MEET THE WORLD'S LEADING MINDS, INNOVATE YOUR BUSINESS AND INSPIRE SOCIETY WITH THE NEXT GENERATION IOT ADVANCES FOR A SUSTAINABLE FUTURE

31 Aug - 3 Sept, 2021
Convention Centre
Dublin, Ireland

SPONSORSHIP
& EXHIBITION
OPPORTUNITIES

Supported by:
IoT·Forum
ABOUT IOT WEEK

IoT Week is the only place in the world where you can:

• Learn about the vision and progress of IoT by participating in more than 180 events within 4 days
• Network with lead industry, researchers, visionaries, entrepreneurs, stakeholders and representatives of international bodies
• Expand your business vision by meeting and interacting with new business partners among top corporations and industry leaders in the sector
• Get to know the latest IoT innovations by visiting the exhibition area with more than 80 companies and institutions
• Discover the most outstanding Large Scale Projects funded by the European Commission on the Internet of Things, Big Data, Cloud Systems, FINTECH technology and much more
• Scout the most promising projects from entrepreneurs and developers at the Hackathon and the IoT Week 2021 Start-up competition

IOT WEEK 2021 DUBLIN:
NEXT-GENERATION IoT FOR A SUSTAINABLE FUTURE

The rising awareness of climate change has caused the popularisation of sustainability and the realisation that we need to do things not only differently, but better. As focus shifts to finding solutions to climate issues, technological advancements and innovation present a promising way forward.

The Internet of Things, for example, which Boston Consulting Group estimates will boom into a $267 billion dollar industry by 2020, promises to facilitate great leaps in our efforts to transform our places and spaces, from homes and offices to entire cities, into sustainable environments.

If IoT technologies build on not only established technology, but also new capabilities in the backend, such as artificial intelligence, deep semantic interoperability and novel contractual arrangements like Blockchains, they will undoubtedly bring fundamental change to all sectors of activity, improving the way we live and work.

In other words, IoT is likely to be an essential element of the Next Generation Internet, setting the groundwork for systems and devices of the future.

2021 Hybrid Format

We look forward to welcoming the maximum number of participants for IoT Week 2021. We will therefore be hosting the conference in a hybrid format, with the possibility of attendance as a virtual delegate or a virtual sponsor/exhibitor as an alternative to physical attendance, for anyone unable to travel. All sponsors and exhibitors will be featured as appropriately in the online Conference Platform and Conference App, with virtual display space and features to augment a possible physical stand area. Therefore, in addition to the opportunities of the face-to-face meetings in our exhibition area, sponsors and exhibitors will have wider interaction with a much larger global community through the virtual platform.

Contact: iotsponsors@keynotepco.ie
THEMATIC AREAS

Each year, numerous thought leaders from the worlds of research, industry, business, tech and science shed light on the future of technology and its impact on business and life.

Our 2021 Thematic Areas are:

01 5G & IoT Networks: towards global virtualized networks
02 IoT Economy and Business: Leadership and Business Innovation at the time of IoT
03 IoT for a better life: smart Living and eHealth
04 Next Generation IoT: Emerging Technologies
05 IoT AI and Data Analytics: Going smarter with the power of data analytics
06 Data Protection, Ethics and Security in a connected world
07 Smart Agriculture: when tech meets and transforms farming
08 IoT Standardization: reducing the gap between protocols
09 IoT for Sustainable Development Goals
10 Industrial IoT: unleashing the 4.0 revolution
11 Smart Cities & Communities: towards user-controlled technology
12 IoT for Fintech & Blockchain: the future of disruptive transformation

CO-LOCATED EVENTS

The 5th Global IoT Summit and the AIOTI Workshop will be held during the IoT Week conference along with its main track presentations and activities.

Global IoT Summit

AIOTI Workshop

WHY SUPPORT IOT WEEK 2021 DUBLIN

- Over 1,500 participants from 50 countries
- International speakers offering global insight and education
- Start – up and Hackathon interactions
- Make global alliances & partnerships
- Showcase “What’s New” and innovative
- Challenge and inspire your colleagues
- Meet the leaders of tomorrow during the IoT Week

Contact: iotsponsors@keynotepco.ie
PROGRAMME

Sample preliminary programme

IOT WEEK SPONSOR CATEGORIES

A range of sponsorship packages are listed below with further details in the pages to follow. We welcome an opportunity to discuss and create a bespoke package to suit your organisation’s needs.

- **EMERALD SPONSOR** €50k
  Limited to 4 opportunities
  
- **DIAMOND SPONSOR** €30k
  
- **RUBY SPONSOR** €20k
  
- **SAPPHIRE SPONSOR** €10k
  
- **OPAL SPONSOR** €5k
  
All sponsors and exhibitors will be featured as appropriately in the online Conference Platform and Conference App, with virtual display space and features to augment a possible physical stand area. Therefore, in addition to the opportunities of the face-to-face meetings in our exhibition area, sponsors and exhibitors will have wider interaction with a much larger global community through the virtual platform.

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IoT Week welcomes one exclusive Emerald Sponsor from each of the following sectors:
Technology | Software Platforms | Interoperability | Systems of Systems

As our Emerald Sponsor, your organisation will receive the highest profile brand opportunities during IoT Week. We will work closely with you to ensure your support meets your organisation’s goals for the event. This opportunity is limited to 4 supporting organisations, ensuring maximum acknowledgement of this support.

Emerald Investment will include:
- Prime exhibitor space in exhibition hall – 6m x 4m
- 5 exhibition staff passes
- 5 registrations for the entire IoT Week, including Gala Dinner tickets
- 4 VIP Passes with VIP dinner access tickets
- Keynote talk speaker provided by the sponsor, presenting on IoT Expertise / IoT Vision*
- Opportunity to present at the IoT Week 2021 Hackathon*
- Time slot at the IoT Week Connect Session to discuss positions and job opportunities
- Sponsorship of an IoT Week workshop
- Verbal acknowledgment at the opening and closing of the conference
- Logo on the sponsors section of the conference website with hyperlink to your organisation’s website
- Logo on the holding slide in the opening session and all plenary sessions
- Two company inserts in the conference bags
- Sponsor provided branded pop-up banner displayed near the registration area
- Full page advertisement in the conference programme book
- 100 word organisation profile in the conference programme book
- Logo included on main conference signage throughout the venue and sponsors board signage
- Company profile in the newsletter
- VIP dedicated room for business networking
- 25 one day passes for the exhibition

*All programme/presentation content must be approved by the scientific committee in advance of acceptance into the IoT Week programme.

Contact: iotsponsors@keynotepco.ie
As a Diamond sponsor, your organisation will receive strong brand recognition and presence during IoT Week. We will work closely with you to ensure your support meets your organisation’s goals for the event.

Platinum sponsorship will include:

- Exhibitor space in exhibition hall – 4m x 4m
- 10% discount to upgrade space on exhibition rates
- 3 exhibition staff passes
- 4 registrations for the entire IoT Week, including Gala Dinner tickets
- 3 VIP Passes with VIP dinner access tickets
- Time slot at the IoT Week Connect Session to discuss positions and job opportunities
- Verbal acknowledgment at the opening and closing of the conference
- Logo on the sponsors section of the conference website with hyperlink to your organisation’s website
- One company insert in the conference bags
- Quarter page advertisement in the conference programme book
- 50 word organisation profile in the conference programme book
- Logo included on sponsors board signage
- VIP Room access for business networking – 10 hrs
- 10 one day passes for the exhibition

DIAMOND SPONSOR €30k Investment

As a Sapphire investor, you will receive the following benefits during the IoT Week:

- Exhibitor space in exhibition hall – 3m x 3m
- Plus 5% discount on exhibition rates to upgrade space
- 2 exhibition staff passes
- 2 registrations for the entire IoT week, including Gala Dinner tickets
- Logo on the sponsors section of the conference website with hyperlink to your organisation’s website
- 50 word organisation profile in the conference programme book
- Logo included on sponsors board signage
- VIP Room access for business networking – 5 hours
- 5 one day passes for the exhibition

SAPPHIRE SPONSOR €10k Investment

Ruby sponsorship will include:

- Exhibitor space in exhibition hall – 4m x 3m
- 10% discount to upgrade space on exhibition rates
- 2 exhibition staff passes
- 3 registrations for the entire IoT week, including Gala Dinner tickets
- 1 VIP Pass with VIP dinner access ticket
- Logo on the sponsors section of the conference website with hyperlink to your organisation’s website

RUBY SPONSOR €20k Investment

Opal sponsorship will include:

- 1 registration for the entire IoT week, including a Gala Dinner ticket
- Logo on the sponsors section of the conference website with hyperlink to your organisation’s website
- Logo included on sponsors board signage
- 5 one day passes for the exhibition

OPAL SPONSOR €5k Investment

Contact: iotsponsors@keynotepco.ie
CALL FOR IOT WEEK HACKATHON SPONSORSHIP

IoT Week Hackathon
where Experts and Developers Join Forces to Solve Industry Challenges

Sponsor the IoT Week HACKATHON and receive the following benefits:

• Exhibitor table at the IoT Week Hackathon
• Verbal acknowledgement at the opening, closing and awarding ceremony
• Logo on the IoT Week Hackathon information web page with hyperlink to your organisation’s website
• Full page advertisement in the conference programme for the Hackathon
• 50 word organisational profile in the conference programme
• Sponsor provided pop-up banner displayed in the Hackathon session room

Sponsor the IoT Week 2021 Hackathon and Engage with the IoT Scientific Community and IoT Practitioners.

CALL FOR IOT WEEK START-UP COMPETITION SPONSORSHIP

IoT Week Start-up Competition
where big ideas are transformed into larger projects

Sponsor the IoT Week Start-up Competition and receive the following benefits:

• Exhibitor table at the IoT Week Start-up Competition
• Verbal acknowledgement at the opening, closing and awarding ceremony
• Logo on the IoT Week Start-up information web page with hyperlink to your organisation’s website
• Full page advertisement in the conference programme for the Start-up Competition
• 50 word organisational profile in the conference programme
• Sponsor provided pop-up banner displayed in the Start-up Competition session room

Sponsor the IoT Week 2021 Start-up Competition and Support Innovation in the Community.

Contact: iotsponsors@keynotepco.ie
OTHER SPONSORSHOP OPPORTUNITIES

CATERING / NETWORKING EVENTS

Welcome Reception (Exclusive Opportunity) €20,000
Acknowledgement on the programme timetable and at the catering stations, with an opportunity to position four pop-up banners in the welcome reception hall.

Lunch Breaks (3 Opportunities – exclusive sponsor on selected day) €7,500
Acknowledgement on the programme timetable and at the catering stations and seating areas.

Refreshment Break (6 Opportunities) €3,500
Acknowledgement on the programme timetable and at the catering stations.

Gala Dinner (Exclusive Opportunity) €30,000
Acknowledgement on the programme timetable, event ticketing and venue visuals. Sponsor provided six pop-up banners displayed in the venue and an opportunity to address the participants as part of the evening’s events.

Other Events €Price on request
Host a networking event onsite during the programme- contact us to learn more.

DELEGATE MATERIALS & PROGRAMME INTERACTION

Conference App. (Exclusive Opportunity) €18,000
Delegates will keep connected and updated on the conference activities through the onsite conference app. Our sponsor will be acknowledged on the conference website and have top level branding on the app.

Thematic Track € Price on Request
Sponsor an official Thematic Track as part of the conference programme. Contact us to discuss further.

Notepad & Pen (Exclusive Opportunity) €5,000
Notepad and pen are provided by the sponsor and will be provided to each delegate participating in IoT Week 2021.

Delegate Bag (Up to two spaces available) €10,000
Have your company’s logo on the official conference bag provided to all delegates. (One colour print process)

Delegate Bag Insert €1,250
Your promotional material included in the conference bag. (Max size A4, 2 sheets)

Conference Lanyard (Exclusive Opportunity) €15,000
Your brand will be printed in one colour print process on the official badge lanyard worn by all participants at the conference.

Conference Volunteer T-Shirts (Exclusive Opportunity) €3,000
Have your company’s brand displayed on the volunteer staff T-shirts worn over the 4 days.

Charging/Internet/Print Zone (Exclusive Opportunity) €4,500
Delegates will power up, print out flight tickets, check-in with work or sit and catch up with emails. This dedicated area is located in the main exhibition hall with your company brand listed.

EXHIBITION OPPORTUNITIES

Located in Convention Centre Dublin, space priority will be provided to our tiered sponsors, followed by open exhibition bookings. The exhibition will be located in key traffic and networking areas to engage the delegates. The face-to-face exhibition opens Tuesday to Friday. A virtual display space will also be provided to all exhibitors to provide an opportunity for wider interaction.

Exhibition Bookings are based on the following provisions included in the exhibition packages:

- Shell Scheme structure
  - White wall structure
  - One text header with company name
  - Basic lighting
- Furniture included
  - One 6ft trestle table & blue cloth
  - Two chairs
- Power
  - One 13 amp socket

Exhibitors will receive the following additional benefits:

- Logo and description on the conference website exhibitor section
- Listing on the official conference app (Logo and company description) and online Conference platform presence to align with your booked package
- Registration pass booking discount – 10%

EXHIBITION RATES

<table>
<thead>
<tr>
<th>Sample Stand</th>
<th>Early Bird Expo Ends 31 Mar 2021</th>
<th>Regular Expo Book After 31 Mar 2021</th>
<th>Start-Up Rate</th>
<th>Expo Staff Passes Included</th>
<th>Full IoT Week (excl. Gala Dinner)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2m x 2m space</td>
<td>€1,420</td>
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<tr>
<td>2m x 3m space</td>
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<td>€4,850</td>
<td>€5,175</td>
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<td>2</td>
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<tr>
<td>4m x 2m space</td>
<td>€5,700</td>
<td>€6,900</td>
<td>€6,900</td>
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<td>4m x 3m space</td>
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<td>€9,200</td>
<td>€9,200</td>
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</tr>
</tbody>
</table>

For Exhibition Only, the rates per sqm apply. This includes the above standard stand items as part of the package. (White shell structure, basic furniture etc.)

Contact: iotsponsors@keynote.com
HOW TO MAKE A BOOKING FOR
IOT WEEK 2021 DUBLIN

All bookings are confirmed through Keynote PCO, conference organiser for IoT Week.

CONTACT: Mary-Rose Rushe
Email: IoTSponsors@keynotepco.ie
Tel: +353 (0)1 400 3648
Fax: +353 (0)1 400 3692

Keynote PCO, Suite 26, Anglesea House, 63 Carysfort Ave, Blackrock, Co Dublin, Ireland

1. All sponsors and exhibitors are requested to adhere to the terms & conditions issued by IoT Week Dublin 2021.
2. On receipt of booking request by email, you will be issued with an official booking form including T&C’s.
3. On receipt of a completed booking form you are agreeing to the event terms and conditions.
4. Please ensure you complete the booking form, sign and return per instructions.
5. Sponsors and Exhibitors are required to forward a high resolution logo and promotional information as requested.
6. An invoice will be issued accordingly.
7. Payment is completed to Keynote Conference Services Ltd. Full banking information will be provided on the issued invoice.
8. All branded entitlements are subject to timelines according to the date of booking. Sponsors are responsible for ensuring delivery of any items per the advised schedule.
9. Payments must be completed according to the invoice terms.

Please note that all rates are subject to VAT at 23% where applicable.