



The Event Group, Incorporated Acquiring the Robotics Alley Conference and Expo

Press Release: Robotics Alley – Monday, Jul 29, 2013

MINNEAPOLIS, Minn.

ReconRobotics, Inc. and The Event Group, Incorporated announced that The Event Group, a Minnesota-based event management and marketing firm, through an affiliate has acquired the Robotics Alley™ Conference and Expo (www.roboticsalley.org).

Andrew Borene, Chair of the Robotics Alley Advisory Board, explained, “The decision was made to invite The Event Group to take on the ownership of Robotics Alley, based on having watched that firm grow both the LifeScience Alley Conference and Expo and the Cyber Security Summit, two events which now consistently bring international attention to Minnesota’s leading businesses. The synergies in high-tech medical and cyber capabilities with robotics made them an obvious candidate for ownership of this conference. The Event Group has clearly proven their ability to promote Minnesota’s strong medical device industry and also position Minnesota as a leader in the explosively growing cyber security arena. They will take the Robotics Alley conference to new heights.”

The 2013 Robotics Alley Conference and Expo, hosted by the Twin Cities Chapter of AUVSI, will bring together leaders in robotics research, design, business development, law, government and policy, and investment banking to share their insights into the explosive, worldwide growth of robotics and autonomous systems. Attendees will also learn how companies from various fields are leveraging robotics technology to improve productivity and generate job growth.

The third annual event is expanding to a two-day event on November 12-13 at the St. Paul RiverCentre. More than 500 industry leaders and 50 exhibiting companies are expected to attend, with new conference highlights such as a satellite showing of Heather Knight’s Robot Film Festival and a dedicated STEM Showcase to highlight regional science, technology, engineering, and math efforts. Minnesota’s corporate leaders in robotics and autonomous systems - PaR Systems, Stratasys, ReconRobotics – will be among those located in the Expo Hall. Attendees will also have the chance to interact with Rethink Robotics’ manufacturing robot Baxter, drive ReconRobotics’ Throwbot, meet a Nao humanoid, and snuggle up to Paro – a therapeutic baby seal robot from Japan. Robotics industry experts from the fields of law, government, international trade, and unmanned systems will present on far-ranging topics in business and finance, technology and research, and policy and ethics.

Adam Marsh, Director of Research and Development at PaR Systems, Inc. in Shoreview, MN commented that “The Robotics Alley Conference is important for the communication and solidification of the Midwest’s robotics presences, potential, and future. We live in a time and a location that presents the richest opportunities for robotics. From farming to mining, food production to manufacturing, hazardous cleaning to border security, the potential for robotic solutions is broad. The opportunities in Minnesota and our surrounding states for robotic development and production, is truly profound. Robotics Alley is a conduit for growth, collaboration, and communication of these opportunities in robotics for the Midwest.”

About Robotics Alley

Robotics Alley™ (www.roboticsalley.org) is an initiative to spur public-private partnerships in the business, research, and development of world-leading robotics and automation systems. These leading companies, organizations, universities, and individuals are involved in some of the world’s most innovative and promising robotics projects.

About The Event Group, Incorporated

Based in Minneapolis, MN, The Event Group is a full-service event production and marketing agency focused on conferences and tradeshow, corporate events, global marketing, production, and strategic planning. With 17 years of experience in working with non-profit associations, corporations, government agencies, and academia, The Event Group provides a fresh, innovative approach, blending its enthusiasm and expertise with your corporate objectives, resulting in strategic ROI executed brilliantly.

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