



MACHINE

MACHINE

Conference & EXPO

Evolution

January 29, 2013 • Battle of the Platforms
January 30-February 1, 2013
Conference Sessions and Exhibit Hall
Miami Beach Convention Center, Miami, Florida

- Smart Grid
- Connected Home
- Healthcare
- M2M in the Enterprise
- Asset Tracking
- Facilities Management
- Mobile Device Management
- OSS-BSS Systems
- Operators in M2M
- Integrators in M2M



#m2mevolution

Exhibitor & Sponsorship Prospectus

www.M2MEvolution.com/conference



www.m2mevolution.com/conference

The M2M Marketplace

M2M Evolution Conference & Expo in Miami Your Ticket to M2M Professionals

M2M Evolution will highlight how M2M technologies and the "Internet of Things" can be utilized to significantly improve business processes, minimize risk, spur innovation, and drive revenue. M2M Evolution highlights M2M applications within all vertical markets and will concentrate on specific applications within the supply chain, transportation, energy, and healthcare sectors. software, RFID devices, sensors, telematics systems, cloud solutions and more.



Reach Your Target Audience

Members of the Large Enterprise, Enterprise and SMB IT Ecosystem will be in attendance to understand how Machine-to-Machine Technology can help their businesses perform more efficiently and effectively.

The M2M Evolution Conference Miami '13 will show attendees how they can deploy and utilize M2M Solutions within the most critical parts of their business operations including Supply Chain Management, Mobile Workforce Management, Transportation, Facilities Management, Energy Management, Transportation, Mobile Health and more.

Facilitating the Promise of Billions of
Connections, M2M Software Platform
Revenues will Grow to

\$3.85 Billion by 2017

*Source: ABI Research

The U.S. market for next-generation
M2M solutions is expected to grow from

**27M today to over 120M
connections by 2017**

*Source: Compass Intelligence



**Be there to offer them
your solution**



www.m2mevolution.com/conference

Superior Content Attracts Influential Attendees

Conference Program Highlights

The robust M2M conference program will focus on topics that inform and educate our audience of the latest and greatest technologies, current and future regulatory policies, new verticals, new applications and all of the hottest topics in the Machine-to-Machine Industry. The M2M Evolution Conference is trending to become the leading educational and networking event in the M2M Industry and we'd like you to be a part of it.

Topics Include:

M2M and Smart Energy

- Smart Homes and Buildings
- End-to-End Energy Management
- Smart Metering
- M2M Enabled Smart Grid - Impact on Electricity Transmission and Network Resilience

M2M and Healthcare

- M2M Enabled Medical Applications
- M2M Medical Devices and Hardware

M2M and the Service Provider

- Value Proposition for Operator's M2M Partners
- Activation, Provisioning, and MDM
- Customer Experience Management
- Emerging Role of OSS-BSS Systems in M2M Value Chain
- The Evolving Role of Operators in Delivering M2M
- The Emerging Role of Integrators in M2M

M2M in the Enterprise

- Asset Tracking
- Facilities Management
- Mobile Workforce Management
- Transportation
- Value Chain Applications

Benefit from Networking with the Following Attendees

- | | | |
|--|--|--|
| <ul style="list-style-type: none">• CTOs and IT decision makers evaluating M2M solutions• CFOs and business unit heads• Service providers• Smart Home engineers• Application developers• Network providers• Energy Management Directors• Smart Metering Engineers• Mobile Healthcare professionals• M2M Enabled Medical Devices Applications/ Hardware Management• End-to-End Energy Managers• M2M Operators• Mobile Device Managers• Mobile workforce managers• Facilities Management | <ul style="list-style-type: none">• Transportation Management• Asset Tracking Management• Customer Experience Managers• Value Chain Managers• OSS-BSS Systems Management• Smart Grid engineers• CIOs• IT Managers• IT Directors• VPs of IT• Anyone with P&L responsibility• Logistics Managers• Fleet Managers• Supply Chain Six-Sigma Black belts• Logistics Officers• Fleet Management Coordinators• Operations Coordinators | <ul style="list-style-type: none">• Fleet Specialists• SVP Supply Chain Management• VP Supply Chain-Distribution• VP Product Supply & Logistics• Vice President - Global Logistics & Fulfillment• Director of Customer Logistics• Associate Director, National Security Research Div• Director Supply Chain• Connected device manufacturers• Platform vendors• Systems integrators• Vendor Capital Investors• Private Equity Investors |
|--|--|--|

The M2M Evolution Conference is collocated with ITEXPO, the world's largest Communications Technology Event. Therefore, as an exhibitor, you will also be able to benefit from networking opportunities with IT Centric Attendees from ITEXPO.



www.m2mevolution.com/conference

Make An Impression

Sponsorship Opportunities

Maximize your exposure to the powerful audience at the M2M Pavilion at ITEXPO by investing in a prominent sponsorship. Maximize your ROI by improving your visibility with this audience before, during, and after the show.

DIAMOND Sponsorship \$30,000

- 20x20 Booth in the M2M Pavilion
- One M2M Webinar to complement participation at the event
- Two time opportunity to email M2M attendees (one pre-show and one post-show)
- Logo and company name included as Diamond Sponsor in all pre-event communications and promotions
- Company Name, Logo, and 200-word description on the sponsor page of the event website
- 200-word description and Company logo with your listing in the show guide
- Full page ad in the M2M section of the ITEXPO show guide
- 728x90 Leaderboard banner ad on the event website from the date of contract through event
- Daily recognition at each day's kick-off address
- Company logo on all banners and signage
- 3-feet wide by 8-feet high sign at the show
- Company collateral material inserted into all show bags
- Four Full Conference Passes
- Four additional passes to invite prospects
- Unlimited exhibitor personnel badges

PLATINUM Sponsorship- \$20,000

- 10x20 Booth in the M2M Pavilion
- Two time opportunity to email M2M attendees (one pre-show and one post-show)
- Logo and company name included as Platinum Sponsor in all pre-event communications and promotions
- Company Name, Logo, and 100-word description on the sponsor page of the event website
- 100-word description and Company logo with your listing in the show guide
- Full page ad in the M2M section of the ITEXPO show guide
- 728x90 Leaderboard Banner ad on the event website from the date of contract through event
- Company logo on all banners and signage
- 3-feet wide by 8-feet high sign at the show
- Company collateral material inserted into all show bags
- Four Full Conference Passes
- Two additional passes to invite prospects
- Unlimited exhibitor personnel badges

GOLD Sponsorship-\$15,000

- 10x10 Booth in the M2M Pavilion
- Logo and company name included as Gold Sponsor in all pre-event communications and promotions
- Company Name, Logo, and 50-word description on the sponsor page of the event website
- 50-word description and Company logo with your listing in the show guide
- Full page ad in the M2M section of the ITEXPO show guide
- 728x90 Leaderboard Banner ad on the event website from the date of contract through event
- Company logo on all banners and signage
- Four Full Conference Passes
- Unlimited exhibitor personnel badges





www.m2mevolution.com/conference

Important Details

M2M Exhibitor

- Exhibit Booth in the M2M Pavilion
- 50-word description and Company logo with your listing in the show guide
- 728x90 Leaderboard Banner ad on the event website from the date of contract through event
- Two Full Conference Passes
- Unlimited exhibitor personnel badges
- Cost for a 10 x 10: \$6,000
- Cost for a 10 x 20: \$10,000
- Cost for a 20 x 20: \$17,500



M2M Evolution Meeting Rooms

On Exhibit Floor - \$5,000 • Off Exhibit Floor - \$4,000

M2M Evolution Conference Marketing Opportunities

- M2M Badge Insert - \$4,000
- M2M Backpack / Bag Sponsor - \$5,000
- Break Sponsor - \$2,500
- Breakfast Sponsor - \$2,500
- M2M Conference Chair Drop - \$2,500
- M2M Pavillion Opening Reception - \$15,000
- Freestanding Billboard - \$2,500
- M2M Lanyard Sponsor - \$5,000
- M2M Lunch Sponsor w/Keynote - \$20,000
- M2M Pen Sponsor - \$3,000
- M2M Registration Sponsor - \$5,000
- Show Guide Full Page Ad - \$2,000
- Show Guide Half Page Ad - \$1,000
- Pre or Post Event Webinar - \$10,000
- Speaker Dinner Sponsorship

Why Your Company Should Exhibit

- M2M Evolution Conference brings together C-level and senior executives and tech staff
- ITEXPO exhibit hall has been continuously successful at bringing thousands of attendees to the show floor
- Attendees have sizeable budgets and spending authority
- You can position your company as a leader, authority and partner of M2M solutions
- M2M Evolution Conference Sessions are recognized for their leading edge content
- Aggressive marketing and promotion produced by TMC and Crossfire Marketing
- Abundance of sponsorship opportunities enhance visibility and branding
- You can display your solutions in front of thousands of professionals from the communications and technology industry
- You can meet with influential members of the media, analyst and VC communities and get your messaging out there
- You can showcase your technology before hundreds of potential partners
- Industry estimates predict there will be \$300 billion dollars of investment opportunity in M2M
- Exposure to a large Latin American audience

Contact Matthew Gleeson Today
Director of Business Development: M2M | Wireless | Smart Grid
203-852-6800 ext. 145 • mgleeson@tmcnet.com



Follow Us: #m2mevolution