

The 2nd Annual Internet of Things Europe 2010

A Roadmap for Europe



Sponsorship and Exhibition Prospectus

1st & 2nd June 2010

Crowne Plaza Brussels - Le Palace



Contact - Amanda Strevens

T. +32 2 534 11 79

amanda.strevens@forum-europe.com

www.forum-europe.com

www.internetofthings2010.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.

Contact - Amanda Strevens
T . +32 2 534 11 79
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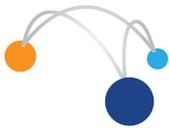


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About the Conference

Now in its second year, The Internet of Things 2010 will join together business leaders, consumer advocates, policymakers and entrepreneurs to find out how the Internet of Things roadmap will shape our interaction with the real and virtual worlds in the coming years. This high level conference, run with the support of the European Commission, will explore the development of the Internet of Things for the benefit of European society and discuss the challenges ahead. Panellists and speakers at the 'Internet of Things Europe 2010' conference will share their insights into this developing phenomenon:

- **How will IOT empower citizens experience and individual's capabilities?**
- **What innovation and development is being seen?**
- **What security challenges, particularly surrounding unauthorised access to and unintended disclosure of data may be presented by the Internet of Things?**
- **How can we encourage effective competition in the Internet of Things?**
- **How can we create a climate to encourage investment?**
- **How can we encourage and exchange best practice with lessons from outside Europe?**



This conference will provide an open platform for discussions with relevant stakeholders: standardisation bodies, consumer organisations, National and European Authorities and industry

Day 1 starts with introductory Keynote presentations and then focusses on the consumer and business ecosystem and the International experience.

Day 2 moves on to look at the privacy, security and data protection issues, a climate to encourage investment, governance and enabling Internet of Things.

Confirmed sponsors are:

Gold Sponsor



Silver Sponsor



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T. +32 2 534 11 79
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Sponsorship Packages



Exclusive Platinum Package: €8,000 + 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: €6,500 + 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

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Sponsorship Packages



Silver Package: €4,000 + 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



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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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

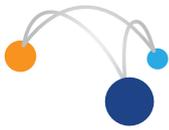
Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.

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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 Dan Craft 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.

Forum Europe

**2 - 4 Second Floor, High Street Arcade Chambers,
Cardiff, CF10 1BE. UK**

t: +44 (0) 2920 783 028

f: + 44 (0) 2920 668 992

e: dan.craft@forum-europe.com

www.spectrummanagement.eu

Contact - Amanda Strevens
T . +32 2 534 11 79
amanda.strevens@forum-europe.com



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Sponsorship Reservation Form

I am interested in becoming the (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 Stevens to discuss all opportunities listed in this brochure.

Tel: +32 2 534 11 79 . Fax: +44 (0) 2920 668 992 . Email: amanda.stevens@forum-europe.com

Forum Europe, 2 - 4 Second Floor, High Street Arcade Chambers, Cardiff, CF10 1BE. UK

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Exhibit at Internet of Things Europe 2010

STAND SIZE: 2.5m x 3.0m COST: €1500 + VAT per stand

Be recognised as an important sector leader with an exclusive exhibition space during the 2010 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.spectrummanagement.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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Please faxback to +44 (0) 2920 668 992 - we will contact you to confirm your reservation

Exhibition Space Reservation Form

Organisation Name:

Contact Person:

Address:

Postcode: City:

Country:

Tel: Fax: Email:

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 Stevens on +32 2 534 11 79.

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ €1500 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 4th May, a full refund will be given, subject to a €150 administration charge. No refund for cancellations received after the 4th May. No shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The Internet of Things Europe 2010 Conference on 1st and 2nd June 2010, at the Crowne Plaza Brussels - Le Palace and accepts the terms and conditions stated above.

Signature

Date

/ /

Contact - Amanda Stevens
 T. +32 2 534 11 79
 amanda.stevens@forum-europe.com



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