

**MONDAY  
APRIL 29, 2019  
MICHIGAN SCIENCE CENTER**

# **IoT TechConnect: A Survival Guide To IoT**

**[www.iottechconnect.com](http://www.iottechconnect.com)**

**#IOTTC19**



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## THE REGION'S LARGEST INTERNET OF THINGS EVENT!

IoT Tech Connect has been developed as an unbiased gathering where companies, institutions, associations, and professionals can network, show off their products and services, and become educated on Internet of Things. There are 50 sponsors and exhibitors expected. A thousand plus attendees will be coming to hear from industry thought-leaders during our keynotes and breakout sessions. Media outlets of all kinds will be tightly focused on the event.

IoT Tech Connect will provide the perfect place to launch a new product or service, make your mark as a thought leader in IoT, build up your brand in the eyes of your target market, and most importantly, gain an advantage over your competitors.

You will have opportunities to meet customers, and build professional relationships. IoT Tech Connect is a vital inclusion to your marketing campaign. Reach out now to determine what opportunities are available for you and your team to join other IoT leaders at Michigan's largest IoT event of the year!

# Transportation Visionary To Keynote IoT TechConnect 2 At Michigan Science Center

DETROIT – Autonomous Vehicle expert Lawrence D. Burns, formerly General Motors Corporate Vice President of Research and Development, will be the morning keynote speaker at IoT TechConnect April 29, 2019, at the Michigan Science Center.

Burns, who just published his latest book, *Autonomy: The Quest to Build The Driverless Car – And How It Will Reshape Our World*, will discuss his book's findings – how electric-powered driverless vehicles used in transportation services will radically transform the industries that have sprung up to support the automobile over the past century. To order the book, click on Autonomy

Burns' keynote will begin at 8:15 am and wrap by 9 am when the morning session, with four three-hour tracks, begins. An afternoon session – again with four three-hour tracks, will be held from 1 to 4 pm. Tracks include:

- Connected & Autonomous Vehicles
- Connected Tech
- Smart Cities
- Cybersecurity
- Augmented & Virtual Reality/Drones
- Analytics & Business Intelligence
- Technology As A Service
- Sensors & Related Hardware
- IIoT



*Lawrence D. Burns, Ph.D, advises organizations on the future of mobility, logistics, manufacturing, energy and innovation. His current clients include Waymo, Peloton Technology, and Kitson & Partners. Larry served as General Motors Corporate Vice President of Research & Development and Planning from 1998-2009. Between 2010 and 2016, Larry was Professor of Engineering Practice at the University of Michigan, Director of the Program for Sustainable Mobility at Columbia University, and an advisor to several major companies.*

■ The Michigan Science Center can accommodate up to 50 exhibitors. To learn more, go to <https://iottechconnect.com/booth-rentals/>

The Michigan Science Center will receive 15 percent of all sponsorship sales. For sponsorship information, go to <https://iottechconnect.com/sponsorships/>

IoT TechConnect is co-produced by MITechNews.Com & CloudTech1.com

Direct questions to [Brennan@mitechnews.com](mailto:Brennan@mitechnews.com)

# China's InnoSTARS Competition Coming To Detroit April 29

DETROIT – As China continues to rise in its global importance, its huge domestic market promises many expansion opportunities for US companies. Despite of all the anxiety and media buzz around the current tension between US and China, there is one platform that is approaching things more transparently and strategically – InnoSTARS.

In its 3rd year, InnoSTARS has proven to be an effective means of connecting small and medium sized US technology companies with prospective partners in China, which may be sales and distribution companies, corporates, universities, or investors. It is essentially a market readiness competition that offers an opportunity for innovative US technology companies to demonstrate their readiness for the China market.

More than 1000 US technology companies have applied to compete in InnoSTARS to date. All are US based.

“We are really honored that InnoSTARS competition offers an accelerated path to China for many US companies that would otherwise not know where to start regarding entering China”, said Min Fan COO of US China Innovation Alliance, the Houston-based nonprofit that organizes the InnoSTARS competition with the support of many partner organizations across US and China.

In 2018, preliminaries were held in Chicago, Denver, San Francisco, Houston, Atlanta, Boston, and Seattle. In 2019, InnoSTARS competition will be coming to Detroit for the first time as an added element of the IoT TechConnect conference on April 29 at the Michigan Science Center. <https://iottechconnect.com/>

Every spring, InnoSTARS hosts what are called Preliminary Pitch/Demo Days in multiple US cities. Some of the cities focus on one industry sector, while others invite technology companies from multiple industries to compete. InnoStars judges are screened and selected in each preliminaries city, and include a balance of US-based Chinese technology executives who understand business in China, and non-Chinese business executives who have substantial experience in China – also known as “China Hands.”

The judging panel scores each US technology companies on a range of factors, but ultimately the companies that appear to offer a compelling strategy to address an immediate need in the China market get selected.

“Just having an innovative technology or presentation in Chinese is not enough,” said John Robinson, InnoSTARS strategic partner and multi-city judge. “Successful US technology company entrants clearly demonstrate to



judges that upon landing in China they have a good sense of the competitive environment and how to succeed in their market segment. It's not about your technology, it's about how your technology will succeed in the China market.”

Working along-side the US judges is a panel of Chinese judges in China who would review each application and utilize a factor-based scoring model to identify companies with the most promise for the China market.

In each of the preliminary competitions, several of the highest scoring companies are invited to participate in a sponsored trip to China every fall to compete in the semi-finals in their sector, and in finals which are against companies from other sectors. The semi-finals and finals include a panel of Chinese judges who are experts in their fields. Winners of the finals are awarded cash prizes, China support services, and media coverage.

The April 29th Detroit preliminaries will offer pitch slots to 10 pre-qualified Michigan technology companies who demonstrate market readiness for the China market. Held in conjunction with the IoT TechConnect, it's expected that many IoT-based innovations will end up presenting at the April 29 show.

The morning keynote speaker is Autonomous Vehicles experts Lawrence D. Burns, formerly General Motors Corporate Vice President of Research and Development. Burns, who just published his latest book, *Autonomy: The Quest to Build the Driverless Car – and How It will Reshape our World*, will discuss his book's findings – how electric-powered driverless vehicles used in transportation services will radically transform the industries that have sprung up to support the automobile over the past century.

Application to pitch at the 1st InnoSTARS competition in Detroit will open on January 10, 2019 through the link here: <https://innostars2019.uschinainnovation.org/register>. Deadline to apply is April 8, 2019.

**87%**  
of sponsors and exhibitors  
recommend these events to  
their colleagues

**82%**  
of sponsors and exhibitors  
surveyed would participate in  
this event

**94%**  
of sponsors and exhibitors meet  
good quality professionals at  
events like this

**82%**  
see attendees at event such  
as this that they wouldn't see  
elsewhere

# IoT TECH CONNECT BY THE NUMBERS



Attendees

**500+**



Speakers/Panelists

**50+**



Sponsors

**Dozens**



Management/Decision Makers

**50%**

## Attracting the entire ecosystem including key IoT end user sectors:

- Chipset Manufacturers
- Mobile Engagement
- Network Technologies & Wireless Solutions
- OEM
- Robotics & Drones
- Security
- Semiconductors/Hardware
- Sensors
- Service Platform/Solution Provider
- Software Development/Provider
- Standards/Protocols
- Testing
- Automotive & Transport
- Carrier/Service Provider
- Consumer Electronics
- Energy & Utilities
- Finance & Investment
- Government & Public Sector
- Health Care
- Industrial/Manufacturing/Supply Chain
- Insurance
- Retailers
- Web Giant
- Consultants/ Analysts/ Marketing
- Industry Body/ Media

# IoT INDUSTRY ADVOCATES SAY



“ The IoT market is expected to reach \$267 billion by 2020. As one of America’s leading manufacturing and technology hubs, Southeast Michigan is uniquely positioned to reap the benefits of this connected revolution and has the opportunity to become a global leader in smart technology innovation.

**Tom Kelly, Executive Director,  
Automation Alley** ”



“ IoT offers the opportunity for every industry in Michigan to enable increased productivity and profitability, while also creating substantial numbers of well-paid jobs to benefit Michigan residents and the state’s economy.

**Linda Daichendt,  
Executive Director/CEO** ”



“ The Internet of Things is the biggest positive disruptor, in tech. Its widespread adoption helps “level the playing field”. Of all the regions that need positive disruption, Michigan and Detroit (our country’s RENAISSANCE CITY) is #1. This conference is vital for those two reasons.

**Kathleen Norton-Schock  
Co-Founder, Diva Tech Talk** ”



“ IoT to Michigan means connectivity on a whole new level. In Automotive, Aerospace, Medical Device, Technology and Robotics

**Irene Spanos  
Director, Economic Development  
& Community Affairs  
Oakland County, Michigan  
Government** ”



“ Collecting and analyzing historical data to identify improvements has long been considered a best practice in industry. With IoT, the business transforms into a virtual real-time organism, where decisions can be made based on current condition. Cause and effect become obvious and actionable. It’s a very exciting time for manufacturing.

**Mike Coast, President  
Michigan Manufacturing  
Technology Center** ”



“ It’s about time that Michigan had its own IoT Conference since this is where so many of these interrelated technologies are born.

**Foster Braun  
Cohost and Producer,  
The Internet Advisor** ”



Warner Norcross + Judd LLP



COMCAST  
BUSINESS



## WHO ATTENDS IOT TECH CONNECT

Here is just a small snapshot of some of  
our attendees at IoT Tech Connect



smartfinds  
*creative online marketing strategies*



MICHIGAN  
MANUFACTURING  
TECHNOLOGY  
CENTER

# COVERING ALL THE KEY IoT TOPICS IMPACTING THE INDUSTRY



CONNECTED & AUTONOMOUS VEHICLES



AUGMENTED REALITY/  
VIRTUAL REALITY/  
DRONES



CYBERSECURITY



SMART CITIES/  
BLOCKCHAIN/AI



MOBILITY



SENSORS, RELATED  
HARDWARE



ANALYTICS  
& BUSINESS  
INTELLIGENCE



TECHNOLOGY-AS-A-  
SERVICE



- MANUFACTURING
- SUPPLY CHAIN AND FLEET MANAGEMENT
- FUTURE CITIES
- TRANSPORTATION AND INFRASTRUCTURE
- ENERGY AND ENVIRONMENT
- CONSUMER IOT: SMART HOME AND WEARABLES
- SMART BUILDINGS & CONSTRUCTION
- ENTERPRISE, RETAIL AND HOSPITALITY
- HEALTHCARE
- IOT MEETS ARTIFICIAL INTELLIGENCE
- BUSINESS MODELS & MONETIZATION
- IOT ARCHITECTURE

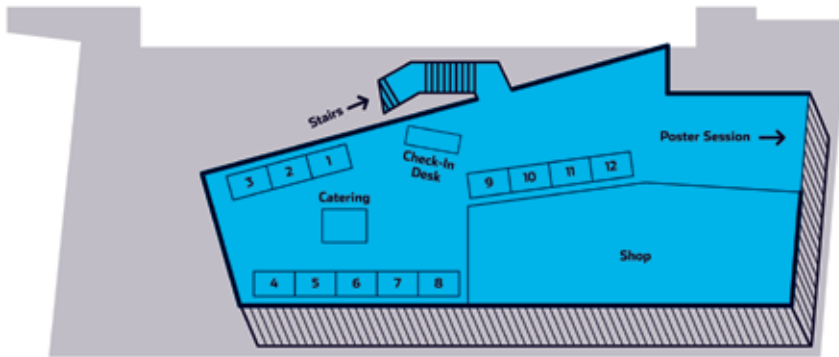


# FLOOR PLAN

Taking over the Michigan Science Center, the IoT Tech Connect event will be swarming with IoT decision makers looking for the latest products and services.

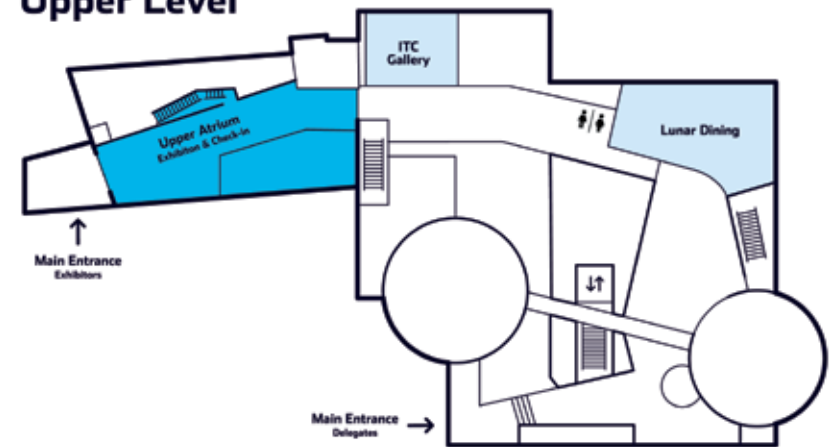
Meet customers face-to-face, generate new opportunities, and add to your sales funnel by exhibiting at the show.

## Upper Atrium

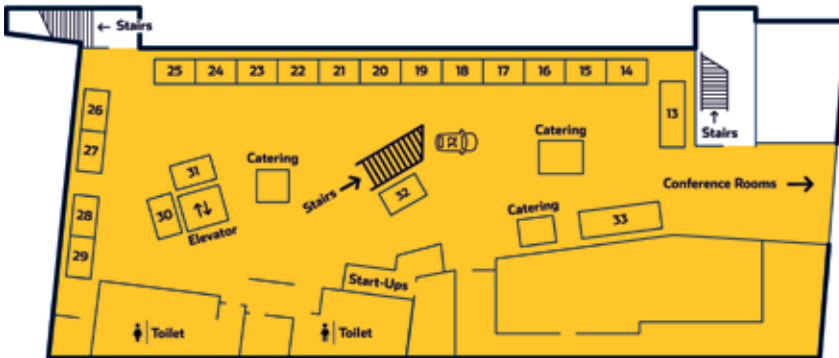


Upper Level

## Upper Level

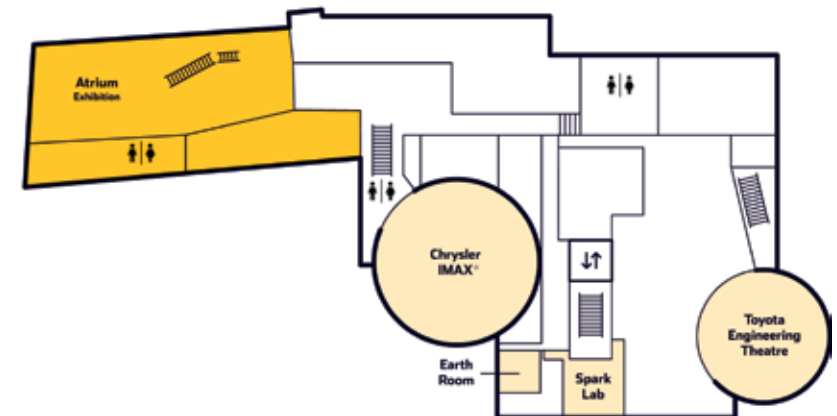


## Atrium



Lower Level

## Lower Level



## BASIC BOOTH INFORMATION

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**B O O T H**

**STANDARD**  
8' DEEP X 10' WIDE  
\$750 + \$150 (RENTALS)  
**\$950**

**B O O T H**

**PREMIUM**  
10' DEEP X 15' WIDE  
\$1,275 + \$150 (RENTALS)  
**\$1,425**

### Booth Includes

- Draped back wall and draped side rails
- Company name sheet
- Expo visitor passes for booth personnel as follows:
  - 8 x 10 = 2 tickets
  - 10 x 15 = 4 tickets
- Logo and Corporate Profile on event website and Show App
- Wi-fi
- AC power

# SPONSORSHIP PACKAGES

pg.1 of 3

	TITLE EXCLUSIVE	PLATINUM LIMIT 2	GOLD LIMIT 3	SILVER LIMIT 4	TRACK LIMIT 6
<b>MARKETING &amp; BRANDING</b>					
Logo Wherever IoT Tech Connect Promoted	✓				
Opening Intro To All Videos Resulting From Live Recording	✓				
Outro Acknowledgment in All Live Recording		✓			
Mid Video Mention in All Track Recording					✓
90 Second News Interview Video			✓		
Video Takeaway from Your Lightning Round Speaking Spot				✓	
Conference Hallway Logo on Signage	✓	✓	✓	✓	✓
Logo on Event Website & Mobile App	✓	✓	✓	✓	✓
Advertisement in Mobile App	✓	✓			✓
Pre and Post Event HTML Email	✓	✓			
Social Media Postings	✓	✓	✓	✓	✓
Large Logo Banner Presence	✓				
Networking Reception Tickets	4	4	2	2	2
<b>EVENT EXHIBITION &amp; FULL PASSES</b>					
Booth Space (In Feet)	10'd x 15'w	10'd x 15'w	8'd x 10'w	8'd x 10'w	8'd x 10'w
Scheduled Use of Meeting Rooms	✓	✓			✓
Breakout Session Passes for Clients	20	15	5	5	15

# SPONSORSHIP PACKAGES

pg.2 of 3

	TITLE EXCLUSIVE	PLATINUM LIMIT 2	GOLD LIMIT 3	SILVER LIMIT 4	TRACK LIMIT 8
<b>SPEAKING OPPORTUNITIES</b>					
Opening 30 Minute Keynote Slot	✓				
Opening 7 Minute Keynote Slot		✓			
Lunch - Keynote Panel Speaking Slot - 30 Min	✓	✓	✓		
Lunch - Lightning Round Slot - 6 Min					
Track Solo Speaking Slot					
Track Panel Speaking Spot	✓	✓	✓		
Leads from Your Track Sessions					
Exclusive Branding Within Your Sponsored Track					
Speaker Photo Beside Presentation in Agenda	✓	✓	✓		
<b>INVESTMENT</b>	<b>\$25,000</b>	<b>\$12,500</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$9,950</b>

## POST-EVENT NETWORKING RECEPTION SPONSORSHIP \$10,000

### Raise Your Brand Exposure to New Heights!!

The sponsor of the Networking Reception will have the opportunity to expose their brand in an environment where all the movers and shakers of the local IoT industry will come together for good food, beverage, music, and networking! The reception will be filled with over 100 top industry contacts. Be a power player in the IoT industry scene!

- 3-Minute Reception Opening Introduction
- 5 - Networking Reception Tickets for your firm.
- Digital & Print logo exposure on all event marketing materials
- 8' Marketing table for attendees to visit you
- Option: Add your own unique brand awareness techniques

# SPONSORSHIP PACKAGES

pg.3 of 3

## SHOW BAG SPONSOR: \$1750

- Sponsor's one-color logo imprinted on show bags
- Show bag will also have IoT Tech Connect logo
- Show bags distributed at registration area to attendees only
- Sponsor's one page flyer inserted in show bag (not exclusive)

## SHOW BAG LITERATURE INSERT: \$750

- 1500 single page flyer inserts in show bags, handed out to all attendees at registration Sponsor to provide printed flyers up to 8.5" W x 11" H. Item must be pre-approved by show management

## SPEAKER / PRESS ROOM SPONSOR: \$1750

Get your brand in front of all press and analysts in the speaker/press room at IoT Tech Connect. This exclusive sponsorship includes:

- Logo and hyperlink in email sent to all registered speaker/press/analysts prior to the event
- Logo on easel signage on display in speaker/press room
- Logo on tabletop signage in speaker/press room
- Sponsor to be interviewed by IoT Tech Connect editorial team and receive 3-minute video copy of interview to use for marketing purposes
- Sponsor to be recognized as an IoT Tech Connect Featured Sponsor
- Speaker/press room will include free Wi-Fi, drinks and snacks for press/analysts
- Speaker/press room will be open during show hours

## BADGE LANYARD SPONSOR: \$1750

Your brand will be everywhere—trade show style! Get your logo around the necks of every participant. This sponsorship includes:

- One-color sponsor logo imprinted on lanyards, printed end to end, to be distributed at registration counter (company logo supplied by sponsor)

## CONFERENCE BADGE ADVERTISING: \$1750

Every attendee will catch you on the flipside!  
This sponsorship includes:

- The back side of all participant badge holders is reserved for a company sponsorship. This 3" W x 4" H space is reserved for promoting your company's products and services.
- Your four-color artwork printed on the back of all badges (artwork to be supplied by sponsor)

**Please contact the show management for some other great sponsorship opportunities.**

# IoT TECH CONNECT OFFERS AN ABUNDANCE OF OPPORTUNITIES TO SUIT YOUR BUSINESS OBJECTIVES



## BRAND EXPOSURE

Build up your brand exposure through one of our sponsorship packages and have your logo prominently displayed throughout the show and on marketing collateral beforehand



## LEAD GENERATION

Generate hundreds of new sales leads and drive new revenue for your business while expanding your customer base



## THOUGHT LEADERSHIP

Show off your expert skills and knowledge through speaking or presenting at the show and inform engaged IoT decision makers about your business



## FACE TO FACE NETWORKING

Meet new and existing customers face to face through one to one meetings, networking power hours or at one of our evening social events



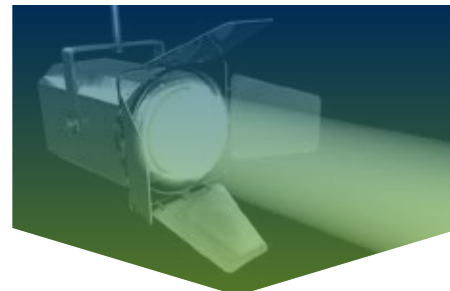
## PRODUCT LAUNCHES

IoT Tech Connect provides the ultimate platform for launching a new product or service with thousands of buyers and media at your fingertips



## ENTERTAIN CLIENTS

Utilize IoT Tech Connect for entertaining clients and treat them to a ticket to the hottest IoT show in Michigan



## PRODUCT SHOWCASES

Our expansive exhibition hall offers the best opportunities for live demos and showcasing your latest products and services



## MARKET POSITIONING

Secure your business as an industry leader and get a step ahead of your competitors by involving your company in the show



## GET IN TOUCH WITH THE TEAM FOR MORE INFORMATION

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