The Internet-of-Things brings together physical things with the virtual world of the Internet. The IoT links together networks, sensors, machines, and devices and enables a multitude of new business opportunities, products and services.

Our 1-day conference about IoT will provide system designers, hardware engineers and software developers with first-hand information about visions, trends, technologies and implementations in application areas like Smart Factory, Smart Home & Building, Smart Energy & Smart City.

Parallel with the conference there will be a table-top exhibition which provides a communication platform where conference delegates and the exhibition visitors can talk to leading vendors of IoT technologies.

The conference will take place on May 12, 2016 in Nuremberg/Germany. It will run parallel and in co-operation with the SENSOR+TEST show, at the show ground conference centre (NCC Ost).
Tentative Topics / Conference Programme

The Conference Programme will consist of 20-minutes Presentations with technical content about

- Technologies, Solutions & Applications
- Hardware, Software & Services

The Conference Programme will be structured into different Sessions about following topics

- Smart Sensors Solutions for the IoT
- Security for IoT
- Smart Manufacturing (Industry 4.0)
- Smart Building, Home & Energy

(May 12, 2016 in Nuremberg/Germany)
Organisation & Marketing

The conference is organized by ICC Media. ICC will perform extensive delegates marketing activities which include:

- Advertisements in print and online media
- Conference homepage
- Postal mailing of conference program flyer
- E-mailings about the conference
- Telephone marketing to generate delegates
Internet of Things – Embedded Systems Design Conference  
(May 12, 2016 in Nuremberg/Germany)

Sponsoring Packages I

**Gold Sponsor: EUR 4.500.-**

- Member in the Advisory Board
- Speaker at the Panel Discussion
- 40-minutes speaking slot in the Boards, Chips or Tools Session
- Prominent size and position of company logo
- Double size stand at the exhibition
- 10 Special Guest Tickets for the Conference
Sponsoring Packages II

**Silver Sponsor: EUR 2.500.-**
- 20-minutes speaking slot in the Boards, Chips or Tools Session
- Company logo in print and online adverts, conference homepage, e-mailings, etc.
- Table-Top Stand Single Size
- 5 Special Guest Tickets for the Conference

**Bronze Sponsors: EUR 1.750.-**
- Table-Top Stand Single Size
- Company name in print and online adverts, conference homepage, e-mailings etc.
- 3 Special Guest Tickets for the Conference
Click on the video to get an impression of the very successful
Internet of Things Conference in 2015!
(26 Presentations, 200 Delegates and 30 Exhibitors)
Additional Sponsoring Opportunities for Exhibitors

1) Conference Book
This conference book will include the conference programme, floor plan and other useful information and will be put into the delegate bag at the show. All sponsors and exhibitors can run an advertisement in this conference book for only 495 Euro.

- Size: 17 cm x 24 cm, 100 pages (A4 downscale!)
- All advertisements and official information (floorplan, conference programme, advertisements etc.) will be placed at the beginning of the conference book
- All other pages will have lines for notes (80 pages) and are supposed to be used from the engineers for a longer period
- All pages will be in 4 colours, we offer only full page advertisements
Additional Sponsoring Opportunities for Exhibitors

2) Lanyards Sponsoring
You can sponsor the lanyards for all badges used for the exhibition and conference. Sponsoring information will appear in the conference book. Additional to the sponsoring fee you need to provide around 300 lanyards.

Net rate for lanyard sponsoring: 1500 Euro

3) Prize Draw Sponsoring
You can sponsor the official prize draw which will be at the end of the conference day. All registered delegates will attend to the prize draw. This sponsoring includes a sponsoring panel at the prize draw table, your logo with sponsoring information in the conference book and the 3 prizes - the organizer takes care about buying the prizes.

Net rate for prize draw sponsoring: 1250 Euro
Additional Sponsoring Opportunities for Exhibitors

4) Coffee Break Sponsoring
You can sponsor the 2 coffee breaks. This sponsoring includes a sponsoring panel at the 2 coffee tables and sponsoring information in the conference book. The panels will be produced by the organizer.

*Net rate for coffee break sponsoring: 950 Euro*

5) Lunch Sponsoring
You can sponsor the lunch at our conference. This sponsoring includes 2 sponsoring panels at the lunch tables, napkins with your logo and sponsoring information in the conference book. Panels and napkins will be produced by the organizer.

*Net rate for lunch sponsoring: 950 Euro*
Virtual version of the IoT Conference, Start Date: July 7, 2016

Based on the content of the real live IoT Conference on May 12, 2016 in Nuremberg, we will stage a virtual version of it on July 7, 2016.

This virtual event is an excellent tool for lead generation. All sponsors get the full list of registrations (incl. emails). Expect in the range of 100-500 leads.

If you have not contributed a presentation to the real live event on May 12, you may want to contribute content for the virtual version and become a sponsor. Supply of Content: June 23, 2016.
Our Portfolio

Find more suitable products and services:

- Magazines, Print and Digital: [www.iccmedia.com/magazines](http://www.iccmedia.com/magazines)
- Content Marketing: [www.iccmedia.com/content-marketing](http://www.iccmedia.com/content-marketing)
- E-Mail Newsletter Sponsoring: [www.iccmedia.com/newsletter](http://www.iccmedia.com/newsletter)
- Banner Advertising on 4 different portals: [www.iccmedia.com/banner](http://www.iccmedia.com/banner)
- Video Services (production, hosting and promotion): [www.iccmedia.com/videos](http://www.iccmedia.com/videos)
- Lead Generation & Asset Promotion: [www.iccmedia.com/leadgen](http://www.iccmedia.com/leadgen)
- Custom E-Mailing Service (eDMs): [www.iccmedia.com/edm](http://www.iccmedia.com/edm)
- Webinars: [www.iccmedia.com/webinar](http://www.iccmedia.com/webinar)
- Customized Microsite: [www.iccmedia.com/customized-microsite](http://www.iccmedia.com/customized-microsite)
- Electronica Embedded Forum: [www.iccmedia.com/electronica](http://www.iccmedia.com/electronica)
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