

The 5th Annual Internet of Things European Summit

IoT: Shaping tomorrow's European Internet landscape



Sponsorship Prospectus

3 - 4 March 2014 / Brussels

Contact - Tom Chinnock
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www.forum-europe.com

www.iiotconference.eu

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Contents Page

- P 3 About the Event
- P 4 Audience Breakdown
- P 5 Previous Participants
- P 6 Sponsorship Packages
- P 7 Sponsored Catering Packages
- P 8 Sponsorship Reservation Form
- P 9 Exhibit at the IoT European Summit
- P 10 Exhibition Space Reservation Form

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 5th Annual Internet of things European Summit

Now in its fifth year, the Internet of Things European Summit is the leading event focusing on the current policy and industry developments affecting the field of the Internet of Things.

The event brings together leading industry stakeholders, including large telcos, hardware manufacturers, software developers, cloud providers, entrepreneurs, consumer advocates and the key decision makers to explore the current IoT ecosystem in Europe, and addresses the impact that IoT will have on European society.

The conference will look at what needs to be done to ensure the EU takes the lead in IoT innovation and adoption, as well as exploring what needs to be done to boost IoT technological innovation, while also respecting existing European regulations regarding aspects such as privacy and security.



Sponsorship of The Internet of Things European Summit

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 Summit 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 5th Annual Internet of Things European Summit. 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 various 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 Tom Chinnock on tom.chinnock@forum-europe.com or call +44 (0) 2920 783 025.

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Audience Breakdown



- 41% Corporate Organisations
- 26% EU Institutions
- 13% Not for Profit
- 10% National Bodies
- 6% Academia
- 5% Press

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, Knowledge Sharing, European Commission; and former Head of Unit, RFID

"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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Sample of Partner and Sponsor organisations at our previous Internet of Things events



Sample of previous participating organisations at our previous Internet of Things events

- | | | |
|---|---|--|
| <ul style="list-style-type: none">> AlertMe> Analysys Mason> ANEC> ARM Holdings> AT&T> Auto-ID Labs> BII Group, Beijing> Black Box Starters> Cisco GmbH> Council> Czech Telecommunication Office> DLA Piper> ENISA> ETSI> Euractiv> European Commission> European Council> European Data Protection Supervisor> European Economic and Social Committee | <ul style="list-style-type: none">> European Parliament> FICORA> Fleishman-Hillard> Fraunhofer> French Ministry of Research and Higher Education> Fujitsu Laboratories of Europe Ltd> Futuretext> GS1> GSMA Europe> Hitachi> IBM> Institute for Innovation + Technology at VDI/VDE-IT> Libelium> McKenna Long & Aldridge LLP> Microsoft> Neul> Oberthur Technologies> Oracle | <ul style="list-style-type: none">> PA Consulting Group> Pachube> Philips> Research in Motion UK Ltd> Samsung> Sensinode> Siemens> SINTEF> Spanish Data Protection Authority> Standards Norway> Telefonica> Telit> The European Petrochemical Association (EPCA)> TNO ICT> Unisys Belgium> Visa Europe Services Inc.> Vision 2020 Group> YRP Ubiquitous Networking Laboratory |
|---|---|--|

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Sponsorship Packages

Platinum Package: €10,000

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 five sponsor organisations, meaning that becoming a platinum sponsor guarantees top level branding throughout.

- Exclusive speaking position for company representative
- Full page advert in conference handout
- 3 complimentary delegate places for company representatives or guests to attend the main conference
- Priority branding on main stage
- Prime location allocated for exhibition space in the main networking area of the event
- Inclusion of company materials in delegate bags, which will be distributed to all guests upon arrival
- 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

- Half page advert in conference handout
- 2 complimentary delegate places for company representatives or guests to attend the main conference
- Branding on main stage
- Exhibition space in semi-prime location in the main networking area of the event
- Inclusion of company materials in delegate bags, which will be distributed to all guests upon arrival
- 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

- Quarter page advert in conference handout
- 1 complimentary delegate place for a company representative or guest to attend the main conference
- Some branding on main stage
- Exhibition space in the main networking area of the event
- Inclusion of company materials in delegate bags, which will be distributed to all guests upon arrival
- 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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Catering Packages

Exclusive Sponsorship Lunch: €3,500

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (though not compulsory)
- Full page advert in handout
- 1 complimentary delegate place for a company representative or guest to attend the main conference

Exclusive Sponsorship of Gala Dinner: €4,500

- 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 advert in programme
- 3 complimentary delegate places for a company representatives or guests to attend the main conference

Exclusive Sponsorship of Refreshments (3 refreshment breaks): €2,500

- 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 advert in programme
- 1 complimentary delegate place for a company representative or guest to attend the main conference

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the delegate handout, which will be distributed to all guests upon arrival.



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Sponsorship Reservation Form

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

Platinum Sponsor Gold Sponsor Silver Sponsor

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

Lunch Gala Dinner Refreshments

3 - 4 March 2014 / Brussels

Company:

Address:

Name of contact:

Contact Tel. Number: Contact Email:

Signature: Date:

Please email this form back to: tom.chinnock@forum-europe.com

Please contact Tom Chinnock, Senior Event Manager, to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 025 . Fax: +44 (0) 2920 020 432 . Email: tom.chinnock@forum-europe.com

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Exhibit at the Internet of Things European Summit

Stand Size: 2.5m x 3m / Cost: €1500



Be recognised as an important sector leader with an exclusive exhibition space during The 5th Annual Internet of Things European Summit.

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.iiotconference.eu) along with contact details and a link to your homepage
- A special discounted rate of €250 for a full page 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 3m** 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 1m** 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 10 and fax it back to us on **+44 (0) 2920 020 432**.

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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Exhibition Space Reservation Form

Please faxback to +44 (0) 2920 020 432 - we will contact you to confirm your reservation

Organisation Name:

Contact Person:

Address:

City: Country:

Postcode: Email:

Tel: Fax:

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 Tom Chinnock on +44 (0) 2920 783 025.

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ €1500 each

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of €250 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 a cancellation is received **6 weeks** before the event start date, a full refund will be given, subject to a €150 administration charge. However, there will be no refund for cancellations received after this date. **No shows will be charged the full amount.**

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The 5th Annual Internet of Things European Summit, 3 - 4 March 2014, Brussels and accepts the terms and conditions stated above.

Signature Date

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