

AUVSI and Messe Düsseldorf North America Release Data Demonstrating Successful Staging of XPONENTIAL 2023

Hot spot for uncrewed systems and robotics: 600 exhibitors and 7,000 visitors
High international share: 65% increase in attendees from outside the US
Expansion initiated: announcement of XPONENTIAL Europe in Düsseldorf

The partnership of the Association for Uncrewed Vehicle Systems International (AUVSI) and Messe Düsseldorf North America (MDNA) already shows its positive impact: XPONENTIAL 2023 in Denver, Colorado, was marked by a high increase in international participation and the start of the trade show's expansion to Europe. Starting in 2025, XPONENTIAL Europe will annually take place as a complementary satellite event in Düsseldorf. Both partners focus on the event's future growth, accelerating the expansion of uncrewed systems and robotics across industries worldwide.

Düsseldorf, 10. Juli 2023. Following the close of the first XPONENTIAL trade fair jointly organized by the Association for Uncrewed Vehicle Systems International (AUVSI) and Messe Düsseldorf North America (MDNA), the two organizations declared the event a resounding success.

The leading U.S. trade show for uncrewed vehicles and robotic technologies celebrated its 50th anniversary in Denver from May 8-11. XPONENTIAL 2023 offered a world-class platform for industry changemakers and end users to see how new technologies are solving real world problems, including in the public safety and defense, energy, infrastructure, business, construction, health care and environment sectors.

The XPONENTIAL 2023 exhibit hall showcased the vast range of uncrewed and autonomous technologies with significant industry participation:

- 600 companies presented their products and services
- 7,000 professionals engaged across three days of programming
- 41 companies participated in Tech Pavilions, where they hosted demonstrations to get attendees face-to-face and hands-on with ground-breaking innovations from maritime, public safety, autonomous ground vehicles, cybersecurity, and composites sectors
- Outdoor demonstrations by three exhibitors showed their products operating in real-world conditions.
- U.S. Drone Soccer presented the Federation of International Drone Soccer Association (FIDA)'s international Drone Soccer Competition

- Highlighting its commitment to ushering the next generation into this field, middle- and high school students showcased STEM projects related to uncrewed vehicles.
- 26 organizations and individuals were announced as winners of AUVSI's 6th annual XCELLENCE awards and honored for their commitment to advancing autonomy.

The concurrently held educational conference attracted top global thought leaders and featured programming around the theme "Building the Blueprint for Autonomy."

- The conference featured over 165 hours of educational programming with 78 standalone presentations, 46 panel discussions and 21 workshops.
- Keynote speakers included Acting Federal Aviation Administration (FAA) Administrator Billy Nolen; Cybersecurity expert Alex Stamos; and Founder and former Commodore of CENTCOM's Task Force 59, Michael Bresseur.
- Sessions on cybersecurity, data management, design and testing, policy and workforce development drew significant attendee participation.

Reflecting the global expansion of this important industry sector, XPONENTIAL 2023 bolstered its largest international component in recent years:

- Official delegations from 14 countries traveled to the event, with the highest percentage coming from Asia, followed by Europe.
- One-fifth of all attendees came from countries outside the U.S., representing a 65% increase in international attendees compared to the 2022 event.
- Five international pavilions showcased domestic innovations from Germany, Québec, Spain, Switzerland and Asia Pacific.
- The launch of XPONENTIAL Europe was also announced at the event by Dr. Stephan Keller, Mayor of Düsseldorf, and Brian Wynne, AUVSI President and CEO, to be held February 18 - 20, 2025 at the Düsseldorf Exhibition Center in Germany.

Wolfram N. Diener, President & CEO of Messe Düsseldorf, emphasizes: "AUVSI contributes its extensive industry expertise and Messe Düsseldorf its global network and strong reach in various industries covered by our world leading trade fairs. First results were already evident at the highly international 2023 edition of XPONENTIAL. The next big step will be the expansion to Europe in 2025."

Tom Mitchell, President of Messe Düsseldorf North America, adds: "This was a true team effort, and I am very proud of all of us and what we accomplished. Our first time working together with AUVSI on XPONENTIAL confirmed that our two organizations are a great fit and we will further develop this trade show with its important theme for the autonomous future."

Brian Wynne, President and CEO of AUVSI, sees this as a major advantage in the partnership with Messe Düsseldorf: "XPONENTIAL 2023 was an impactful beginning of a partnership that will continue to grow both thematically and geographically. Every

year, the uncrewed systems industry moves faster than the year before. This partnership will ensure that as this trajectory accelerates, so does the value XPONENTIAL provides.”

The next staging of XPONENTIAL will take place from April 22 – 25, 2024 at the San Diego Convention Center, California, USA. For more information: www.xponential.org.

Photos are available [here](#), courtesy of AUVSI.

AUVSI

Based in Washington, D.C., the Association for Uncrewed Vehicle Systems International (AUVSI) is the world’s largest nonprofit organization dedicated to advancing uncrewed systems and robotics. AUVSI represents corporations and professionals from more than 60 countries involved in industry, government and academia. Learn more at auvsi.org.

Messe Düsseldorf

Messe Düsseldorf is one of the most successful trade show companies in the world. About 40 trade shows, including 20 world-leading shows, are held at its 613,000-square-meter (6.6 million-square-foot) exhibition center in Düsseldorf, Germany. Every year, the international market leaders and top decision-makers of various sectors come together in the 18 exhibition halls to present and discover innovations and to exchange ideas and network. Messe Düsseldorf’s areas of expertise include “Machinery, Plants and Equipment” (including drupa, K, interpack, glasstec, wire and Tube); “Retail, Trades and Services” (EuroShop, EuroCis, ProWein); “Health and Medical Technology” (MEDICA, COMPAMED, REHACARE), “Lifestyle and Beauty” (BEAUTY, TOP HAIR); and “Leisure” (boot, CARAVAN SALON). In addition, the subsidiary Düsseldorf Congress hosts numerous conventions, corporate events, conferences and meetings each year. Outside Germany, Messe Düsseldorf organizes or participates in 65 events. The corporate group’s global network is made up of 76 foreign representatives for 139 countries – including six international subsidiaries.

Contact:

Dr. Andrea Gränzdörffer

Head of Corporate Communications/Press Spokesperson

Tel.: +49 (0) 211/4560-555

Fax: +49 (0) 211/4560-87555

E-mail: GraenzdoerfferA@messe-duesseldorf.de