



BARCELONA

29-31 OCTOBER 2019

WHERE BUSINESS
AND INDUSTRY
CONNECT TO
YOUR FUTURE

HOSTED BY

IN PARTNERSHIP WITH



2018 DIAMOND SPONSORS





THE IOT SOLUTIONS WORLD CONGRESS

Where Digital Transformation happens

The IOT Solutions World Congress is the leading event dedicated exclusively to joining IOT providers with industry in order to help the latter increase productivity via this disruptive technology.

After four editions, The IOT Solutions World Congress has established itself as the worldwide landmark for the Industrial Internet of Things. The 2018 figures speak for themselves: 341 companies and 16,250 visitors from +120 countries joined the event, representing growth of 42% and 25% respectively compared to last year.

The 2019 edition will continue to explore the latest industrial IOT innovations to bring visitors the necessary cutting-edge expertise and strategies to capitalize on IoT.

The tracks of the IOT Solutions World Congress 2019 include:

CONNECTED TRANSPORT
MANUFACTURING
HEALTHCARE
ENERGY & UTILITIES BUILDINGS &
INFRASTRUCTURE OPEN INDUSTRY
ENABLING IOT

*These tracks could be modified as the 2019 program gets finalized.

Along with the Congress Program, the IOT Solutions World Congress will feature two co-located events:

BLOCKCHAIN SOLUTIONS WORLD
ARTIFICIAL INTELLIGENCE & COGNITIVE SYSTEMS FORUM

The IOT Solutions World Congress will come back on 29 – 31 October!



REACH YOUR BUSINESS GOALS! HERE IS WHY YOU SHOULD PARTICIPATE:



Meet the **right people**
lead generation



Increase your **visibility &**
brand exposure



Launch **new products**



Global **headquarters**
representation



Speak to the **right audience**
& meet thoughtful **leaders!**



Industrial Internet
Consortium partnership



Enter **new markets** from
more than **120 countries**



Gain **media exposure**



Networking



Showcase your solutions
in **Testbed Area**



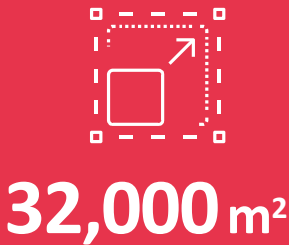
Brand Positioning &
recognition **Awards**



Entertain **clients**
- **Side events**



THE NUMBERS SPEAK FOR THEMSELVES: THIS IS IOTSWC 2018



TRANSFORM A QUALITY AUDIENCE TO CUSTOMERS

57 %

OF OUR VISITING COMPANIES PLAN TO INVEST MORE THAN 1 MILLION € IN IOT WITHIN THE NEXT 3 YEARS

THE PLACE TO DO BUSINESS

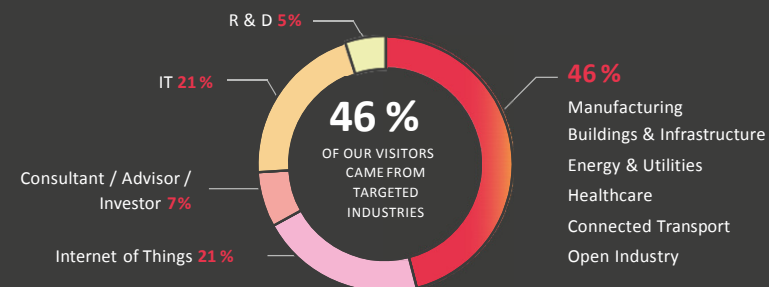


* Figures and feedback from the 2018 edition

THE PLATFORM TO CONNECT WITH KEY DECISION MAKERS



VISITOR PROFILE

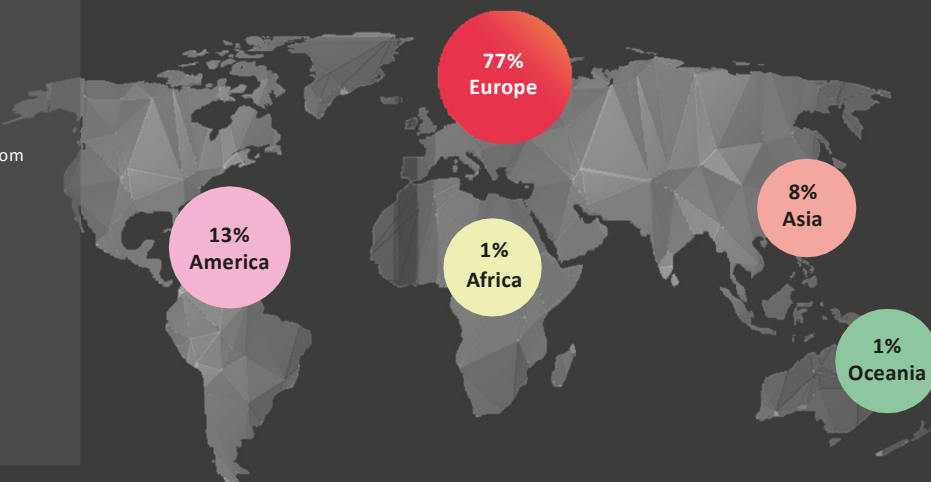


Top Visiting Countries

- Spain
- USA
- Germany
- United Kingdom
- France
- Netherlands
- Italy
- Switzerland
- Belgium
- China

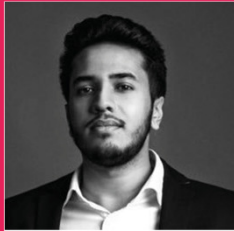
A HIGHLY INTERNATIONAL EVENT

Geographic Breakdown



TESTIMONIALS

WHAT OUR ATTENDEES SAY:



Mohsen Shakooreh
IoT-X Account
Manager at ARM



“Here at the @IOTSWC event at the Fira in Barcelona. Great to see the industry come together to showcase latest innovations, from large corps to start-ups.”

* Font: LinkedIn



SIRQUL™



Joachim de Wild
CEO,
Simfony



“Exciting news at IOT Solutions World Congress in Barcelona! Symfony, supplier of Immediate IoT Infrastructure, and ConnectedYou, the IoT service orchestrator sign partnership agreement to bring revolutionary advancements

worldwide. IoT business models to enterprises in

* Font: LinkedIn



Ryan Chacon
Editor-in-Chief
IoT for All



“IOTSWC was one of the best IoT events we have had the pleasure of attending. The focus on solutions is perfectly inline with what this industry needs. It creates the ideal environment for vendors, customers and partners to come together and do business. The experience at the event was second to none, it was easy to navigate, did not feel too small or overwhelming. We will adamantly recommend IOTSWC as a top IoT event that is a must for any true IoT player.”

WHO IS ATTENDING?



MANUFACTURING



BUILDINGS & INFRASTRUCTURE



CONNECTED TRANSPORT



OPEN INDUSTRY





ENERGY & UTILITIES



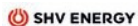
HEALTHCARE



ICT, INNOVATION, TECHNOLOGY



UNIVERSITY, RESEARCH, CLUSTER



MAJOR INDUSTRY & DIGITAL TRANSFORMATION TOPICS AT THE LEADING WORLD CONGRESS

CO-LOCATED EVENTS

TOPICS



ENABLING IOT



CONNECTED TRANSPORT



HEALTHCARE



MANUFACTURING



BUILDINGS & INFRASTRUCTURE



ENERGY & UTILITIES



OPEN INDUSTRY



BLOCKCHAIN SOLUTIONS WORLD

Developments in Blockchain technology will disrupt and enhance almost every public and private sectors often in the short term. For its second edition, the Blockchain Solutions World will gather top industry experts who will present success stories of how Blockchain has impacted their work, organizations, and broader sectors.



AI & COGNITIVE SYSTEMS FORUM

Artificial Intelligence enables advanced analytical techniques and algorithms to train computers how to use data from a wide variety of sources. This co-located event will show how enterprise organizations are benefiting from this technology in a variety of applications across multiple industries.

THE CONGRESS



4,600
CONGRESS
VISITORS



+200
SESSIONS



7
CONGRESS
TRACK ROOMS



AUDITORIUM
CAPACITY FOR
1,000
ATTENDEES

WE MAKE SURE ALWAYS TO BRING YOU THE LATEST TRENDS THANKS TO OUR ADVISORY BOARD

2019 ADVISORY BOARD

Our 2019 committee of experts are committed to spread the word of the leading IOT event worldwide. Members of this committee include industry visionaries, technology experts and executives who are dedicated to accelerating the awareness and deployment of Internet of Things technologies.



JONATHAN BALLON
Vice President



PRITH BANERJEE
CTO



ROGER BOU
IoT Solutions World
Congress Director



TIM HANLEY
Global Leader,
Consumer &
Industrial Products
Deloitte.



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Director, Industry
Solutions Product
Management and
IoT Strategy
sas



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ABB



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Global Head IoT,
VP
wipro



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President



DEREK O'HALLORAN
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of Digital Economy
and Society
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Executive
Microsoft



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Executive Director
Industrial Internet CONSORTIUM



KATHERINE VOSS
President
ODVA



JIANG WANGCHENG
President of
IoT Solutions
HUAWEI

PROGRAM COMMITTEE

2018 PROGRAM COMMITTEE

Our Program Committee is responsible for developing the strategy for our congress, the overall content, and bringing together industry leaders to participate in our conference program. The committee will build the program covering multiple industries, technologies, standards and applications.

ENAS ASHRAF
Innovation Manager



AKASH BHATIA
Principal



STEFANIA BOIOCCHI
Business Development Manager



TONY MILNE
Business Development Manager



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Senior Technology Strategist, Corporate CTO Office



DR. RICHARD SOLEY
Executive Director



CALVIN SMITH
Director & Head of IoT Partner Engineering



MARK CRAWFORD
Open Standards Strategist, SAP Strategic IP Initiatives



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Managing Partner, Boston



JOHN DENNING
Chief Technology Officer



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Global Marketing Director



JEFF LUND
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Director of Marketing



BRAD SURAK
Chief Product and Strategy Officer



WAEEL WILLIAM DIAB
Senior Director



LEILA DILLON
Vice President, Global Marketing and North American Distribution



ERIC HARPER
Senior Software Architect



JAMIE SMITH
Director of Business and Technology Data Acquisition and Control



SHYAM NATH
Director IoT & Cloud



TERRY McELRATH
Program Director, Industrial Internet Consortium



RON ZAHAVI
Chief Strategist for IoT Standards



BILL HOFFMAN
President



SAMEER JOSHI
Sr. Director



EDY LIONGOSARI
Global Managing Director Technology Labs



HELENA LISACHUK
IoT Global Lead



TIM SCANNELL
Director of Strategic Content



CLAUDIU PASA
Lead, IoT Competence Center EMEA



UNIQUE ACTIVITIES OFFERED

TESTBEDS

**The only event world-wide
featuring live demonstrations**

The IOT Solutions World Congress 2019 will bring back the Testbed Area, a unique space showcasing the 10 most innovative projects on Industry IoT, Blockchain and AI in a visual, dynamic and tangible way.

Which are the benefits of participating?



Become a reference of innovation Only 10 testbeds will be selected for the exhibition



Showcase your solution in the best location Testbeds are placed in a prime location at the Exhibition Floor



Engage with the audience Show your most dynamic solution in a creative and interactive way



Attract the media The Testbed Area is one of the main points of interest for media and journalists



BROKERAGE EVENT

The Brokerage Event is a matchmaking event to meet the right partners and reach your goals..

It consists of pre-scheduled 30-min meetings according to the participating companies' objectives, and availability.

Organizers: This networking activity is organized by ACCIÓ with the support of the Enterprise Europe Network.



DEEP DIVING TECHNOLOGY WORKSHOPS

Workshops are an unparalleled opportunity for visitors to engage firsthand high value content.

Participants will get the necessary tools and insights to optimize the business transformation that new technologies entail for industries.

IOT SOLUTIONS AWARDS

An exclusive celebration that recognizes the most innovative industrial internet projects of the year and brings together the main actors in the international IIoT field.

SIDE EVENTS

Our sponsors, ambassadors and other partners have the possibility to organize side events to showcase special projects in our partner ecosystem and help visitors make the most of their visit.

WOMEN LEADERSHIP IN IOT

Reversing the gender gap in the technology industry

An empowering activity that reunites the most inspiring women in the technology world to share their journey and address the topic of why it is crucial to attract and support women leadership in this space.

EMOTIONS OF DATA

The IOT Solutions World Congress 2019 introduces a new activity which seeks to explore the confluence of art and digital technologies and its impact on humans and nature.

STATE OF THE ART EXHIBITION AREA & FACILITIES

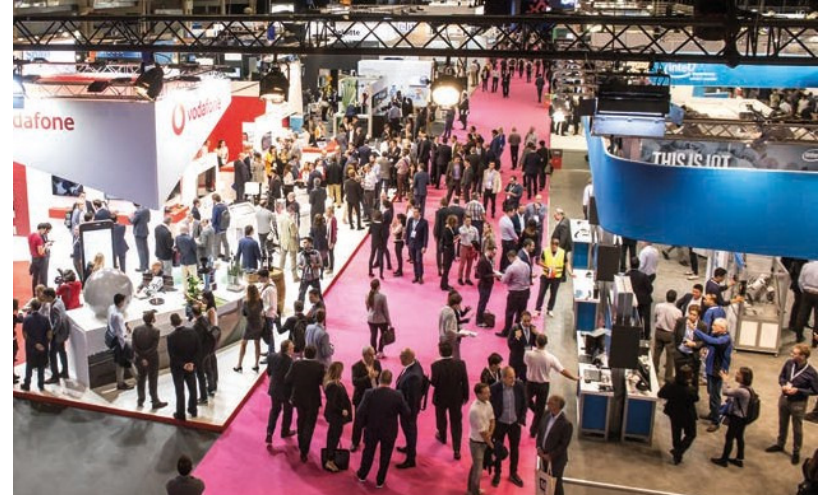
THE EXHIBITION AREA

An event to foster networking and partnerships

The exhibition area is undoubtedly one of the main attractions of the event, where exhibitors will have the opportunity to showcase new products and solutions, increase their market visibility, interact with key decision makers in each of the sectors and make new contacts.

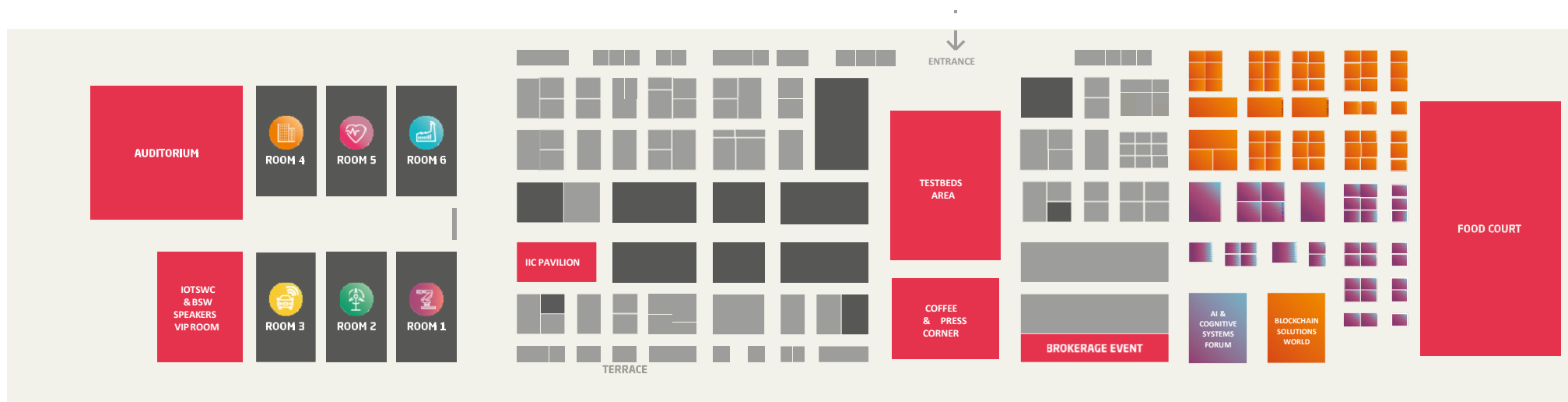
An expanded exhibition area

An exhibition area open to everyone that will gather the latest innovations from international sponsors, cutting-edge solutions from technology companies, our dedicated Testbed Area, and the Brokerage Event.



2018 Exhibition floor

- DIAMOND SPONSOR STANDS
- BLOCKCHAIN SOLUTIONS WORLD
- ARTIFICIAL INTELLIGENCE & COGNITIVE SYSTEMS FORUM



PRIME LOCATION

THE VENUE

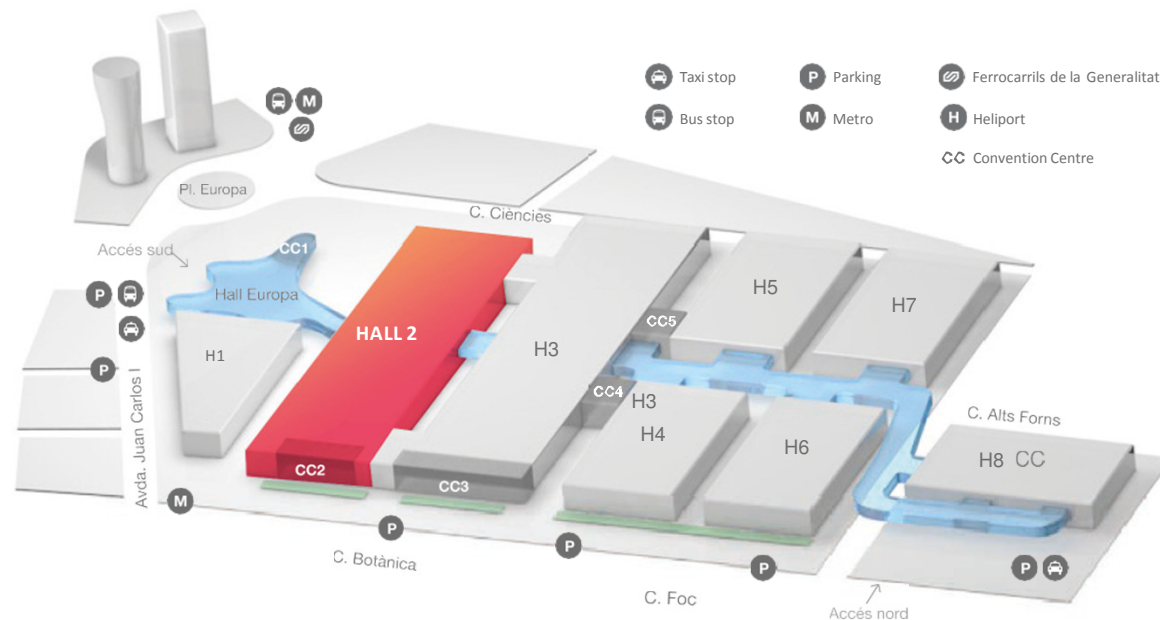
Fira de Barcelona: the global hub for technology events

Fira de Barcelona is one of the most important trade fair organizations in Europe, both in terms of the size and quality of the shows and congresses it hosts, as well as its reputation as a leading and highly professional setup.

The Gran Via Venue is one of the top choices for corporate events held by leading technology enterprises.

It hosts several technology and industry focused events such as the GSMA Mobile World Congress, VMWorld, ITMA, Smart City Expo and many more.

The IOT Solutions World Congress 2019 will continue to grow and will take place in Halls 1 and 2, in the Gran Via Venue.



THE CITY

Barcelona, meeting point for business and technology

Barcelona is one of the most fascinating and cosmopolitan in Europe. It has been the center of an urban, economic and social evolution that has resulted in the creation of a quality environment to work and live.

It is one of the top cities for doing business and is highly rated for its quality of life. The Catalan capital has made innovation, technological and scientific development, digital and quality services basic elements of its identity, while preserving an important historical, cultural, architectural and monumental legacy.

Being one of the “smartest” cities in the world, the city offers the perfect setting to host events focused on technology and industry. Its cultural appeal and perfect geographical positioning make Barcelona a great match for combining business with pleasure. For that reason Fira Barcelona is one of the top choices for corporate events held by leading technology enterprises.

PARTNERS

IIC & FIRA BARCELONA

The IOT Solutions World Congress is organized by Fira de Barcelona in partnership with the Industrial Internet Consortium.

THE INDUSTRIAL INTERNET CONSORTIUM (IIC),
SHAPING THE FUTURE OF INDUSTRIAL INTERNET

The Industrial Internet Consortium is the world's leading organization transforming business and society by accelerating the Industrial Internet of Things (IIOT). Its mission is to deliver a trustworthy IIOT in which the world's systems and devices are securely connected and controlled to deliver transformational outcomes. Its membership includes more than 260 of the world's most innovative companies, bringing together corporate leaders, entrepreneurs, researchers and governments into one community to advance innovation, share best practices and solve the tough challenges ahead in interoperability, security and innovation.



FIRA BARCELONA INTERNATIONAL
BENCHMARK

Fira de Barcelona is one of the most important trade fair organizations in Europe with two venues -Montjuïc and Gran Via-, which have over 400,000 m² of exhibition floor space and a portfolio of +80 shows, 15 of which are European or global benchmarks.

Fira de Barcelona's strategy is focused on promoting the presence of international exhibitors, organisers and visitors and attracting large European and global events.



SPONSORS 2018

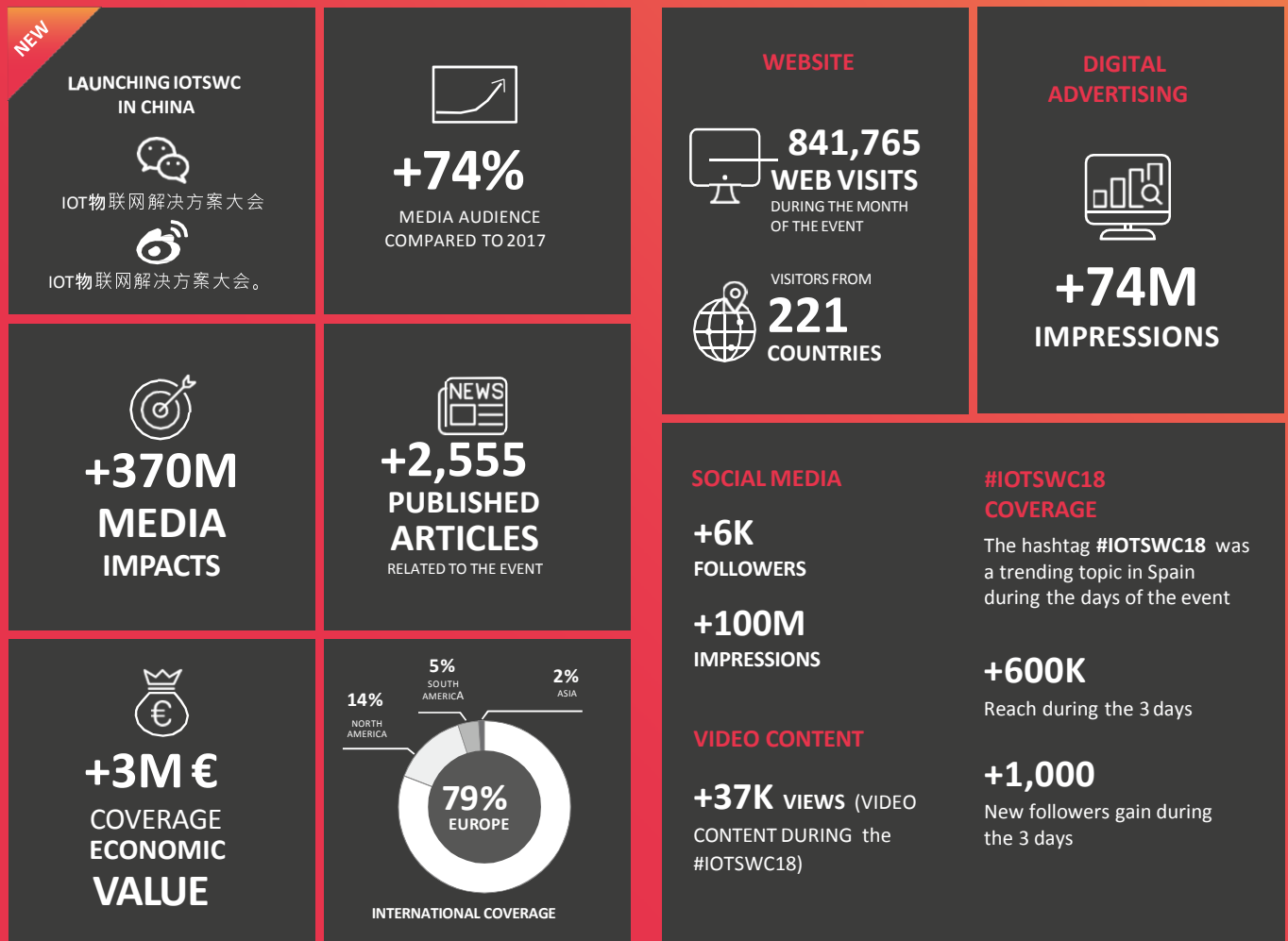
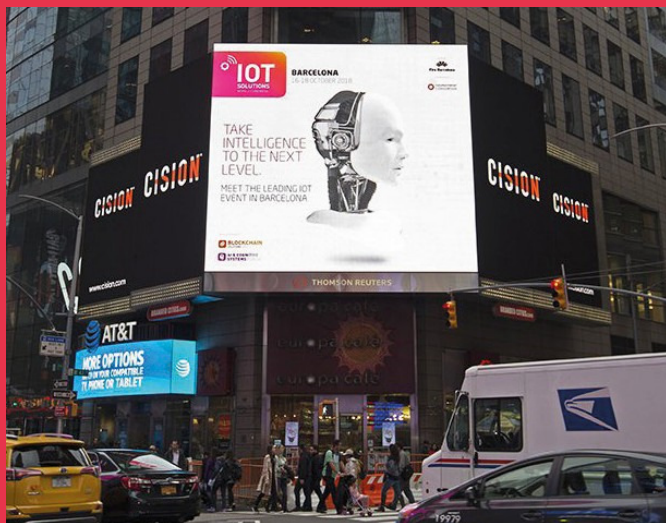
2018 DIAMOND SPONSORS



2018 SILVER SPONSORS



**WE HELP YOU
REACH YOUR
AUDIENCE
THROUGH THE
RIGHT CHANNELS
ALL YEAR LONG!
365 DAYS/YEAR -
JOIN US**



HOW TO PARTICIPATE?

AS A SPONSOR

Our sponsorship packs for the 2019 edition will help you generate business leads and guarantee maximum visibility for your brand before, during and after the event.

SPONSORSHIP
OPPORTUNITIES

DIAMOND SPONSOR

PRICE:
70,000 €

PRICE PER EXTRA m²: 245 €/m²
VAT not included

Early bird price (5 March 2019):
66,500€ + 232.75 €/m²

Congress

- 1 plenary session speaker at the congress*
- 1 parallel session speaker at the congress*
- 150 Congress Passes
- 50% Congress discount for inviting customers

Exhibition

- 150 Exhibition area – only passes
- 60 m² Surface space – Stand not included

Branding

- Logo indicating customer location on hall map
- 1st level Logo on general show signage
- 1st level Logo in post-show report
- 1st level Logo on IOTSWC's home page
- 1st level Logo in visitor guide
- 1 Full page advertisement in visitor guide
- 1st level Logo in inauguration session animation / inter-session animation / closing animation / awards ceremony animation
- Highlighted sponsorship 1st level in e-catalogue



Lead generation & Promotion

Content**

- 2 Publications of use cases on the IOTSWC website
- 1 Publication of Press Release on the IOTSWC media page
- Interview of 2 minutes in-situ during the event

Social Media**

- 3 Publications on official IOTSWC Twitter account
- Tweets and videos about your stand during the IOTSWC
- 2 Promotional videos
- Frequent interaction on Twitter (RT/mentions)
- Promotional Sponsor Banner

Networking

- 1 C-Level person in the Advisory Board
- 5 Passes to the VIP Lounge networking area
- 1st level CTA in Sponsors Page for networking request
- 5 Lead Retrieval devices

Activities

- Possibility of organizing an activity or a side event at IOTSWC19 (cocktail party, welcome reception, workshop, annual meeting, hackathon or similar)
- 25% Discount on meeting room rental



SPONSORSHIP
OPPORTUNITIES

SILVER SPONSOR

PRICE:
27,000 €

PRICE PER EXTRA m²: 245 €/m²
VAT not included

Early bird price (5 March 2019):
25,650€ + 232.75 €/m²

Congress

- 1 parallel session speaker at the congress*
- 50 Congress Passes
- 50% Congress discount for inviting customers

Exhibition

- 50 Exhibition area – only passes
- 30 m² Surface space – Stand not included

Branding

- 2nd level Logo on general show signage
- 2nd level Logo in post-show report
- 2nd level Logo on IOTSWC's home page
- 2nd level Logo in visitor guide
- 2nd level Logo in inauguration session animation/inter-session animation/closing animation/awards ceremony animation
- Highlighted sponsorship 2nd level in e-catalogue

Lead generation & Promotion

Content**

- 1 Publication of use case in IOTSWC website

Social Media**

- 1 Publication on official IOTSWC Twitter account
- Tweets and videos about your stand during the IOTSWC
- 1 Promotional video
- Frequent interaction on Twitter (RT/mentions)
- Promotional Sponsor Banner

Networking

- 2 Passes to the VIP Lounge networking area
- 2nd level CTA in Sponsors Page for networking request
- 2 Lead Retrieval devices

Activities

- Possibility of organizing an activity or a side event at IOTSWC19 (cocktail party, welcome reception, workshop, annual meeting, hackathon or similar)
- 15% Discount on meeting room rental

AS AN EXHIBITOR

Exhibiting Opportunities

OPTIMA



PRODUCTS & SERVICES INCLUDED:

- Space 60 m²
- 6x10m
- Participation fee (558 €)
- Insurance

NETWORKING BENEFITS:

- 8 Congress passes
- 20 Exhibition Area-only passes

PRICE: 27,285 €

PRICE PER EXTRA m²: 405 €/m²
VAT NOT INCLUDED

Early bird price (5 March 2019):
25,920.75 € + 384.75 €/m²

ADVANCE



PRODUCTS & SERVICES INCLUDED:

- Space 30 m²
- 6x5m
- Participation fee (558 €)
- Insurance

NETWORKING BENEFITS:

- 4 Congress passes
- 10 Exhibition Area-only passes

PRICE: 12,850 €

PRICE PER EXTRA M2 355 €/m²
VAT NOT INCLUDED

Early bird price (5 March 2019):
12,207.50 € + 337.25 €/m²

TREND PLUS



PRODUCTS & SERVICES INCLUDED:

- Space 16 m²
- Stand 4x4m
- Participation fee (558 €)
- Insurance

NETWORKING BENEFITS:

- 3 Congress passes
- 10 Exhibition Area-only passes

PRICE: 6,725 €

PRICE PER EXTRA M2: 325 €/m²
VAT NOT INCLUDED

Early bird price (5 March 2019):
6,388.75 € + 308.75 €/m²

TREND



PRODUCTS & SERVICES INCLUDED:

- Space 12 m²
- 3x4m - Includes furniture and design as shown in render
- Participation fee (558 €)
- Insurance

NETWORKING BENEFITS:

- 2 Congress passes
- 10 Exhibition Area-only passes

PRICE: 4,395 €

PRICE PER EXTRA M2: 300 €/m²
VAT NOT INCLUDED

Early bird price (5 March 2019):
4,175.25 € + 285 €/m²

THE TEAM

ORGANIZATION

FIRA TEAM

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THE LEADING IOT INDUSTRY EVENT

COME JOIN US!



SAVE THE DATE
29-31 October 2019



FOR MORE INFO VISIT
www.iotsworldcongress.com



CONTACT US
iots.sales@firabarcelona.com



FOLLOW US
#IOTSWC19



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