

Organised by



The 6th Annual Internet of Things European Summit

**Achieving Europe 2020: IoT's role in building a more inclusive,
smarter and competitive Europe**



Sponsorship & Exhibition Prospectus

11, 12 & 13 May 2015 / Management Centre Europe . Brussels

Contact - Tom Chinnock

T. +44 (0) 29 20 783 025 / tom.chinnock@forum-europe.com

www.forum-europe.com

www.iotsummit.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 6th Annual Internet of things European Summit

Now in its sixth 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 event is a dual policy and business opportunity for stakeholders, with day 1 focusing on the key policy considerations and exploring ways that stakeholders can create the correct environment for IoT, and days 2 and 3 will focus more on the commercial opportunities via 7 'smart sessions'. Each smart session will cover a key business area, with emphasis on benefits, challenges and collaborations.



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 6th 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

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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
Exclusive speaking position for company representative (subject to suitability of programme). This offers stakeholders an opportunity to talk on a particular policy issue or a sectorspecific 'smart session', and to also provide input into the relevant 'smart session'.	✓		
2 places at pre-conference speaker and VIP dinner debate (including speaker)	✓		
Corporate identity on conference website with link to company website	✓	✓	✓
Recognition as sponsor (at selected level) in marketing emails and press releases	✓	✓	✓
Inclusion of company materials in delegate bags	✓	✓	✓
Branding on main stage	Priority Branding	✓	✓
Exhibition Space in refreshments / networking area	Prime Location	✓	✓
Advert in delegate handout	Full Page	Half Page	
Complimentary delegate places	5	3	1
Cost (excl. VAT)	€12,000	€8,000	€6,000

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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

€6,000

- 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

€4,500

- 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)

€3,500

- 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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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 + 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 + 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 + 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

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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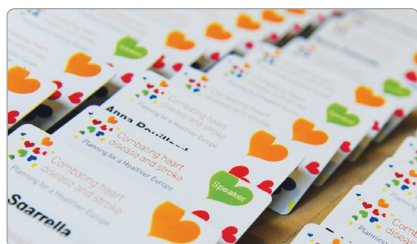


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Product Opportunities



Conference Badges

€1200

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

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 **Tom Chinnock** 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 **Tom Chinnock**.

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

Forum Europe

Castle House, 1-7 Castle Street, Cardiff, CF10 1BS, UK

t: +44 (0) 2920 783 025

f: +44 (0) 2920 020 432

e: tom.chinnock@forum-europe.com

www.iiotconference.eu

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Exhibit at the Internet of Things European Summit

Stand Size: 2.5m x 3m

€1,500



Be recognised as an important sector leader with an exclusive exhibition space during The 6th Annual Internet of Things European Summit.

This 3 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.iotsummit.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.

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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