

The 3rd Annual Internet of Things Europe 2011

Bridging the divide between policy and reality



Sponsorship and Host Proposal

28th - 29th June 2011

The Management Centre Europe . Brussels



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www.iiot2011.eu



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PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

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About the 3rd Annual Internet of Things Conference 2011

Now in its third year, The Internet of Things Europe Conference is becoming the first truly international event on the Internet of Things.

It brings together entrepreneurs, business leaders, consumer advocates and policy makers to find out how the Internet of Things roadmap will shape our interaction with the real and virtual world in the coming years. This event addresses our concerns to embrace its development for the benefit of European Society and it explores the challenges ahead.



Sponsorship of The Internet of Things Europe Conference

Annual events such as this are not simply stand alone, one-off marketing opportunities. Over time, they develop a brand of their own and a reputation for quality which adds value for all organisations that are associated with it. The Internet of Things Europe Conference offers sponsoring organisations the opportunity to become involved on a regular basis in a high-level industry event.

There are a number of different ways in which you will benefit from taking out a sponsorship package at the 3rd Annual Internet of Things Europe Conference. Simply having your name and brand associated with a high-level event such as this can be extremely valuable and it provides a great opportunity to raise your profile within the industry and with high level policy and decision makers.

There are two separate sponsorship package types available for the event, to offer optimum exposure for the budgets that are available. Details of these can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact Amanda Strevens on amandas.strevens@forum-europe.com or call +32 (0)2 534 11 79.



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Audience Breakdown 2010



Based on 168 delegates

- 31% European Institutions
- 42% Corporate Organisations
- 9% National Authorities
- 7% Press
- 6% Research Organisations
- 5% Other

TESTIMONIALS

"Thanks to Forum Europe and their partners, Europe has been able to host the first truly international event ever on the Internet of Things! The diversity of views and opinions, but also the widely shared IoT-community spirit, can be interpreted as promising seeds on the way to a challenging and interesting global debate in which Europe will affirm a clear stance and will show a high commitment to openness, collaboration, achievements and world-class excellence. The Internet of Things began several years ago as a broad vision for the future of pervasive computing related industries; during the conference we celebrated the translation of this vision into a clear roadmap for researchers, industries, governments and civil society actors around the world. We now know that it is up to all of us to use the power of technology responsibly and to ensure that citizens share fairly in the benefits. The conference actually invited all of us on an exciting journey."

Gérald Santucci, Head of Unit, RFID, European Commission

"Thanks to Forum Europe for organising a great event with lots of interesting presentations, discussions and networking opportunities... keep up the good work!"

Jeroen Dijkxhoorn, EMEA Technology Practice, SAS

"Thanks for having inviting us. We really enjoyed the conference, great organization and content! Hope to see you next year!"

JP Vasseur, Distinguished Engineer, Cisco

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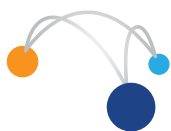


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Sample of Previous Participating Organisations

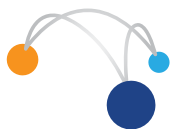
ORGANISATION	ORGANISATION
<ul style="list-style-type: none">> Afiliass Ltd> AlertMe> Ambient Intelligence Fontys Eindhoven & Council> Analysys Mason> ANEC> Architempo> Auto-ID Labs> BII Group, Beijing> Black Box Starters> Cisco GmbH> Council> Czech Telecommunication Office> DLA Piper> DyvikDesign> EABC> EDPS> EESC> ENISA> ETP EPoS> ETSI> Euractiv> European Commission> European Council> European Data Protection Supervisor> European Economic and Social Committee> European Parliament> FICORA> Fleishman-Hillard> Fontys Applied Sciences> French Ministry of Research and Higher Education> FTTH Council Europe> Fujitsu Laboratories of Europe Ltd> Futuretext> General Secretariat of the Council of the European Union> Groupe Casino	<ul style="list-style-type: none">> GS1 France> GS1 Netherlands> GSMA Europe> Institute for Innovation + Technology at VDI/VDE-IT> K.U.Leuven R&D> Kennisalliantie> LSEC> Malta Communications Authority> McKenna Long & Aldridge LLP> Microsoft> Mita> Oberthur Technologies> Oracle> PA Consulting Group> Pachube> Philips> Qualcomm> Research in Motion UK Ltd> Robert Bosch GmbH> SAS> Siemens IT Solutions and Services> SINTEF> Spanish Data Protection Authority> Standards Norway> Telefonica> The European Petrochemical Association (EPCA)> Tinker.it!> TNO ICT> Unisys Belgium> Urbiotica S.L> Verts/ALE> Visa Europe Services Inc.> Vision 2020 Group> YRP Ubiquitous Networking Laboratory

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Host Sponsorship Package

Host Package: €16,000 + VAT

HOST BENEFITS

- The opportunity to support the development of the conference programme and have significant input and influence as part of this process, in liaison with the other conference hosts.
- Named as event host on all event material, with top branding and exposure both through the marketing beforehand, to the 150-200 high level attendees who participate at the event itself and through the high level of post-event press coverage that is expected.
- The opportunity to put forward a senior individual to represent the organisation in a high visibility speaking slot at the conference.
- Personal invitations to all speakers sent out by Forum Europe on behalf of the hosts (with representatives of the host companies as signatories on all letters).
- Association with other industry leaders.
- Full access to the VIP / Speaker room for your representatives.

FINANCING THE EVENT

Each host company has the option to offset their financial input by offering small sponsorship packages (at €10,000 and €5,000) to their contacts and clients. Forum Europe supports fully the administration and invoicing of these smaller packages, and **each host company receives the full amount of sponsorship they bring in against the cost of their initial commitment**. This offers host companies the benefits of high profile visibility at a prestigious conference, with the possibility of a very low financial commitment, or even making a profit from the event.

The risk therefore is limited to the initial commitment only and this can be significantly reduced.

SPEAKER/VIP DINNER

One of the highlights of the conference will be the VIP/ dinner debate on the eve of the conference where speakers and senior policy decision makers meet to discuss Internet of Things challenges and issues.

- A prominent place at dinner for a senior company representative.

- 1 additional place at the dinner for a company representative or guest.
- Your company logo included in the documentation prominently displayed on the table.
- Personalised invitations can be sent to your guests on your behalf.

GUARANTEED CONFERENCE PASSES FOR YOU AND YOUR GUESTS

- 4 places reserved at the main conference (including lunch) for your company staff and guests.
- Personalised invitations sent to your guests on your behalf.

PROMINENT BRANDING

Your company name mentioned "in partnership with..." and your company logo prominently displayed on the:

- Front of the conference programme.
- Speaker CVs.
- Lists of participants.
- Invitation mailings, minimum three mailings, each one sent to a targeted list of 12,000 potential participants from industry, EU institutions, permanent representations, governments, trade associations, etc.
- Front of the delegate folders.
- Conference platform banner (fixed or by projection).
- Forum Europe website with hyperlink to your company website.
- Front of the conference report distributed to EU Commission, EU Parliament and national governments, civil society groups and the international press.

ADVERTISEMENT IN THE CONFERENCE REPORT

A full-page advertisement of your company in the conference report, which is widely distributed.

SPACE FOR AN EXHIBITION STAND

As part of the exhibition, an opportunity to display company documentation and IoT devices.

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Sponsorship Packages

Platinum Package: €10,000 + VAT

Becoming the Platinum sponsor for the conference will provide your company with optimal exposure on all marketing material and banners, as well as access to a number of additional benefits that are unique to this package. This package is limited to a maximum of three sponsor organisations, meaning that becoming a platinum sponsor guarantees top level branding throughout.

- Exclusive speaking position for company representative
- Full page colour advert in conference programme
- 3 complimentary delegate places
- Priority branding on main stage
- Prime location allocated for exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Platinum sponsor in conference CD-Rom (600 copies distributed) with exclusive ability to submit a conference report for inclusion
- Recognition as Platinum sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Platinum sponsor in Forum Europe newsletters

Gold Package: €8,000 + VAT

- Half page colour advert in conference programme
- 2 complimentary delegate places
- Branding on main stage
- Exhibition space in semi-prime location
- Inclusion of company materials in delegate bags
- Recognition as Gold sponsor in conference CD-Rom (200 copies distributed)
- Recognition as Gold sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Gold sponsor in Forum Europe newsletters

Silver Package: €6,000 + VAT

- Quarter page colour advert in conference programme
- 1 complimentary delegate place
- Some branding on main stage
- Exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Silver sponsor in conference CD-Rom (600 copies distributed)
- Recognition as Silver sponsor in marketing materials and press releases
- Company logo on conference website with link to company website
- Recognition as Silver sponsor in Forum Europe newsletters

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Sponsorship Packages

Exclusive Sponsorship of Interactive Voting System: €2,500 + VAT

New for 2010, our Interactive Voting System enables delegates to provide a live response to questions posed by the chair and see the real-time results in a variety of formats on the screens. This package offers your organisation the opportunity to become associated with this exciting new part of the conference format.

- Your company logo displayed at the beginning of the Interactive Voting sessions, which will take place at various stages throughout the event
- Company logo on conference website with link to company website
- Your company logo displayed in the bottom corner of all pages containing both questions and results
- Inclusion of a pdf containing company information with the summary of results that are sent out to all delegates immediately following the event



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Sponsored Catering Packages

Exclusive Sponsorship of Lunch: €3,500 + VAT

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (though not compulsory)
- Full page colour advert in programme
- 1 complimentary delegate place

Exclusive Sponsorship of Gala Dinner: €4,500 + VAT

- Opportunity to introduce and lead interactive dinner debate
- 3 course sit down dinner for delegates and speakers
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page colour advert in programme
- 3 complimentary delegate places

Exclusive Sponsorship of Refreshments (3 per day): €2,500 + VAT

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions)
- Full page colour advert in programme
- 1 complimentary delegate place

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event programme, website and CD-ROM.

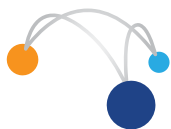


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Product Opportunities

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Europe. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



Sponsored Lanyards

€1250 + VAT + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



Data Sticks

€1250 + VAT + cost of production

In addition to providing a high value branded product to delegates beyond the event, conference proceedings can be loaded onto the sticks prior to the event and distributed to delegates on arrival.



Conference Pens and Pads

€1250 + VAT + cost of production

Distributed to all attendees upon arrival, branded pens and pads again offer visibility to you and value to the delegate both during and beyond the event.



Insert in Delegate Packs

€500 + VAT

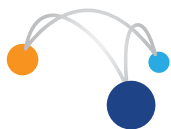
Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.

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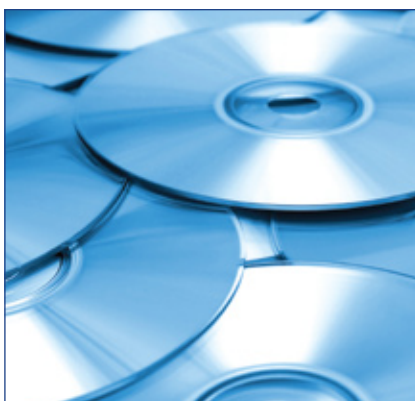
Product Opportunities



Conference Badges

€1200 + VAT

All delegates are required to wear their personalised conference badge (attached to the lanyard) on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference.



Conference Proceedings

€1245 + VAT

All delegates receive the conference proceedings on high quality CDs, printed with your company's logo and a short advert (either text/PDF or moving image, in which case size must be agreed beforehand).

These are made available, if possible, before the event. However it is best practice to deliver them after the event to all delegates to ensure all the presentations that are available are loaded to the CDs.

These CDs, in addition to being distributed to all delegates as part of the conference package, will also be made available for purchase to non-attendees post event.

This high value option reaches all delegates and is the most valued information and reference point beyond the event itself, this option is only available to selected organisations and it is recommended that you contact Amanda Strevens to discuss this high value, high exposure option.

The options contained within are negotiable and are listed only as a guide. We look to cater for your individual requirements on a per event basis.

If you wish to discuss any of the information found in this document, please do not hesitate to contact Amanda Strevens.

We look forward to discussing the positive and high value promotion of your organisation.

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Sponsorship Reservation Form

I am interested in becoming a (please tick box):

Host Sponsor ☐

I am interested in becoming a (please tick box):

Platinum Sponsor ☐ Gold Sponsor ☐ Silver Sponsor ☐ Interactive Voting System ☐

I am interested in the following Catering Packages (please tick box):

Lunch ☐ Gala Dinner ☐ Refreshments ☐

I am interested in the following Product Opportunities (please tick box):

Sponsored Lanyards ☐ Data Sticks ☐ Conference Pens & Pads ☐

Insert in Delegate Packs ☐ Conference Badges ☐ Conference Proceedings ☐

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Company:

Address:

Name of contact:

Contact Tel. Number: Contact Email:

Signature: Date:

Please Faxback to +44 (0) 2920 668 992

Please contact Amanda Strevens to discuss all opportunities listed in this brochure.

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Exhibit at Internet of Things Europe 2011

STAND SIZE: 2.5m x 3.0m COST: €500 + VAT per stand

Be recognised as an important sector leader with an exclusive exhibition space during the 2011 European Internet of Things Conference.

This 2 day conference will offer exhibiting organisations the opportunity to:

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands are prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the three separate refreshment breaks scheduled for the day.

As part of the exhibitor's package, you will receive:

- A unique exhibition space of 2.5m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the Exhibitors Directory that is given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website (www.internetofthings2011.eu) along with contact details and a link to your homepage
- A special discounted rate of €250 for a full page colour advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

Exhibition details:

All stand areas are sized at 2.5m x 3.0m and the ceiling height in the room is 3.5m. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately 1.8m x 1.0m included in the price.

Exhibitors are invited to prepare their stand between 14.00 and 17.00 the day before the conference.

To reserve your exhibition space at the event, please complete the form on page 11 and fax it back to us on **+44 (0) 2920 668 992**.

You will then be contacted to confirm your reservation.

Please note: Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.



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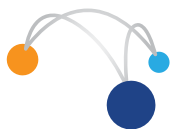
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Exhibition Space Reservation Form

Please faxback to +44 (0) 2920 668 992 - we will contact you to confirm your reservation

Organisation Name:	<input type="text"/>		
Contact Person:	<input type="text"/>		
Address:	<input type="text"/>		
	<input type="text"/>		
	<input type="text"/>		
	City:	<input type="text"/>	
Postcode:	<input type="text"/>	Country:	<input type="text"/>
Tel:	<input type="text"/>	Fax:	<input type="text"/>
		Email:	<input type="text"/>

Description of organisation for Exhibitors Directory, alternatively you can email this on a separate document if necessary:

(max 50 words):

Please select the number and size of stand space below.

If you have any queries over this, please contact Amanda Strevens on +32 (0)2 534 11 79.

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ €500 each (+ 21% Belgian VAT)

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of €250 (+ 21% Belgian VAT) for a full page advert in the main conference brochure. ☐

By taking out an exhibition space, one organisation representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organisation wish to attend the conference they will be entitled to a special 25% discount off the standard conference fees.

I would like to reserve (please indicate number) delegate passes for the main conference and claim a 25% discount off the usual delegate rate for each pass. Forum Europe will contact you shortly to take the details of delegates.

Payment schedule - An invoice for the full amount will be issued upon receipt of this booking form.

Exhibition space reservations are not confirmed until full payment is received by Forum Europe. The organisers reserve the right to reallocate exhibition space if deposit / full payment is not received by the due date. Cancellation policy - Cancellations must be made in writing.

If received before or on 1st February, a full refund will be given, subject to a €150 administration charge. No refund for cancellations received after the 1st February. No shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The 3rd Annual Internet of Things at The Management Centre Europe, Brussels and accepts the terms and conditions stated above.

Signature	<input type="text"/>	Date	<input type="text"/>
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