2024

AUVSI ENGAGEMENT GUIDE & MEDIA KIT

Your resource for market intelligence and access to the uncrewed systems and mobile robotic industry.

AUVSI™

AUVSI™

As the world's largest nonprofit organization dedicated to the advancement of uncrewed systems and robotics, AUVSI is committed to ensuring that new autonomous technologies are implemented in safe and equitable ways — so that autonomy works for everyone.

Learn more at **auvsi.org**.

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Ready to Contact Us?

WHY AUVSI?

Our community is driving a world where uncrewed and automated systems seamlessly integrate into society and business, improving lives and optimizing operations.

As an association, we represent the largest global community of professionals and end users working together to realize that vision. We actively track 20+ vertical markets and empower those buyers to explore the available technologies and services to discover the best solution for their specific use case. Our team works with you to ensure you are reaching the right people and getting the right insights to achieve your goals — with custom content, industry data, advertisements, sponsorships, and more.

MEMBERSHIP & ADVOCACY

AUVSI membership provides opportunities and resources to get connected, informed and involved. **Our members** comprise a unified voice advocating for uncrewed systems on a local, state, and federal level. We advance growth and innovation with input from leaders from every sector.

Advocacy Committees

Four advocacy committees — Air, Maritime, Ground, and Defense — collaborate to set federal legislative and regulatory priorities based on member feedback. Volunteer for an Advocacy Committee to help steer policy in a new direction. Members include:

Advocacy Working Groups

Two Advocacy Working Groups — Cyber and Communications — work together to address the most common cross-domain challenges. Join a Working Group to develop advocacy goals and policy positions on behalf of the industry.

Contact your account manager to become an Organizational Member and gain access to **member benefits** today.

MARKET INTELLIGENCE

AUVSI's research team offers a wide range of services and capabilities, from access to analysts to deep-dive research and consulting. These services are available to give you best-in-class access to the most useful uncrewed and autonomous systems data and information available to inform your decision-making processes.

Quarterly Insights

In Q1 2023, the AUVSI Research Team launched the Quarterly Insight, a journal publication to bring the industry an overview of the latest trends and developments across sectors. This quarterly report is **free to download**.

Bespoke Research & Consulting Services

Our bespoke research offering is made possible by an in-house team of analysts covering uncrewed and autonomous research related to Economics, System Technology, Defense, Workforce, Safety and Operations, and is supported through industry partnerships and robust data collection that began in 2010. Our Research Team can support your decision-making, provide insights into growth and policy objectives and equip the industry at large with market intelligence.

Bespoke Research & Consulting Services are offered on an individual basis, starting with a consultation with our in-house research team. To get started, **contact your account manager to schedule a custom consultation**.

Federal Defense Spending Report for Uncrewed Systems

In addition to tracking **Federal Business Opportunities**, which has been designed as a single point of entry for vendors and companies seeking to find posted business opportunities from all departments and agencies in the United States government, the AUVSI Research team tracks federal defense spending to identify the biggest opportunities for government contracts.

The data will highlight what programs are being funded, review historical allocations, project future funding, and discover new initiatives to plan your R&D and sales strategies.

This research will also inform industry stakeholders of current congressional and Department of Defense priorities, how the threat landscape is evolving in military operations, and where investments are being made to counter these threats. The data collected by AUVSI is provided in an interface which enables users the ability to conduct granular investigations relative to their specific areas of interest. The interface can be sorted and filtered by the defense department or agency that is requesting funding as well as the domains and technologies that are supported. Detailed information for each initiative is also included which specifies plans for current and future research, development, testing, evaluation, and procurement of uncrewed vehicles and associated technologies.

Executive Summary — Free

Written Report — Free for AUVSI Organizational members

Tableau Interactive Workbook

- **AUVSI Organizational Members** — $1,650

- **Nonmembers** — $2,750

Raw Data Set — Contact us for a custom quote

USRD™ | Uncrewed Systems & Robotics Database

Uncrewed Systems & Robotics Database (USRD) is the most comprehensive global database of uncrewed and autonomous technology. Explore more than 200 parameters on more than 8,000 vehicle models to conduct research, gather competitive intelligence, or complete due diligence.

Air
4,500+ Platforms
1,350+ Companies

Ground
2,100+ Platforms
500+ Companies

Maritime
1,180+ Platforms
350+ Companies

ACCESS TO THE USRD

Individual Subscription is ideal for internal research. Enterprise & University Licenses suggested for in-depth raw data manipulation and/or to integrate into products.

Individual Subscription — $2,750

AUVSI Associate Members (includes 10 user licenses) — $2,750

AUVSI Startup Members — $2,750

Enterprise Licenses — Custom pricing available

University Licenses — Custom pricing available

AUVSI Trusted™ was created as an educational and preemptive measure.

- Raise cybersecurity awareness and knowledge and strengthen the security profile of our industry
- Ensure future UAS regulation is not thwarted (e.g., flights over people)
- Prevent draconian regulation
- Address challenge created by NDAA regulations

AUVSI Trusted is an enterprise certification program.

- Built on a suite of existing voluntary industry standards, regulations, and best practices
- Addresses risks specific to uncrewed and autonomous systems and components
- Crosses all operational domains: air, ground, and maritime

Pilot Training and Drone Operations

AUVSI Trusted Operator™ is a new initiative to certify the operations, technologies, and organizations essential to uncrewed and autonomous innovation. It includes certifications and benchmarks for organizations and individuals.

Become a Trusted Operator™ Training Provider

Trusted Operators represent the most skilled remote pilots in the industry. The Trusted Operator program depends on a nationwide network of Training Providers who assess new applicants, deliver training, and award certification. As a Training Provider, you'll position your organization as a resource for both talented pilots and high-growth employers—and unlock new revenue streams.

Contact **trusted-operator@auvsi.org** to learn more about the accreditation process.

Why Green UAS

Green UAS was founded out of direct feedback and challenges from our members — manufacturers were challenged in their ability to sell product to government and non-government customers that had established cyber security standards and requirements in place; conversely government and enterprise customers were faced with limited options and availability of certified cyber secure drones.

Get Involved with Green UAS

Green UAS is part of AUVSI's broader Trusted Cyber Program and advances our mission for the responsible operation of uncrewed systems. Green UAS assesses and verifies that commercial drones meet the highest levels of cybersecurity and NDAA supply chain requirements through a security controls assessment and a vulnerability and penetration test. The Green UAS cleared list of drones will meet updated levels of security requirements as the DIU's Blue UAS 2.0 program.

Request certification for your system and see the **Green UAS In Process/Cleared List** including the following organizations:

These companies (represented in full color) now have platforms that are Green UAS Certified.

THOUGHT LEADERSHIP

As a trusted resource for the uncrewed industry, AUVSI provides new ideas to advance the development and safe usage of innovative technologies.

AUVSI Webinar Sponsorship

The AUVSI community relies on us to identify thought leaders that will share the latest tech developments and industry trends. Sponsor a webinar and AUVSI will work with you to identify a relevant topic and highlight you as the expert for your sponsored topic. **See who our webinars reach**. All webinars will be hosted on Aville, our online learning platform.

Top 3 reasons to sponsor an AUVSI approved custom webinar:
* You'll receive a list of registrants complete with demographics and contact information
* The webinar will be hosted in AVILLE, AUVSI's online learning platform and library, which means your webinar will be promoted and viewed throughout the year
* AUVSI handles the logistics and partners with you to promote the webinar to our community

Webinar Sponsorship

* **AUVSI Organizational Members —** $5,650

* **Nonmembers —** $6,650

Space is limited — **contact your account manager** to secure your preferred date.

Develop an eBrief Spotlight

AUVSI's weekly eBrief reaches more than 45,000+ professionals and end users. Highlight a new technology, initiative, leader or showcase your workplace culture through a curated spotlight article written and distributed by AUVSI in our eBrief, on our website and on social media; complete with a hyperlink of your choosing.

- AUVSI to write and publish the article in an issue of the Weekly and Daily eBrief
- Ad on AUVSI.org to promote the article for the entire month
- Call out on AUVSI's social media channels

Spotlight (only one available per week) — $8,000

Submit an eBrief News Story

Create buzz around a product, partnership, event or another newsworthy announcement with a sponsored news story in our weekly eBrief. Provide two promotional pictures, a headline, copy and a hyperlink URL of your choice. We take care of the publication and promotion.

- AUVSI to publish your News Story in 2 issues of the Weekly eBrief during contracted month(s)

News Story (only one available per week) — $6,000

> **Our Weekly eBrief is read by C-Suite and Business Development professionals and the Daily eBrief readership is R&D and Engineering professionals. See who our eBrief reaches.**

Become a Podcast Partner

AUVSI partners with reputable and established podcasts that want to reach a wider audience of business leaders, engineers, researchers, and end users. Expand your distribution to more than 45,000 people and share your expertise with the whole industry.

Contact Chelise Jeppson at cjeppson@auvsi.org to learn more.

EVENTS

AUVSI hosts the industry's most important events. We offer a combination of thought leadership, brand awareness, lead generation, and networking opportunities.

XPONENTIAL

XPONENTIAL is a yearly gathering of global leaders and end users across all sectors in the uncrewed systems and robotics industry. Attend, sponsor, or exhibit at XPONENTIAL to reach the widest possible audience. **Explore opportunities**.

AUVSI DEFENSE

AUVSI Defense draws military officials from across all branches, federal security personnel, and industry leaders to understand the latest programs of record, navigate procurement processes and explore opportunities to do business with federal agencies. In 2024, AUVSI Defense will convene at **three unique, multi-day events in 2024**.

The first installment of AUVSI Defense will take place in February 2024, with two days of programming in the greater DC area, followed by expanded programming at **XPONENTIAL in San Diego** in April and concluding with a final forum in the fall. Attend or sponsor these events to position yourself within the national defense sector.

FAA DRONE SYMPOSIUM | AAM SUMMIT

Featuring a robust FAA presence and an agenda focused on real-world issues and challenges facing the industry from drone integration to BVLOS, remote ID to AAM, these events will help you gain valuable insights from government and industry leaders, grow your networks, and be ready for what's ahead.
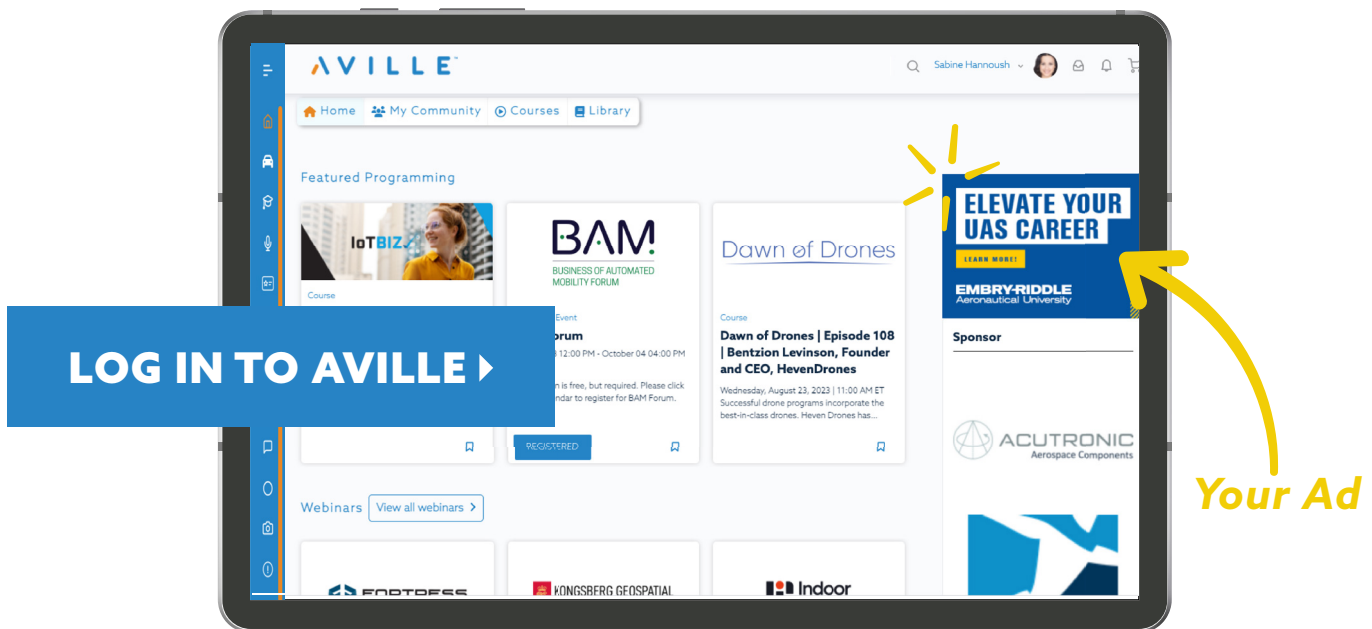
Thought Leadership Event Series

New for 2024, AUVSI will hold a series of 2-day in-person events to tackle pressing industry topics, the first topic will be Cyber Security and Counter UAS. Future topics will be announced in Q1.

ONLINE EDUCATION

AViLLE™

AUVSI continues to invest in online education resources used by professionals and students around the world. Aville is a new, free platform to discuss and build the future of autonomy — featuring industry products and services, courses and webinars, career center, networking, and collaboration.

LOG IN TO AVILLE ▶

Your Ad

List Your Company, Product, or Role

Aville is the industry directory for all things automated and uncrewed. If you're a member of AUVSI or exhibited at XPONENTIAL, you may already have a basic profile. **Click to log in above** and update your profile and products equest to be added.

Didn't see your company listed on Aville? **Request to be added**.

AVILLE ™

Sponsor a Course

Aville includes virtual and live video courses on topics that target specific markets, such as First Responders, Defense, DEI, or Workforce Development. Sponsor a pre-developed course or collaborate with our team to develop a custom course that will be available on the platform for a year.

Existing Courses

- **AUVSI Organizational Members —** $5,250
- **Nonmembers —** $6,250

Custom Courses — $7,000 – $10,000

AUVSI has the ability to simulcast your event in the Aville platform to reach a larger audience. You'd get the leads complete with demographic information.

Advertise on Aville

Place a rotating banner on the homepage, a course listing page, and library listing page. Ensure your brand is top of mind as users look for new ideas and solutions. Previous advertisers maximize success by bundling a webinar or course sponsorship with AVILLE advertising.

Homepage Banner Ad — $1,100

DIGITAL ADVERTISING

AUVSI owns a variety of digital properties that get significant global traffic, from our main website to our daily and weekly eBriefs.

Advertise on AUVSI.org

Our website features industry news, business intelligence, updates on pressing regulatory issues, and so much more. Reach more than 350,000 unique visitors around the globe with more than 43,000 sessions per month.

Homepage Square Ad* — $1,200 per month

Homepage Rectangle Ad* — $2,000 per month

Homepage Middle Banner* — $1,200 per month

*Interior Page Rectangle Ad - Included with purchase of any homepage ad

Website Retargeting

AUVSI has partnered with North America's largest B2B publisher, Multiview, to offer exclusive website retargeting advertising opportunities on AUVSI.org. Use our technology to reach visitors on their favorite sites.

To start your retargeting campaign, contact a Multiview representative at salesinquiries@multiview.com or call +1 (972) 402.7070.

~120,00 Impressions — $4,950

Delivered by AUVSI Partner: MULTIVIEW®
A STAGWELL COMPANY

Advertise on XPONENTIAL.org

As the flagship event for the uncrewed and automated systems industry, the XPONENTIAL website sees millions of page views every year.

Interior Side Bar Banner* — $1,000 – $5,000 per month

Interior Footer Banner* — $1,000 – $5,000 per month

*Price varies by month, contact your account representative for details

Advertise in the Daily eBrief

The AUVSI team summarizes the most impactful stories and latest discoveries that cut across markets and domains for members. Place a banner ad to gain visibility to AUVSI members.

Banner Ad (only two available per month) — $2,000 per month

Advertise in the Weekly eBrief

Our Weekly eBrief is sent every Tuesday to our full opt-in readership of 45,000+ people, with timely and relevant news on technology and policy topics. Place ads to reach the whole industry over the course of a month.

Banner Ad — $2,300 per month

"*Presented By*" Logo Placement — $1,500 per month

EMAIL MARKETING

We know what it takes to reach the industry's foremost leaders. We partnered with Outcome Media to build a high-value email list you can use to share your latest products, ideas, and announcments.

Rent the Email List

Choose from audiences in air, ground, and maritime sectors, and segment by geography to target the right audience for your marketing, sales, and research efforts.

To learn more, contact Sheryl LeGates at **slegates@corpwd.com**.

Delivered by AUVSI Partner: **OUTCOME**MEDIA
a Worldata division

AD DEADLINES & SPECS

Aville & Websites

January	12/20/2023
February	1/25/2024
March	2/23/2024
April	3/25/2024
May	4/24/2024
June	5/24/2024
July	6/24/2024
August	7/25/2024
September	8/23/2024
October	9/24/2024
November	10/25/2024
December	11/22/2024

Aville

Homepage Banner .... 350x250 px

AUVSI.org

Homepage Square	460x468
Homepage Rectangle	940x468
Homepage Middle Banner	1920x237
Interior Page Rectangle	728x90

XPONENTIAL.org

Interior Side Bar Banner	200x200
Interior Footer Banner	1140x135

eBrief Newsletter

January	12/19/2023
February	1/30/2024
March	2/27/2024
April	3/26/2024
May	4/30/2024
June	5/28/2024
July	6/25/2024
August	7/30/2024
September	8/27/2024
October	9/24/2024
November	10/27/2024
December	11/26/2024

Daily eBrief

Banner Ad 650x110

Weekly eBrief

Banner Ad	558x110
News Story	510x270
• Headline	72 characters*
• Story Copy	230 characters*

Accepted File Types

.PNG | .JPG | .EPS | .AI

READY TO CONTACT US?

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