



# **20 25** **AUVSI ENGAGEMENT GUIDE & MEDIA KIT**

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



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

Learn more at [auvsi.org](https://auvsi.org).

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# 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 and Working Groups

Advocacy Membership is designed for organizations who are passionate about shaping the future of this dynamic industry. By joining us, you will become part of a powerful network that influences policy, drives innovation, and creates a safer, more efficient world. Our advocacy experts are committed to removing roadblocks to your work, establishing public support for autonomous technology, and promoting smart and safe policies. We collaborate to set federal legislative and regulatory priorities based on member feedback we receive through our special committees:

- [Air Advocacy Committee](#)
- [Ground Advocacy Committee](#)
- [Cyber Working Group](#)
- [Defense Advocacy Committee](#)
- [Maritime Advocacy Committee](#)
- [Strategic Communications Committee](#)

Members include:



## Member Benefits

As an Advocacy member, you'll have the opportunity to become a key influencer in shaping policy within the uncrewed systems industry. Secure a seat at the table with top industry leaders and influencers, providing you with unique networking opportunities. Stay informed with curated clip compilations and timely policy updates, keeping you ahead in the industry. Enjoy the privilege of attending exclusive events, including a members-only Hill Day.

**Contact your account manager to become an AUVSI Member** and gain access to [member benefits](#) today.

### Benefits include:

- ✓ **Committee Leadership:** Eligibility to appoint your team to any of AUVSI's Advocacy Committees and Working Groups
- ✓ **Advocacy Tools:** Access resources and tools that help you effectively advocate for your business interests.
- ✓ **Policy Updates:** Receive timely updates on legislative and regulatory developments that affect the uncrewed systems industry across all domains and verticals.
- ✓ **Networking Opportunities:** Connect with key decision-makers, industry leaders, and government officials at Advocacy exclusive events such as our annual Hill Day.
- ✓ **Educational Resources:** Take advantage of webinars, workshops, and publications that keep you informed on the latest regulatory trends and best practices.

# WHY JOIN?

- **Shape the Future:** As an AUVSI Advocacy Member, your company will be at the forefront of shaping the future of uncrewed systems. Your voice will help drive innovation and ensure a favorable regulatory environment.
- **Stay Competitive:** Stay ahead in a competitive market with exclusive insights, strategic connections, and a platform to influence industry standards and regulations.
- **Collaborate and Lead:** Collaborate with peers, government officials, and industry leaders to address common challenges and lead the way in pioneering advancements.
- **Maximize Impact:** Amplify your impact through a unified voice that represents the interests of the unmanned systems community, ensuring that your company's needs are heard and addressed.

Reach out to our [Industry Engagement team](#) to learn more about how you can join AUVSI Advocacy Membership. Together, we can drive innovation, influence policy, and shape the future.

[Join Today](#)

# MARKET INTELLIGENCE

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

## Uncrewed Systems Insights

The AUVSI Research Team launched the Uncrewed Systems Insights, a journal publication to bring the industry an overview of the latest trends and developments across sectors. This triannual report is free for AUVSI members to [download](#).

## 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 opportunities for government contracts as well as investment trends in the research, development, testing, evaluation, and procurement of uncrewed systems.

Our data reveals which programs are being funded, reviews historical allocations, and projects future funding trends, helping you identify new business opportunities and guide your R&D strategies.

Through AUVSI's interactive platform, you can easily sort and filter data by the defense department, agency, domain, or technology receiving support.



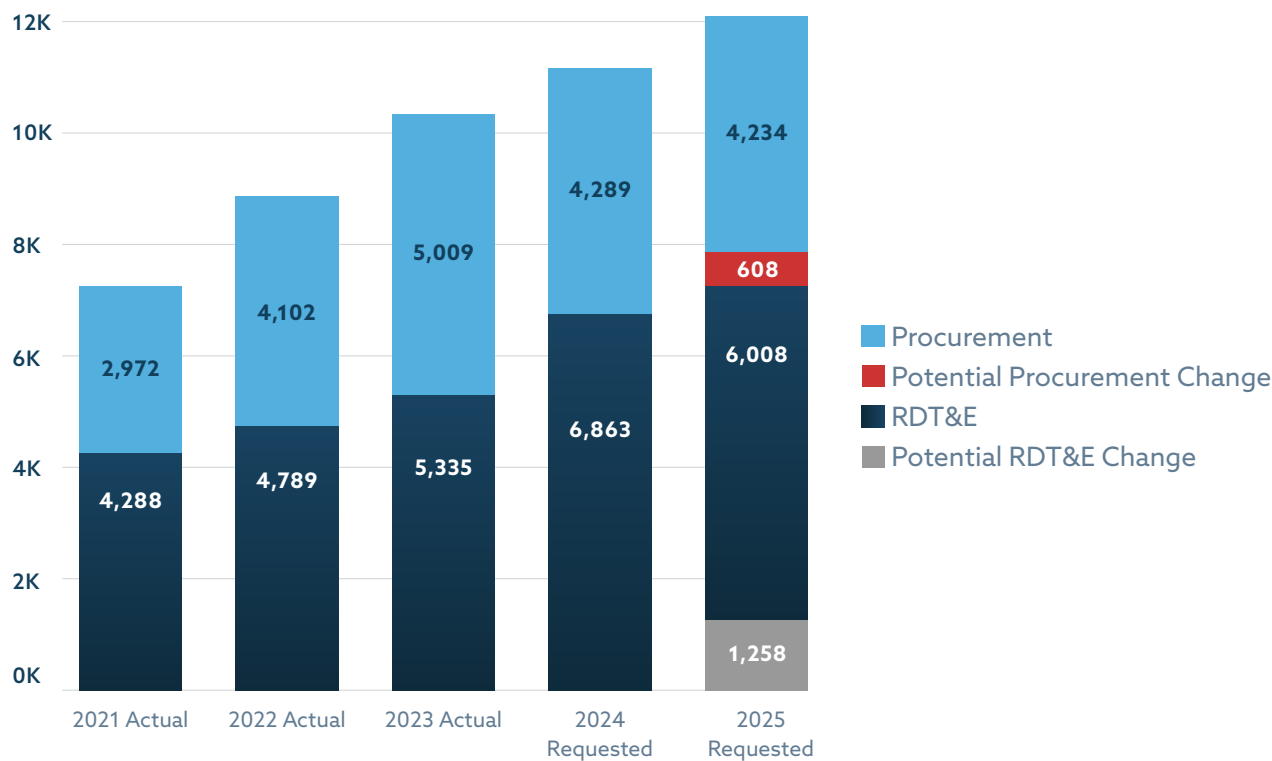
[Learn More](#)

***Need help with analysis?***  
***Reach out to your account manager about our custom consulting services.***

Detailed analysis of the DOD’s budget for uncrewed systems has indicated a CAGR of about 14% in the last five years with funding totaling approximately \$7 billion in 2021 and increasing to an estimated \$12 billion in FY 2025. This growth has been driven by increased investments in key enabling technologies such as sensors, autonomy, and human-machine interfaces. In our most recent [publication](#), we also found that:

- Suggested Congressional changes to the original FY 2025 budget request represent a net increase of over \$2 billion for uncrewed vehicle programs.
- Increased investments in counter-UAS solutions support the urgent need for these technologies in international conflicts as allied forces face a rapidly evolving threat from adversarial uncrewed systems.
- The Navy’s budget for research, development, and acquisition of uncrewed vehicles exceeds all other organizations with significant efforts ramping up in the Army and Air Force.

## Department of Defense Budget



Federal Defense for Uncrewed Systems	Organizational Members	Nonmembers
Interactive Workbook	\$1,650	\$2,750
Custom Consulting Services*	\$250 per hour	\$275 per hour

\*Consulting hours are available in blocks of 10 hours



## 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 8,800 vehicle models to conduct research, gather competitive intelligence, or complete due diligence.



### Air

5,100+ Platforms  
1,400+ Companies



### Ground

2,350+ Platforms  
750+ Companies



### Maritime

1,300+ Platforms  
400+ 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.

Annual Individual License — ideal for internal research

AUVSI Standard and Advocacy Level Members	Complimentary; unlimited licenses
AUVSI Associate Members	\$2,799; includes 10 user licenses
AUVSI Startup Members	\$2,799; includes 1 user license
Individual Subscription/Nonmember	\$2,799; includes 1 user license

### Custom Licenses available by request for:

- Group Licenses for enterprise or academic users available
- Custom data analysis
- Access to raw data set



[Learn More](#)

# SPONSORSHIP & ADVERTISING

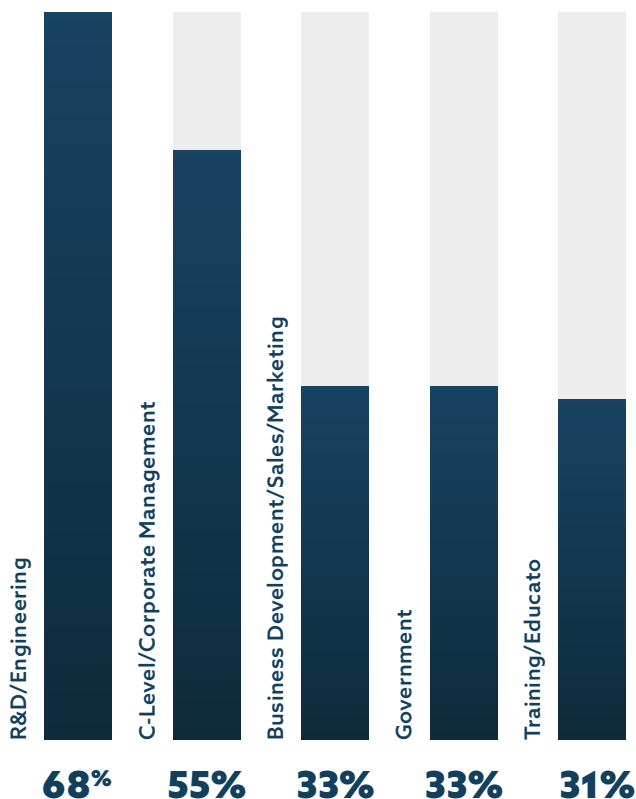
As a trusted resource for the uncrewed industry, AUVSI provides new ideas to advance the development and secure usage of innovative technologies. Partner with us to advance your influence and impact through our thought leadership, branding, and lead generation options.

## 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 collaborate with AUVSI to identify a relevant topic, positioning you as the expert. All webinars will be hosted on Aville, our online learning platform.

[See who our webinars reach.](#)

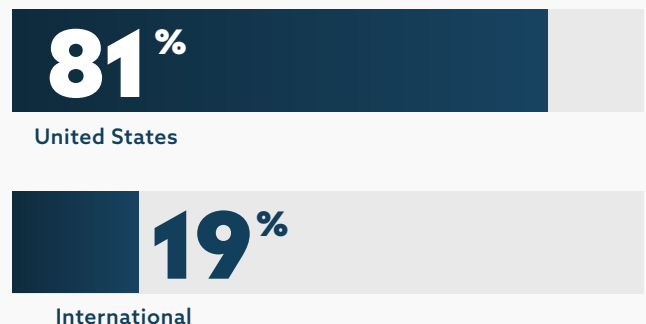
### Top 5 Job Roles



### Top 5 Organization Types

- Government (Defense/Non-Defense) **24%**
- Manufacturers (Platform, Components/ Sensors, Aux. Products) **16%**
- Other **13%**
- Service Providers **13%**
- Academic/Educational **12%**

### Geographic



### Top 3 reasons to sponsor an AUVSI approved custom webinar:

- **Qualified Lead Generation:** Sponsors receive a comprehensive list of registrants, including detailed demographics and contact information.
- **Year-Round Visibility:** Your webinar will be hosted on AVILLE, AUVSI's online learning platform and library, ensuring continuous promotion and viewership throughout the year.
- **Seamless Collaboration and Promotion:** AUVSI manages all logistics and collaborates with you to effectively promote the webinar to our extensive community.

### Sponsorship Benefits Include:

- ✓ **Influence Over Webinar Content:** Sponsors have input on the webinar topic, speakers, and format (must be approved by AUVSI Education).
- ✓ **Choice of Presentation Format:** Select from standalone, panel, fireside chat, or other formats that best suit your needs.
- ✓ **Lead Generation:** Receive a post-webinar registration list, complete with contact information for follow-up.
- ✓ **Brand Exposure:** Your logo and contact details will be featured on the webinar slides and recognized on all pre-webinar marketing materials and the website.

	AUVSI Organizational Member	Nonmember
Webinar Sponsorship - if contracted by December 31, 2024	\$5,000	\$6,000
Webinar Sponsorship - if contracted on or after January 1, 2025	\$6,000	\$7,000

***Ask your account manager about a frequency discount and to secure your preferred dates!***

# Advertise in AUVSI Newsletters

## Drone Security and Competitiveness Newsletter

Biweekly newsletter on the cyber security and supply chain issues impacting both the drone & component manufacturers and enterprise users.

**5,500 opt-in subscribers**

## Robotics and Autonomous Systems Defense Digest

Biweekly newsletter bringing you the latest intel on the Robotics & Autonomous Systems shaping defense operations.

**7,900 opt-in subscribers**

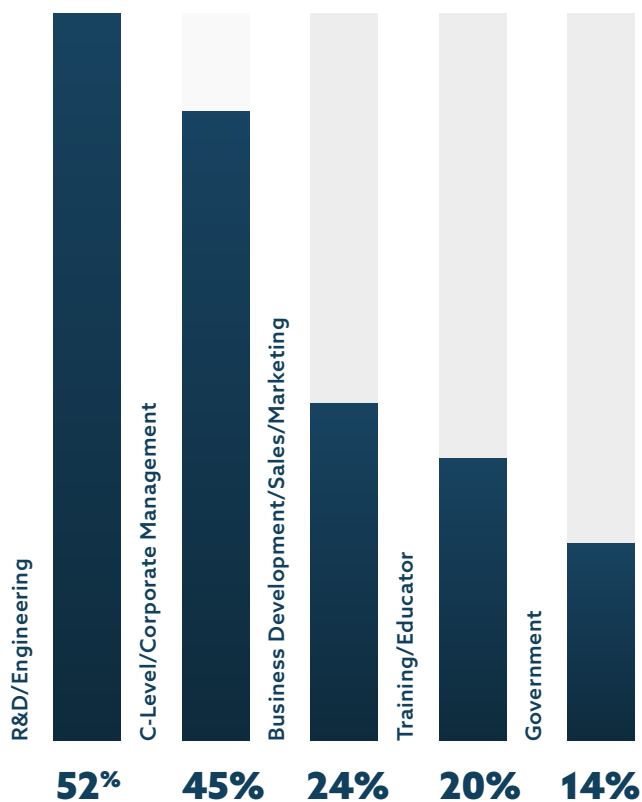
## Weekly eBrief

Weekly news wrap-up reaching over 45,000 professionals and end-users, providing advertisers with a platform to quickly reach the uncrewed systems community.

**50,000 opt-in subscribers**

[See who our eBrief reaches.](#)

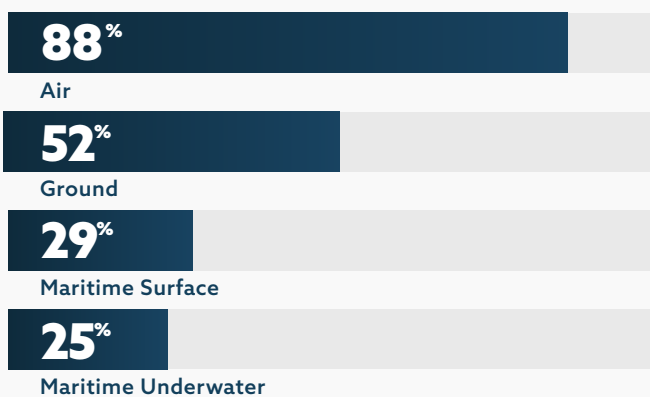
## eBrief Top 5 Audience Job Roles



## Top 5 Organization Types

- Academic/Educational **13%**
- Government (Defense & Non-defense) **21%**
- Manufacturers (Platform, Components/ Sensors, Aux. Products) **19%**
- Other **13%**
- Service Providers **15%**

## Domain Interest



## Newsletter Advertising options

### News Story

Create a curated News Story to be distributed by AUVSI in one of our newsletters and promoted on our website, complete with a hyperlink of your choosing.

- News Story published in 2 issues of the selected newsletter during contracted month(s)
- Banner ad on AUVSI.org to promote the article for the entire month
- The Drone Security and Competitiveness Newsletter & Replicator Newsletter will feature logo recognition in the header for the contracted month(s).

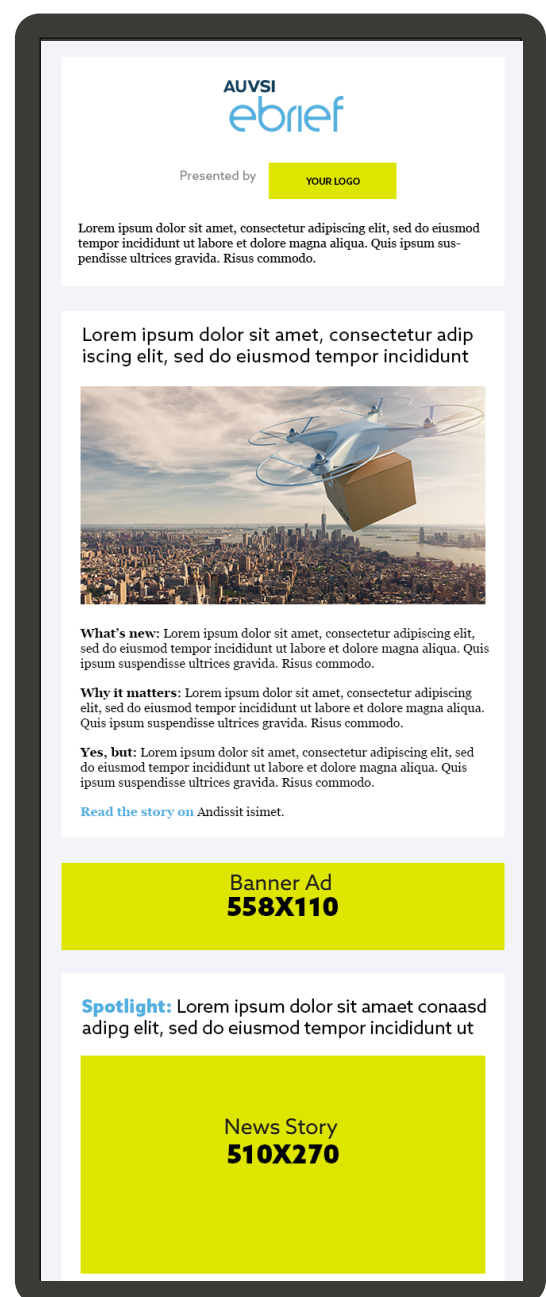
### Banner Advertisement (eBrief only)

Place a banner ad to reach the whole industry over the course of a month.

	AUVSI Organizational Member	Nonmember
Weekly eBrief		
News Story provided by Advertiser	\$4,000	\$5,000
News Story, written by AUVSI	\$4,500	\$5,500
Banner Ad	\$2,300	\$2,500

Drone Security and Competitiveness Newsletter or Replicator Initiative Newsletter (Includes logo placement in the newsletter header)

News Story provided by Advertiser	\$5,000	\$6,000
News Story, written by AUVSI	\$5,500	\$6,500



# DIGITAL ADVERTISING

Reach a global audience through AUVSI's diverse digital properties, ensuring your message reaches the right eyes at the right time. Equip yourself with the tools to maximize impact and visibility in the competitive digital landscape.

## Advertise on AUVSI.org

Explore industry news, business intelligence, updates on crucial regulatory matters, and beyond on our website. Connect with over 350,000 unique global visitors, engaging in more than 43,000 sessions monthly.

	AUVSI Organizational Member	Nonmember
Homepage Square + Interior Page Rectangle	\$1,200	\$1,500
Homepage Rectangle + Interior Page Rectangle	\$2,000	\$2,300
Homepage Middle + Interior Page Rectangle	\$1,200	\$1,500

***If you are interested in advertising on one of our event websites, please reach out to your account manager.***

# EVENTS

AUVSI hosts the industry's most important events. We offer a combination of thought leadership, brand awareness, lead generation, and networking opportunities. A complete list of industry events can be viewed [here](#).



AUVSI Defense is a yearlong, multi-day event series designed for military officials, federal security personnel, and industry leaders working at the forefront of uncrewed technology. These events are where the defense community set the course for innovation and integration to support critical missions.



Expanding the reach of XPONENTIAL, XPONENTIAL Europe is the new leading European trade fair for autonomous technologies and robotics by Messe Düsseldorf. Immerse yourself in the future of uncrewed systems in air, ground, maritime and space from February 18 to 20, 2025.



XPONENTIAL is a yearly gathering of global leaders and end users across all sectors in the uncrewed systems and robotics industry. XPONENTIAL 2025 will take place in Houston, TX from **May 19 - 22, 2025**. Attend, sponsor, or exhibit at XPONENTIAL to reach the widest possible audience. [Explore opportunities](#).



Featuring over 8 government agencies, policymakers, and industry leaders, this event offers critical insights into the evolving regulatory landscape. It provides a unique opportunity for discussions on the future of the drone and AAM industries, focusing on safety, emerging technologies, and the challenges and opportunities ahead.



Army leadership, DoD, DoS, and defense industry experts provide key insights into the evolving security assistance landscape. Attendees engage in discussions on defense innovation, modernization, and procurement priorities, addressing the challenges and opportunities shaping the future of Army Security Assistance.



AUVSI continues to invest in tools and resources designed to simplify connections with government and industry professionals, researchers, academics, and students worldwide. Join the Aville resource hub, home to a thriving community of nearly 5,000 users, where engagement, networking, research, career development, and education come together. Aville serves as a catalyst for shaping the future of autonomy! It offers a comprehensive directory of industry products and services, **webinars, podcasts, and courses**, job postings, sponsorship and advertising opportunities, roundtable discussions, and directories for **Collegiate and AUVSI** Chapters, along with numerous collaboration opportunities.

### Top 5 reasons to sponsor in Aville:

- **Get exposure to your audience:** AUVSI connects many stakeholders, such as government and academia, corporations, and other vertical markets and industry professionals. Sponsoring Aville will allow you to get exposure to a vast variety of your chosen audience.
- **Extend your reach:** Digital sponsorship on Aville allows the opportunity to connect with your audience 365. Have a bigger impact and reach a much broader audience all around the globe.
- **Thought Leadership:** Show your industry that you are leading the conversation on with native content delivered straight to your target audience.
- **Get results:** Through data! Sponsoring Aville means analytics. Know who is engaging with your brand and how, with robust reporting, machine learning is ensuring your content reaches the right person.
- **Get support:** Aville offers special attention to sponsors and exhibitors ensuring you feel welcome and get the most out of your experience.

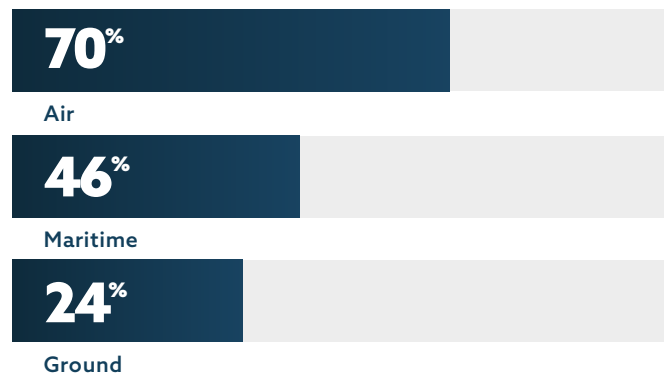
### Top 3 Organization Types:

- Government (Defense & Non-Defense) **21%**
- Platform/Component/Sensor/Auxiliary Product Manufacturer **16%**
- Service Provider **14%**

### Top 3 Job Roles



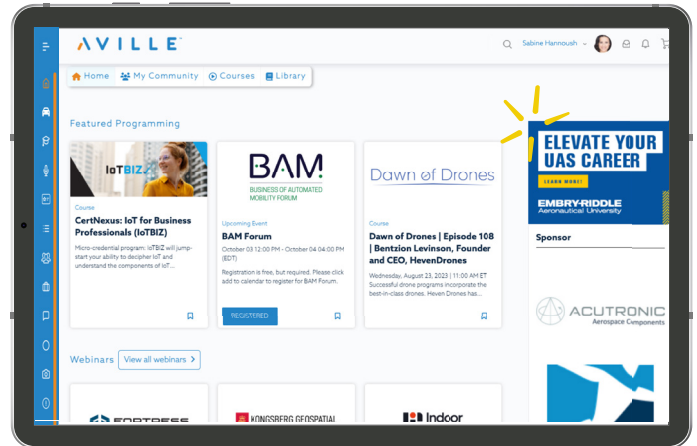
### Domain Interest



## Advertise on Aville

Keep your brand top of mind for Aville's thousands of users searching for new ideas and solutions. Place a rotating banner or logo on the homepage, my community page, course listing page, library listing page, and other popular site pages.

**Banners and Logos starting at — \$900**



## Retargeting: Extend Your Reach to Niche Audiences Beyond Aville

By retargeting industry professionals who have visited Aville, you can keep your brand at the forefront of their minds and maintain consistent engagement with them throughout their purchasing journey. This strategy perfectly complements your advertising strategy by allowing you to repeatedly connect with the same industry audiences as they explore other areas of the web.

***Need help with creative?***  
***We can help create animated or static display ads working with our skilled design team partners.***

### Sponsor a Course or Webinar

Aville offers virtual and live video courses targeting markets like public safety, defense, inspections, advanced manufacturing, system integration and more. Sponsor an existing course or collaborate with us to create a custom course available on the platform for a year.

	AUVSI Organizational Member	Nonmember
Existing Courses	\$5,250	\$6,250
Custom Courses	\$7,000	\$10,000

# New Product Launch or Announcement?

Get the message out to our targeted audience by simulcasting your event or product launch in Aville to increase your reach to a relevant market. Contact your account manager to learn more!

## Aville Subscription


Ask us about our Monthly Subscription option for full access, benefits, and in-platform discounts on webinars and courses and other sponsorships.

### Subscription includes:

- ✓ Platform access and company listing and enhanced job postings
- ✓ Inclusion of Native content and featured content enhancements
- ✓ Banner advertising within available pages and positions
- ✓ Announcement or product launch event
- ✓ Discounts on webinar and course sponsorship

### Introductory, limited time only pricing:

	AUVSI Organizational Member	Nonmember
Aville Subscription	\$299 per month	\$399 per month



***Get 15% off when you pay for a full year upfront***

# SITE RETARGETING

AUVSI has partnered with Showcare to provide an exclusive and powerful site retargeting solution, keeping your brand visible to industry professionals even after they leave AUVSI.org and Aville. This ensures you remain top-of-mind with key decision-makers as they navigate the web. Re-engage, expand your audience, and maximize your ROI with our targeted ad solutions. Whether you're reconnecting with previous visitors or reaching new prospects, our approach ensures your ads consistently hit the mark.

## Why Choose AUVSI Site Retargeting?

Unlock the full potential of your campaigns with programmatic advertising. Reach the right people, in the right place, at the right time—effortlessly.

- Precision Targeting: Reconnect with visitors who have shown interest in your industry, keeping your brand relevant throughout their buying journey.
- Extensive Reach: Place your ads across thousands of websites, social media platforms, and apps for broad exposure.
- Optimize Your Ad Spend: Focus your budget on engaged visitors, delivering high-impact ads to decision-makers for improved ROI.

The best part? Showcare can take care of everything—from creative design to campaign reporting—ensuring your ads stay fresh, relevant, and effective. Our team continuously optimizes your campaigns for maximum impact, delivering superior results.

120,000 Impressions	\$3,550
Additional 50,000 Impressions	\$1,475
Creative design and messaging (up to 5 different assets)	\$1,575

## Ready to drive conversions and grow your brand?

Contact Showcare at [auvsisales@showcare.com](mailto:auvsisales@showcare.com) or call +1-866-258-7505.

Powered by  **AUVSI**™ &  **showcare**

# 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 announcements.

## 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](mailto:slegates@corpwd.com).

Delivered by AUVSI Partner:



**OUTCOME**MEDIA  
a Worldata division

# AD DEADLINES & SPECS

## Artwork Deadlines

January .....	12/18/2024
February.....	1/24/2025
March .....	2/21/2025
April.....	3/25/2025
May .....	4/24/2025
June.....	5/19/2025
July .....	6/24/2025
August .....	7/25/2025
September .....	8/25/2025
October .....	9/24/2025
November .....	10/24/2025
December .....	11/17/2025

## Accepted File Types

**.PNG | .JPG | .EPS | .AI**

## Specs & Sizes

### **Aville**

Homepage Banner .....350x250 px

### **AUVSI.org**

Homepage Square ..... 460x468 px

Homepage Rectangle..... 940x468 px

Homepage Middle Banner ..... 1920x237 px

Interior Page Rectangle ..... 728x90 px

### **AUVSI Newsletters**

Banner Ad .....558x110 px

News Story.....510x270 px

- Headline..... 72 characters (including spaces)

- Story Copy .. 230 characters (including spaces)

# READY TO CONTACT US?



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Arlington, VA 22201 United States  
Learn more at [auvsi.org](https://auvsi.org)