



# M2M Evolution Conference & Expo

August 26 - 29, 2013

Mandalay Bay Resort & Casino Conference Center

Las Vegas, Nevada

@m2mevolution  
#m2mevolution



## The Meeting Place for Thought Leaders, Enterprise IT and the M2M Ecosystem

M2M Evolution gathers together a community of business and technology leaders seeking to understand how machine-to-machine solutions can solve everyday business problems and create new revenue opportunities for their company.

**Expand your Reach, Learn from Other New Vertical Markets and Create New Business Opportunities.**

### Meet with:

#### ■ Enterprise Executives

- Logistics, Fleet Management and Asset Tracking
- Retail
- Digital Signage

#### ■ Enterprise IT

- Business Intelligence
- Data Analytics
- C/ERM Integrators

#### ■ Global Service Providers

- Carriers
- Integrators
- Satellite

#### ■ Developers

- Embedded Solutions
- Integrated Apps

#### ■ M2M Platform Companies

#### ■ Device Manufacturers

#### ■ and more



Keynote Address  
by Apple Co-founder  
**Steve Wozniak**



[www.M2MEvolution.com/conference](http://www.M2MEvolution.com/conference)



## M2M Evolution Conference & Expo in Las Vegas 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 concentrates on specific applications within the supply chain, transportation, smart energy, and healthcare sectors, telematics systems, cloud solutions and more.



Facilitating the Promise of Billions of Connections, M2M Software Platform Revenues will Grow to  
**\$3.85 Billion by 2017**

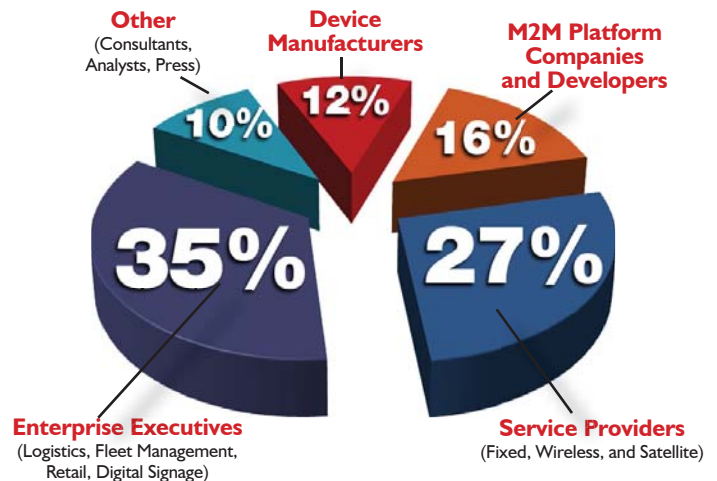
\*Source: ABI Research

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

## Looking for M2M Solutions



## It's Show and Tell at M2M Evolution!

M2M Evolution sponsors 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.

Tell large enterprise, SMB and the entire ecosystem how M2M technology improves their ROI efficiently, effectively and immediately.

**Be there to offer them your solution**





# Superior Content Attracts Influential Attendees

[www.m2mevolution.com/conference](http://www.m2mevolution.com/conference)

## 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:

### Retail

- Digital signage
- Retail solutions
- Point of sale

### Energy (within the Grid)

- Connected home
- Connected building
- Smart grid

### Big Data

- Cloud Analytics
- Scalable Systems
- Traffic Management
- Predictive Systems

### Security

- Hardening systems
- Penetration Testing
- Code Verification

### Asset Tracking

- Transportation
- Fleet Management
- Demand Response



*The M2M Evolution event in Miami started 2013 off with a great way to learn more about where the "Internet of Things" is moving. Each day new devices are being manufactured to make our lives easier and these devices need the support of the many providers that were at this event. It was a great opportunity to learn and share ideas with peers and counterparts in the M2M community.*

Doug Wilson, M2M Specialist Verizon Wireless

*I am glad that I went. This conference and the information I absorbed and grasped open a new chapter for our business. The M2M no doubt will re-shape how corporate America define their conventional business model and map out their business strategy. I would like to be an active player in that space.*

Emily Lu, Gateway Resource Partners, LLC



## Benefit from Networking with the Following Attendees

- 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
- 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
- Logistics Managers
- Fleet Managers
- Supply Chain Six-Sigma Black belts
- Logistics Officers
- Fleet Management Coordinators
- Operations Coordinators
- 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
- Anyone with P&L responsibility

The M2M Evolution Conference & Expo is collocated with ITEXPO, the world's largest Communications Technology Event. Therefore, as an exhibitor, you will also benefit from networking opportunities with IT-centric attendees from ITEXPO.





[www.m2mevolution.com/conference](http://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) thru show organizers**
- 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
- One Press Release Highlighting your participation in the 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 for staff
- 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) thru show organizers**
- 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
- One Press Release Highlighting your participation in the 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
- One Press Release Highlighting your participation in the Event
- 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

**Generate  
Instantaneous  
ROI**





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## Important Details



Follow Us: #m2mevolution

### 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

- Industry estimates predict there will be \$300 billion dollars of investment opportunity in M2M
- 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
- You can display your solutions in front of thousands of professionals from the communications and technology industries
- 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
- Abundance of sponsorship opportunities to enhance visibility and branding

**Contact Matthew Gleeson Today**  
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