIAL.org)

# GLOBAL EXHIBITION & CONFERENCE

## XPONENTIAL BY THE NUMBERS



**7,500**  
technologists,  
users and  
regulators



A cutting-edge  
conference and  
**110,000 sq. ft.**  
of exhibit space with  
**650+** exhibitors



**100s** of  
networking  
opportunities



**150+** educational  
sessions

## UNMATCHED TECHNOLOGY DIVERSITY

### Full Range of the Value Chain

From start-ups to global organizations, each company can meet their defined goals and reach specific target audiences.

### High-Quality B2B and B2G

Take part in premium networking opportunities with business insiders, federal and state regulators, and government and commercial buyers.

### Wide Reach Across Industries

30% of our audience are engineers and R&D that design autonomous systems for a variety of vertical markets.

### A Conference with No Match

Forward looking insights in a variety of conference formats prepare you for "what's next" in the industry.

## WHERE THE WORLD MEETS

**60**

Countries Represented

**20%**

International











# INDUSTRY WIDE VISIBILITY

## LET'S SET THE COURSE FOR HUMAN PROGRESS

XPONENTIAL is the most effective event for generating high-value leads and tapping into the opportunities ahead for the uncrewed and autonomous systems market.

### WHO ATTENDS XPONENTIAL?

**Top 10 markets** - an opportunity to reach your current market and expand into new ones.

	Defense/Security	59%
	Energy/Power/Utilities	38%
	Mapping/Surveying	33%
	Public Safety	29%
	Counter UAS	29%
	Agriculture	27%
	Construction	24%
	Automated Vehicles - Passenger/Freight	25%
	Mining	16%
	Natural Resource Management	14%

**Top job roles** - strong presence of technologists, business development professionals and C-level executives provides premium partnership and commerce opportunities

	Engineer/Technical/Research & Development	30%
	BD/Sales	22%
	C-Level/Management*	37%
	Consultant	10%
	Remote Pilot/Operator	10%
	Government/Policy Regulator	10%
	Educator/Instructor/Trainer	6%

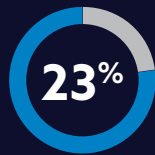
\* C-Level (CEO, COO, CTO...) is 20% and Management is 17%

The turnout is great, with a diverse range of industries represented. We've had the opportunity to connect with numerous industry partners from various sectors, which is exactly what we're looking for.

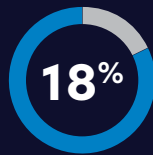
— Tyler Ackerman | Manager, Channel Operations, ACSL Inc.

Industries That Should Attend	Job Roles That Should Attend	Industries That Should Exhibit
<ul style="list-style-type: none"> <li>• Uncrewed Vehicle OEMs</li> </ul>	<ul style="list-style-type: none"> <li>• Buyers (purchasers, procurement professionals)</li> </ul>	<ul style="list-style-type: none"> <li>• Components (vision, comms, navigation, processing), Enabling Technologies</li> </ul>
<ul style="list-style-type: none"> <li>• Government (defense and non-defense)</li> </ul>	<ul style="list-style-type: none"> <li>• C-Suite (CEO, COO, CTO...)</li> </ul>	<ul style="list-style-type: none"> <li>• Composites (Advanced Manufacturing material/Processes)</li> </ul>
<ul style="list-style-type: none"> <li>• Service Providers (delivery, drones as a service, transportation)</li> </ul>	<ul style="list-style-type: none"> <li>• Government Relations</li> </ul>	<ul style="list-style-type: none"> <li>• Systems Integrators</li> <li>• Service Providers (drones as a service, transportation, delivery)</li> </ul>
<ul style="list-style-type: none"> <li>• Vertical Markets/Critical Infrastructure (utilities, oil, gas, energy, water, telecom, transportation, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Integrators</li> </ul>	<ul style="list-style-type: none"> <li>• Fleet Management (Traffic Management Technologies)</li> </ul>
	<ul style="list-style-type: none"> <li>• Investors / VC</li> </ul>	<ul style="list-style-type: none"> <li>• Data (Management /Processing, AI/ML Solutions, Simulation)</li> </ul>
	<ul style="list-style-type: none"> <li>• Policy Makers</li> </ul>	<ul style="list-style-type: none"> <li>• Counter UAS</li> <li>• Consulting and Testing</li> <li>• Uncrewed Vehicle OEMs</li> <li>• Support Services (Association, Media, Academia/ Education, Research)</li> </ul>
	<ul style="list-style-type: none"> <li>• Technologists, Engineers, R&amp;D</li> </ul>	
	<ul style="list-style-type: none"> <li>• Software Developers</li> </ul>	

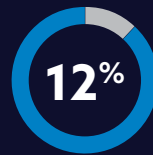
**Organization Type** - a diverse audience for those selling to the industry, end user or both



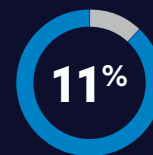
Government  
(Defense + NonDefense)



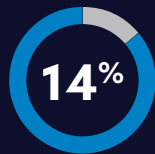
Service Provider/  
Operator/Consulting/  
Legal/Repair &  
Maintenance



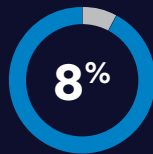
Vehicle Manufacturer/  
OEM/Integrator



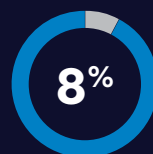
Component/Sensor  
Manufacturer



Auxiliary Product  
Manufacturer



Training Providers/  
Academia/Education



Auxiliary Product  
Manufacturer



Other

## PREVIOUS XPONENTIAL ATTENDEES INCLUDE:

- Airbus
- Amazon
- BNSF
- Boeing
- Chevron
- Dept. of Homeland Security
- Depts. of Transportation
- Defense Departments, worldwide

- Dominion Energy
- Duke Energy
- Exelon
- Exxon Mobil
- Georgia Pacific LLC
- Honda Research & Development
- John Deere
- Kärcher

- Kawasaki Heavy Industry
- Koch Industries
- Mitsubishi Electric
- National Park Service
- NATO Joint Air Power Competence Center
- Northrop Grumman
- Pacific Gas & Electric Company
- Rio Tinto

- Scion Aviation LLC
- Shell
- Southern California Edison
- The Boeing Company
- U.S. Coast Guard
- Verizon Wireless
- Wisk
- Yamaha
- and many more

# XPO FLOOR FEATURES

Secure the perfect booth for you and your audience. Select from anchor or shell exhibit space, technology-specific clusters, meeting space, or a little bit of everything. Need more information? We're here to help you pick the best spot on the show floor.

## HIGHLIGHTED TECH AND REGIONS

**Critical Infrastructure** - Solutions to ensure limited to no interruption in production or delivery of fundamental systems and services that society relies on daily.

**Defense Technology Zone** - The latest tech for national security and safety.

**Human Capital Development** - Featuring recruiting, re-education and continuing education solutions.

**Materials and Manufacturing** - Highlighting design engineered materials, services and equipment for fabrication of many structural, cutting-edge technology applications.

**Public Safety** - Highly-focused area attracting public safety officials seeking cutting-edge tech for cost-effective + quickly deployed solutions for greater situational awareness, increased safety and operational flexibility.

### Regional Pavilions

State and Country Pavilions offer a structured, cost-effective way for companies to participate at the event while demonstrating regional prowess and facilitating collaboration.

### XPO+ Launcher Start-Up

A global platform for uncrewed and autonomous start-ups to use as a springboard to get noticed at XPONENTIAL. Demo your solution, improve your pitch and get access to business angels, incubators and accelerators.

[SEE FLOORPLAN AND AVAILABILITY](#)

The key benefits of exhibiting are seeing our customers in one place without needing to travel and staying updated on industry developments. The highlight this year is witnessing industry growth.

— Ken MacLeod | Product Marketing Manager, Calian GNSS

# SHOWCASE SOLUTIONS

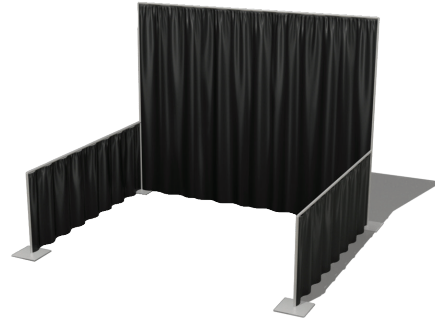
## EXHIBIT AT XPONENTIAL

### RAW BOOTH SPACE \*

	Price Per Square Foot
AUVSI Organizational Member **	\$38
Nonmember	\$44.50

Raw Space (Linear Booths Only) Includes:

- 8' draped wall
- 3' side-rails
- 2-line ID sign (44" x 7")



### SHELL SCHEME BOOTH \*

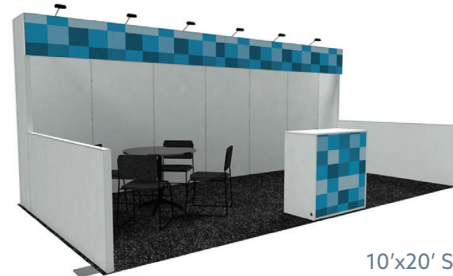
	10' x 10'	10' x 20'
AUVSI Organizational Member **	\$6,800	\$12,200
Nonmember	\$7,950	\$13,500

Shell Scheme Booth Space Includes:

- Header sign
- Standard carpet
- Track-light with one (1) head per panel
- 42" h side returns/panels
- Set-up and removal
- Counter with sliding doors (42" h x 39" w x 18" d)
- Opening day cleaning
- Café table
- Four (4) chairs
- Power - 10 amp/1000 watt (outlet placed at the back wall; one outlet regardless of booth size)



10'x10' Shell Scheme



10'x20' Shell Scheme

### MEETING ROOM OPTIONS

Conduct business in your own private meeting space still conveniently located on XPO Hall floor.

Size	Exhibitor	Non-Exhibitor	Includes
13' x 13'	\$3,950	\$7,595	Includes carpet, one (1) table, four (4) chairs, wastebasket and ID sign
13' x 26'	\$5,950	\$13,995	Includes carpet, one (1) table, six (6) chairs, wastebasket and ID sign
Permanent Meeting Room (size varies)	Call for pricing	Call for pricing	Includes one (1) room set (board room, classroom or rounds), wastebasket and ID sign

\* Linear booths with open corner(s) are charged \$500 per corner.

\*\* Member Discount for Exhibitors: Company must be an AUVSI organizational member (Industry level or higher) at the time of contracting through the time of the show.

# XPONENTIAL IS GOING GLOBAL



**XPONENTIAL™**  
EUROPE

**FEBRUARY 18 - 20, 2025**  
**DÜSSELDORF, GERMANY**

**FEBRUARY 2026**  
**DÜSSELDORF, GERMANY**



**XPONENTIAL™**

**MAY 19 - 22, 2025**  
**HOUSTON, TX**

**MAY 11 - 14, 2026**  
**DETROIT, MI**



Companies who contract 600+ sq ft at both XPONENTIAL EU and XPONENTIAL 2025 by October 31, 2024 will receive a VIP Package valued at \$15,000.

Co-hosted by

