



## The Path to IoT Knowledge, Connections and Success

As discussions around M2M technology and the IoT have moved from talking about the technology and what is possible, to dialogs about where M2M has enabled life and business changing IoT applications, our conference has evolved to a stronger focus on sessions covering case studies and real life IoT applications.

The IoT Evolution conference program will feature topics that inform and educate the audience of the latest technologies, current and future regulatory policies, new verticals, new applications and all of the hottest topics in the IoT industry.

### Session Topics Focused on Vertical Market Applications includes:

#### Vertical Market Applications:

##### Smart City:

- Smart Building
- Traffic Control
- Smart Grid
- Toll Collection

##### Agriculture:

- Irrigation
- Cold Chain
- Production
- Distribution

##### Transportation:

- Fleet
- After Market
- Consumer

##### Utilities:

- Mining
- Water
- Gas
- Natural Gas

##### Health Care:

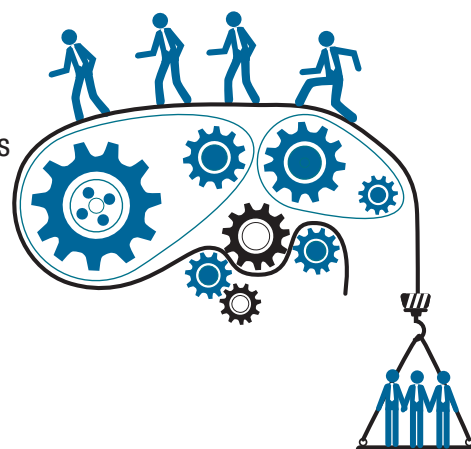
- Wellness/  
Wearables
- Remote  
Patient Care

##### Retail:

- POS
- Signage
- Vending Kiosk

##### Automotive:

- Diagnostics/  
Predictive
- Maintenance
- Self-Driving Cars
- Consumer
- Travel Assistance
- Adaptive Cruise  
Control



#### M2M General Topics

##### Security:

- Embedded
- Digital Home

##### Network Architecture Solutions:

- Short (Wi-Fi etc)
- LORA
- Satellite

##### Big Data:

- Analytics
- Security
- IT/OT (BPO)

##### Sensors:

- MEMS

##### Asset Management:

- Track and Trace
- Remote
- Monitoring
- Supply Chain

IoT Evolution Expo has been designed to teach companies how to leverage the Internet of Things to create new sales opportunities, improve business processes, discover new revenue streams, enhance customer engagement, elevate end user experience and more.



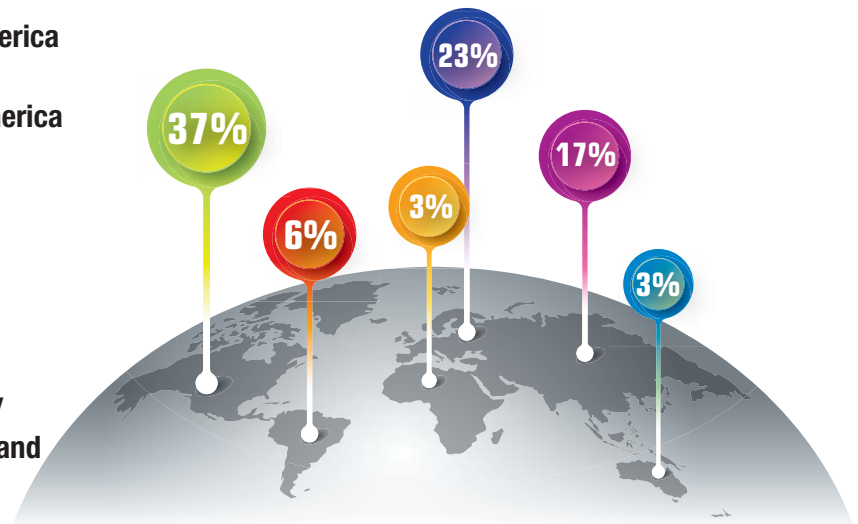
## Direct Access to THOUSANDS of Technology End Users and Buyers

The IoT Evolution exhibit hall has been continuously successful at bringing thousands of attendees to the show floor. This is your opportunity to display your solutions in front of thousands C-level, senior executives and tech staff with sizeable budgets and spending authority.

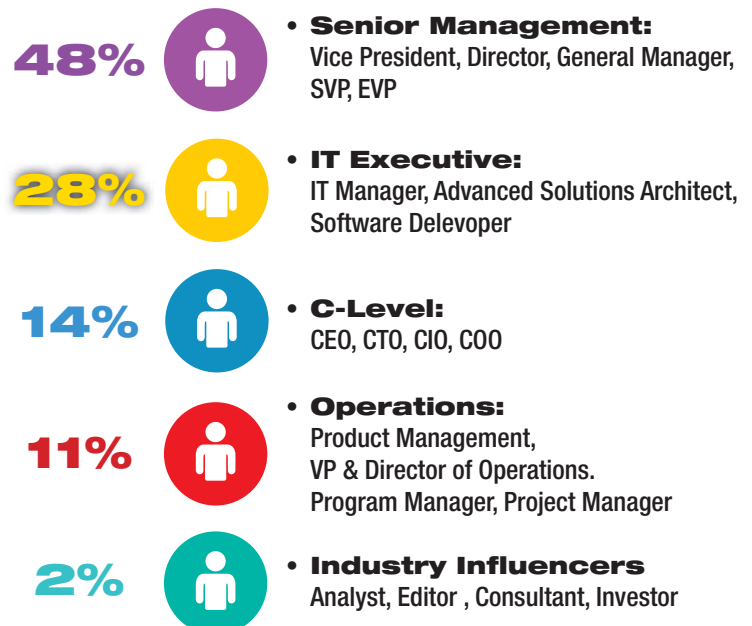
### Company Size



### Attendees come from around the world



### Job Function



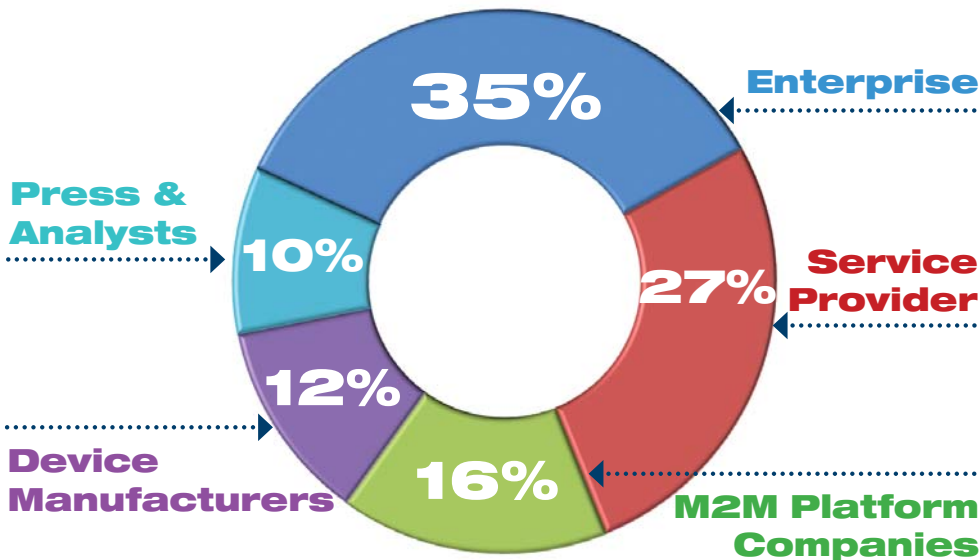
The IoT market will be  
**\$7 Trillion**  
by 2020

Source: IDC

There will be  
**50 Billion NEW**  
IoT connections  
by 2020

Source: Cisco Systems

### Company Category



**52%**

of companies are developing IoT programs but have not invested in anything yet

Source: Accenture

**88%**

of IoT Evolution attendees found the event met or exceeded their expectations.

“

There is a lot of hype and confusion right now about IoT and M2M. Everyone seems to be talking about big numbers like 50 billion IoT devices by 2020 and big data analytics. This M2M event will help you separate the hype from the truth and will keep you updated with the latest developments in this emerging technological revolution, especially if you are interested in getting a piece of the massive IoT pie. - Alan Suyko, Glyn High-Tech Distribution

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“

A great way to connect with partners, develop new business connections and keep in touch with the latest developments in M2M technologies. The panel sessions are especially informative and provide an opportunity to learn from and ask questions of industry leaders. Well worth the time if you are thinking of getting into or are already in the M2M market.

- Tom Collopy, President Securus GPS

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“

The networking opportunity was excellent for companies trying to break into the M2M space.

- Mike Vartanian, Cambridge Silicon Radio

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## Integrated Sponsorship Opportunities

Maximize your exposure to the powerful audience at IoT Evolution 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 at IoT Evolution Expo
- One IoT Webinar to complement participation at the event
- Two time opportunity to email IoT attendees (one pre-show and one post-show) through 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 IoT Evolution 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 at IoT Evolution Expo
- Two time opportunity to email IoT attendees (one pre-show and one post-show) through 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 IoT Evolution 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
- Three full conference passes
- One additional passes to invite prospects
- Unlimited exhibitor personnel badges

### **GOLD Sponsorship-\$15,000**

- 10x10 Booth at IoT Evolution Expo
- 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 in the IoT Evolution 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
- Two full conference passes
- Unlimited exhibitor personnel badges

### **IoT Evolution Exhibitor**

- Exhibit Booth at IoT Evolution Expo
- 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: \$11,000**

**Cost for a 20 x 20: \$18,000**

### **Battle of the Platforms - \$6,000**

You have the opportunity to showcase your platform to hundreds of companies looking for solutions to help them manage and delivery IoT and M2M solutions. 7 companies will be selected by a panel of judges and the audience as winners. Gain bragging rights by beating your competition.

## IoT Evolution Magazine Security Supplement:

### 1st Tier Pricing at \$4,000 to include:

- Custom editorial in supplement

### 2nd Tier Pricing at \$5,000 to include:

- Full page 4-color ad in supplement
- 25-minute product demonstration in the Connected Demo Zone Theater on the IoT Evolution EXPO show floor
- 10x10 booth space in the Connected Home & Building Pavilion on IoT Evolution EXPO
- Company listing in show guide and online exhibitor list
- 728x90 Leaderboard banner ad on the event website from contract date through the event
- Two full conference passes
- Unlimited exhibitor staff passes

### 3rd Tier Pricing at \$9,000 to include:

- Custom editorial in supplement
- Full page 4-color ad in supplement
- 25-minute product demonstration in the Connected Demo Zone Theater on the IoT Evolution EXPO show floor
- 10x10 booth space in the Connected Home & Building Pavilion on IoT Evolution EXPO
- Company listing in show guide and online exhibitor list
- 728x90 Leaderboard banner ad on the event website from contract date through the event
- Two full conference passes
  - Unlimited exhibitor staff passes

## IoT Startup Pavilion

### IoT Startup Pavilion - \$3,000

- 10x10 Booth in the IoT Start-Up Pavilion Booths 226 - 525
- 15 Minute Presentation in the Show Floor Theater
- 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



## Integrated Conference Sponsorship Opportunities

**Aisle Signs** - Prominent placement of your company name and logo, suspended high above the exhibit hall's main aisles, ensuring high visibility and repeat viewing. **\$8,500**



**Attendee Backpacks** - The official bag given to each paid attendee, speaker and member of the media, these bags feature your company logo aside the official conference logo. All will see hundreds of these bags throughout the week, and attendees will take them home and use them again and again. **\$10,000**



**Attendee Confirmation Emails** - As each of the expected 3,500 attendees register, they receive an informative confirmation email. Your company's message and link to your site would be included as the exclusive sponsor of these emails, sure to be seen and read by every attendee. **\$5,000**

**Badge Inserts** - Your Company's promotional information will be inserted into the badge of each attendee. Your message is guaranteed to be seen and read by everyone. **\$7,500**



**Badge Logo** - Have your company's logo printed on every show badge. It will be seen by thousands of decision makers, and enhance your brand awareness with this powerful audience. **\$20,000**

**Hotel Keycards** - All guests staying at one of the official show hotels will receive a room key carrying your logo, ensuring high visibility. **\$7,500**

**Conference Pens** - Every attendee will be given a pen with your logo prominently placed to take notes and bring back home to their desk. **\$3,000**

**Conference Show Guide** - This is the complete booklet featuring descriptions of every session being held throughout the event. This is an invaluable guide that is referenced repeatedly by every attendee; it's one of the best tools for repeat on-site visibility.



**Full-Page ad \$2,500**

**Half-Page ad \$1,500**



**Show Guide Belly Band** - Every attendee receives a show guide directory immediately on arrival. Your company will be the first thing they see when they do! Your company name, logo, message and booth number are displayed prominently for all to see. This is a great tool to drive traffic to your booth. **\$7,500**



**Conference Track Sponsorship** - Most attendees come to IoT for the unsurpassed educational opportunities offered in our program. When you sponsor a conference track attendees will favorably associate your company with the topic of the track and see you as a recognized leader. **\$5,000**

**Entrance Unit** - This is the first thing attendees will see when they enter the Convention Center. What better place to have your company's name and logo. **\$5,000**



**Hotel Room Drops** - Have your promotional materials delivered to the door of each conference attendee staying at the official show hotels. **\$3,000**

**Lanyards** - Guaranteed visibility during the entire event with your logo around the neck of every attendee! **\$7,500**

**Lobby Signs** - Catch the attention of all attendees as they enter the convention center with can't-miss banners hung in the lobby. Available as either: 10'w x 6'h or 8'w x 8'h **\$5,000**



**Registration Staff Shirts** - The attentive and extremely visible staff will be wearing your company's shirts as they check in all conference attendees. **\$5,000**

**Registration Counter** - One of the most visible areas in the convention center, each attendee entering will look for the registration counter before anything else. Your company logo will be prominently displayed on the front panels. **\$6,000**

**Looping Keynote Presentation** - Displays on screens before and after all keynotes, panels and meals, with details of conference events. Have your logo on each slide and one full slide to promote your company. A great way to reach a captive audience. **\$5,000**

**Press Room and Media Lounge** - A hub of activity, as members of the media gather to work, and share their thoughts about the event. By sponsoring this lounge, your company receives key exposure to this influential group. Sponsor logo will also be featured on signage in the room. **\$5,000**



**Networking Receptions** - Great visibility with a captive audience as attendees gather to enjoy complimentary hors d'oeuvres and beverages. Your company will be represented with signage throughout the reception area, in the official program, and pre-event marketing materials. **\$10,000**

#### All Conference Party

Be one of the sponsors of the event that is sure to become a popular fixture at IoT Evolution. Attendees will appreciate your hour and a half of entertainment and networking! This will be the event that everyone talks about.

Sponsorship Includes:

- Company signage at all available space
- Inclusion in the conference program materials
- Inclusion in magazine coverage of the event
- Leads!!!- All attendees contact info **\$10,000**

**Welcome Reception** - Help kick off IoT with the grand opening welcome reception. Provide attendees complimentary food and beverages in an outstanding networking opportunity. Prominent signage and mentions in promotional messaging delivers great branding for your company. **\$20,000**

**Speaker Check-In Table** - This table is prominently placed in the midst of the educational rooms where your banner will be seen by all attendees and speakers. Each speaker must check in at this table and will be given your flyer with their conference materials, while each conferee passes by dozens of times during the three-day event. **\$5,000**

**Pre or Post Event Webinar** - Your Webinar is completely turn-key and every step of the process is managed with the utmost professionalism. An expert team handles all of the marketing, promotion and registration. **\$12,000**

**Chair Drop** - Get your message in-front of each attendee. **\$2,500**

**Pre and Post Show Emails** - **\$3,500**

**Break Sponsor** - **\$2,500**



**Contact Matthew Gleeson Today**  
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**mgleeson@tmcnet.com**



## Collocated Events



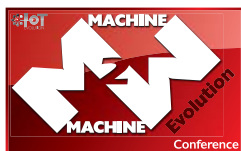
### IoT Evolution Developer Conference

A delicate balance exists between the production of hardware and the development of software. The IoT Evolution Developers Conference is designed to deliver content aimed at expanding the range of the developer to support more sensors, solutions and services.



### IoT Evolution Fog, Analytics & Data Conference

This conference will explore how to drive business intelligence to the edge of the network and use it to develop real time business analytics that will create new business opportunities while improving business processes in companies of all types.



### M2M Evolution Conference

For the 14th time since 2009, M2M Evolution conference brings together panels of experts who will help you sort through the myriad M2M solutions, platforms and applications. Attend interactive sessions helping you make smart choices in all key M2M segments - supply chain, logistics, smart grid, IoT and the medical/pharma industry. Understand how to collect and gather data to drive business intelligence, deliver new applications and more. You'll leave with an action plan to drive your M2M initiatives from the white board to the front lines.



### IoT Evolution Connected Home & Building Conference

This conference will explore how to drive business intelligence to the edge of the network and use it to develop real time business analytics that will create new business opportunities while improving business processes in companies of all types.



### IoT Evolution Connected Transportation Conference; including DroneZone 360

The IoT Evolution Connected Transportation event focuses on the improvements in today's vehicle and fleet management services and provides perspective on market forces, revenue opportunities and technical issues. A significant portion of the content in this event will cover drones and applications in film making, agriculture, construction, oil and gas and more.

