

AUVSI

AUVSI | Using Media Relations to Drive Visibility for XPONENTIAL 2025 in Houston

CHALLENGE

The Association for Uncrewed Vehicle Systems International ([AUVSI](#)), the world's largest nonprofit dedicated to advancing uncrewed systems and robotics, faced the challenge of breaking through in a crowded media environment ahead of its flagship XPONENTIAL 2025 conference. With robotics, AI, and autonomy commanding widespread attention, AUVSI needed to ensure that Houston media—and national outlets—viewed the event as the destination for innovation, policy, and technology leadership.

OBJECTIVES

- Position [XPONENTIAL 2025](#) as a hub for robotics, defense, energy, and aerospace innovation.
- Drive meaningful pre-event and onsite media coverage to increase awareness and attendance.
- Elevate AUVSI leadership and key partners as thought leaders in autonomy and robotics.

SOLUTION

Pierpont Communications designed and executed a [media relations](#) campaign targeting local, regional, and national outlets. Tactics included:

- Developing media advisories, pitches, and credentialing processes.
- Securing interest from TV, radio, print, and digital reporters in advance of the event.
- Coordinating interviews and live segments with top-tier outlets.
- Highlighting high-visibility technologies such as Wisk Aero's autonomous air taxi, Amazon Prime Air's drones, Boston Dynamics' and Ghost Robotics' robot dogs, and Seasats' surface vehicles.

Outreach spanned a mix of Houston-based, Spanish-language, and national media, ensuring diverse and widespread coverage.

RESULTS

The campaign secured confirmed coverage from outlets including *FOX 26*, *KHOU*, *Houston Public Media*, *Univision*, *Houston Business Journal*, *Axios*, *Houston Matters*, and *High Tech Texan*. In total, 18 media placements were generated across 8 outlets, reaching an audience of 11,547,515. *FOX 26* and *Univision* further shared the coverage on their social media channels, boosting impressions and engagement. Feedback from AUVSI leadership was highly positive, with leaders noting the elevated visibility and quality of media attention compared to past years. The effort positioned XPONENTIAL 2025 not just as a conference, but as a defining event for the future of robotics and autonomy.

BY THE NUMBERS

18

Media placements