



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



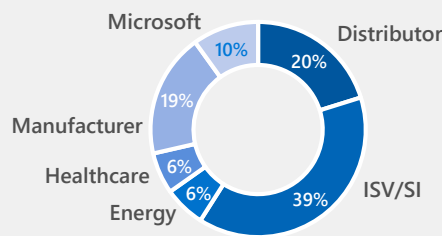
2019 Event Highlight



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

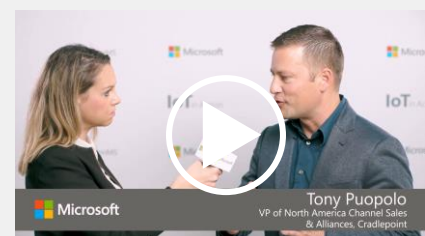
Tracked Event Audience



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 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 | Seoul: Feb 11, 2020 |
| Warsaw: Nov 13, 2019 | Melbourne: Mar 5, 2020 |
| Taipei: Nov 20, 2019 | Orlando: Mar 9, 2020 |
| Shenzhen: Dec 3, 2019 | Washington DC: Mar, 2020 |
| New York: Jan 13, 2020 | Amsterdam: Apr 28, 2020 |
| Tokyo: Feb 6, 2020 | |

Sponsorship: \$5,000

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Tier 2 Event Schedule

| | |
|--------------------------|--------------------------|
| Sapporo: Sep 25, 2019 | Tel Aviv: Dec 11, 2019 |
| Koriyama: Sep 27, 2019 | Nuremburg: Feb 24, 2020 |
| London: Oct 15, 2019 | Dallas: Feb TBD 2020 |
| Frankfurt: Oct 21, 2019 | Dubai: Mar 11, 2020 |
| Kanazawa: Oct 30, 2019 | Beijing: Mar 24, 2020 |
| Auckland: Nov 5, 2019 | Chicago: March TBD, 2020 |
| Nagoya: Nov 5 or 6, 2019 | Osaka: March TBD, 2020 |
| Mexico City: TBD, 2019 | Busan: April 22, 2020 |
| Toronto: Nov 12, 2019 | Shanghai: May 14, 2020 |
| Suwa: Nov 14 or 15, 2019 | Bangalore: June 17, 2020 |
| Sendai: Nov 26, 2019 | |

Sponsorship: \$2,500



IoT in Action Event Series

Why Invest?

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

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 (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).

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).
- 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.
- 32" booth monitor display 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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Thank you for your interest in participating as a sponsor in the IoT in Action event series. Please complete the below table and send this document back to us so we can review and get back to you regarding next steps. PLEASE COMPLETE THIS DETAILS FORM AND MAIL TO msiotsp@microsoft.com. The Solution Briefing document will be sent once we receive this completed sponsorship application.

Sincerely,
Sponsorship Team

| | | | |
|---|-----------------------|-----------------------|---------------------|
| Partner Company Name: | | | |
| Address (Line 1): | | Phone number: | |
| Address (Line 2): | | Email address: | |
| Partner Type: | | | |
| What cities are you interested in? (Please type an "X" in the box to the left of the applicable cities) | | | |
| | Tier I | | Tier II |
| | Santa Clara, USA | | Sapporo, Japan |
| | Warsaw, Poland | | Koriyama, Japan |
| | Taipei, Taiwan | | London, England, UK |
| | Shenzhen, China | | Frankfurt, Germany |
| | New York, USA | | Kanazawa, Japan |
| | Tokyo, Japan | | Mexico City, Mexico |
| | Seoul, Korea | | Toronto, Canada |
| | Melbourne, Australia | | Tel Aviv, Israel |
| | Orlando, USA | | Nuremberg, Germany |
| | Washington DC, USA | | Dallas, USA |
| | Amsterdam, Netherland | | Dubai, UAE |
| Has your solution(s) been through the Partner Tune Up Program? | | | Yes / No |
| Can you share of any upcoming announcements, product launches, or PR plans so that we can help co-amplify through Microsoft's digital channels? Please share key dates or timeframes along with announcement/PR topic. | | | |
| | | | |
| Would your team be interested in participating in Technical Hands on Lab sessions as part of the IoT in Action Event agenda? | | | Yes / No |
| Would your team be interested in participating in our webinar activities during or following the event? | | | Yes / No |

Continued on Next Page

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Do you have any videos that tell the story around your solution, company or partnership with Microsoft? If so – please provide the downloadable .mp4 link below

CONTRACT AND INVOICING

| | | | |
|---|--|---|--|
| Contract Signer Name: | | Contract Signer Job Title: | |
| Contract Signer Phone number: | | Contract Signer Email address: | |
| Invoice Contact Name: | | Invoice Address <i>(if different from above):</i> | |
| Invoice Contact Phone number: | | Invoice Contact Email address: | |
| Marketing Contact Name and Email address: | | | |

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