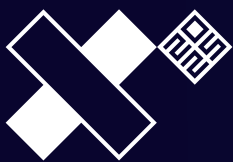


the technology event for

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

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%

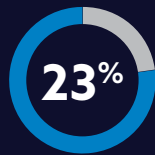
* C-Level (CEO, COO, CTO...) is 20% and Management is 17%

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.

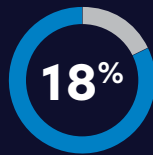
— Tyler Ackerman | Manager, Channel Operations, ACSL Inc.

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

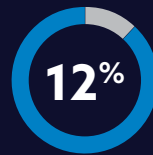
Organization Type - a diverse audience for those selling to the industry, end user or both



Government
(Defense + NonDefense)



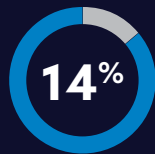
Service Provider/
Operator/Consulting/
Legal/Repair &
Maintenance



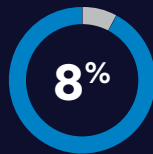
Vehicle Manufacturer/
OEM/Integrator



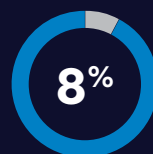
Component/Sensor
Manufacturer



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

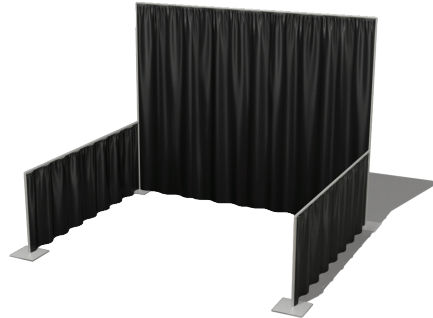
EXHIBIT AT XPONENTIAL

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 *

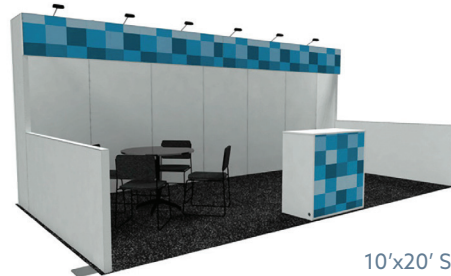
	10' x 10'	10' x 20'
AUVSI Organizational Member **	\$6,800	\$12,200
Nonmember	\$7,950	\$13,500

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.

BE THE HOST

INVITE YOUR COLLEAGUES AND CUSTOMERS TO XPONENTIAL

Dimensions	Complimentary Exh. Badge Allocation
XPO+ Launcher	2
10' x 10'	3
10' x 10' Shell	3
10' x 20'	5
10' x 20' Shell	5
10' x 30'	8
10' x 40'	10
20' x 20'	10
20' x 30'	13
20' x 40'	15

Dimensions	Complimentary Exh. Badge Allocation
30' x 30'	17
20' x 50'	18
30' x 40'	20
20' x 60'	20
30' x 50'	25
40' x 40'	27
30' x 60'	30
40' x 50'	35
50' x 50'	45
50' x 60'	50

WHO DOESN'T LOVE A LITTLE COMPETITION?

Showcase your marketing prowess and get rewarded. **The top two exhibitors** who have the most customer passes redeemed and picked up by their guests will receive:

- Two (2) VIP Pass Registrations with invites to the Chairperson's and Influencer's Reception
- Website ad on XPONENTIAL.org for 1-month
- Recognized as a sponsor of the event
- Recognition from the Keynote Stage

BECOME AN EXHIBITOR >

DRIVE TRAFFIC

ELITE LISTINGS GET 3X MORE ONLINE LEADS!

Whether you're here for the first time or you are a seasoned XPONENTIAL exhibitor, now is a great time to upgrade to an Elite Exhibitor Listing to ensure maximum exposure and generate more leads. The Elite package includes items such as:



Company Logo and Expanded eBooth Profile:

Elite participants can add a company logo, include a description that is twice as long as a basic listing and gain instant communication with prospective buyers!



Event Map Banner Ad: Get additional exposure every time attendees preview the XPONENTIAL 2024 floorplan.

ENHANCED EXHIBITOR LISTINGS

Generate more leads and increase your visibility at XPONENTIAL 2024 and beyond with an Enhanced Exhibitor Listing! Special discount pricing available for exhibitors who secure BOTH exhibit space and enhanced exhibitor listing at the same time. Save up to \$400!

ENHANCED E-BOOTH FEATURES	ELITE	PREMIUM	BASIC
XPONENTIAL 2024 Event Website Exposure			
Enhanced eBooth Icon	X		
Company Name, Booth # Label, and Address	X	X	
Website URL	X	X	X
eBooth Profile	750 Characters	350 Characters	350 Characters
Product Categories	12	12	12
Instant Communication with Prospective Buyers	X		
Press Releases	5	2	
Online Product Listings	5	2	
Show Specials	5	2	
Event Map Banner Ad	1		
Company or Product Logo	X		
XPO App			
Company Name and Booth	X	X	X
Total Investment			
Booking exhibit space and EEL at same time	\$695	\$495	Included
Upgrading to EEL after booking	\$1,095	\$895	Included

MAXIMIZE YOUR ROI

BECOME A SPONSOR

Drive more traffic to your booth, set your company apart from the competition and get the most out of your time at XPONENTIAL with a sponsorship designed around your specific objectives.



**BRANDING /
AWARENESS**



NETWORKING



**TARGET
DEMOGRAPHIC**



**THOUGHT
LEADERSHIP**

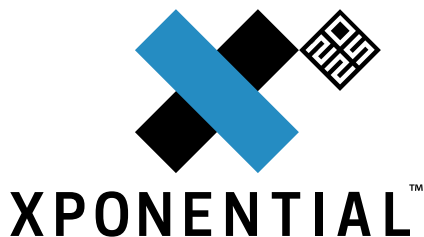
Sponsorship options include:

Educational Sessions, Keynotes, lanyards, mobile app advertising, networking receptions, show registration, the Solutions Theater, speaking engagements, the VIP Club and much more!

BE A PART OF THE TECHNOLOGY EVENT FOR AUTONOMY

Contact your account manager for details about exhibiting, advertising and sponsorship opportunities.

XPONENTIAL.ORG/EXHIBIT ▶



Co-hosted by



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

