



# IoT in Action

## Sponsorship Package

A world built with the intelligent edge

July 2019 – June 2020

# IoT in Action Event Series

## Sponsorship Opportunity

IoT in Action immerses you in the latest industry insights so you can build the knowledge and confidence to work across the Microsoft IoT Partner ecosystem and directly with customers, accelerating your IoT journey. Learn how others are approaching IoT innovation and bring your organization to the forefront of a world built with the intelligent edge.

### By the numbers – July 2018-June 2019



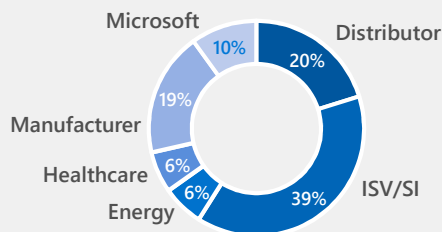
### 2019 Event Highlight



The number of ecosystem partners that are at the IoT in Action event enables us to meet a lot of folks in a short period of time to do some of the matchmakings and build out our ecosystem even further.

Tony Puopolo, Cradlepoint

### Tracked Event Audience



The partner matchmaking is super helpful because there's no one person who is going to own an end-to-end IoT and it's all about the partner ecosystem.

Dave Stanton, Director of IoT Partner Engineering, Wipro Digital

### Sponsor Interview Reel



It was interesting to hear how digital transformation works, what does it mean both to an end user and a partner, and how can I take advantage of the opportunities.

Jason Hall, General Manager, Dicker Data

Contact and/or email your application to [msiotsp@microsoft.com](mailto:msiotsp@microsoft.com) for consideration



## IoT in Action Event Series

Connect with the fastest growing IoT movement

Cross into the future of IoT with Microsoft and their partner ecosystem. Bridge the gap between your solution and customers from key verticals around the world looking to accelerate their business transformation.

- **Sponsor a city event aligned with your biggest market opportunity.**
- **Leverage the Solution Expo and P2P and P2C Matchmaking to generate qualified leads.**
- **Access to customers from key verticals looking for solutions.**
- **Forge new business partnerships to “build” and “sell” your IoT Solution.**
- **Receive professional social media support to amplify your presence at each event you sponsor.**

### Tier 1 Event Schedule

Santa Clara: Oct 10, 2019	Tokyo: Feb 6, 2020
<b>Warsaw: Nov 13, 2019</b>	Seoul: Feb 11, 2020
Taipei: Nov 20, 2019	Melbourne: Mar 5, 2020
Shenzhen: Dec 3, 2019	Orlando: Mar 9, 2020
New York: Jan 13, 2020	Washington DC: Apr 1, 2020

**Amsterdam: Jan 27, 2020**

**(Smart Cities focus)**

**Sponsorship: \$5,000**

### Tier 2 Event Schedule

Sapporo: Sep 25, 2019	<b>Toulouse: Jan 22, 2020</b>
Koriyama: Sep 27, 2019	Chicago: Feb 13, 2020
<b>London: Oct 15, 2019</b>	<b>Nuremburg: Feb 24, 2020</b>
<b>Frankfurt: Oct 21, 2019</b>	Dallas: Feb TBD 2020
Kanazawa: Oct 30, 2019	<b>Dubai: Mar 9, 2020</b>
Auckland: Nov 5, 2019	Beijing: Mar 24, 2020
Nagoya: Nov 5, 2019	Osaka: March TBD, 2020
Mexico City: TBD, 2019	Busan: April 22, 2020
Toronto: Nov 12, 2019	<b>Amsterdam, April 28, 2020</b>
Suwa: Nov 14, 2019	Shanghai: May 14, 2020
Sendai: Nov 26, 2019	Bangalore: June 17, 2020
<b>Tel Aviv: Dec 11, 2019</b>	

**Sponsorship: \$2,500**

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## IoT in Action Event Series

# Why Invest?

**Sponsor amplification:** Your company logo and solution will be included on the Registration Page and Event App (Tier 1 and 2). Your business profile and solution will also be added to the Event Partner Solution Booklet (Tier 1).

**Expo demo booth:** Showcase your IoT solution in a prominent location. You receive power access, wireless internet, Business Card Reader App to capture leads, and space for your banner or company logo to be displayed.

**Dedicated matchmaking tool:** Receive a prominent position in the online P2P & P2C Matchmaking tool where you can connect with partners and customers looking for new partnership opportunities (Tier 1; Learn more [here](#)).

**Digital aircover:** Your company will be included in the 'Welcome' message broadcast via Microsoft social media channels. Microsoft will also provide a pre-event email template and social media assets so you can promote your company's solution leading up to the event.

**Social Co-Marketing BOM:** Sponsors can also purchase a professionally produced post-event Social Co-Marketing BOM that includes a video interview edited with one product video, and co-branded social media assets with Sponsor cost \$3,500 (normal cost \$7,300) (Tier 1).

### Sponsorship Terms and Conditions

- Sponsor solutions need to be on at least one of the following: Azure, Azure Hub, Azure Central, Digital Twins or Windows IoT.
- Sponsors must participate in Matchmaking (tool and meeting space) at Tier 1 events.
- Sponsors need to be available for interview and sign a media waiver, provide logo and short abstract for the solution they intend to showcase.
- Sponsorship booth slots are limited and will be offered on a first-come first-served basis.
- Pay all sponsorship fees no later than 7-days before the event. There is no event bundling to reduce sponsorship fees.
- Further AV and custom branding available at additional cost to sponsor.
- Agree to the load-in and load-out plan.
- Sponsors need to complete the Solution Briefing Application. All applications will go through a review process. Microsoft reserves the right to decline sponsorship requests.

Tier 1 Event Sponsorship: **\$5,000**

Tier 2 Event Sponsorship: **\$2,500**

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# Thank You

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