



# Internet of Things 2010 Call for Sponsorship and Exhibitors

Internet of Things Japan Organizing Committee 2010.06.17



# Invitation

IoT 2010  
First Conference  
held in Asia !

Progression in information devices and network technology brings with it the continued development of new services which in turn demand further technological advances. It is this circle of progression which is suddenly and severely changing the world's communication and broadcasting infrastructure.

The realization of an Internet of Things – an information space that recognizes objects and events - is not far away. This Conference represents a unique opportunity for industry and academic leaders from around the world to discuss and experience technology and business related to an Internet of Things. I sincerely look forward to your participation and support.

Professor Jun Murai  
Dean, Faculty of Environment and Information Studies  
Keio University  
Internet of Things 2010 General Chair



# Internet of Things Conference

IoT 2010  
First Conference  
held in Asia !

The Internet has linked the world's computers together to create a source of new applications, new services and new values. We are now moving toward an age of “digital objects” – an “Internet of Things”.

Internet of Things 2010 will examine the latest technology, business models, privacy and legal issues related to an Internet of objects. We expect the discussion of the overall state of readiness of an Internet of Things will lead to a future vision of business, services and technology. The underlying theme for the Conference is “**IoT for a Green Planet**” focusing on Internet of Things solutions for environmental issues (Green by IoT) and environmentally friendly implementations of IoT (Green IoT).

The Internet of Things Conference is held on a biannual basis. The First Conference was staged in Zurich in 2008 and attracted over 200 attendees from academia and industry around the world. The 2010 Conference will represent the first International Conference of this scale held in Asia on the topic of the Internet of Things.



# Outline

IoT 2010  
First Conference  
held in Asia !

Name:  
Internet of Things Conference 2010  
(the second biannual conference following the 2008 Zurich event)  
<http://www.iot2010.org/>

Theme: "IoT for a Green Planet"  
Date: Nov. 29 – Dec. 1, 2010  
Venue: Royal Park Hotel Tokyo

Organized by:  
Auto-ID Laboratories  
(Keio Univ., ETH Zurich & University of St. Gallen, MIT)

Supported by:  
METI, European Union, T-Engine Forum/ Ubiquitous ID Center

Technical Co-sponsorship:  
IEEE Technical Committee on RFID (CRFID)  
Communications Society,  
The Institute of Electronics, Information and Communication Engineers (IEICE)  
Information Processing Society of Japan (IPSJ)  
Japan Automatic Identification Systems Association (JAISA)  
Japan Electronics and Information Technology Industries Association (JEITA)

Co-sponsorship:  
GS1 Japan / EPCglobal Japan



Participants: 300

Language: English

Contents:  
Workshop Sessions (1 day )  
Conference (2days)  
Plenary, Technical and Industry Sessions  
Sponsor Exhibits (10 booths)  
Technical Demonstrations (10 projects)  
Poster Session (20 posters)  
Video Session





# Organization

## General Chair

Jun Murai (Keio University)

## Steering Committee

Elgar Fleisch (ETH Zurich & St. Gallen)

Haruhisa Ichikawa (UEC)

Naotaka Ishizawa (NYK)

Jiro Kokuryo (Keio University)

Friedmann Mattern (ETH Zurich)

Osamu Nakamura (Keio University)

Sanjay Sarma (MIT)

## Program Chairs

Florian Michahelles (ETH Zurich & St.Gallen)

Jin Mitsugi (Keio University)

## Publicity Chairs

Alexandra Brintrup (Univ. of Cambridge)

Stephan Karpischek (ETH Zurich)

Yuusuke Kawakita (UEC)

## Poster and Demo Chairs

Christian Decker (Universitat Karlsruhe)

Yoshito Tobe (Tokyo Denki University)

## Workshop Chairs

Tatsuya Inaba (Keio University)

Naotaka Ishizawa (NYK)

## Video Chairs

Masayuki Iwai (University of Tokyo)

## Publication Chair

Edmund W. Schuster (MIT)



# Program Draft

## November 29: Workshops & Tutorials

November 29: Workshops & Tutorials

	Program	3F Crown A	3F Crown B	2F Harumi A	2F Harumi B
09:00-10:30	Workshop & Tutorial			<b>Special Round Table</b>	
10:30-11:00					
11:00-12:30	Workshop & Tutorial	Workshop	Workshop	Workshop	Workshop
12:30-14:00	Lunch				
14:00-15:30	Workshop & Tutorial	Workshop	Workshop	<b>Special Workshop on Internet of Things Law</b>	
15:30-16:00					
16:30-18:00	Workshop & Tutorial	Workshop	Workshop		

Invited workshop content is currently under consideration together with an open call for workshop proposals.



# Program Draft

November 30: Conference Day 1

## November 30: Conference Technical Sessions Day 2

	Program	3F Royal Hall A	3F Royal Hall B	3F Royal Hall C	3F Lobby	3F Crown	3F Royal Hall Foyer
10:00-12:00	<b>Opening Plenary</b>	<ul style="list-style-type: none"> <li>• Opening</li> <li>• Keynote Speech 1:</li> <li>• Keynote Speech 2:</li> </ul>					
12:00-13:30	Lunch				<b>DEMO/ VIDEO SESSION</b>  Exhibiting the latest research results from University and other research organization projects	<b>POSTER SESSION</b>  Presentation from the authors of the latest academic research work in the Internet of Things field.	<b>SPONSOR EXHIBITION</b>
13:30-15:00	Technical Sessions	Technology Track <b>Communication System</b>	Business Track <b>Fine Granularity SCM</b>	Technology Track <b>Green by IoT</b>			
15:00-15:30	Break						
15:30-17:00	Technical Sessions	Technology Track <b>Service Discovery</b>	Business Track <b>Product Life Cycle Information Management</b>	Technology Track <b>Green IoT</b>			
18:00-21:00		<b>Conference Dinner</b>					



# Program Draft

December 1: Conference Day 2

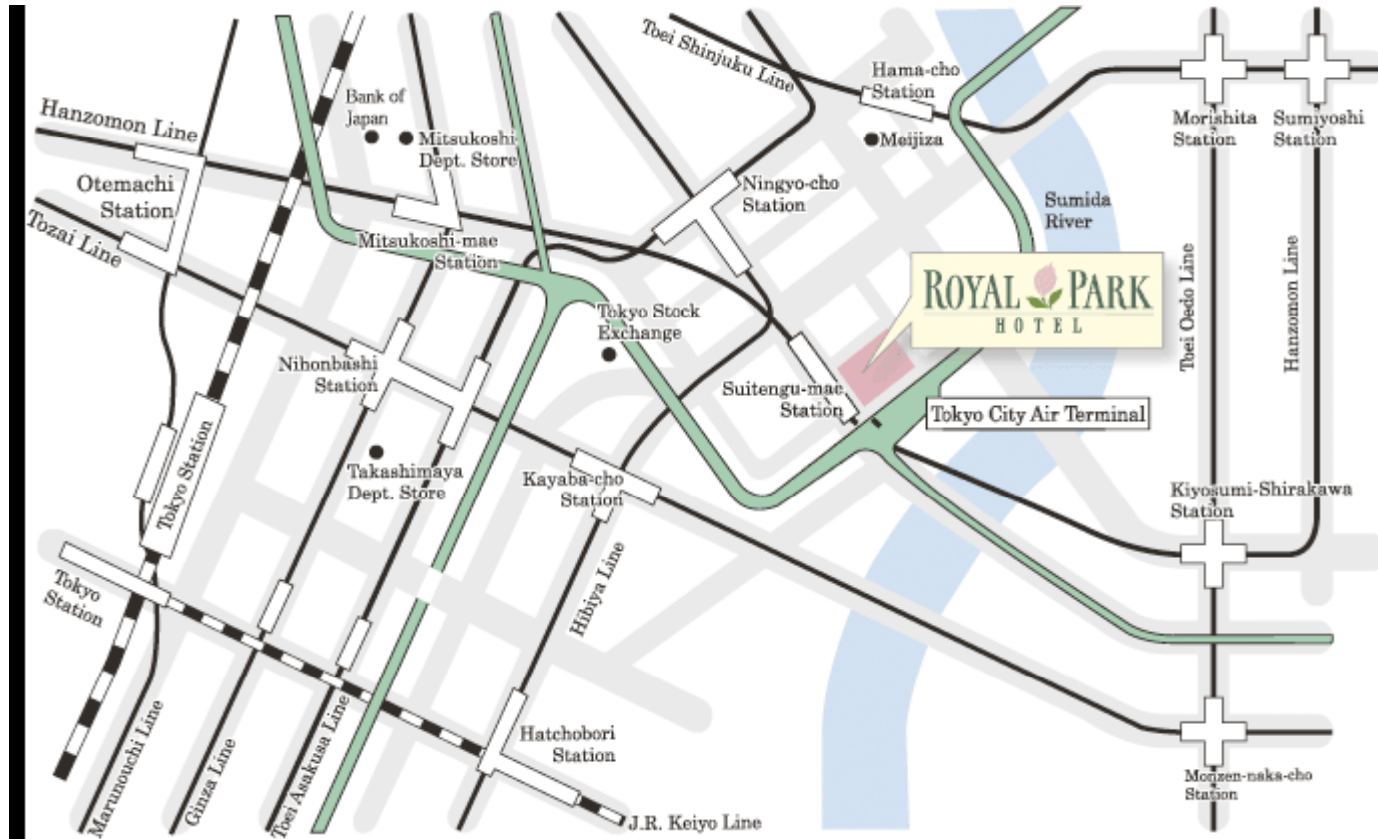
## December 1: Conference Technical Sessions Day 2

	Program	3F Royal Hall A	3F Royal Hall B	3F Royal Hall C	3F Lobby	3F Crown	3F Royal Hall Foyer
09:00-10:30	Technical Sessions	Technology Track <b>IoT Applications in Everyday Life</b>	Business Track <b>Privacy Protection and Security</b>	Technology Track <b>Sensor Systems</b>	DEMO/ VIDEO SESSION  Exhibiting the latest research results from University and other research organization projects	POSTER SESSION  Presentations from the authors of the latest academic research work in the Internet of Things field.	SPONSOR EXHIBITION
10:30-11:00	Break						
11:00-12:30	Technical Sessions	Technology Track <b>Advanced Identification</b>	Business Track <b>Regulatory Issues</b>				
12:30-14:00	Lunch						
14:00-15:30	Organized Session	Special Workshop					
16:00-16:30	Closing Plenary	Paper/ Demo/ Poster Award Ceremony Closing Remarks					





# Venue Royal Park Hotel Tokyo



- 2km (10 min. by taxi) from Tokyo Stn.
- connected to exit 4 of the Tokyo Metro Hanzomon Line [Suitengumae] Station (Z-10).
- connected the Tokyo City Air Terminal (TCAT)  
60 min. by bus to Narita Intl. ; 30 min. to Haneda Airport





# Invitation to Sponsor

**GOLD**

The Conference offers an opportunity for organizations to introduce their latest products and research, gain feedback and establish collaborative relationships with an international audience of technical and business leaders in the Internet of Things (IoT) field.

## Sponsorship Package:

1. One standard exhibit booth package supplied by the Conference Organizer (see page 14-15 for details).
2. Three complimentary Conference passes

## Pre-event Marketing

1. Event website – logo display as main sponsor
2. Event website – exhibit content introduction
3. Advance PR material – sponsor introduction

## Onsite Marketing:

1. Onsite Program – logo print as main sponsor
2. Onsite Program – exhibit content introduction
3. Onsite Program – one page colour ad space
4. Onsite Signage – logo print as main sponsor
5. Onsite Totebag – one item insert for distribution to attendees



Sponsorship Fee

**2,000,000 JPY**

(not inclusive of 5% consumption tax)



# Invitation to Sponsor **SILVER**

## Sponsorship Package:

1. Two complimentary Conference passes

## Pre-event Marketing

1. Event website – logo display
2. Advance PR material – sponsor introduction

## Onsite Marketing:

1. Onsite Program – logo print
2. Onsite Program – half-page colour ad space
3. Onsite Signage – logo print
4. Onsite Totebag – one item insert for distribution to attendees



Sponsorship Fee

**1,000,000 JPY**

(not inclusive of 5% consumption tax)



# Invitation to Sponsor

## BRONZE

### Sponsorship Package:

1. One complimentary Conference pass

### Pre-event Marketing

1. Event website – logo display
2. Advance PR material – sponsor introduction

### Onsite Marketing:

1. Onsite Program – logo print
2. Onsite Signage – logo print
3. Onsite Totebag – one item insert for distribution to attendees



Sponsorship Fee

**500,000 JPY**

(not inclusive of 5% consumption tax)



# Invitation to Sponsor

# DINNER

## Sponsorship Package:

1. Fifteen minute speech allocation at the Conference Dinner .  
(Nov. 30/Royal Park Hotel/300 attendees)
2. Two complimentary Conference passes.

## Pre-event Marketing

1. Event website – logo display as core sponsor
2. Advance PR material – sponsor introduction

## Onsite Marketing:

1. Onsite Program – logo print
2. Onsite Signage – logo print
3. Onsite Totebag – one item insert for distribution to attendees



Sponsorship Fee

**2,000,000 JPY**

(not inclusive of 5% consumption tax)



# Invitation to Exhibit

IoT 2010  
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The Conference offers an opportunity for organizations to introduce their latest products and research, gain feedback and establish collaborative relationships with an international audience of technical and business leaders in the Internet of Things (IoT) field.

## Booth Package:

1. One standard booth package supplied by the Conference Organizer (see page 14-15 for details).

## Pre-event Marketing

1. Event website – logo display
2. Event website – exhibit content introduction
3. Advance PR material – sponsor introduction

## Onsite Marketing:

1. Onsite Program – logo print
2. Onsite Program – exhibit content introduction
3. Onsite Signage – logo print



Exhibit Fee

**500,000 JPY**

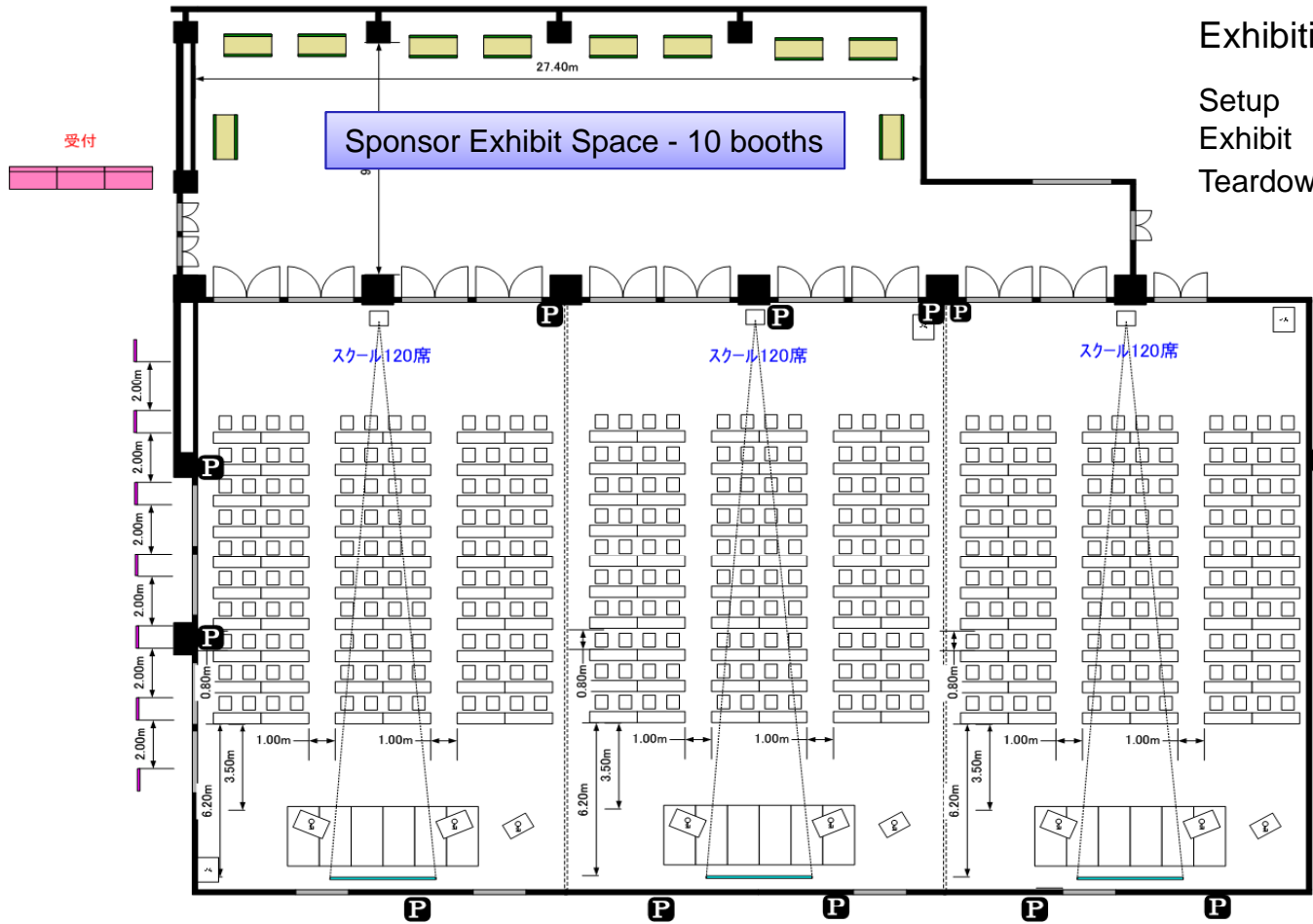
(not inclusive of 5% consumption tax)



# Sponsor Exhibition Royal Park Hotel 3F Royal Hall

3階 ロイヤルホール平面図  
S=1:150

2010年11月30日・12月1日



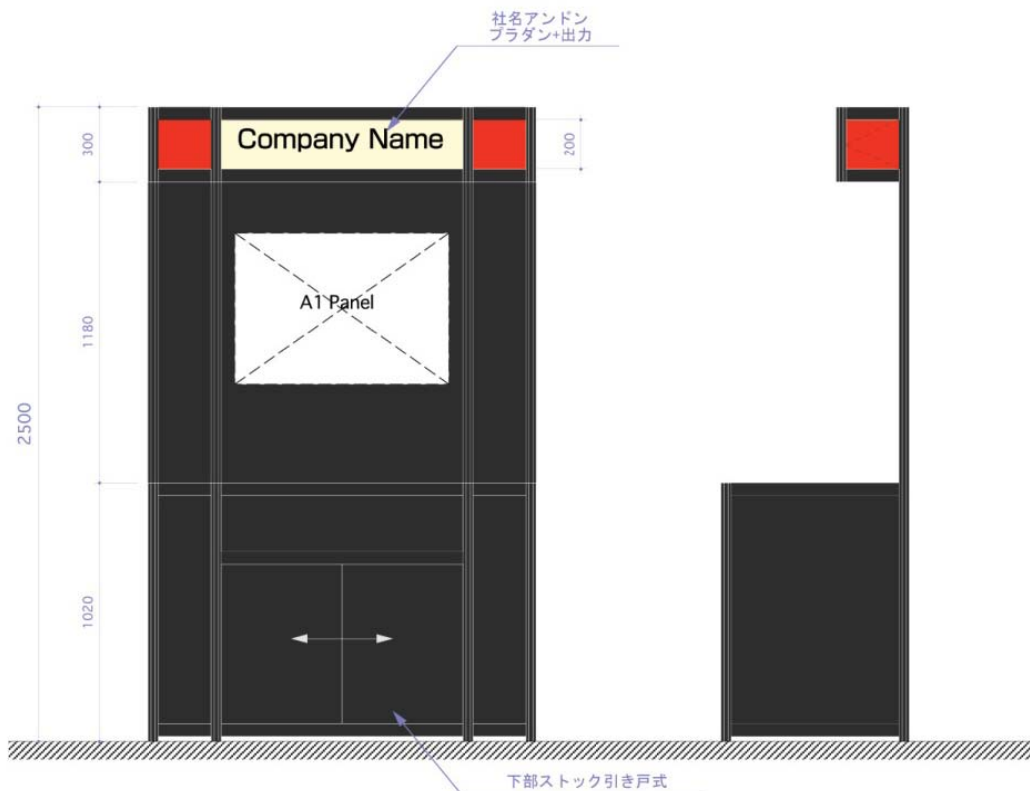
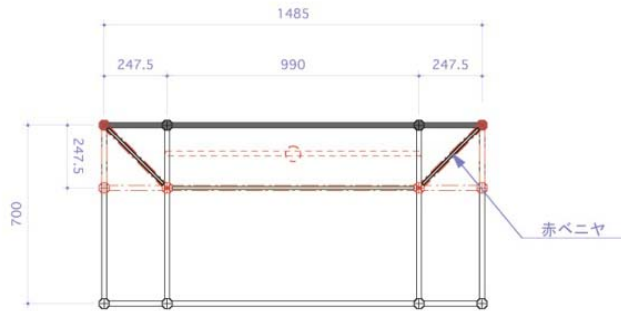
## Exhibition Schedule

Setup	Nov. 29 19:00-21:00
Exhibit	Nov. 30 – Dec. 1
Teardown	Dec. 1 17:00- 18:00





# Package Booth Specs



## Standard Booth Specifications

- Back Panel W1485 XH2500
- Parapet back lit with signage (W990XH200)
- Table Top W1485XD700XH1020 (storage space below)
- Power two outlets (500W)





# Application/ Inquiries

## Sponsorship **Application Deadline: July 23, 2010**

### Sponsorship Categories:

GOLD (2,000,000 JPY) SILVER (1,000,000 JPY) BRONZE (500,000 JPY)

EXHIBIT (500,000 JPY) DINNER (2,000,000 JPY)

(a 5% consumption tax will be added to the above sponsorship fees)

(We can consider other sponsor proposals, please contact Organizing Committee Office below. )

## Application

To apply for a sponsorship/exhibit package, please complete and return the attached [SPONSORSHIP APPLICATION FORM] to the Conference Office by fax: 81-45-534-3882 or email: [iot2010-office@e-side.co.jp](mailto:iot2010-office@e-side.co.jp).

## Invoicing

Following receipt of the sponsorship application, sponsors will be contacted by email to confirm the content of the invoice. The original invoice will be posted following confirmation. Payment of sponsorship fees is requested to be completed by September 30, 2010.

## Inquiries

IoT 2010 Japan Organizing Committee Office

c/o e-side, inc. PIC: Scott Macdonald

email: [iot2010-office@e-side.co.jp](mailto:iot2010-office@e-side.co.jp)

Tel: 81-45-534-3881 Fax: 81-45-534-3882



# IoT 2010 Sponsorship Application Form

Date:          YY          MM          DD

Company Name: \_\_\_\_\_

URL \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

email: \_\_\_\_\_

**Sponsorship Type:**

- GOLD (2,000,000 JPY)     SILVER (1,000,000 JPY)  
 BRONZE (500,000 JPY)     EXHIBIT (500,000 JPY)  
 DINNER (2,000,000 JPY)

Sponsorship Fee: \_\_\_\_\_ JPY  
(not inclusive of a 5% consumption tax)

**Application Deadline: July 23, 2010**

**Contact**  
IoT 2010 Japan Organizing Committee Office  
c/o e-side, inc.  
PIC: Scott Macdonald  
Tel: 81-45-534-3881 Fax: 81-45-534-3882  
email: [iot2010-office@e-side.co.jp](mailto:iot2010-office@e-side.co.jp)