


# The Annual **INTERNET OF THINGS** Asia Summit

**23<sup>rd</sup> September, 2017** / Bangkok . Thailand

**In Partnership with**

**3rd Asia-Pacific Regional Forum / On Smart Cities and e-Government**

**21<sup>st</sup> & 22<sup>nd</sup> September, 2017** / Bangkok . Thailand

Organised by 

**As part of**

**Thailand Digital Big Bang 2017 / Digital Transformation Thailand**

**21<sup>st</sup> - 24<sup>th</sup> September, 2017** / Bangkok . Thailand

**Sponsorship & Exhibition Prospectus**

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[www.forum-global.com](http://www.forum-global.com)

**#IoTSummitAsia**

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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 Annual Internet of Things Asia Summit

The Internet of Things Asia Summit is the latest instalment in the Global IoT series of 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 Asia, and addresses the impact that IoT will have on society.

The event is a dual policy and business opportunity for stakeholders, and will deal with the main discussion topics affecting the IoT stakeholder community, including:

- ▶ Key policy considerations for the current and future IoT
- ▶ What IoT projects are currently taking place in Asia
- ▶ The connected cars debate
- ▶ The future of smart cities across Asia
- ▶ IoT Connectivity
- ▶ Finding the right balance between data-driven innovation and safeguarding privacy
- ▶ What is happening across Asia to narrow the digital divide

### Sponsorship of The Internet of Things Asia 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 Asia 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 Internet of Things Asia 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 Abi Labaton on [abi.labaton@forum-global.com](mailto:abi.labaton@forum-global.com) or call +44 (0)2920 783 075.

## THE INTERNET OF THINGS SUMMIT SERIES

Forum Global have been hosting summits that act as platforms for discussions around the exciting innovations that help shape the future decisions made in the IoT space for a number over 7 years.

With a truly global reach, Forum Global, and its sister company Forum Europe, have been hosting these initiatives in both Europe and America annually, working with policy makers, thought leaders and businesses alike.

Forum Global, in partnership with ITU and APT, is delighted to announce the launch of the latest installment in the IoT series focusing specifically on the Asia-Pacific region.

The Internet of Things Asia Summit is the 3rd event taking place as part of Forum Global's Internet of Things Summit Series. It is a thought leadership summit and will bring together representatives from all IoT stakeholder communities from across Asia.

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# The Annual INTERNET OF THINGS Asia Summit

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## Past Speakers Include



**Khalil Rouhana**

Deputy Director-General,  
DG CONNECT,  
European Commission



**Mechthild Rohen**

Head of Unit Internet of  
Things, DG CONNECT,  
European Commission



**Ger Baron**

Chief Innovation Officer,  
City of Amsterdam



**Cecilia Bonefeld-Dahl**

Director General,  
DIGITALEUROPE



**Francesca Bria**

Chief Technology & Digital  
Innovation Officer,  
Barcelona City Council



**Pearse O'Donohue**

Acting Director,  
Future Networks,  
DG Connect,  
European Commission



**Deb Fischer**

Senator,  
United States Senate



**Bruce Andrews**

Deputy Secretary,  
Department of  
Commerce



**Archana Vemulapalli**

CTO,  
City of Washington, DC



**Terrell McSweeney**

Commissioner,  
Federal Trade  
Commission



**Jessica Rosenworcel**

Commissioner,  
Federal Communications  
Commission



**Dean Garfield**

President and CEO  
Information Technology  
Industry Council

## Audience Breakdown



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



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# The Annual INTERNET OF THINGS Asia Summit

22 & 23 September, 2017 / Bangkok . Thailand

## Past Sponsors & Partners

The internet of Things Asia summit is the latest instalment in the IoT Summit series . We have worked with a number of leading brands around the world on this series, including:



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

- |  |   |   |
|--|---|---|
| > AlertMe                                | > European Parliament                                 | > PA Consulting Group                           |
| > Analysys Mason                         | > FICORA  | > Pachube                                       |
| > ANEC                                   | > Fleishman-Hillard                                   | > Philips                                       |
| > ARM Holdings                           | > Fraunhofer  | > Research in Motion UK Ltd                     |
| > AT&T                                   | > French Ministry of Research and Higher Education    | > Samsung                                       |
| > Auto-ID Labs                           | > Fujitsu Laboratories of Europe Ltd                  | > Sensinode                                     |
| > BII Group, Beijing                     | > Futuretext  | > Siemens                                       |
| > Black Box Starters                     | > GS1   | > SINTEF  |
| > Cisco GmbH                             | > GSMA Europe   | > Spanish Data Protection Authority             |
| > Council                                | > Hitachi   | > Standards Norway                              |
| > Czech Telecommunication Office         | > IBM   | > Telefonica                                    |
| > DLA Piper                              | > Institute for Innovation + Technology at VDI/VDE-IT | > Telit   |
| > ENISA                                  | > Libelium  | > The European Petrochemical Association (EPCA) |
| > ETSI                                   | > McKenna Long & Aldridge LLP                         | > TNO ICT                                       |
| > Euractiv                               | > Microsoft   | > Unisys Belgium                                |
| > European Commission                    | > Neul  | > Visa Europe Services Inc.                     |
| > European Council                       | > Oberthur Technologies                               | > Vision 2020 Group                             |
| > European Data Protection Supervisor    | > Oracle  | > YRP Ubiquitous Networking Laboratory          |
| > European Economic and Social Committee |   |   |

## In Partnership with

The Annual Internet of Things Asia summit is being help in partnership with the:

# 3<sup>rd</sup> Asia-Pacific Regional Forum on Smart Cities and E-Government

Taking place as part of: **Thailand Digital Big Bang 2017**

**Date:** 21<sup>st</sup> & 22<sup>nd</sup> September 2017

**Venue:** IMPACT Exhibition & Conference Centre, Bangkok, Thailand

Some of the Key Topics and Events of the Asia-Pacific Forum include:

Digital Entrepreneur	VR Tech	Digital Accelerator	Global Connectivity	Smart Living
Digital Government	Digital Community	Healthcare	Smart Cities	Finacial Services
Business Start	Thailand Tech Startup	Drone Challenge	Digital Playground	Digital Agency Workshop

### Honourable Speakers for 2017 include



H. E. Prayuth Chan-ocha  
Prime Minister of Kingdom of Thailand



H. E. ACM Dr. Prajin Juntong  
Deputy Prime Minister of Thailand



H. E. General Pravit Wongsuwan  
Deputy Prime Minister of Thailand



H. E. Dr. Somkid Jatusripitak  
Deputy Prime Minister of Kingdom of Thailand



H. E. Dr. Pichet Durongkaveroj  
Minister of Digital Economy & Society, Kingdom of Thailand

### Key Speakers for 2017 include



Malcolm Johnson  
Deputy Secretary  
General International  
Telecommunications Union (ITU)



Jeff Hoffman  
One of the founders of  
Priceline.com



Jonathan Ortman  
Founder & President of Global  
Entrepreneurship Network (GEN)

Organised by



[www.itu.int/go/sceg2017](http://www.itu.int/go/sceg2017)

## Sponsorship Packages

The list of packages described below is by no means exhaustive and is meant only as a guide to the possible sponsorship 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.

Benefits	Platinum	Gold	Silver
Speaking position for company representative	✓		
Places at the pre-conference VIP dinner reception, which will be taking place on Thursday 21st September (more details to follow in coming months)	2	1	
Use of private meeting room for any bilateral meetings you organise alongside the summit	✓		
Corporate identity on conference website with link to company website	✓	✓	✓
Recognition as sponsor ( <i>at selected level</i> ) in marketing emails and press releases	✓	✓	✓
Inclusion of company materials in delegate bags	✓	✓	✓
Branding on main stage	✓	✓	✓
Exhibition Space	✓	✓	✓
Advert in delegate handout	Full Page	Half Page	
Complimentary delegate places	3	2	1
<b>Cost (excl. VAT)</b>	<b>\$13,500</b>	<b>\$10,000</b>	<b>\$7,500</b>

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## Catering Packages

### Exclusive Sponsorship of VIP & Speaker Dinner

\$10,000

One of the highlights of this event is expected to be the invitation-only VIP & Speaker Dinner & Debate, which will take place on the eve of the main conference. With around 35 participants and taking place under 'chatham house' rules, the dinner-debate allows for an open and frank exchange amongst policy and decision makers, in addition to providing an excellent networking opportunity in an intimate environment with a small scale but high-level group.

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Opportunity to provide input into guest list and dinner seating plan
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme

### Exclusive Sponsorship of Lunch Salon

\$6,500

- Corporate identity displayed as lunch sponsor in main dining room and refreshment area
- A private room made available with space for up to 20 people to enjoy a seated lunch, which if required, can also be set up with a projector and screen etc.
- The opportunity to invite a selection of delegates and speakers who are attending the main conference to join as your guests
- Forum Europe will assist with the marketing of the lunch salon by ensuring that it is mentioned on the event website and emails that are sent to registered delegates
- Contact details of the delegates to be targeted will be provided to company sponsor to allow for their invitation. Forum Europe is also happy to send the initial invitations

### Exclusive Sponsorship of Cocktail Reception

\$6,500

- Exclusive corporate identity displayed on banners at reception venue
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place at main conference
- 5 complimentary places to attend the cocktail reception (not conference)

### Exclusive Sponsorship of Refreshments (3 refreshment breaks)

\$5000

- 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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## 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

\$2000 + 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

\$2000 + 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

\$1500 + 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

\$800

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

\$1500

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.

### Advertise in the Delegate Handout

The delegate handout will be provided electronically on USBs to all attendees at the event. Placing an advert in the handout is a quick, easy and cost-effective way of getting your message across to this high level and targeted list of participants.

Please note: All page sizes are US letter size

Color full page advert	Color half page advert	B+W full page advert	B+W half page advert
\$700	\$500	\$500	\$400

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 **Abi Labaton**.

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

#### Forum Europe

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## Exhibit at the Internet of Things Asia Summit

Stand Size: 2.5m x 3m

\$2000



Be recognised as an important sector leader with an exclusive exhibition space during The Annual Internet of Things Asia 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 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.

**Please contact:** Abi Labaton on +44 (0)2920 783 075 or email [abi.labaton@forum-global.com](mailto:abi.labaton@forum-global.com) to reserve your exhibition space at the event.

**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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