



2026 AUVSI ENGAGEMENT GUIDE & MEDIA KIT

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

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WHY ADVERTISE WITH AUVSI

For more than 50 years, AUVSI has been the trusted voice of the uncrewed and autonomous systems industry. We connect companies, innovators, policymakers, and end users shaping the future of air, ground, maritime, and automated technologies across both defense and commercial markets.

AUVSI offers advertisers something no other association in this sector provides—integrated access to decision-makers across federal agencies, defense leadership, commercial operators, and technology innovators.

Organizations that deepen their engagement through AUVSI membership gain additional advantages:

- Influence in shaping policy and funding priorities
- Enhanced networking across government and industry
- Elevated brand credibility
- Preferred pricing on AUVSI products and services

Whether your goal is thought leadership, lead generation, or increased visibility, AUVSI gives you direct access to the people who move this industry forward. To become an AUVSI [**Organizational Member**](#), please contact your membership representative.



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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.

Federal Defense Spending Data

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.



[Learn More](#)

AUVSI offers three flexible data products designed to meet your organization's analytic and reporting needs. Backed by AUVSI's long-standing expertise in federal defense spending and uncrewed systems, these tools give your team clear, actionable insight into where resources are moving and where opportunities are emerging.

Tableau Workbook

Gain instant visibility into federal investments with an interactive workbook that lets you sort and filter by defense department, agency, domain, or supported technology.

Tableau Workbook + Expert Analysis

Combine the interactive workbook with AUVSI's expert insights, including key trends, contextual interpretation, and strategic takeaways tailored to your market position.

Raw Data Set

Access the full, clean, structured dataset for teams that prefer in-house analytics, custom modeling, or integration into internal systems.

Each year, since 2014, AUVSI’s research team has conducted analysis on the U.S. Department of War (DOW) budget for procurement and research, development, test, and evaluation (RDT&E) of uncrewed vehicle systems (UxV). This work highlights government priorities, national security drivers, and emerging areas of investment—helping industry and military stakeholders anticipate the future landscape of uncrewed technology.

Figure 1: FY19-26 DOW RDT&E budgets for UxV

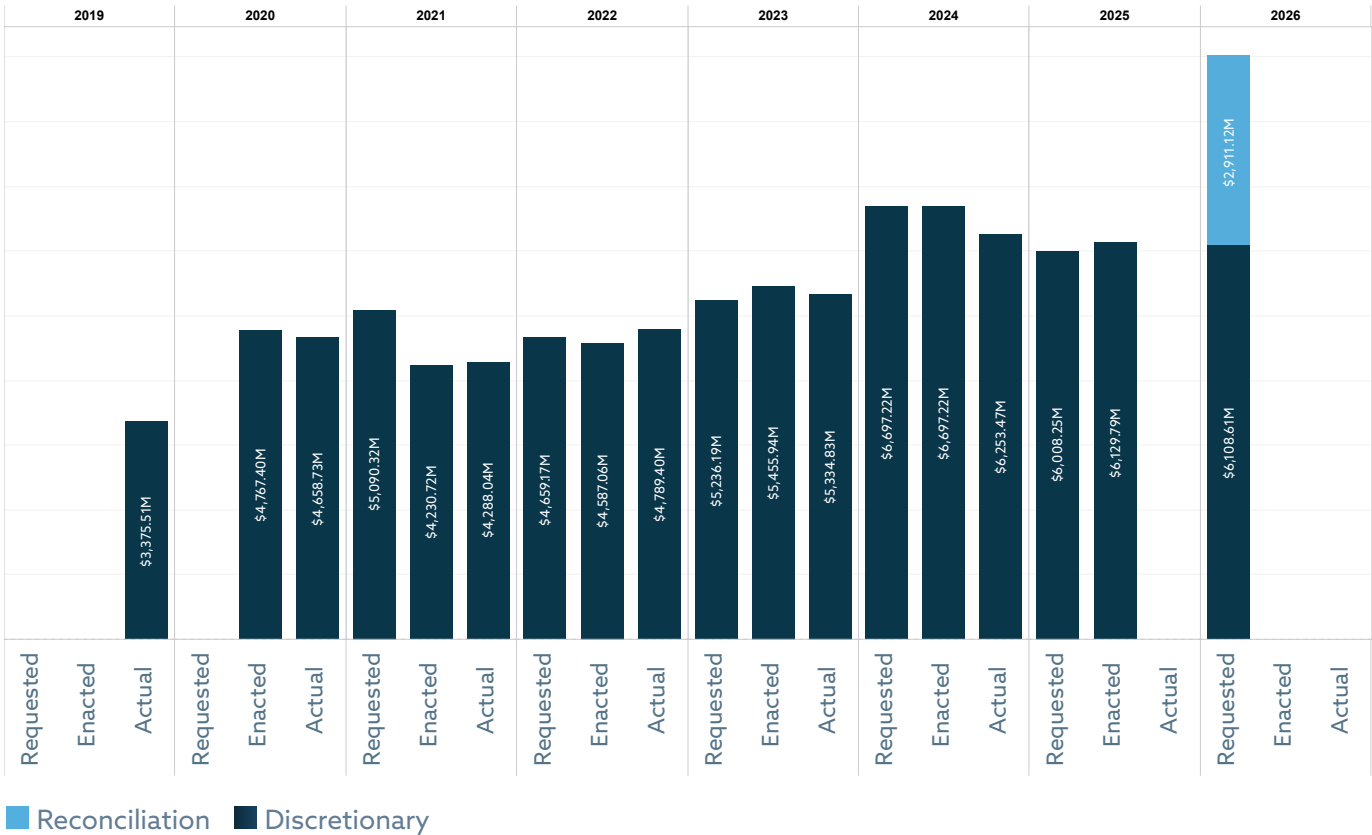


Figure 1 shows the total RDT&E funding for UxV across all departments and organizations of the DOW since 2019. This shows a steady increase in that time with a more than 80% increase in the discretionary budget. RDT&E was specifically chosen for this analysis as it offers insight into key areas for potential future DOW procurement funding.

Federal Defense Spending Data	AUVSI Organizational Members	Nonmembers
Interactive Workbook	\$1,700	\$2,900
Interactive Workbook Analysis (Includes up to 10 hrs of consulting and analysis)	\$3,700	\$5,700
Raw Data Set	Contact your Account Manager to discuss details and pricing	



Uncrewed Systems & Robotics Database

Uncrewed Systems & Robotics Database (USRD) is the world's most complete database of uncrewed and autonomous technology, with 9,700+ platforms and 220+ data parameters.



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.

AUVSI Standard and Advocacy Level Members	10 user licenses included with membership
AUVSI Associate Members	\$3,000 (10 user licenses)
Individual Member /Nonmember	\$3,000 (1 user license)
Universities	Special pricing is available for curriculum and research deployments. Contact your account manager to learn more.

Custom Licenses available by request for:

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



[Learn More](#)

CUSTOM CONSULTING

Our research team is building advanced proprietary datasets—including patents, government contracts, FAA registrations, and Mergers and Acquisition activity—that give organizations a deeper understanding of the uncrewed systems and robotics landscape. These unique data resources allow us to deliver tailored insights, targeted market intelligence, and custom consulting solutions that help you stay ahead of emerging trends and make more informed strategic decisions. Through strategic research partnerships, we're expanding our capabilities, securing new funding, and accelerating innovation to better serve your needs.

Our Custom Database currently includes:

Federal Contract Awards Analysis

Federal Contract Awards analysis provides members with curated insights into government opportunities specific to the uncrewed systems industry. This intelligence helps identify early demand signals, forecast future opportunities, and clarify which agencies are awarding contracts and to which companies, enabling more informed and strategic business development.

Federal Defense Data

AUVSI tracks every dollar the Department of Defense invests in uncrewed systems, providing the data, analysis, and insights members need to win contracts and plan strategy. We deliver this intelligence in flexible formats including written reports, interactive Tableau dashboards, and raw data sets so users can access exactly what they need to shape capture strategies, guide product development, and identify new opportunities.

Historical Fleet Data

Historical Fleet Data offers detailed insights into the US drone market, helping assess market size, identify prospective customers, and analyze end user trends to better inform business development and strategic planning.

Part 107 Waiver Data Analysis

Part 107 Waiver Data analysis provides insight into real time trends in advanced UAS operations across the United States dating back to 2017. This intelligence helps identify emerging use cases, track regulatory adoption, and pinpoint the sectors and regions leading uncrewed systems innovation.

UAS Patent Data Analysis

UAS Patent Data analysis provides competitive intelligence by highlighting companies actively innovating the uncrewed systems space, revealing emerging technology clusters, and identifying geographic hotspots for development. These insights support early identification of market opportunities, inform strategic planning, guide R and D investment, and help evaluate potential partners or competitors.

Uncrewed Systems and Robotics Database (USRD)

For over 10 years, AUVSI's research team has tracked advancements in uncrewed and autonomous technology across civil, commercial, and military markets. USRD serves as a one stop resource for global UAV, UGV, and UMV information, covering thousands of platforms and companies worldwide. Users access detailed data on platform size, performance, payloads, and subsystems to support procurement decisions, identify competitive opportunities, guide product development, and uncover emerging trends in the uncrewed systems market.

Custom consulting starts at \$2,000. Contact your account manager to learn more or request a quote.



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SPONSORSHIP & ADVERTISING

For 53 years, AUVSI has led the uncrewed systems and robotics industry—connecting innovators, shaping policy, and advancing safe, secure technologies. Over that time, we’ve built one of the most complete networks in the sector, from C-suite leaders and R&D experts to government partners and end users. No other organization offers this level of access.

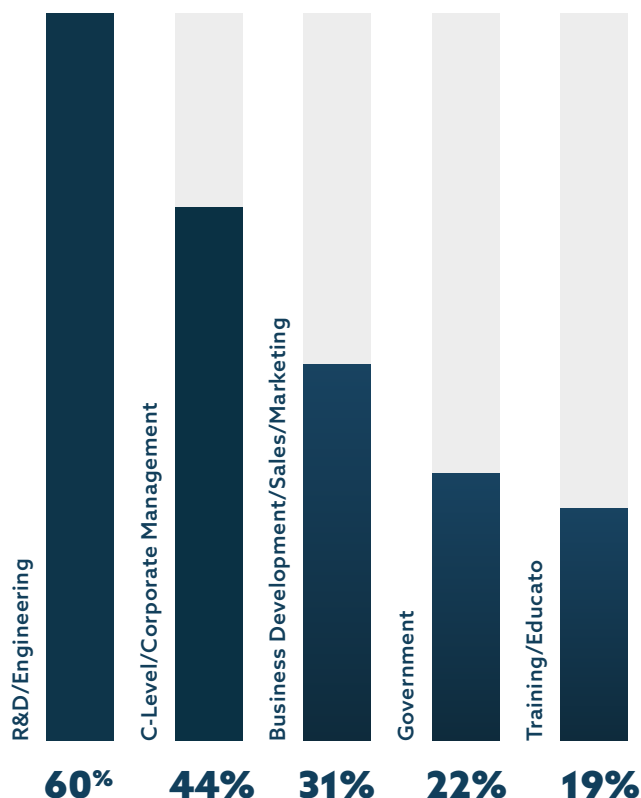
We’ve curated a set of opportunities that allow you to reach this community of professionals in the format that works best for you.

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.

[See who our webinars reach.](#)

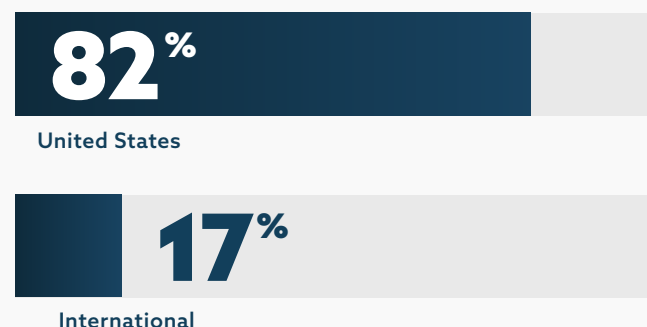
Top 5 Job Roles



Top 5 Organization Types

- Government (Defense/Non-Defense) **24%**
- Manufacturers (Platform, Components/Sensors, Aux. Products) **19%**
- Other **12%**
- Service Providers **16%**
- Academic/Educational **9%**

Geographic



Top 3 Reasons to Sponsor an AUVSI Custom Webinar:

- **Establish Thought Leadership**

Position your organization as an industry expert by sharing insights, best practices, and real-world applications. Featuring a customer or government partner elevates credibility and showcases mission-ready solutions in action.

- **Accelerate Lead Generation**

Gain access to a full registration list—including key demographics—to help your business development team identify warm, pre-qualified prospects.

- **Strengthen Brand Visibility & Trust**

Align your brand with AUVSI, the leading authority in uncrewed systems and robotics. Sponsorship reinforces your role as a committed industry partner.

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 Members	Nonmembers
Webinar Sponsorship	\$6,000	\$7,000



Are you an AUVSI member hosting a webinar? Let us help you amplify your reach and connect with the uncrewed systems and robotics community—contact your account manager to learn more.

Advertise in AUVSI Newsletters

Robotics and Autonomous Systems Landscape Newsletter

10,000 opt-in subscribers

Biweekly briefing tracking the policy decisions, industry signals, and emerging issues shaping the future of autonomy.

Robotics and Autonomous Systems Defense Digest

7,900 opt-in subscribers

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

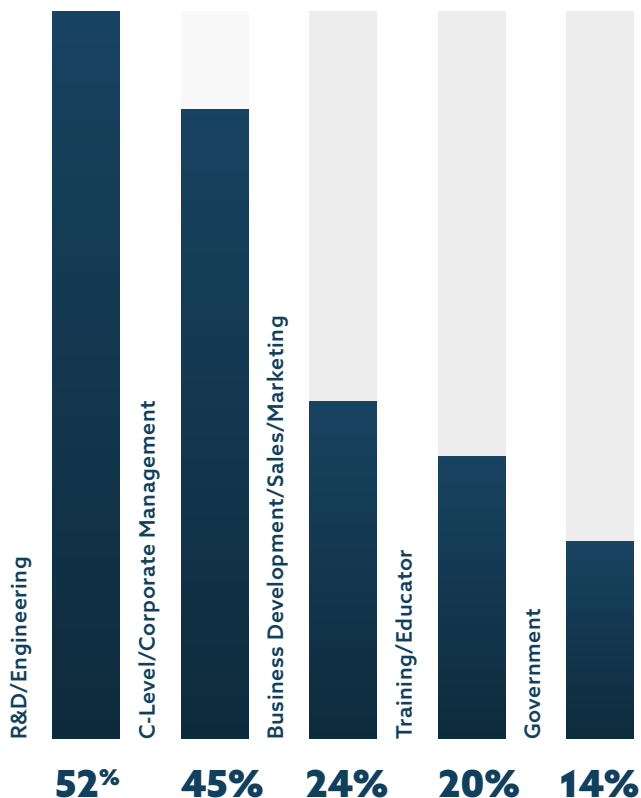
Weekly eBrief

45,000 opt-in subscribers

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

[See who our eBrief reaches.](#)

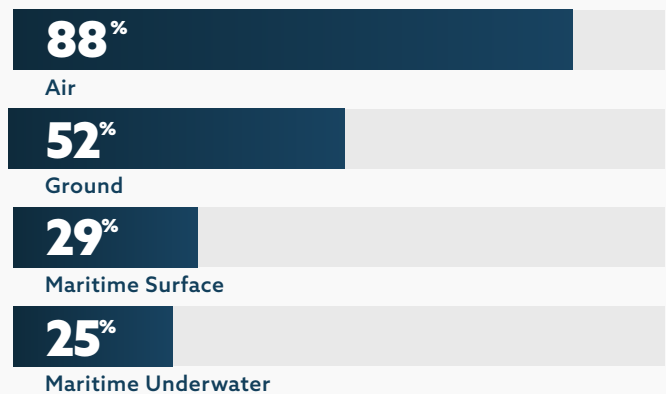
eBrief Top 5 Audience Job Roles



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 AUVSI.org, complete with a hyperlink of your choosing.

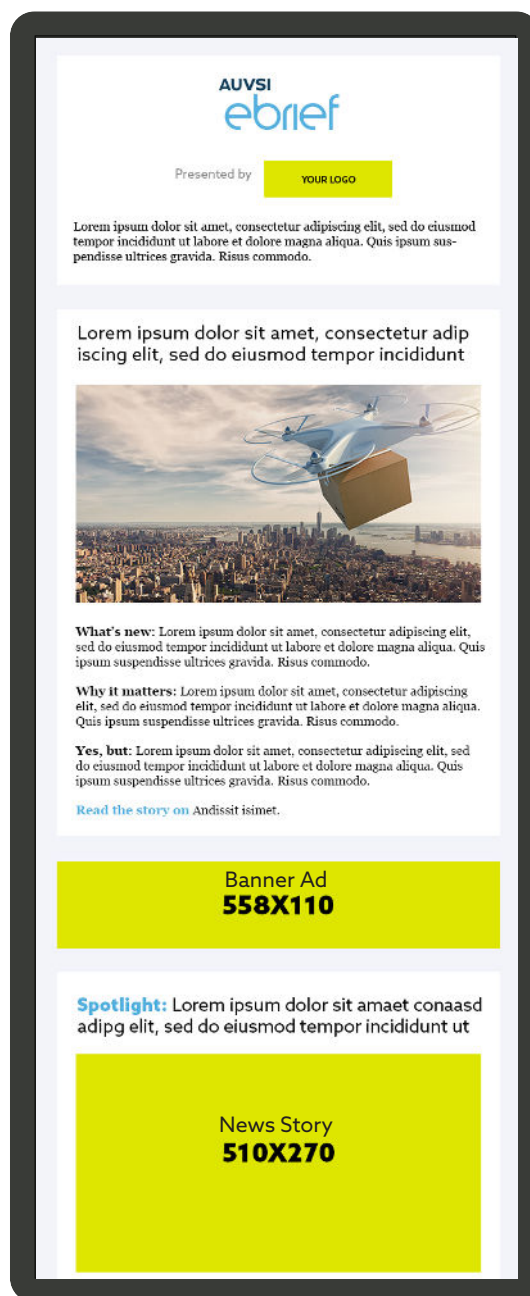
- News Story published in 2 issues of the selected newsletter during contracted month(s).
- Banner ad on AUVSI.org to promote the article for the entire month.
- Robotics and Autonomous Systems Landscape Newsletter & Defense Digest will feature logo recognition in the header for the contracted month(s).

News Story Provided by Advertisers	AUVSI	
	Organizational Members	Nonmembers
Robotics and Autonomous Systems Landscape Newsletter or Defense Digest	\$3,500	\$4,500
Weekly eBrief	\$4,500	\$5,500

Banner Advertisement (eBrief only)

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

Horizontal Banner Ad	AUVSI	
	Organizational Members	Nonmembers
Weekly eBrief	\$2,500	\$3,000



Advertise on AUVSI.org

AUVSI.org reaches 464,000+ global visitors annually and 38,667+ monthly sessions, offering advertisers unmatched visibility to an industry-defined audience.

	AUVSI Organizational Members	Nonmembers
Leaderboard Banner	\$2,000	\$2,500

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



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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](#). **Contact your account manager if you are interested in becoming a sponsor or exhibitor.**



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 March 24-26.



[XPONENTIAL](#) is a yearly gathering of global leaders and end users across all sectors in the uncrewed systems and robotics industry. XPONENTIAL 2026 will take place in Detroit from May 11 – 14. Attend, sponsor, or exhibit at XPONENTIAL to reach the widest possible audience. [Explore opportunities.](#)



AUVSI will host two key Defense events in 2026. In May, [AUVSI Defense](#) co-locates with XPONENTIAL in Detroit, anchored in the Defense Technologies Zone. The Defense Theater will feature the Michigan Defense Exposition (MDEX) with NDIA's Michigan Chapter and workshops on accelerating deployment, closing the DoD-industry innovation gap, and operationalizing autonomous systems in contested environments.

In November, AUVSI Defense convenes in Washington, D.C., co-located with the Drone and AAM Policy Symposium to maximize post-election government engagement. Attendees from commercial and defense sectors will explore emerging technologies, with outdoor demos. Together, these events provide critical forums to showcase advanced capabilities and strengthen U.S. competitiveness.



The [Drone and AAM Policy Symposium](#) will return to Nationals Park in Washington, D.C., building on the success of the 2025 Symposium by uniting policymakers and industry leaders to address governance, compliance, and safety in drone and AAM operations. The 2026 program features a refined layout and outdoor demonstrations and will be co-located with AUVSI Defense, offering expanded value for professionals across both commercial and defense markets.

LIST RENTAL

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.

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.

Delivered by AUVSI Partner:



AD DEADLINES & SPECS

Artwork Deadlines

January	12/18/2025
February.....	1/17/2026
March	2/14/2026
April.....	3/18/2026
May	4/17/2026
June.....	5/18/2026
July.....	6/17/2026
August.....	7/17/2026
September	8/18/2026
October	9/17/2026
November	10/16/2026
December	11/17/2026

Accepted File Types

.PNG | .JPG | .EPS | .PDF

Specs & Sizes

AUVSI.org

Leaderboard Banner..... 728x90 px

AUVSI Newsletters

Horizontal 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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