

THE TECHNOLOGY EVENT FOR **AUTONOMY**



Join XPONENTIAL 2026, the global stage for uncrewed systems and autonomy. Connect across every domain, discover solutions built for real-world impact, and forge partnerships that advance technology, policy, and business.



XPONENTIAL™

MAY 11 – 14, 2026 | EDUCATION
MAY 12 – 14, 2026 | EXHIBITS
DETROIT, MI

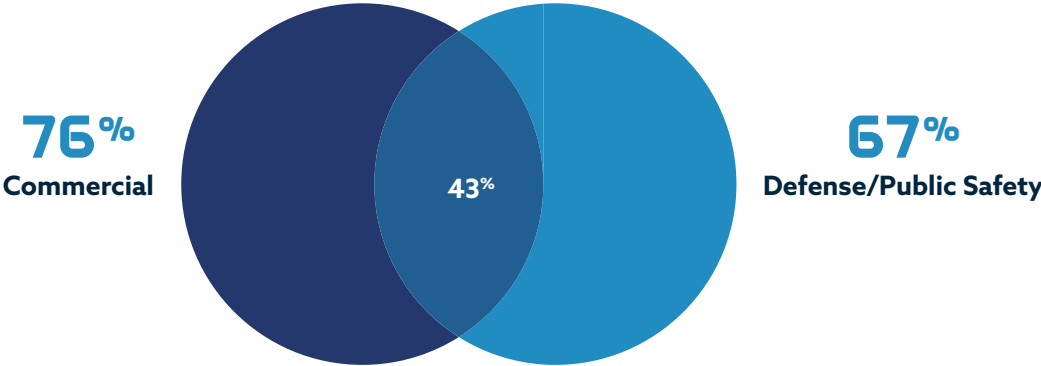
EXHIBITOR PROSPECTUS

XPONENTIAL.org

INSIDE THE WORLD'S LEADING AUTONOMY EVENT


Your snapshot of XPONENTIAL's scale and impact

MARKET BREAKDOWN




Industries Who Attend	Job Roles Who Attend	Industries Who Exhibit
<ul style="list-style-type: none">• Uncrewed Vehicle OEMs• Government (Defense and Non-Defense)• Service Providers (Including Drone-as-a-Service, Transportation, and Delivery Solutions)• Vertical Markets/Critical Infrastructure (Utilities, Oil, Gas, Energy, Water, Telecom, Transportation, etc.)	<ul style="list-style-type: none">• Buyers (Purchasers, Procurement Professionals)• C-Suite (CEO, COO, CTO, etc.)• Government Relations• Integrators• Investors / Venture Capital• Policy Makers• Technologists, Engineers, R&D• Software Developers	<ul style="list-style-type: none">• Components (Vision, Comms, Navigation, Processing), Enabling Technologies• Composites (Advanced Manufacturing Material/Processes)• Systems Integrators• Service Providers (Including Drone-as-a-Service, Transportation, and Delivery Solutions)• Fleet Management (Traffic Management Technologies)• Data (Management/Processing, AI/ML Solutions, Simulation)• Counter-UAS• Consulting and Testing• Uncrewed Vehicle OEMs• Support Services (Associations, Media, Academia/Education, Research)


BY THE NUMBERS



7,500+ technologists, users and regulators



A cutting-edge conference and **100,000+ sq. ft.** of exhibit space with **550+** exhibitors



150+ educational sessions

WHY DETROIT:

Hosting XPONENTIAL 2026 in the Motor City underscores the event's focus on progress, reinvention, and industrial transformation. Detroit is not only the historical epicenter of American manufacturing and mobility, it's now emerging as a national leader in the development, testing, and deployment of next-generation autonomous technologies. With a robust evolving infrastructure, a collaborative public-private ecosystem, and a workforce steeped in production excellence, Detroit provides a powerful stage for exploring the future of autonomy across air, land, and maritime domains.

Detroit isn't just about where autonomy is being tested; it's where it's being scaled, and quickly. XPONENTIAL 2026 will showcase the systems, strategies, and stakeholders making that vision real.

RELEVANT ORGANIZATIONS AND RESOURCES

Michigan Economic Development Corporation (MEDC)

- Lead partner in the Uncrewed Triple Challenge initiative, uniting mobility, defense, and aerospace verticals.
- Provides funding and economic incentives to companies building autonomy solutions in Michigan.
- Operates the Office of Future Mobility and Electrification for the State of Michigan, focused on policy and commercialization strategies for connected and autonomous systems.

U.S. Army Ground Vehicle Systems Center (GVSC)

- Headquartered in Warren, MI, GVSC is the Army's research and engineering command for advanced ground vehicle technologies.
- Leads development in autonomy, electrification, cybersecurity, and AI/ML for tactical and combat vehicles.
- Plays a pivotal role in DoD-industry collaboration, providing critical infrastructure and expertise to accelerate defense mobility innovation.

Michigan Central

- A hub for place-based innovation and startup incubation located in the revitalized Corktown neighborhood.
- Backed by Ford Motor Company, Michigan Central is supporting next-gen mobility pilots, inclusive workforce development, and cross-sector research partnerships.
- Serves as a model for regional innovation zones that integrate equity, sustainability, and technology.
- Michigan Central and MDOT created the Advanced Aerial Innovation Region to accelerate commercial drone development and position Michigan as a leader in next-generation aerial mobility.

American Center for Mobility (ACM)

- A premier proving ground for connected and automated vehicle testing located nearby in Ypsilanti.
- Offers a controlled environment to demo autonomy across air-ground interfaces and multi-domain operations.

INDUSTRY WIDE VISIBILITY

XPONENTIAL is the premier global marketplace for uncrewed and autonomous systems, delivering unmatched opportunities to generate high-value leads and capture emerging markets. It is where innovation meets implementation, bringing together researchers, executives, engineers, program managers, policymakers, warfighters, acquisition officials, buyers, and end users from more than 20 industries to advance technology, policy, and business across every domain.

UNMATCHED TECHNOLOGY DIVERSITY



Business Opportunities

From start-ups to global enterprises, XPONENTIAL spans the full value chain, creating pathways to accelerate growth and achieve defined business goals.



Networking

High-impact B2B and B2G engagements connect industry leaders, regulators, and buyers through curated opportunities that drive real deals and lasting partnerships.



Technology Trends

With 30% of attendees in engineering and R&D, XPONENTIAL offers unmatched access to the teams designing, building, and deploying autonomy across commercial, defense, and public sector markets.



Policy & Regulation

Forward-looking content and diverse conference formats equip stakeholders with the insight and foresight needed to navigate evolving policies and shape the future of autonomy.

MDEX

The Michigan Defense Expo (MDEX) is co-locating at XPONENTIAL 2026, bringing more than 3,000 government, military, and defense technology professionals.

Hosted by NDIA's Michigan Chapter, MDEX is one of the premier defense industry events, connecting DoD buyers, prime contractors, small businesses, and academic partners. Attendees gain direct access to government briefings, industry exhibits, and one-on-one matchmaking with military and procurement leaders.

By co-locating at XPONENTIAL 2026, MDEX expands its reach into the broader autonomy and uncrewed systems ecosystem, creating an unparalleled platform for growth, innovation, and collaboration across defense and commercial sectors.

This partnership represents a strategic alignment between two complementary communities. XPONENTIAL attendees and exhibitors gain:

1. **Expanded access to defense and government audiences.**
2. **Deeper, purpose-driven networking opportunities.**
3. **Enhanced programming informed by real-world defense innovation.**

Together in Detroit, XPONENTIAL and MDEX are uniting autonomy and defense to accelerate how industries connect and shape the future of uncrewed systems.

MDEX
MICHIGAN DEFENSE EXPO

co-located with

XPONENTIAL™

WHERE THE LEADERS OF AUTONOMY CONVERGE

PREVIOUS XPONENTIAL ATTENDEE ORGANIZATIONS INCLUDE:

- BASF
- Berry Aviation, Inc
- Boeing Company
- BRINC
- Chevron Corporation
- Coast Guard
- Cobra AERO
- Consolidated Edison of New York
- Cooperative Energy
- CVS Health
- Depts. of Transportation
- Defense Departments, worldwide
- Dominion Energy
- Door Dash
- Duke Energy Corporation
- ExxonMobil Global Services

Company

- GE Aerospace
- General Atomics Aeronautical Systems, Inc.
- Georgia Pacific
- Hanwha Aerospace
- Hitachi, Ltd.
- Houston Airport System
- Hyundai-Rotem
- Imago Aerospace
- Jacobs
- John Deere
- Kawasaki Heavy Industries, Ltd.
- Koch Disruptive Technologies
- Kraus Hamdani Aerospace
- L3Harris Technologies

- Lockheed Martin Corporation
- Mitsubishi Electric US
- National Air Traffic Controllers Association
- Nokia Bell Labs
- Northrop Grumman Corporation
- Oerlikon Contraves AG
- Pacific Gas & Electric Company (PG&E)
- Pegasus Arms
- Precision Integrated Programs
- Raytheon Technologies
- Rocket Drones
- Scion Aviation LLC
- Shell Exploration & Production Company

- Siemens Government Technologies, Inc.
- Southern California Edison Company
- Subaru Corporation
- SwissDrones
- The Dow Chemical Company
- Toll Aviation
- TotalEnergies
- U.S. Coast Guard
- U.S. Department of Agriculture
- UPS
- Verizon
- Verteel
- Volvo Car Corporation
- Wing Aviation LLC

WHERE THE WORLD MEETS

68 Countries Represented

22% International

HIGHLIGHTED TECH AND REGIONAL PAVILIONS

XPONENTIAL offers tailored exhibit options that put solutions in front of the audiences that matter most. From anchor booths and technology clusters to regional pavilions and start-up showcases, every exhibitor has a platform to connect with buyers, regulators, and decision-makers.

Michigan Defense Expo (MDEX) Co-Located at XPONENTIAL – A dedicated hub for defense innovation, government engagement, and cross-sector collaboration in Detroit.

Defense Technology Zone – The latest solutions shaping national security and safety.

Advanced Materials and Manufacturing – Showcasing engineered materials, processes, and equipment powering next-gen autonomy.

Public Safety – A focused hub for first responders and officials seeking rapidly deployed, cost-effective solutions for safety and situational awareness.

Regional Pavilions – A structured, cost-effective way for states and countries to demonstrate innovation and leadership on the global stage.

XPO+ Launcher Start-Up – A springboard for emerging companies to pitch, demo, and connect with investors, incubators, and accelerators.

MAXIMIZE VISIBILITY, MULTIPLY OPPORTUNITIES

EXHIBITOR BENEFITS

XPONENTIAL is designed to maximize your exposure in the XPO Hall and beyond.

2026 exhibitors receive:

- A company listing in the XPONENTIAL Guide, online, and in the event app
 - Upgrade to an **Elite Listing** for 3x the exposure and to receive communications from prospects pre-event
 - Please [click here](#) to view the listings of current featured exhibitors
- Complimentary **exhibitor badges** based on booth size
- Unlimited complimentary customer passes
- A promotional toolkit with sample social media posts, press release, graphics, and more
- An event logo and banner ad for your website
- The opportunity to apply for a speaking slot in the Innovations Theater (An additional investment is required if selected)
- A pre-registered media list

ORGANIZE YOUR OWN PAVILION?

Interested in organizing a regional, tech focused, or partner pavilion at XPONENTIAL? **Contact [Allison Nijim](#) to get started and to hear about the exclusive pavilion benefits.**

EXHIBIT SPACE

Reserve your exhibit space online or contact your account manager to walk through your options.

[Reserve Exhibit Space](#)

The opportunity that XPONENTIAL offers to showcase our technology and engage the broader ecosystem is invaluable. It's an energetic and educational event that enables us to meet with regulators, policymakers, partners, and other industry leaders who are all committed to building a safe, autonomous future for air travel.

– Dan Dalton, Vice President, Commercialization & Airline Development, Wisk

SHOWCASE SOLUTIONS

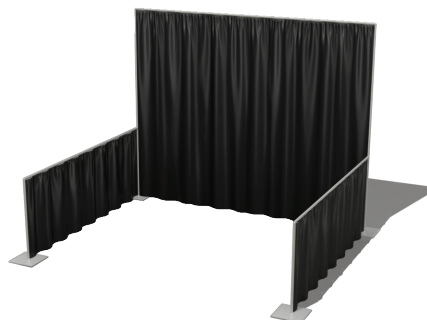
RAW BOOTH SPACE *

Price Per Square Foot

AUVSI Organizational Member **	\$39
Nonmember	\$45.50

Raw Space (Linear Booths Only) Includes:

- 8' draped wall
- 3' side-rails
- 2-line ID sign (44" x 7")

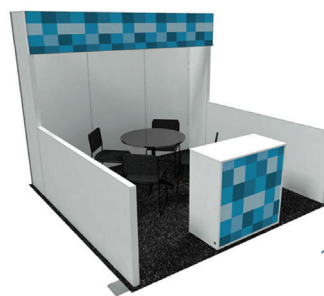


SHELL SCHEME BOOTH *

	10' x 10'	10' x 20'
AUVSI Organizational Member **	\$6,900	\$12,500
Nonmember	\$7,845	\$13,800

Shell Scheme Booth Space Includes:

- Header sign
- Standard carpet
- Track-light with one (1) head per panel
- 42"h side returns/panels
- Set-up and removal
- Counter with sliding doors (42"h x 39"w x 18"d)
- Opening day cleaning
- Café table
- Four (4) chairs
- Power – 10 amp/1000 watt
(outlet placed at the back wall; one outlet regardless of booth size)



10'x10' Shell Scheme



10'x20' Shell Scheme

MEETING ROOM OPTIONS

Exhibit Floor Meeting Rooms

Conduct business in your own private meeting space still conveniently located on the XPO Hall floor.

Size	Exhibitor	Non-Exhibitor	Includes
13' x 13'	\$3,950	\$7,950	Includes carpet, one (1) table, four (4) chairs, wastebasket and ID sign
13' x 26'	\$5,950	\$13,995	Includes carpet, one (1) table, six (6) chairs, wastebasket and ID sign

Meeting Room Rentals

Located off floor meeting rooms, these rooms are ideal for team discussions or business meetings. Each room features a boardroom setup, wastebasket, and ID sign.

Rates	4 Days	Daily	Hourly
Exhibitor	\$5,590	\$1,900	\$210
Non-Exhibitor	\$15,500	\$5,150	\$260

Book Your Meeting Room Space

* Linear booths with open corner(s) are charged \$500 per corner.

** Member Discount for Exhibitors: Company must be an AUVSI organizational member (Industry level or higher) at the time of contracting through the time of the show.



XPONENTIAL IS GLOBAL

Your universal access point to uncrewed systems, autonomy, and robotics.



XPONENTIAL™
EUROPE

MARCH 24 - 26, 2026
DÜSSELDORF, GERMANY

MARCH 16 - 18, 2027
DÜSSELDORF, GERMANY



XPONENTIAL™

MAY 11 - 14, 2026
DETROIT, MI

MAY 17 - 20, 2027
MIAMI, FL

Co-hosted by

