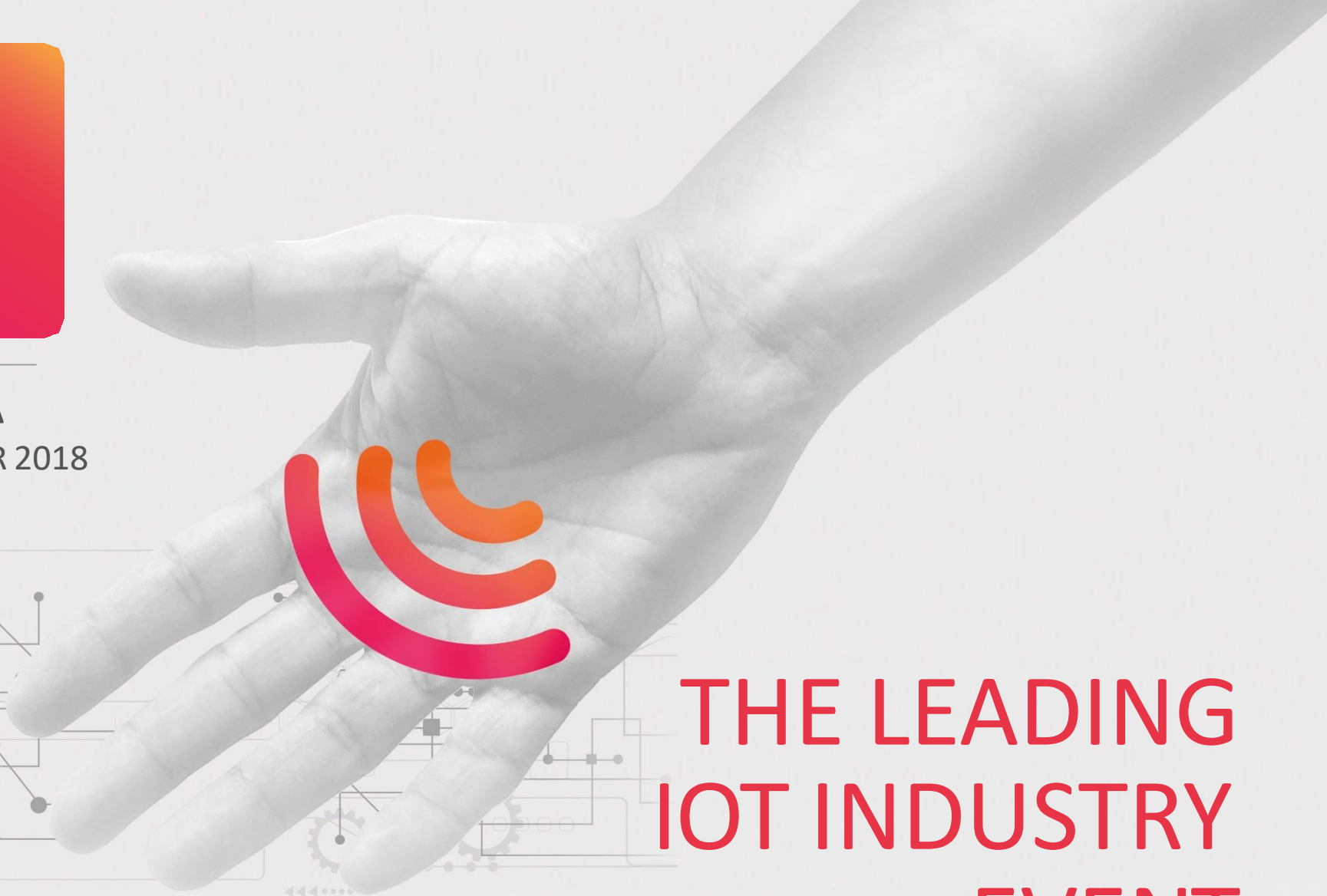




BARCELONA
16-18 OCTOBER 2018



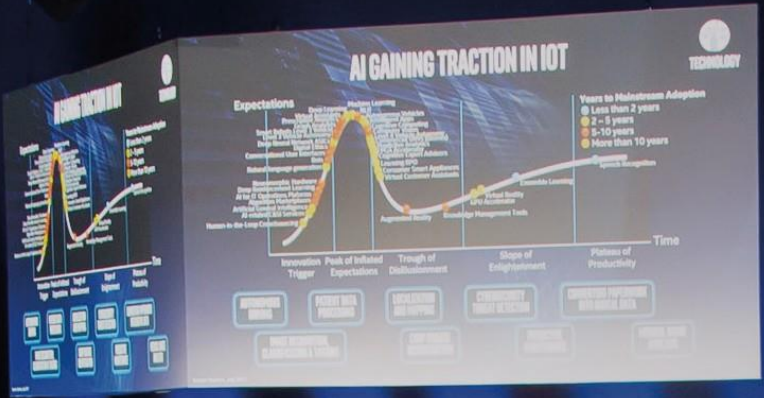
THE LEADING IOT INDUSTRY EVENT

HOSTED BY

IN PARTNERSHIP WITH

2017 DIAMOND SPONSORS





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THE IoT SOLUTIONS WORLD CONGRESS

The annual show for the industrial IoT sector

The IoT Solutions World Congress is the event dedicated exclusively to joining IoT providers with industry in order to help the latter increase productivity via this disruptive technology.

After three editions, the event has grown to become the global reference for industrial IoT, and the annual meeting for industry stakeholders to establish new partnerships. With an exhibition spanning 2 halls, the 2017 edition of the event featured over 240 sponsors and exhibitors across 24,000 m².

The 2018 edition will continue to explore the latest industrial IoT innovations to bring visitors the necessary cutting-edge expertise and strategies to capitalize on IoT.

The tracks of the IoT Solutions World Congress 2018 include:

**CONNECTED TRANSPORT
MANUFACTURING
HEALTHCARE
ENERGY & UTILITIES BUILDINGS &
INFRASTRUCTURE OPEN INDUSTRY
ENABLING IoT**

Along with the Congress Program, the IoT Solutions World Congress will feature two collocated events:

**BLOCKCHAIN SOLUTIONS FORUM
ARTIFICIAL INTELLIGENCE & COGNITIVE SYSTEMS FORUM**

The IoT Solutions World Congress will come back on 16 – 18 October!



BARCELONA
16-18 OCTOBER 2018



2017 FACTS & FIGURES



13,000

VISITORS



240

EXHIBITORS,
SPONSORS &
PARTNERS



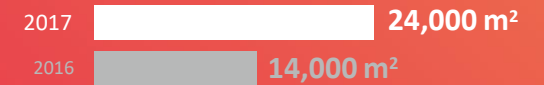
VISITORS FROM

114

COUNTRIES



24,000 m²



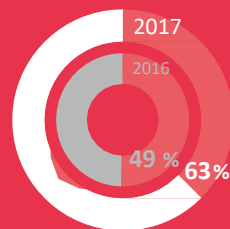
250

SPEAKERS



63%

INTERNATIONAL VISITORS



125

CONGRESS
SESSIONS



252

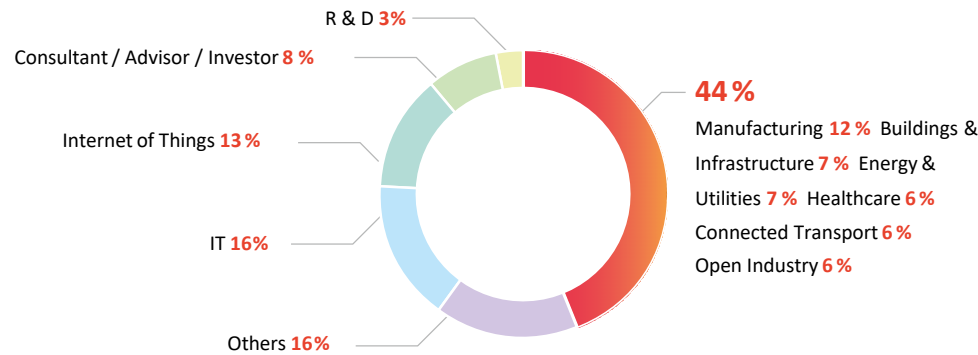
REGISTERED
MEDIA & PRESS



WHO ATTENDS?

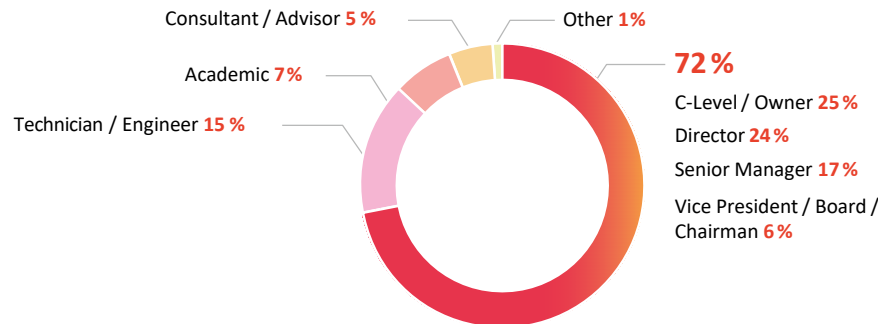
VISITOR PROFILE

44%
OF OUR VISITORS
CAME FROM
TARGETED
INDUSTRIES



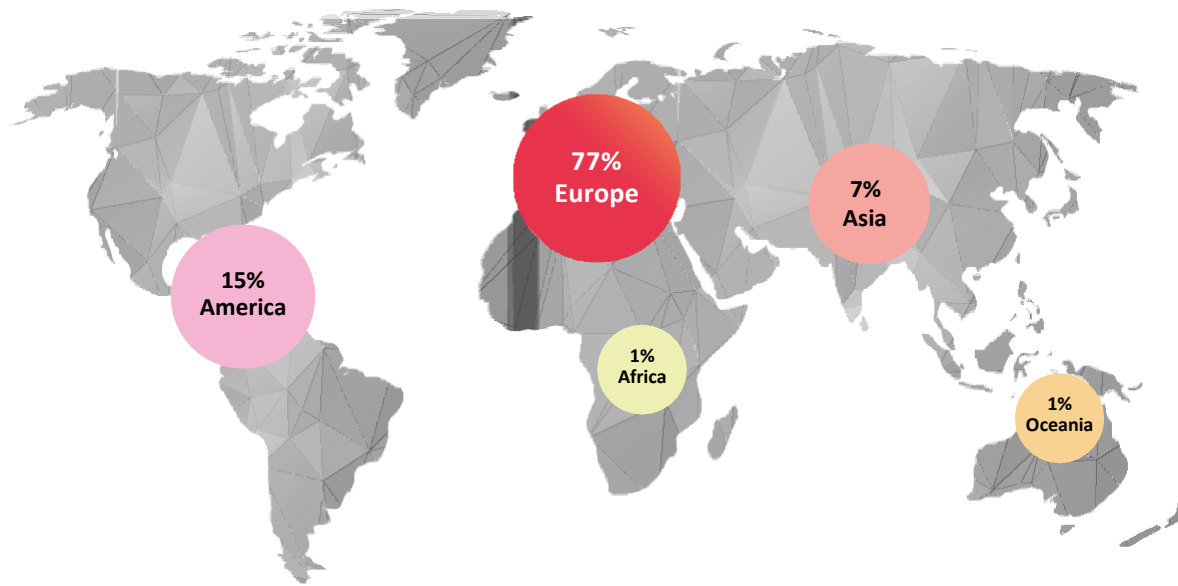
THE PLATFORM TO CONNECT WITH KEY DECISION MAKERS

72%
OF OUR VISITORS
WERE C-LEVEL
AND SENIOR
EXECUTIVES



A HIGHLY INTERNATIONAL EVENT

Geographic Breakdown

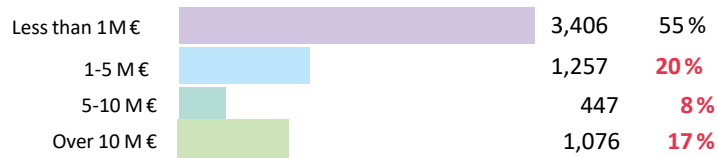


Top Visiting Countries

-  Belgium
-  France
-  Germany
-  Italy
-  Netherlands
-  Russia Spain
-  Spain
-  Switzerland
-  United Kingdom
-  USA

45%

OF OUR VISITING COMPANIES PLANTO INVEST MORE THAN 1 MILLION € IN IOT WITHIN THE NEXT 3 YEARS



82%

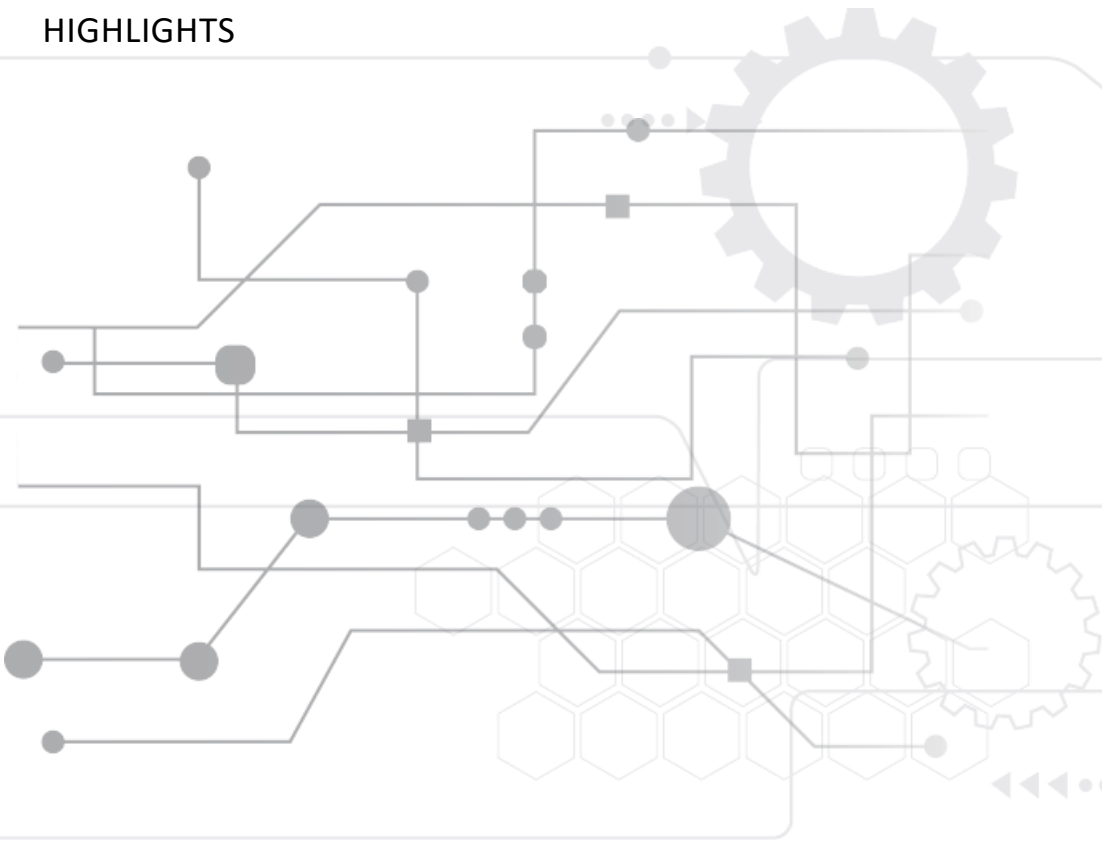
OF OUR VISITORS STATED THAT THE EVENT MET THEIR EXPECTATIONS



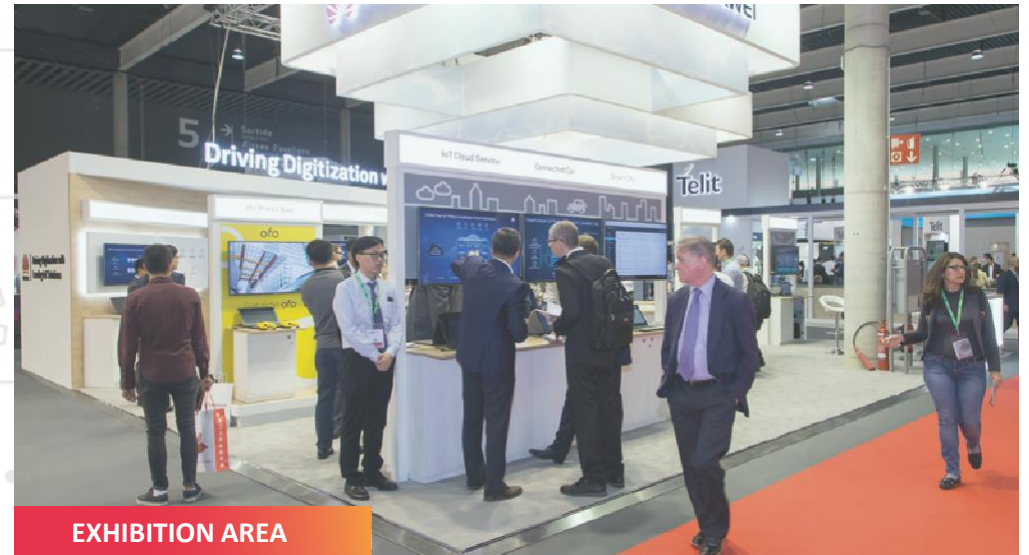
* Figures and feedback from the 2017 edition

WHAT MAKES THE IoTSWC UNIQUE?

HIGHLIGHTS



A 3-day congress with the most influential IoT thought leaders.



Top sponsors and exhibitors participate via their global headquarters.

THE LEADING IOT INDUSTRY EVENT 2018 EVENT FOLDER
WHAT MAKES THE IOTSWC UNIQUE?



TESTBEDS

The only event worldwide with a dedicated Testbed area showcasing the most innovative IoT solutions.



TWO COLLOCATED EVENTS

Blockchain Solutions Forum Artificial Intelligence & Cognitive Systems



IOT SOLUTIONS AWARDS

Recognition of the most innovative and impactful projects that have been developed over the course of the year.



NETWORKING ACTIVITIES

Multiple initiatives to foster collaboration between exhibitors, visitors and partners.

THE CONGRESS

CONGRESS TRACKS

With the theme THE LEADING IOT INDUSTRY EVENT, the IoT Solutions World Congress is committed to bringing together the best minds in the industry to discuss hot topics in the IoT business. Experts, key players from industry and technology solution providers will be presenting use cases on key topics, and illustrating how solutions are impacting today's and tomorrow's industries.



CONNECTED TRANSPORT

This track will present how IoT transportation solutions for aviation, cargo routing, mass transit and highway systems and rail, offer new services to passengers, improve quality of life in cities, avoid traffic jams before they happen, and improve communications on board trains and in stations. With tailor made IoT solutions, transportation and logistics enterprises connect devices to accelerate productivity.



MANUFACTURING

There is no doubt that the Internet of Things will impact all sectors, but the most immediate industry to be effected by this technology is manufacturing. This track will cover manufacturing topics such as automotive, retail, electronics, factories and mass production.



HEALTHCARE

The healthcare industry's disruption is increasing through the use of the Internet of Things. The 'Healthcare' track will gather use cases of how companies and hospitals are already applying IoT in order to improve patient treatment, keep track of inventory, reduce errors, improve compliance, etc. order to improve patient's treatment and keep track of inventory.



ENERGY & UTILITIES

The increasing demand for renewable energy solutions, smart grids, distributed energy resources and distributed energy storage systems, among other factors, is transforming the energy & utilities sector. The 'Energy & Utilities' Track will touch on use cases and success stories of companies that are already applying IoT to their processes.



BUILDINGS & INFRASTRUCTURE

IoT technology embedded within building infrastructures is changing the way energy, water, heating, ventilation, maintenance and security are supplied. In the 'Buildings & Infrastructure' track, top companies will present use cases about the proliferation of smart buildings and constructions systems based on the Internet of Things (IoT).



OPEN INDUSTRY

The impact of IoT is reaching an increasing number of industries. This track will cover how new technologies, applications and solutions are reaching an even broader range of sector.



ENABLING IOT

The increasing adoption recent explosion of the Industrial Internet of Things (IIoT) is directly related to the advancements in technologies, protocols and applications that enable the effective use of IIoT. This track will cover how the Industrial Internet is evolving via real use cases of these enabling technologies and the outcomes they are delivering to industries today.

COLLOCATED EVENTS



Developments in Blockchain technology will disrupt and enhance almost every public and private sectors often in the short term. For its second edition, the Blockchain Solutions Forum will gather top industry experts who will present success stories of how Blockchain has impacted their work, organizations, and broader sectors.



AI & COGNITIVE SYSTEMS FORUM

Artificial Intelligence enables advanced analytical techniques and algorithms to train computers how to use data from a wide variety of sources. This collocated event will show how enterprise organizations are benefiting from this technology in a variety of applications across multiple industries.

WHAT MAKES THE IOTSWC UNIQUE?

DRAFT AGENDA LAYOUT

Get inspired by today's most influential IoT thought leaders. See implementation case studies and learn how IoT is affecting industries such as: Manufacturing, Connected Transport, Energy & Utilities, Buildings & Infrastructure, Healthcare, Agriculture, Mining, Hospitality, Retail and others...

AUDITORIUM	ROOM 1	ROOM 2	ROOM3	ROOM 4	ROOM 5	AI/ Cognitive Systems	Blockchain Solutions Forum
Registration							
Plenary Session						Artificial Intelligence/ Cognitive Systems	Blockchain Solutions Forum
Plenary Session	Manufacturing	Energy & Utilities	Healthcare	Transportation	Enabling IoT	Artificial Intelligence/ Cognitive Systems	Blockchain Solutions Forum
Break - breakfast							
Plenary Session	Open Industry	Buildings & Infrastructure	Manufacturing	Energy & Utilities	Healthcare	Artificial Intelligence/ Cognitive Systems	Blockchain Solutions Forum
Plenary Session	Transportation	Enabling IoT	Open Industry	Buildings & Infrastructure	Manufacturing	Artificial Intelligence/ Cognitive Systems	Blockchain Solutions Forum
Plenary Session	Energy & Utilities	Healthcare	Transportation	Enabling IoT	Open Industry	Artificial Intelligence/ Cognitive Systems	Blockchain Solutions Forum
Lunch							
Plenary Session						Artificial Intelligence/ Cognitive Systems	Blockchain Solutions Forum
Plenary Session	Buildings & Infrastructure	Manufacturing	Energy & Utilities	Healthcare	Transportation	Artificial Intelligence/ Cognitive Systems	Blockchain Solutions Forum
Plenary Session	Enabling IoT	Open Industry	Buildings & Infrastructure	Manufacturing	Energy & Utilities	Artificial Intelligence/ Cognitive Systems	Blockchain Solutions Forum


2017 TOP SPEAKERS

 **KEYNOTES & GENERAL SESSIONS**

 **JONATHAN BALLON**
 VP, IOT Intel


 **JEN BENNET**
 Technical Director,
 Office of the CTO Google


 **SAM GEORGE**
 Partner-Director of Azure
 IoT Engineering Microsoft


 **CYRIL PERDUCAT**
 EVP IoT & Digital
 Transformation
 Schneider Electric


 **JOE PARADISO**
 Professor in Media Arts
 and Sciences
 Director MIT Media Lab


 **BUILDINGS & INFRASTRUCTURE**

 **LUC DEROOMS**
 Innovative Waste
 Management City of Antwerp

 **HANY A. FAM**
 President, Enterprise
 Partnerships MasterCard


 **MATTHEW MARSON**
 Digital Manager Accenture


 **RICHARD SHAKESPEARE**
 Dublin City Council -
 Assistant Chief Executive

 **ROB TIFFANY**
 Chief Technology Officer, Luma-
 da IoT Platform Hitachi




 **HEALTHCARE**

 **JOHN DENNING**
 Chief Technology
 Officer


 **TONY GUERION**
 Vodafone IoT Global Head of
 Sales Vodafone


 **HELENA LISACHUK**
 IoT Global Lead
 Deloitte


 **HYLECO NAUTA**
 Director e-Health Innovation
 University Medical Centre
 Utrecht, The Netherlands


 **JOEL NICHOLS**
 Head of Software
 & Automation
 Merck/Millipore




MANUFACTURING



LEILA DILLON
 Vice President, Global
 Marketing and North
 American Distribution



MARTY GROOVER
 Operational Technology Leader
 Caterpillar



**HOWARD
 HEPPLEMANN**
 Divisional VP & GM
 Connected Operations Solutions



JEFF LUND
 Sr. Director, Product Line Man-
 agement
 Belden



CHRIS SMITH
 VP Service Innovation
 OTIS




**CONNECTED
 TRANSPORT**



PIETRO BIASCI
 Partners & Alliance Sales
 Director
 Hitachi



CARLOS GARCÍA-GALÁN
 MPCV Mission & Systems
 Integration Lead NASA




DAVID HOSFORD
 General Manager -
 Strategy and Technology
 Delta Air Lines



KENNY MCDONALD
 President & CEO
 Columbus 2020



ANDREW PRICE
 Head, Global Baggage Opera-
 tions International Air Transport
 Association

OPEN INDUSTRY



ROB DRAVENSTOTT
 SVP & CIO Dish Network, LLC



JOHN GRIMM
 Senior Director of IoT Security
 Strategy Thales e-Security



ALEXANDRE LOISEL
 Director Global Maintenance
 Management, J&J Consumer



FRANCISCO MELO
 Vice President and General
 Manager, Global RFID RBIS -
 Avery Dennison



JOHAN NILSSON
 Vice President
 Services-Tetra Pak




**ENERGY &
 UTILITIES**



DAREK KOMINEK
 Consulting Manager
 Honeywell - Matrikon



TOM POLLOCK
 Head of Information
 Management, Northern Gas



HELMUT SCHNABL
 Digital Enterprise Process
 Solutions CEE
 Siemens



MICHAEL SCOTT
 Industry Solutions Advisor -
 Production HALLIBURTON



COLIN TAIT
 Production Optimization
 Software Director
 Weatherford



2017 PROGRAM COMMITTEE

Our Program Committee is responsible for bringing together leading international IoT figures to participate as speakers at the conference. The Program Committee focuses the event according to the latest and most relevant topics that are currently affecting our key industries.



SALIM ABIEZZI
 Director of R&D in
 the IoT group



ENAS ASHRAF
 Innovation Manager



SUSAN BECKER
 Global Marketing Manager



AKASH BHATIA
 Principal - The Boston
 Consulting Group



STEFANIA BOIOCCHI
 Business Development Manager



ARTY CHANDRA
 Senior Director,
 Incubation



WU CHOU
 PhD, IEEE Fellow, Vice President
 Scientist, Huawei IT Lab



MARK CRAWFORD
 Open Standards Strategist,
 SAP Strategic IP Initiatives



JESSE DEMESA
 Principal Partner



JOHN DENNING
 Chief Technology
 Officer



LEILA DILLON
 Vice President, Global Marketing
 and North American Distribution



LEAH FRIBERG
 Global Content, Training
 and Industry Relations



KACY HARDING
 Head of Analytics,
 Connected Digital
 Platforms & Propositions



ERIC HARPER
 Senior Software Architect



BILL HOFFMAN
 President, Industrial Internet
 Consortium



SAMEER JOSHI
 Sr. Director



**SANJAY
 KALYANASUNDARAM**
 Vice President Product



THE LEADING IOT INDUSTRY EVENT 2018 EVENT FOLDER
WHAT MAKES THE IOTSWC UNIQUE?



EDY LIONGOSARI
 Global Managing Director
 Technology Labs



HELENA LISACHUK
 IOT Global Lead
 Deloitte



JEFF LUND
 Sr. Director, Product Line
 Management



TERRY MCELRATH
 Program Director, Industrial
 Internet Consortium



TONY MILNE
 Business Development
 Manager



SHYAM NATH
 Director Technology Integrations
 (IoT / Industrial Internet)



HYLECO NAUTA
 Director e-Health Innovation



DANIELA PREVITALI
 Global Marketing Director



CARLA ROMANO
 Director Development



TIM SCANNELL
 Director of Strategic Content GM Global SAP Business Architect
 and Head of SAP CCoE



OTTO SCHELL
 Global SAP Business Architect
 and Head of SAP CCoE



ULRICH SELDESLACHTS
 CEO



CALVIN SMITH
 Director & Head of IoT
 Partner Engineering



DR. RICHARD SOLEY
 Executive Director,
 Industrial Internet Consortium



SAID TABET
 Senior Technology Strategist,
 Corporate CTO Office



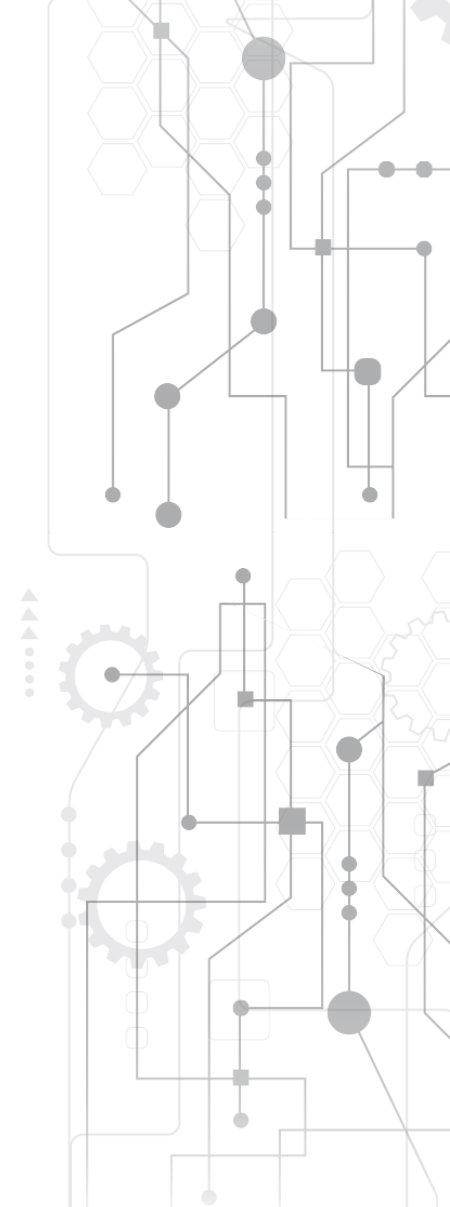
KATHY WALSH
 Director of Marketing



THERESA WOODIEL
 Global Campaign
 Manager IIOT



RON ZAHAVI
 Chief Strategist for IoT
 Standards



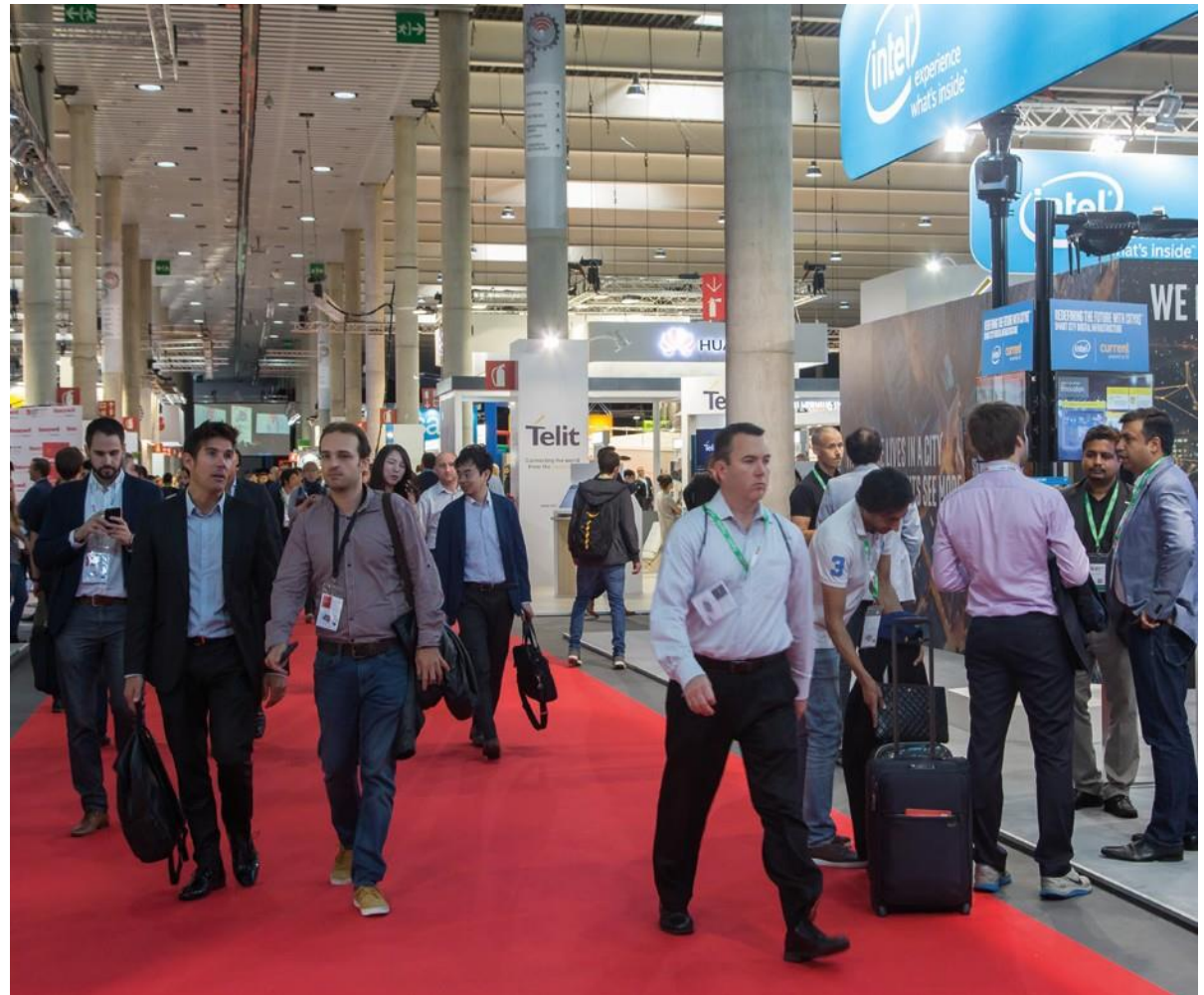
EXHIBITION AREA

Best in the industry

Sponsors and exhibitors participate via their international headquarters, providing comprehensive representation and reach.

EXHIBITOR PROFILE

- INFORMATION TECHNOLOGY COMPANIES
- INTERNATIONAL PAVILIONS
- SOFTWARE PLATFORM DEVELOPERS
- SECURITY COMPANIES
- SERVICE PROVIDERS
- TELECOMMUNICATION PROVIDERS
- INDUSTRIAL AUTOMATION COMPANIES
- IOT R&D ORGANIZATIONS AND INCUBATORS
- INDUSTRY ASSOCIATIONS
- CONSULTING COMPANIES
- HARDWARE MANUFACTURERS
- GOVERNMENTS





REASONS TO EXHIBIT



Meet the right people

Engage with over 13,000 decision makers in our exhibition area. Gain exposure to industry experts and consolidate existing customer relationships by inviting key customers to the event.



Increase your visibility Participation in our event guarantees you the exposure to promote your offering to your target audience and build your brand.



Launch new products

Our exhibitors use the conference as a platform to launch new products and services.



Global headquarters representation

Exhibiting organizations participate via their international headquarters, providing comprehensive representation and reach.



Speak to the right audience Our high-caliber speaker lineup attracts industry buyers with purchasing power.



Enter new markets

Expand your global reach at an event that features representatives from +114 countries.



Gain Media Exposure

Our conferences and tradeshow attract international media attention; use the event to get visibility in the most relevant channels.



Industrial Internet Consortium partnership

Our relationship with the Industrial Internet Consortium brings a wealth of additional knowledge, contacts, and reach.



WHAT MAKES THE IOTSWC UNIQUE?

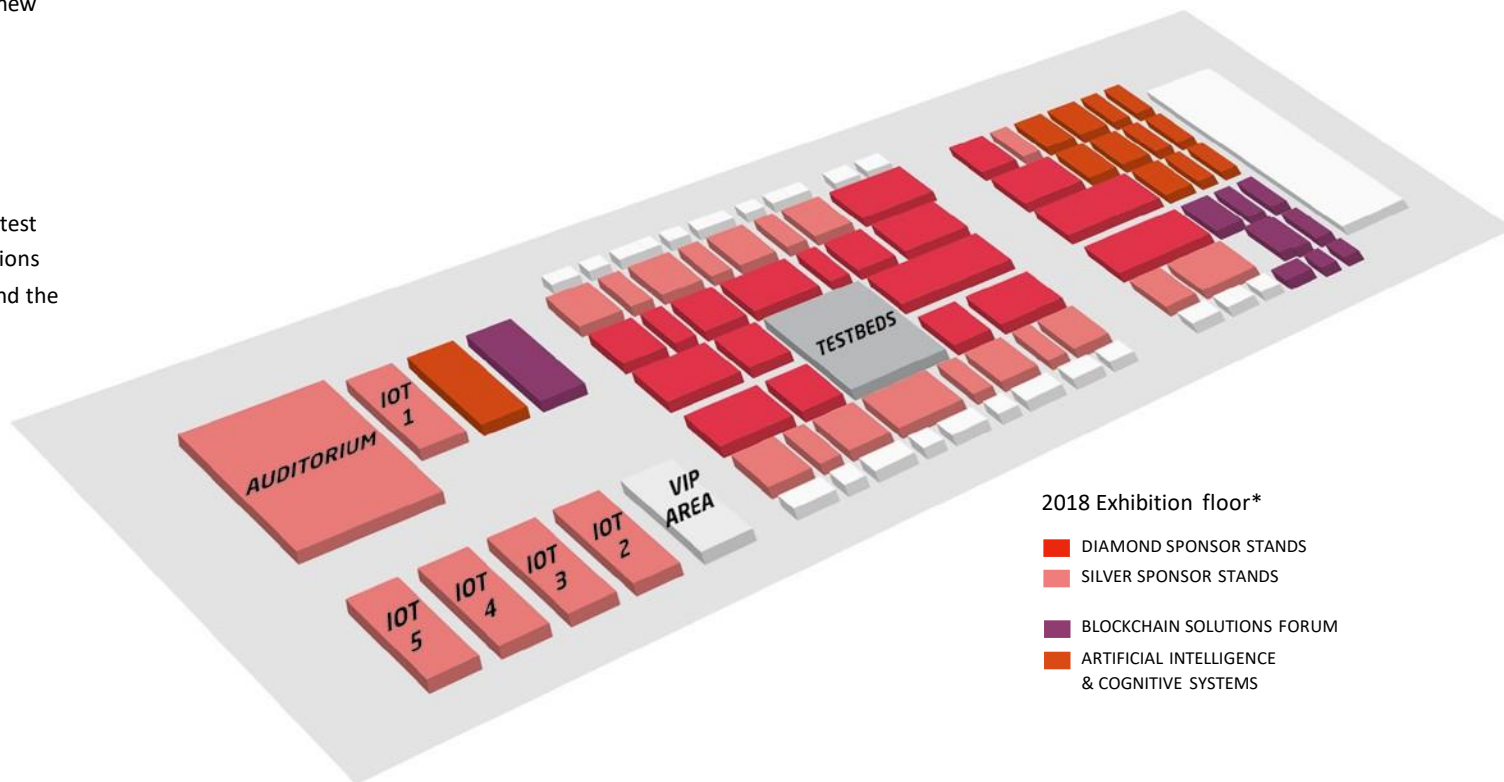
EXHIBITION AREA

An event to foster networking and partnerships

The exhibition area is undoubtedly one of the main attractions of the event, where exhibitors will have the opportunity to showcase new products and solutions, increase their market visibility, interact with key decision makers in each of the sectors and make new contacts.

An expanded exhibition area

An exhibition area open to everyone that will gather the latest innovations from international sponsors, cutting-edge solutions from technology companies, our dedicated Testbed Area, and the Brokerage Event.



*This Exhibition Floor is subject to changes

THE TESTBEDS AREA

The only event with industrial internet applications in action

Testbeds are experimentation platforms designed to show real industrial IoT in action, in a visual, dynamic and, if possible, tangible way. Testbeds demonstrate how different organizations in the IoT value chain can collaborate in order to create new products & services, and also show how technologies can be usefully deployed.

The IoT Solutions World Congress 2018 will bring back the Testbed Area, a space housing innovative projects based on the Internet of Things, developed by leading companies for use in a variety of sectors.

The Call for Testbeds will open soon.



2017 ADVISORY BOARD



JAMES BAILEY
Global Managing Director



JONATHAN BALLON
Vice President



PRITH BANERJEE
Senior Client Partner in the
IOT and Digital Transformation
Advisory Practice



DAVE BARTLETT
Chief Technology Officer



ROGER BOU
IOT Solutions
World Congress Director



MARK CRAWFORD
Standards Strategist, SAP
Strategic IP Initiatives



STEPHEN GOLD
Vice President and General
Manager Connected Enterprises



TONY GUERION
Global Head Sales of IoT



SETRAG KHOSHAFIAN
Chief Evangelist and VP of BPM
Technology



JAMES KIRKLAND
Chief Architect, Internet of
Things



2017 ADVISORY BOARD



JASON MANN
Director, Industry Solutions Product
Management and IoT Strategy, SAS



JAYRAJ NAIR
Global Head IoT, VP



YASUYUKI NISHIOKA
President



DEREK O'HALLORAN
World Economic Forum



MICHAEL RAYNOR
Director



STAN SCHNEIDER
CEO



DR. RICHARD SOLEY
Executive Director,
Industrial Internet Consortium



MANU THAPAR
CTO Engineering



JOHN TUCCILLO
Senior Vice President of Global
Industry and Government Affairs



NICOLA VILLA
Executive Partner and Europe
Leader, IoT



KATHERINE VOSS
President



JIANG WANGCHENG
President of IoT Solutions



TWO COLLOCATED EVENTS

BLOCKCHAIN SOLUTIONS FORUM

The IoT Solutions World Congress 2017 included, for the first time, a monographic forum on blockchain as well as seminars on crypto economics and investment opportunities in businesses that are already using the system.

The Blockchain Solutions Forum, complemented by the ICO 2017 & Crypto Economy Conference, had a very practical approach and included a score of real-life examples. Topics like emerging technologies, artificial intelligence, robotics and 3D were presented during the Blockchain Solutions Forum.

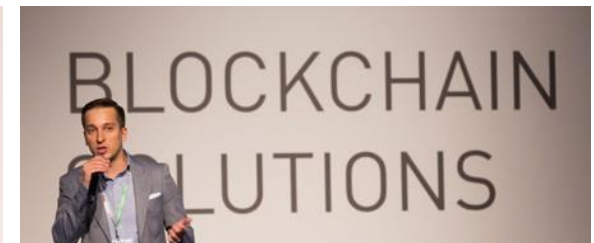


AI & COGNITIVE SYSTEMS

This collocated event will show how enterprise organizations are benefiting from this technology in a variety of applications across multiple industries.



Special guest: Sophia, the Chief Humanoid from SingularityNET



NETWORKING ACTIVITIES

A GLOBAL HUB FOR NETWORKING

The IoT Solutions World Congress has become a premier networking event, offering multiple initiatives to foster collaboration between exhibitors, visitors and partners. These initiatives are created to optimize the participation of our stakeholders.

The 2018 edition of the event will host a new edition of the Brokerage Event, Side Events organized by ambassadors and other partners, and the IoT Solutions Awards Gala.

All these initiatives make the experience at the IoT Solutions World Congress highly productive and enjoyable.



BROKERAGE EVENT

The Brokerage Event is a matchmaking event, a quick and easy way to meet potential cooperation partners. It consists of pre-scheduled 30-min meetings according to the participating companies' interests, objectives, and availability.

This networking activity is organized by ACCIÓ with the support of the Enterprise Europe Network.

Organizers



Reasons to participate:

- Identify potential international partners for future projects
- Meet target companies and decision-makers
- Receive a personal meeting schedule according to the visitor availability
- Opportunity for Diamond Sponsors to access, upon request, meetings with top companies suggested by the Brokerage Event organization

The Brokerage Event will come back to the IoT Solutions World Congress on October 16 – 17, 2018.



SIDE EVENTS

The IoT Solutions World Congress hosts a number of side events, organized by our sponsors, ambassadors and other partners. These initiatives help visitors make the most of their visit to the event and showcase special projects in our partner ecosystem.

2017 Side Events

From 2-5 October 2017, 13 activities related to IoT took place in the context of the event.

There will be a variety of new Side Events during the 2018 edition of the IoT Solutions World Congress.



WHAT MAKES THE IOTSWC UNIQUE?

IoT SOLUTIONS AWARDS GALA

An exclusive networking event that recognizes the most innovative industrial internet projects of the year.

The 2017 IoT Solutions Awards Gala was held on October 4th at the MNAC National Art Museum of Catalonia, and brought together the leading representatives of business and technology in the sphere of the international industrial internet. A dinner with more than 500 industry leaders that celebrated the second edition of the IoT Solutions Awards.

The IoT Solutions Awards Gala will be back in 2018.

Stay tuned for more information!

www.iotsworldcongress.com



WHAT MAKES THE IOTSWC UNIQUE?

DEEP DIVING TECHNOLOGY WORKSHOPS

As a world-leading event, the IoT Solutions World Congress expands its legacy year after year. For the 2018 edition, the IoTSWC will launch the Deep Diving Technology Workshops.

These initiatives arise in the context of the event and will be focused on the main industry topics and trends addressed at the 2018 IoTSWC. The aim of these workshops is to bring participants the necessary tools and insights to optimize the business transformation that new technologies entail for industries.

On completion of any of these workshops, participants will receive an official certificate from the IoT Solutions World Congress and the Industrial Internet Consortium.

This is an unparalleled opportunity to engage firsthand high value content.



HOW TO PARTICIPATE?

AS A SPONSOR

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSOR

PRICE:
70,000 €

PRICE PER EXTRA m²: 225 €/m²
VAT not included

Early bird price (05/03/18) 66,500€

Congress

- 1 plenary session speaker at the congress*
- 1 parallel session speaker at the congress*
- 150 Congress Passes (face value 1.190 €)
- 50% Congress discount for inviting customers

Exhibition

- 150 Exhibition area – only passes (face value 60 €)
- 60 m² Surface space – Stand not included

Branding

- Logo indicating customer location on hall map
- 1st level Logo on general show signage
- 1st level Logo in food court
- 1st level Logo in post-show report
- 1st level Logo in IoTSWC team's e-mail signature
- 1st level Logo on IoTSWC's home page
- Presence in sponsor's page (IoTSWC website) – 500 description characters
- 1st level Logo in printed visitor's guide
- 1st level Logo in inauguration session animation / inter-session animation / closing animation / awards gala animation



Lead generation & Promotion

Content**

- 2 Publications of use cases on the IoTSWC website
- 1 Publication of Press Release on the IoTSWC media page
- Interview of 2 minutes in-situ during the event
- Customized media package: auditorium session video + pictures of the company participation at the event
- Speaker featured in 1 promotional newsletter

Social Media**

- 3 Publications on official IoTSWC Twitter account
- 2 Promotional videos
- Frequent interaction on Twitter (RT/mentions)
- Promotional Sponsor Banner
- Generic Promotional IoTSWC Banner
- Speaker promotional Banner

Networking

- 1 C-Level person in the Advisory Board
- 10 Passes to the IOT Solutions Awards Gala (10 pax/ table – face value 129€/pass)
- 5 Passes to the VIP Lounge networking area
- 1st level CTA in Sponsors Page for networking request
- 5 Lead Retrieval devices

Activities

- Possibility of organizing an activity or a side event at IoTSWC18 (cocktail party, welcome reception, workshop, annual meeting, hackathon or similar)
- 25% Discount on meeting room rental



SPONSORSHIP
OPPORTUNITIES

SILVER SPONSOR

PRICE:
27,000 €

PRICE PER EXTRA m²: 225 €/m²
VAT not included

Early bird price (05/03/18) 25,650€

Congress

- 1 parallel session speaker at the congress*
- 50 Congress Passes (face value 1.190 €)
- 50% Congress discount for inviting customers

Exhibition

- 50 Exhibition area – only passes (face value 60 €)
- 30 m² Surface space – Stand not included

Branding

- 2nd level Logo on general show signage
- 2nd level Logo in food court
- 2nd level Logo in post-show report
- 2nd level Logo in IoTSWC team's e-mail signature-
- 2nd level Logo on IoTSWC's home page-
- Presence in sponsor's page (IoTSWC website) – 250 description characters
- 2nd level Logo in printed visitor's guide-
- 2nd level Logo in inauguration session animation/inter-session animation/closing animation/awards gala animation

Lead generation & Promotion

Content**

- 1 Publication of use case in IoTSWC website

Social Media**

- 1 Publication on official IoTSWC Twitter account
- 1 Promotional video
- Frequent interaction on Twitter (RT/mentions)
- Promotional Sponsor Banner
- Generic Promotional IoTSWC Banner

Networking

- 4 Passes to the IOT Solutions Awards Gala (10 pax/ table – face value 129€/pass)
- 2 Passes to the VIP Lounge networking area
- 2nd level CTA in Sponsors Page for networking request
- 2 Lead Retrieval devices

Activities

- Possibility of organizing an activity or a side event at IoTSWC18 (cocktail party, welcome reception, workshop, annual meeting, hackathon or similar)
- 15% Discount on meeting room rental

THE LEADING IOT INDUSTRY EVENT 2018 EVENT FOLDER

HOW TO PARTICIPATE?

Details

Diamond Sponsors are eligible to participate as speakers in the 2018 collocated events:

- Blockchain Solutions Forum
- Artificial Intelligence & Cognitive Systems

*This participation is subject to approval by the Program Committee.

**Contact IoTSWC Marketing department for scheduling and approval.

IoTSWC website will include a sponsor's dedicated page including: logo, description, link to website and list of its IIoT Solutions.

Diamond sponsors (500 characters).

Silver Sponsors (250 characters).

The copy and a high resolution logo (jpg/png format) need to be sent to the marketing team.

Pictures will be selected and sent during the following weeks after the event by the marketing team. The

time/ place and relevance of the featured content will be decided by the marketing team.

Twitter

Diamond Sponsors:

3 tweets per year, 1 tweet maximum per month.

Silver Sponsors:

2 tweets per year, 1 tweet maximum per month.

Content published on the IoTSWC Twitter account will be decided by sponsor: needs to include the exact copy and one image link or video that will be sent to the marketing team. Schedule to be agreed with the marketing team. These publications will include the hashtag '#sponsor'.

LinkedIn

Diamond Sponsors:

- Publication of the welcome banner
- Publication of the video where they mention the IoTSWC

Silver Sponsors:

- Publication of the welcome banner
- Publication of the video where they mention the IoTSWC

Videos

Diamond Sponsors:

Content format: Interview or promo content. 1 of the 2 videos needs to mention or be related to the IoT Solutions World Congress. Both will be uploaded on the IoTSWC website. The video mentioning the IoTSWC will be also promoted on all the social media channels of the event.
Maximum 1 video publishing per month.

Silver Sponsors:

Content format: Interview or promo content. The video needs to mention or be related to the IoT Solutions World Congress. It will be uploaded on the IoTSWC website and promoted on all the social media channels of the event.

Every piece of content to be published in any channel by the IOTSWC marketing and communication team need to be sent 10 working days prior to the desired publication date for its approval.

Publication scheduling will be agreed with the IOTSWC marketing team.

Assignment of speaking format will be at the discretion of the Program committee based on sponsor submission.



HOW TO PARTICIPATE?

AS AN EXHIBITOR

Exhibiting Opportunities

OPTIMA



PRODUCTS & SERVICES INCLUDED:

- Space 60 m²
- Participation fee (value: 495 €)
- Insurance (value: 63 €)

NETWORKING BENEFITS:

- 8 Congress passes (value: 1,190 € each)
- 20 Exhibition Area-only passes (value: 60 € each)

PRICE: 26,850 €

PRICE PER EXTRA m²: 385 €/m²
VAT NOT INCLUDED

Early bird price (05/03/18) 25,507.50€

ADVANCE



PRODUCTS & SERVICES INCLUDED:

- Space 30 m²
- 6x5m
- Participation fee (value: 495 €)
- Insurance (value: 63 €)

NETWORKING BENEFITS:

- 4 Congress passes (value: 1,190 € each)
- 10 Exhibition Area-only passes (value: 60 € each)

PRICE: 12,450 €

PRICE PER EXTRA m²: 310 €/m²
VAT NOT INCLUDED

Early bird price (05/03/18) 11,827.50€

TREND



PRODUCTS & SERVICES INCLUDED:

- Space 12 m²
- 3x4m - Includes furniture and design as shown in render
- Participation fee (value: 495€)
- Insurance (value: 63€)

NETWORKING BENEFITS:

- 2 Congress passes (value: 1,190 € each)
- 10 Exhibition Area-only passes (value: 60 € each)

PRICE: 4,350 €

PRICE PER EXTRA m²: 280 €/m²
VAT NOT INCLUDED

Early bird price (05/03/18) 4,132.50€

As a Media Partner

Why become a Media Partner for the IoT Solutions World Congress?

The IoT Solutions World Congress has become the world-leading industrial IoT event. As a Media Partner for the event, your organization can gain worldwide exposure through our different promotional channels. Don't miss this opportunity to reach new audiences!

The IoTSWC media partnership package includes usage of your logo, listing in the media partner section of the IoTSWC website, have your content published in our featured media section, and Press Passes for the event coverage, among other benefits.

Analysts might have the opportunity, subject to availability, to moderate a panel discussion in the congress. Want to become a Media Partner?



THE VENUE

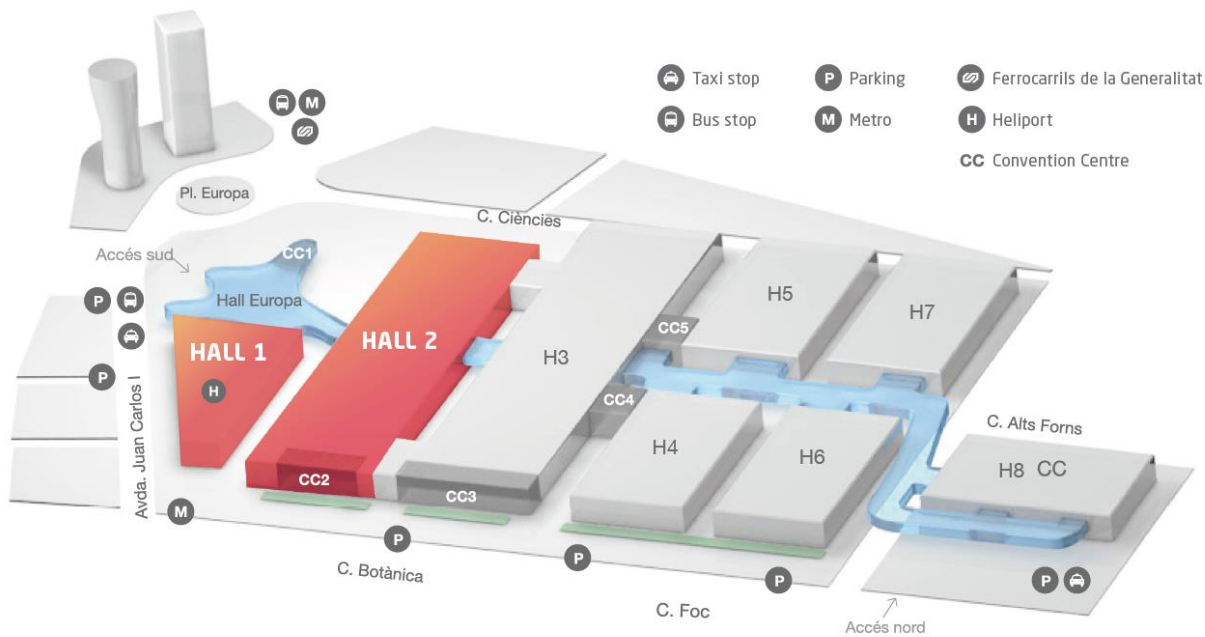
Fira de Barcelona: the global hub for technology events

Fira de Barcelona is one of the most important trade fair organizations in Europe, both in terms of the size and quality of the shows and congresses it hosts, as well as its reputation as a leading and highly professional setup.

The Gran Via Venue is one of the top choices for corporate events held by leading technology enterprises.

It hosts several technology and industry focused events such as the GSMA Mobile World Congress, VMWorld, ITMA, Smart City Expo and many more.

The IoT Solutions World Congress 2018 will take place in Hall 2, one of the biggest pavilions in the Gran Via Venue.



THE CITY

Barcelona, meeting point for business and technology

Barcelona is one of the most fascinating and cosmopolitan in Europe. It has been the center of an urban, economic and social evolution that has resulted in the creation of a quality environment to work and live.

It is one of the top cities for doing business and is highly rated for its quality of life. The Catalan capital has made innovation, technological and scientific development, digital and quality services basic elements of its identity, while preserving an important historical, cultural, architectural and monumental legacy.

Being one of the “smartest” cities in the world, the city offers the perfect setting to host events focused on technology and industry. Its cultural appeal and perfect geographical positioning make Barcelona a great match for combining business with pleasure. For that reason Fira Barcelona is one of the top choices for corporate events held by leading technology enterprises.

PARTNERS

IIC & FIRA BARCELONA

The IoT Solutions World Congress is organized by Fira de Barcelona in partnership with the Industrial Internet Consortium.

THE INDUSTRIAL INTERNET CONSORTIUM (IIC),
SHAPING THE FUTURE OF INDUSTRIAL INTERNET

The Industrial Internet Consortium is the world's leading organization transforming business and society by accelerating the Industrial Internet of Things (IIoT). Its mission is to deliver a trustworthy IIoT in which the world's systems and devices are securely connected and controlled to deliver transformational outcomes. Its membership includes more than 260 of the world's most innovative companies, bringing together corporate leaders, entrepreneurs, researchers and governments into one community to advance innovation, share best practices and solve the tough challenges ahead in interoperability, security and innovation.



FIRA BARCELONA INTERNATIONAL
BENCHMARK

Fira de Barcelona is one of the most important trade fair organizations in Europe with two venues -Montjuïc and Gran Via-, which have over 400,000 m² of exhibition floor space and a portfolio of +80 shows, 15 of which are European or global benchmarks.

Fira de Barcelona's strategy is focused on promoting the presence of international exhibitors, organisers and visitors and attracting large European and global events.



SPONSORS 2017

2017 DIAMOND SPONSORS



2017 SILVER SPONSORS



THE MEDIA

Attracting the right audience to give sponsors and exhibitors additional market exposure and added value. The IoT Solutions World Congress 2017 achieved significant coverage in the press and online media.



WEBSITE

279,700
WEB VISITS
DURING THE MONTH OF THE EVENT

VISITORS FROM
158
COUNTRIES

ADVERTISING

34 M+
IMPRESSIONS
DIGITAL ADVERTISING, DISPLAY MARKETING AND SOCIAL PLATFORMS

252
MEDIA & PRESS
REGISTERED FOR THE EVENT

NEWSLETTERS

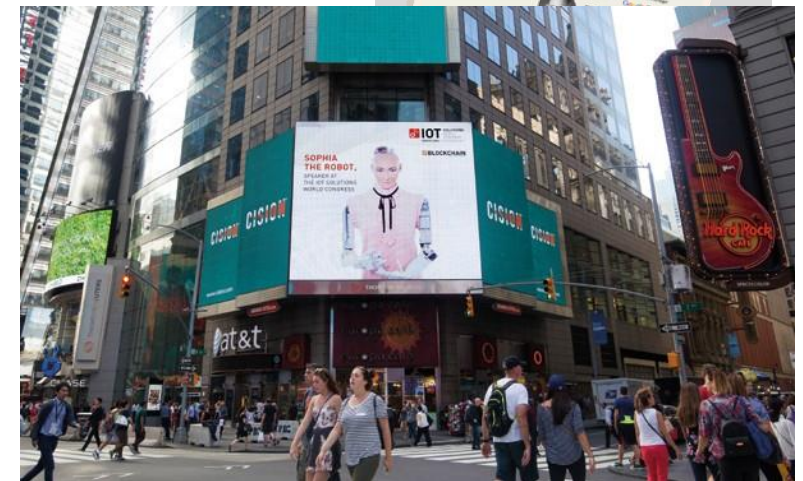
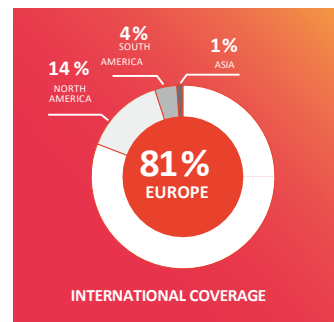
+120 K
SUBSCRIBERS
TO OUR NEWSLETTERS

SOCIAL MEDIA

11,7 K FOLLOWERS
4,520 FOLLOWERS
+2,400 VIEWS DURING THE EVENT

The hashtag #IoTSWC17 was a trending topic in Spain during the days of the event

+2,000
PUBLISHED ARTICLES
RELATED TO THE EVENT



Times Square, New York

+40 MEDIA PARTNERS



TESTIMONIALS

VISITOR TESTIMONIALS



Gaetano Ciaravella Strategic
Project Manager Bonfiglioli
Vectron MDS GmbH



“A global forum like this opens the mind and lets us have ideas for creating and deploying value to our customers. ”



Dr. Jessica Walkenhorst
Data Scientist at Scottish Power
Retail Energy Ltd.



“I was highly impressed by the range and quality of the presentations and testbeds. A great source of inspiration for beginners and advanced practitioners alike.

I cannot wait to start implementing the new ideas and am looking forward to coming back next year! ”



Philip Appleton
Head of IoT
Sopra Steria



“A very well organised and insightful event. The focus on IoT Services and Blockchain was particularly relevant to the industry going forward, and the networking opportunities were exceptional.

A very valuable three days. ”

SPONSOR TESTIMONIALS



Dr. Jan Regtmeier
Director Product Management
HARTING IT Software Development



“The IoT Solutions World Congress was of great benefit to us. All important IoT players were there, we found new customers and many collaboration partners! Hopefully, we can join again next year. ”



Helena Lisachuk
IOT Global Lead
Deloitte



“IOTSWC’17 offered us the opportunity to share Deloitte’s industry knowledge and innovative solutions with key clients. Industrial digital transformation is an exponential growth area for companies worldwide, and we appreciated the opportunity to engage in conversations with senior executives on both the conference stage and the exhibit floor. Deloitte received great feedback from attendees about our turnkey IoT demos, and we enjoyed the lively discussions throughout the conference regarding our best-in-class IoT practices and implementations. Thanks for a memorable experience! ”



Emmanuel Routier Orange
Business Services, VP Verticals,
IoT and Analytics



“We are proud to have been part of the IoT Solutions World Congress 2017. This was a first time for Orange Business Services to be present with a booth, and we were able to establish many business contacts and gain visibility. The presence of a rich industrial IoT ecosystem, with practical and concrete solutions, was a real plus, as well as the high quality and good organization of the conferences. Thumbs up! ”

MEDIA TESTIMONIALS



David Greenfield
Director of Content/Editor-in-Chief
Automation World



“Having attended the IoT Solutions World Congress in 2016 and 2017, I can easily say it is the best industrial IoT-focused event I have visited. It’s also one of my favorite events, in general, because of the quality and depth of content presented. Each time I attended the conference I came away with so much usable information that I was able to generate several articles from each event. In addition, the exhibits and sessions provide plenty of new ideas for me to explore in ways beyond direct event coverage. If you want to learn how the world of industry is adapting to IoT, the IoTSWC is the place to see it in action. ”



Maura Abad
Global Relationship Leader
Reliabilityweb.com / Uptime Magazine
Director of the Group Women in
Reliability and Asset Management



“The Reliabilityweb.com team travels the world to deliver our mission to discover and deliver approaches that make our audience safer and more successful. By supporting and participating in the IoT Solutions World Congress, we discover new approaches to Asset Condition Management, Machine Learning, Artificial Intelligence, Predictive Analytics and the latest technologies around the Industrial Internet of Things. We find things in this vibrant Barcelona event that we see nowhere else in the world. This is one MUST ATTEND IoT event each year. We will be back in 2018. ”



Cherisse Jameson Business
Development Director IoT Now



“I attended IoT Solutions World Congress for the second time this year and found it even more beneficial this time around. The event itself is easy to navigate through, well organised and signposted... and the companies involved, both speaking and exhibiting were the main players in IoT. Our team got to speak to so many we wanted to see and we also made contact with many new experts from within the industry who all said the event was “the place to be if you want to meet the industry. ”

THE TEAM

ORGANIZATION

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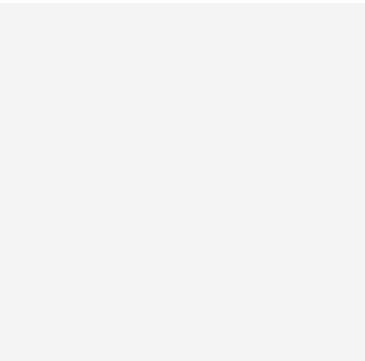
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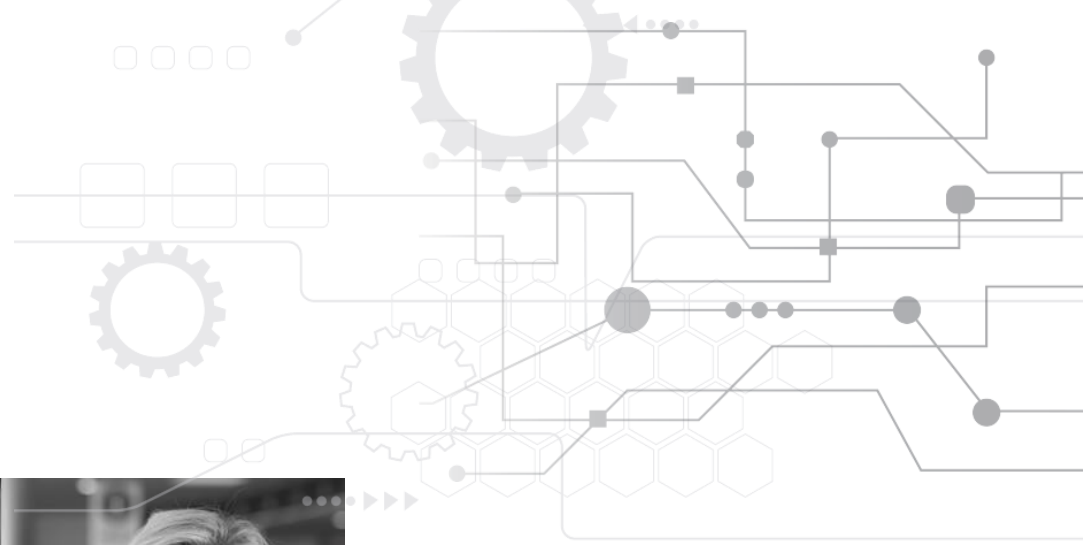
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(Ireland)



ROELOF KRAMER
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Blockchain Ecosystem Network
(The Netherlands)



NILS VEENSTRA
DIRECTOR AT BECON
Blockchain Ecosystem Network
(Ireland)



THE WORLD LEADING IOT INDUSTRY EVENT

COME JOIN US!



SAVE THE DATE
16-18 October 2018



FOR MORE INFO VISIT
www.iotsworldcongress.com



CONTACT US
iots.sales@firabarcelona.com



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#iotswc18

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