

IOT SOLUTIONS

WORLD CONGRESS

31 JANUARY - 2 FEBRUARY 2023

BARCELONA | GRAN VIA VENUE



EVENT FOLDER
2023

GAME-CHANGING TECHNOLOGIES FOR INDUSTRY TRANSFORMATION

Industry IoT · Artificial Intelligence · Digital Twin · Edge Computing
Augmented Reality · 5G Technologies · Cybersecurity

OFFICIAL PARTNERS



2023 EDITION

Technology and industry never stop. Emerging technologies are disrupting industry and technological innovation is rapidly changing our world. Digital disruption is a change caused by emerging technologies and new business models, and we are all being asked to rethink roles and responsibilities – to be more innovative, more agile, more collaborative, more Game-Changing!

IOTSWC 2023 is the leading event on trends in industry transformation, based on disruptive technologies.

Our mission? To create a road-map to navigate the opportunities and risks, so that you can focus your attention on the technologies that have the greatest business impact.



2023 PROJECTIONS

450 EXHIBITORS

+18K VISITORS

120 COUNTRIES

300 SPEAKERS

100 SESSIONS

STAGES

- INDUSTRY IoT
- ARTIFICIAL INTELLIGENCE
- DIGITAL TWIN
- EDGE COMPUTING
- AUGMENTED REALITY
- 5G TECHNOLOGIES

Future technologies and more!

CO-LOCATED EVENT

- CYBERSECURITY

PROPOSED JOURNEYS

- HEALTHCARE
- MANUFACTURING/SMART FACTORIES/SUPPLY CHAIN
- ENERGY/UTILITIES
- SMART CITIES/SMART BUILDINGS
- CONNECTED TRANSPORTATION

And more...

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!
- Solid partnership.
Industry IoT Consortium &
Digital Twin Consortium
- 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

An event focused on targeted end-users



STARTEGIST



INFORMATION
TECHNOLOGY



CENTRIC
CUSTOMER



OPERATIONA
TECHNOLOGY

57%
DECISION-MAKERS

- C-Level / Owner
VP / President /Chairman
Director
- Senior Manager
Technical / Engineer
Academic
- Consultant / Advisor
Other

TOP TEN COUNTRIES

SPAIN
UNITED KINGDOM
FRANCE
GERMANY
ITALY
UNITED STATES OF AMERICA
NETHERLANDS
BELGIUM
POLAND
SWITZERLAND

TOP TEN INDUSTRY TECHNOLOGY END USER

Manufacturing	24,62%
Information & Com. Technology	12,14%
Energy & Utilities	10,40%
Building & Infrastructure	8,44%
Transportation & Logistics	7,75%
Healthcare &Pharmaceutical	7,51%
Consultancy	5,66%
Food Industry	4,97%
Chemical Industry	3,70%
Agriculture	3,70%



Visionary companies

WHO VISITED US IN THE 2022 EDITION

 **abertis**

Applus⁺
IDIADA

 **BioSystems**

Damm

ferrovial

 **GRUPO
INDUKERN**

 **Rayt**
Laboratorios Rayt, S.A.U.

Panasonic
INDUSTRY

 **SNCF**

 **Unilabs**

 **acciona**

 **ArcelorMittal**

 **bp**

 **EH**
Endress+Hauser

 **FICOSA**

 **HILTI**

 **HIPRA**

 **PETROBRAS**

 **SRG GLOBAL™**
A GUARDIAN COMPANY

VOLVO
VOLVO GROUP

 **affinity**

ATP
ENGINEERING & PACKAGING

 **CaixaBank**

ESTEVE
Advancing health together

Glovo

HITACHI
Inspire the Next

 **Microsoft**

 **RADISSON**
HOTEL GROUP

STELLANTIS

vueling

AIRBOX

 **Audi**

 **CEPSA**

 **FC BARCELONA**

GOODYEAR

Johnson & Johnson

 **Nestlé**

Schneider
Electric

 **Transporte
Metropolitano
de Barcelona**

 **ZURICH**

Allianz 

 **Sabadell**

Coca-Cola

 **ferrer**

GRIFOLS

 **KURITA**

P&G

 **Sincrofarm**
LABORATORIOS

TMG
GROUP

The event

CONGRESS



EXHIBITION AREA



INDUSTRY SOLUTIONS AWARDS



AREAS & ACTIVITIES

TESTBEDS

WOMAN AND DIVERSITY IN INDUSTRY

CO-LOCATED EVENT

The annual gathering where your peers, stakeholders, industry players and providers meet to discuss real solutions that respond to actual cybersecurity challenges, sector needs and find new ways of collaborating to build a better digital world



JOIN FORCES WITH ISE

The joint celebration of the two events provided a unique opportunity to explore the crossroads between two different sets of disruptive technologies. This cooperation highlights the two events' common ground that offers new ideas and means of collaboration for attendees and exhibitors.



The congress

The Congress area brought an unparalleled roster of industry speakers and thoughtful leaders who shared their knowledge and experience on the future of the industry transformation.



STAGES

- INDUSTRY IoT
- ARTIFICIAL INTELLIGENCE
- DIGITAL TWIN
- EDGE COMPUTING
- AUGMENTED REALITY
- 5G TECHNOLOGIES

Future technologies
and more!

INDUSTRY JOURNEYS

- Healthcare
- Manufacturing / Smart Factories / Supply Chain
- Energy / Utilities
- Smart Cities / Smart Buildings
- Connected Transportation

And more...

FACTS & FIGURES

+300
SPEAKERS

100
SESSIONS

8
STAGES

4
PROPOSED
JOURNEYS

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.



Jackson Bond
Co-Founder

relayr.



Sara Chokshi, DrPH
Director, Research

HITLAB



John Denning
CTO



Wael William Diab
VP AI IoT Standardization & Strategy

FUTUREWEI



Claus Dietze
Chairman of the Board,

TCO TRUSTED CONNECTIVITY ALLIANCE



Michael Enescu
CEO and Co-Founder

EAN Energy Adaptive Networks



Bonnie Gordon
Program Director

IIoT Industry IoT Consortium



Juanjo Hierro
Chief Technology Officer

FI-WARE



Bill Hoffman
President

OMG Standards Development Organization



Tilak Kasturi
Founder & CEO

PREDII



Jules Lancee
Biomedical Engineer



Jim Morrish
Founding Partner

TRANSFORMA INSIGHTS



Dan Isaacs
Chief Technical Officer

digital twin CONSORTIUM



Mark Kraeling
Product Architect

GE Transportation



Helena Lisachuk
Partner and IOT Global Lead

Deloitte.



Edy Liongosari
Chief Research Scientist

accenture High performance. Delivered



Deepa Madhavan
Head of Digital Innovation Labs

Baxter



Matthew Marson
Sector Director for Manufact. & Tech.

ARCADIS



Shyam Nath
Specialist Leader, Analytics & Strategy

Deloitte.



Madhusudan Pai
Worldwide Partner Tech Lead

aws



Elisa Rönkä
Global Head of SAS Sales - Digital Buildings

SIEMENS



Mark Sage
Executive Director

AREA



Tim Scannell
VP Strategic Content

CTO Executive Council



Juergen Strum
Chairman of the Management Board

Alliance for Internet of Things Innovation



Said Tabet
Senior Technology Strategist, Corporate CTO Office

DELL Technologies



Sumita Yadav
VP of Cardiovascular and Orthopedics Service Lines

Catholic Health Services



Ron Zahavi
Chief Strategist for IoT Standards

Microsoft

Exhibition Area

AN EVENT TO FOSTER BUSINESS, 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.

2022 SPONSORS

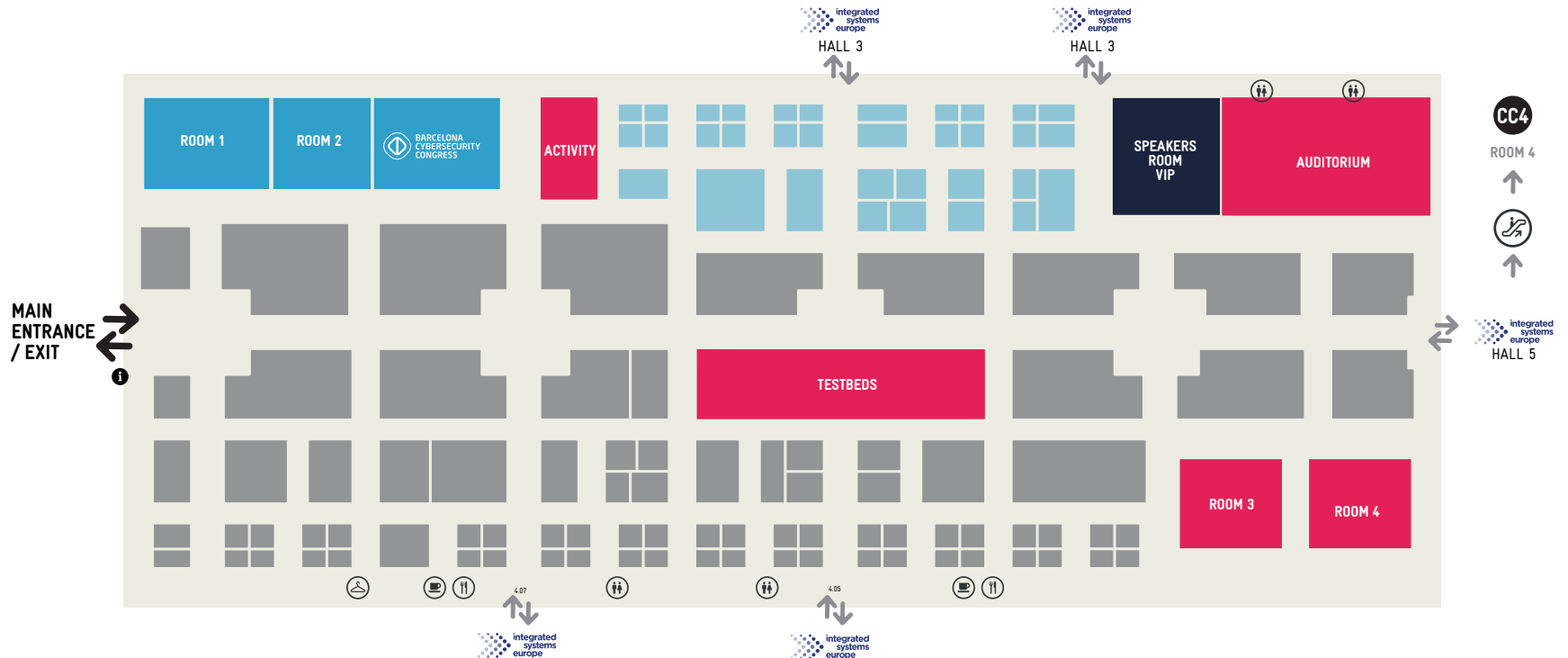
DIAMOND SPONSORS



SILVER SPONSORS



FLOOR PLAN HALL 4



Industry Solutions Awards

The awards distinguish the exceptional work of IOT and digital transformation in specific fields and highlight the results that are transforming industries by creating greater efficiency, sustainability and connection to the people served.



NEW CHALLENGES

As the challenges facing our planet grow, so does the need for game-changing solutions. The Industry Solutions Awards celebrate IOT and other innovative digital technologies that are transforming the way the world works.

CATEGORIES

- Game Changer
- Smart Manufacturing/ Industry 4.0
- Healthcare
- Smart Buildings/ Smart Cities
- Connected Transport/ Smart Vehicles
- Energy/Utilities
- Cybersecurity

INDUSTRY AWARDS COCKTAIL AND NETWORKING PARTY

Enjoy an exclusive networking party with top level executives from all around the globe!

Testbeds

THE ONLY GLOBAL EVENT FEATURING LIVE DEMONSTRATIONS

IoT Solutions World Congress is the only event featuring demonstrations of Industry IoT, Cybersecurity, Digital Twins, Artificial Intelligence, Augmented Reality and disruptive technology solutions.

Testbeds are experimentation platforms deployed and tested in an environment that resembles real-world conditions. Your innovations will be strategically placed on our exhibition floor giving attendees the opportunity to experience never-before-seen technology solutions in action.



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

Startup Pavilion

The Call for Startups 2023 of the IOT Solutions World Congress is the perfect Opportunity for the international visibility you deserve. Exhibit your startup and present your company at our STARTUP PAVILION.

Only 12 startups will have a premium visibility in our exhibition floor.



SELECTION STARTUPS CRITERIA

- Startups must be no older than 4 years
- The product or solutions has to be already launched and have a turnover
- Your level of innovation and originality of the product, service or application and the possibilities of internationalization.
- The degree of maturity or implementation in the market of your products, services or applications will be assessed.
- Possibilities for internationalization of your products, services and / or applications.

WHAT DOES THE PARTICIPATION INCLUDE?

- Exhibition space at the Startup Pavilion
- Logo and name exposure on the Exhibitor List
- 1 Full Congress Pass (value: 1.095 €/each)
- 10 Expo+ Passes (Value: 200 €/ each)

Woman and Diversity in Industry

IOTSWC believes in gender equality and its true impact on business transformation. A whole afternoon dedicated to sessions and discussion with inspirational women leaders from technology and industry representing established corporations and startups.

Participants shared their journey, valuable lessons learned and addressed the topic of why it is crucial to attract and support women leadership in industry.



Media Coverage

Online
coverage

3,5K
editorial mentions

11,5M€
Economic value

1,8B
Potential reach

76
Countries

+450K
Website visits

70M
impressions in digital
advertising

+46K
Followers

+2 M
Organic Impressions



Sponsors Testimonials



"We're there from the very beginning. So, in the first IOTSWC, we were under another name. We're still here because we believe in the event. Also, the way we interact with the ecosystem".

Alvaro Everlet.
SVP Strategic
Solutions at Altair



"It's been so great for our company to be here at this conference. It's been a great event. And you know. I think that from a security perspective, it's been neat to see the maturity of the market. Also, it's been great for us to be able to you know, interface, and have discussions with them".

Mike Nelson.
VP of IOT Security
from Digicert



"We're really happy to be there and meet lots of people. Also, we've met a lot of industrial companies that are a big challenge, and our solution is providing a good solution for them".

Paul Pinalt. Project & Manager
Strategy from Braincube



"It's an opportunity, first and foremost, to come back together. Be able to meet the industrial partners where they are and better understand some of the market opportunities and just take the time face to face together".

Jessica Poliner.
CEO at Relayr



"I've been at IOT Solution World Congress since day one. But why do they love it?

- 1.Content on stage and the point of view of the speakers.
- 2.The most interesting stories are there.
3. This event is just big enough to create a sense of a kind of family (good conversations and interactions).
- 4.You could meet people and network".

Helena Lisachuk.
Global Internet of
things Leader at Deloitte



Visitor Testimonials



"Everything that is happening in this congress is it currently a very hot topic".

Laurie Reynaud.

Associate Solution Engineer - SecurityAssociate
Solution Engineer at Security. VMware Carbon Black



"I'm here to explore the markets trends and what's been happening in the world of IOT".

Sarthak Khandewal.

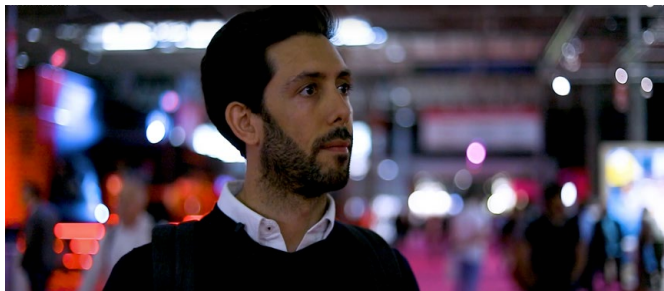
Product Manager at IOTICS



"I'm here trying to understand how to manage smart cities".

Barbara Vecchi.

CDO Chief Digital officer, Seco spa



"Be part of the IOTSWC means be connected with latest trends and get to know the technologies will change our future".



"We are here to explore to see any possible solution we can bring back home in South Arabia and develop our industrie".

Salem Abualqumssan.

Arabian Khwarezm



"Is a very interesting point to be aligned with new disruptive technologies".

Oihane Fernández Rodríguez.

Digital transformation &
Industry 4.0 Project manager at Orkli

Sponsorship Options

DIAMOND



CONGRESS & EXHIBITION

- 1 Keynote session
- 1 Parallel use case session
- 150 Full Congress pass
- 500 Expo + pass
- 60m² Exhibiting Space (stand not included)

NETWORKING & ACTIVITIES

- 8 passes to the VIP lounge area
- 5 lead retrieval devices
- 25% discount meeting room rental (subject to availability)

ADVISORY BOARD

- 1 C-Level representative in Advisory Board
- Regular meetings with top Executives from the world's biggest tech companies to co-create the next edition of IOTSWC23

PREFERENTIAL TREATMENT

- Priority assistance at the exhibitor desk
- Priority for additional sponsorship opportunities

DIGITAL BRANDING

WEBSITE

- Logo on home page (1st level)
- 2 Use cases publications
- Publication of one interview on our blog site

DIGITAL EVENT PLATFORM

- 1st level visibility in the event app
- Push notification of the Keynote session
- Logo published on session descriptions in the event program

EMAIL MARKETING

- Exclusive promotional email
- Speakers featured on 1 email
- Logo on the footer of all promotional emailings

SOCIAL MEDIA

- Welcome Sponsor Banner
- Banner Featured Session Speaker(s)
- 2 Promotional social post
- Use case diffusion* on LinkedIn and Twitter

DEDICATED RESOURCE

- Dedicated senior Marketing manager to help Sponsor's maximize the promotion of their participation

ONSITE BRANDING

MEDIA

- Video interview during the event
- HQ Picture pack of the stand & congress session
- Customized Sponsorship Report

SIGNAGE

- Logo on hall map
- Logo on general show signage
- Logo on backdrop of Congress Rooms (1st level)
- Session Animation
- Priority for additional branding opportunities

PRESS

- 1 hour press room for sponsors media event.
- Available space in the press room for your media kit / brochure
- Publications of media Events in IOTSWC public agenda

REPORT

- Sponsor Logo on Event Report (post celebration)

70,000 € + 300 €/m²
Early bird price (5 November 2022):
66,500 € + 285 €/m²

Sponsorship Options

SILVER



CONGRESS & EXHIBITION

- 1 Parallel use case session
- 50 Full Congress pass
- 300 Expo + pass
- 30m² Exhibiting Space (stand not included)

NETWORKING & ACTIVITIES

- 3 passes to the VIP lounge area
- 2 lead retrieval devices
- 15% discount meeting room rental (subject to availability)

PREFERENTIAL TREATMENT

- Priority assistance at the exhibitor desk
- Priority for additional sponsorships opportunities

DIGITAL BRANDING

WEBSITE

- Logo on home page (2nd level)
- 1 Use case publication

DIGITAL EVENT PLATFORM

- 2nd level visibility in the event app
- Logo published on session descriptions in the event program

EMAIL MARKETING

- Speaker featured on 1 email
- Logo on the footer of all promotional emailings(2nd level)

SOCIAL MEDIA

- Welcome Sponsor Banner
- Banner Featured Session Speaker(s)
- 1 Promotional social post. Use case diffusion* on LinkedIn and Twitter

RESOURCE

- 1 Personal meeting with the Marketing Department and assistance for the promotion of sponsor's participation.

ONSITE BRANDING

MEDIA

- Video interview during the event
- HQ Picture pack of the stand & congress session

SIGNAGE

- Logo on general show signage (2nd level)
- Logo on backdrop of Congress Rooms (2nd level)
- Session Animation
- Priority for additional branding opportunities

PRESS

- Available space in the press room for sponsors media kit / brochure
- Publications of media Events in IOTSWC public agenda

REPORT

- Sponsor Logo on Event Report (post celebration)

27,000 € + 300 €/m²
Early bird price (5 November 2022):
25,650 € + 285 €/m²

As an exhibitor

TREND

From 12m²



Products & services included:

- Space 12 m²
- Stand 3x4 m
- Insurance

Networking benefits:

- 2 Full Congress Pass
- 100 Expo +
- 5 Exhibitor passes

4,350 € + 350 €/m²

Early bird price (5 November 2022):

4,150 € + 332.5 €/m²

TREND PLUS

From 16m²



Products & services included:

- Space 16 m²
- Stand 4x4 m
- Insurance

Networking benefits:

- 3 Full Congress Pass
- 100 Expo +
- 5 Exhibitor passes

6,785 € + 370 €/m²

Early bird price (5 November 2022):

6,445 € + 350 €/m²

As an exhibitor

ADVANCED

From 30m²



Products & services included:

- Space 30 m²
- Stand 6x5 m
- Insurance

Networking benefits:

- 5 Full Congress Pass
- 200 Expo +
- 10 Exhibitor passes

13,580 € + 400 €/m²

Early bird price (5 November 2022):

12,900 € + 380 €/m²

OPTIMA

From 60m²



Products & services included

- Space 60 m²
- Stand 6x10 m
- Insurance

Networking benefits

- 10 Full Congress Pass
- 200 Expo +
- 15 Exhibitor passes

29,895 € + 440 €/m²

Early bird price (5 November 2022):

28,400 € + 418 €/m²

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WORLD CONGRESS

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JOIN US IN 2023

CONTACT SALES

iots.sales@firabarcelona.com

MORE INFORMATION

www.iotsworldcongress.com

[#IOTSWC23](https://twitter.com/IOTSWC23)

OFFICIAL PARTNERS

