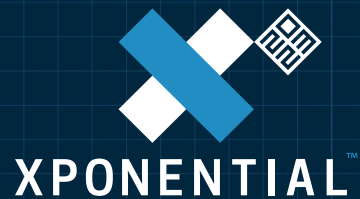


# BLUEPRINT FOR AUTONOMY

## SPEAKER PROMOTION TOOLKIT

Thank you for being part of the XPONENTIAL 2023 program.  
Use these tools to invite your peers, customers, and prospects  
to the event and increase awareness of your session.



MAY 8 – 11, 2023 | EDUCATION  
MAY 9 – 11, 2023 | EXHIBITS  
DENVER, CO

Co-Hosted by



# AVAILABLE ASSETS

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XPONENTIAL logo ➤

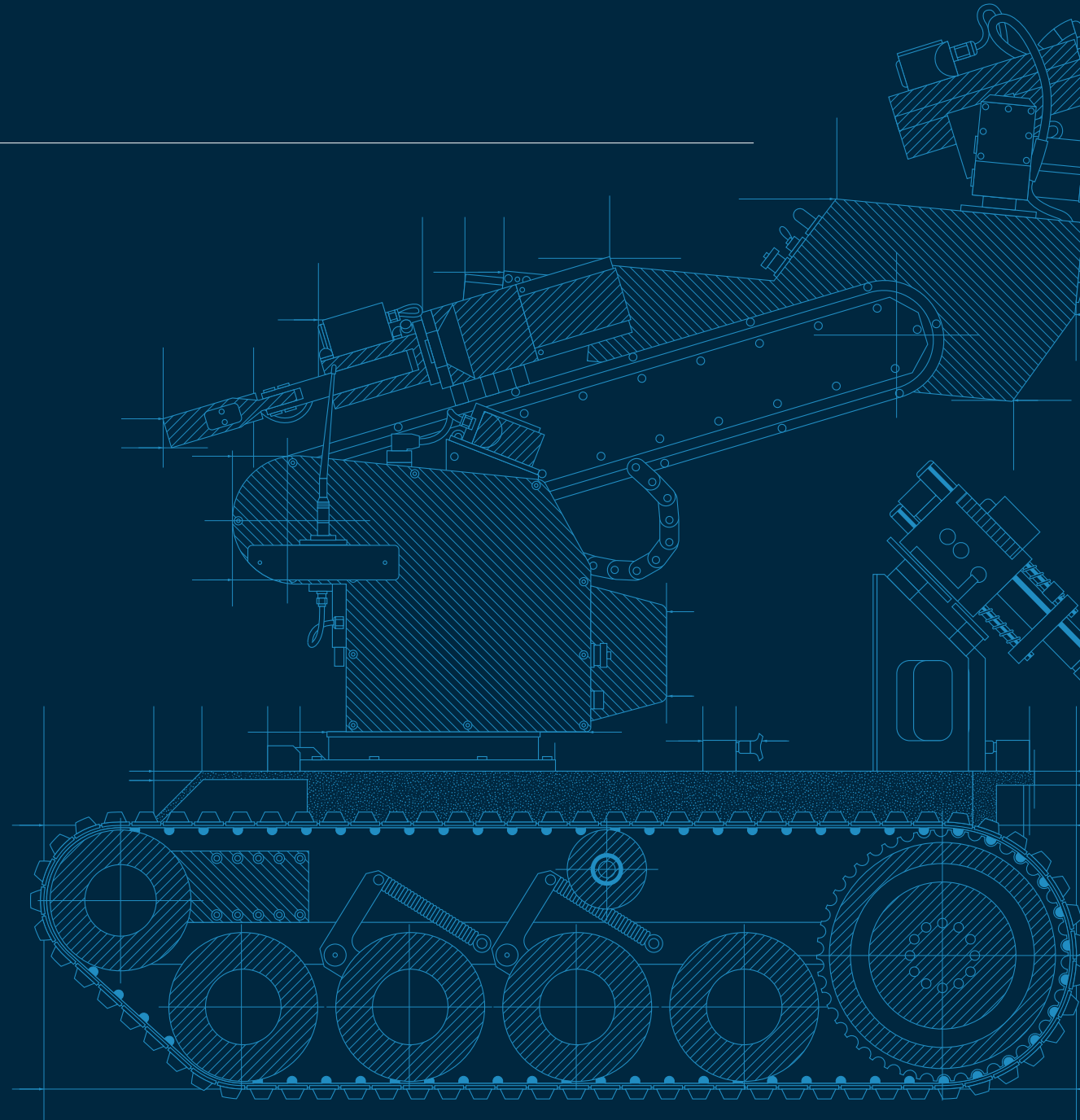
Social media sample posts and graphics ➤

Web banners ➤

Newsletter copy ➤

Sample email/LinkedIn invitation copy ➤

[CLICK HERE TO LEARN MORE ABOUT THE AVAILABLE ASSETS ➤](#)

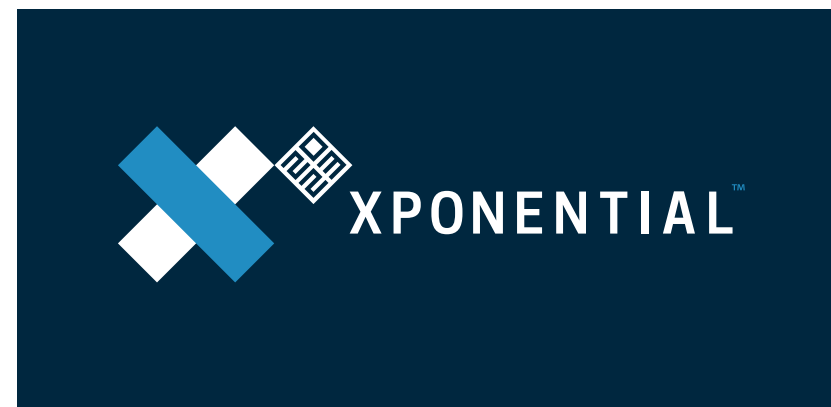
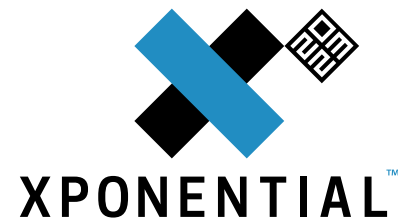


# XPONENTIAL LOGO

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Download the official XPONENTIAL 2023 logo for use in company ads, newsletters and your email signature.

[DOWNLOAD LOGOS](#)



# SOCIAL MEDIA POSTS

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Tap into your social media channels to promote your participation at XPONENTIAL.

Use this sample copy for inspiration. Don't forget to tag @XPONENTIALshow and include **#XPO23** in your posts!

**PRO TIP:** Customize the posts by including the ideas, technologies, and solutions you'll be featuring in your session.

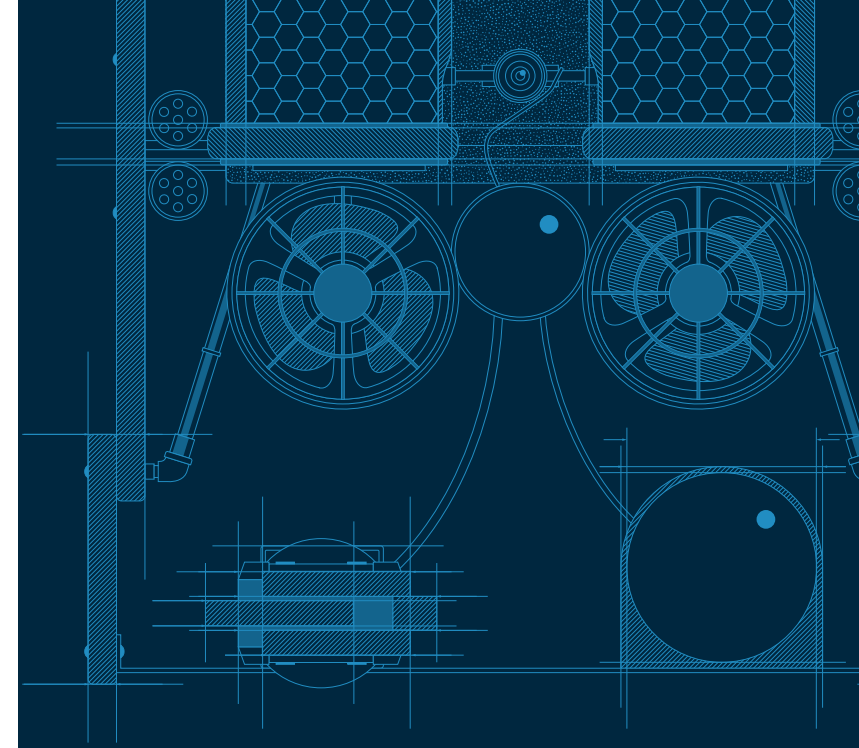
## SHORT TWEETS:

- ▶ Let's shape the plan for an autonomous future. At @XPONENTIALshow this May, the @AUVSI community is coming together to design a new Blueprint for Autonomy. Learn more at [www.xponential.org](http://www.xponential.org). #XPO23
- ▶ What's in the Blueprint for Autonomy? That's up to you. Join the conversation at [www.xponential.org](http://www.xponential.org). #XPO23
- ▶ This May, I'll be taking up the mic at @XPONENTIALshow to share my perspective on the future of #autonomous and #uncrewed innovation. I hope you'll join me for the week to add your own voice to the conversation. Register at [www.xponential.org](http://www.xponential.org). #XPO23
- ▶ This May, @AUVSI is convening our community at @XPONENTIALshow to discuss the standards, systems, and strategies we need to integrate #autonomous and #uncrewed tech. [www.xponential.org](http://www.xponential.org) #XPO23
- ▶ May 8-11 at @XPONENTIALshow might be the most important days of the year for our industry. I'll be taking the stage to share my research (or legal expertise or experience) will I see you there? [www.xponential.org](http://www.xponential.org) #XPO23

## LONGER POST (LI/FB):

- ▶ #Autonomous innovation won't happen on its own. Our success as an industry depends on the perspectives, insights, and skills of everyone in our community.

This May 8-11, I've been invited by AUVSI to speak at XPONENTIAL—the most important event of the year. I can't wait to share my thoughts on the future of autonomy, and I can't wait to hear more about what everyone else is working on. Will I see you there? Register at [www.xponential.org](http://www.xponential.org). #XPO23



Follow AUVSI and XPONENTIAL on social media to share content and event updates:



Twitter: @XPONENTIALshow



Facebook: @AUVSI



Instagram: @AUVSI



LinkedIn: Association for Uncrewed Vehicle Systems International (AUVSI)



# SOCIAL MEDIA GRAPHICS

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A variety of graphics, sized for Facebook, Instagram, Twitter, and LinkedIn, are available to download and use with the sample posts on the previous page.



[DOWNLOAD SOCIAL GRAPHICS](#)

# WEB BANNERS

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Place these banner ads on your company's website and newsletters to promote your presence at XPONENTIAL 2023.

Available sizes: 300x600 | 300 x 250 | 728 x 90



[DOWNLOAD WEB BANNERS](#)

# NEWSLETTER COPY

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## JOIN US AT XPONENTIAL 2023 | MAY 9-11 | DENVER, CO

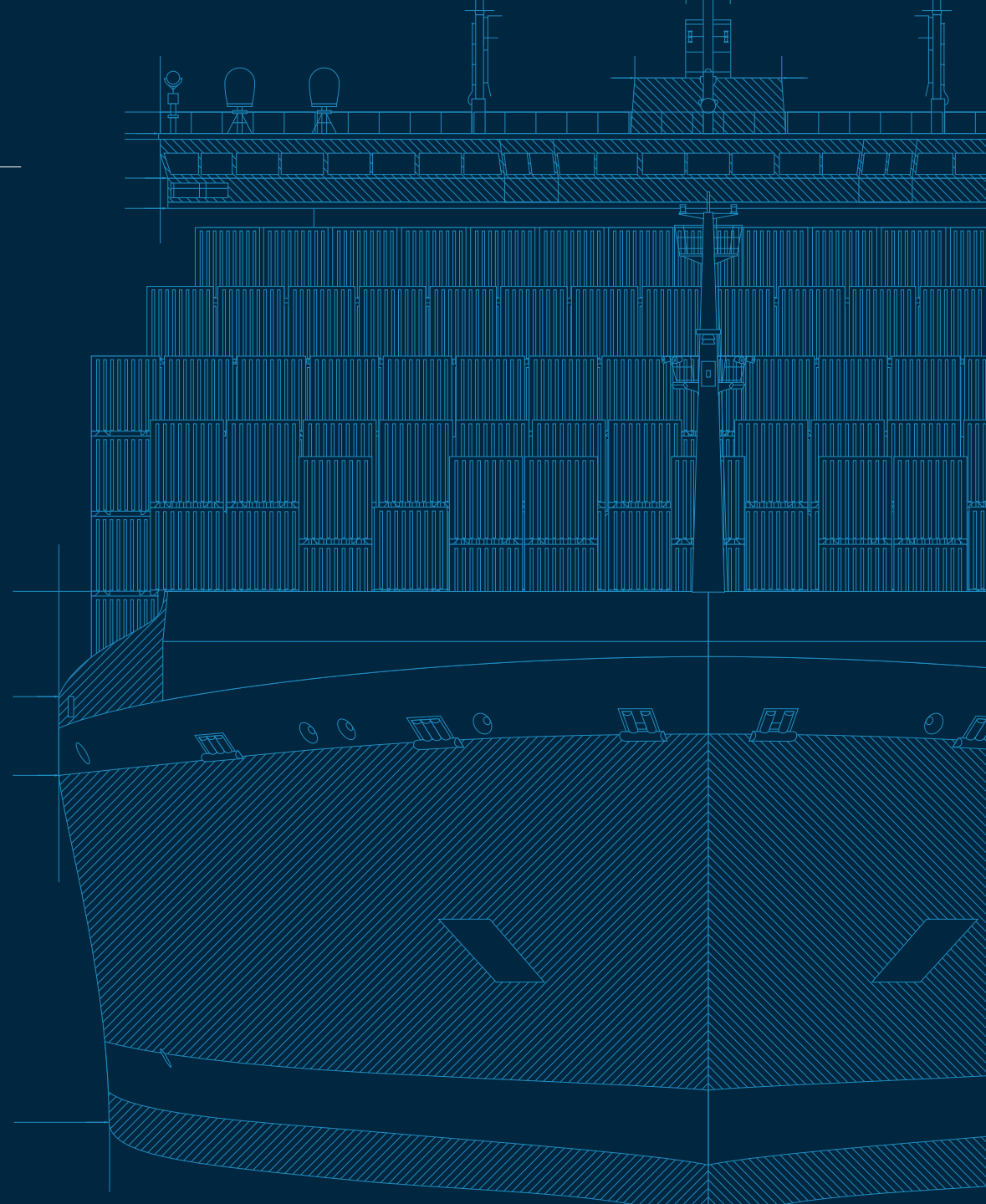
Right now, leaders in uncrewed and robotic technology are faced with the opportunity to impact every aspect of society. But our success depends on our ability to develop a quality plan. That's why we're eager to connect with the global community in Denver, where we'll explore the design, operationalization, integration, and safeguarding of autonomous technology together.

Our very own [INSERT NAME] will be taking the stage to share [HIS/HER/THEIR] perspective on the future of the industry. You won't want to miss [HIS/HER/THEIR] session!

### XPONENTIAL IS BUILDING THE BLUEPRINT FOR TOMORROW.

- Experience the largest showcase of uncrewed and autonomous technologies, uncover new solutions and use cases, and discuss the path forward with like-minded individuals.
- Get the latest updates on the topics, trends, and policies affecting your business.
- Build relationships with members of our global community. This is your chance to problem-solve with and gain inspiration from engineers, scientists, and business leaders across 20+ markets and domains.

Help create autonomy's next phase. | Learn more and register at [XPONENTIAL.org](https://xpontential.org)



# EMAIL / LINKEDIN INVITATION

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Send this sample invitation on behalf of your company using email or via LinkedIn.

I'd like to invite you to join me in Denver at XPONENTIAL 2023 this May 8-11.

XPONENTIAL brings the global autonomous technology community together, including business leaders, engineers, and end users from 20+ markets and domains. It features immersive keynotes, workshops and education sessions; opportunities to network and problem-solve with peers; demos; and so much more.

This year, I'm excited to announce that I'll be speaking as part of the educational program. I hope you'll stop by my session to hear what I've been working on and thinking about.

Let me know if you have any questions about my talk or the event. You can learn more and claim your spot at [XPONENTIAL.org](https://xpontential.org).

Best regards,

[INSERT SIGNATURE]

