



Internet of Things 2012 Call for Sponsorship and Exhibitors

www.iot2012.org



Invitation

The Internet of Things (IoT) is a vision of connectivity for anything, at anytime and anywhere. It is recognized as an extension of today's Internet to the real world of physical objects. The technological revolution of IoT has brought many emerging applications and services, creating added value in market place, and will, in the near future, have a dramatic impact on our daily lives similar to the Internet done for past 10–20 years.

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. We sincerely look forward to your participation and support.

General Co-Chairs:

Prof Lirong Zheng (KTH/Fudan Univ., Sweden/China)

Hao Min (Fudan Univ., China)



Internet of Things Conference

IoT is seen by many as the ultimate solution for getting fine grained insights into business processes — in the real-world and in real-time. Started one decade ago as a wild academic idea, this interlinking of the physical world and cyberspace foreshadows an exciting endeavour that is highly relevant to researchers, corporations, and individuals.

Internet of Things 2012 will examine the latest architectures, networking and communication, circuit and system, services and applications, business models and corresponding process changes, cooperative data processing, and social impacts related to the Internet of Things, especially work addressing real-world implementation and deployment issues. We expect the discussion of the overall state of readiness of an Internet of Things will lead to a future vision of IoT adoption, service and application.

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 Second Conference was staged in Japan in 2010 and attracted over 360 attendees. The IoT 2012 Conference will represent the last 2 International Conference of this scale held in China on the topic of the Internet of Things.



Outline

Name:

Internet of Things Conference 2012
(the third biannual conference following the
2008 Zurich event and the 2010 Tokyo event)
<http://www.iot2012.org/>

Date: Oct. 24 – Oct. 26, 2012

Venue: InterContinental Hotel, Wuxi, China

Organized by:

Fudan University

University of Twente

ETH Zurich & University of St. Gallen

Technical Co-sponsorship:

IEEE Technical Committee on RFID (CRFID)

IEEE SSCS Shanghai Chapter

Co-sponsorship:

Wuxi Government



Participants: 500

Language: English

Contents:

Workshop Sessions (1 day)

Conference (2days)

Plenary, Technical and Industry Sessions

Sponsor Exhibits (10 booths)

Technical Demonstrations (10 projects)

Poster Session (50 posters)





Organization

General Co-Chairs:

Lirong Zheng (Fudan University/KTH)

Hao Min (Fudan University)

Program Co-Chairs:

Junyu Wang (Fudan University)

Paul J. M. Havinga (University of Twente)

Florian Michahelles (ETH Zurich & St.Gallen)

Steering Committee:

Friedemann Mattern (ETH Zurich)

Elgar Fleisch (ETH Zurich / St. Gallen)

Sanjay Sarma (MIT)

Christian Floerkemeier (MIT / ETH Zurich)

Marc Langheinrich (University of Lugano, USI)

Jun Murai (Keio University)

Florian Michahelles (ETH Zurich)

Jin Mitsugi (Keio University)

Publicity Co-Chairs:

US: Edmund Schuster (MIT)

Europe: Irena (ETH Zurich)

China: Tingao Tang (Fudan)

Japan: Yusuke Kawakata (UEC)

Local Arrangement Co-Chairs:

HuiHua Yu (Fudan University)

Qiyong Lu (Wuxi Institute of Fudan)

Workshop Chair:

Tatsuya Inaba

(Kanagawa Institute of Technology)

Publication Chair: Weili Han (Fudan University)



Program Draft

October 24: Conference Day 1

Oct 24: Workshops & Tutorials

	Program	4F meeting room 1~10	3F Junlai Hall A	3F Junlai Hall B	3F Junlai Hall C
09:00-10:30		Workshop			
10:30-11:00					
11:00-12:30	Workshop & Tutorial	Workshop			
12:30-14:00	Lunch				
14:00-15:30	Workshop & Tutorial	Workshop			
15:30-16:00					
16:30-18:00	Workshop & Tutorial	Workshop			
18:00-21:00			Reception Dinner & Demo Session		

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



Program Draft

October 25: Conference Day 2

October 25: Conference Technical Sessions Day 1

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



Program Draft

October 26: Conference Day 3

October 26: Conference Technical Sessions Day 2

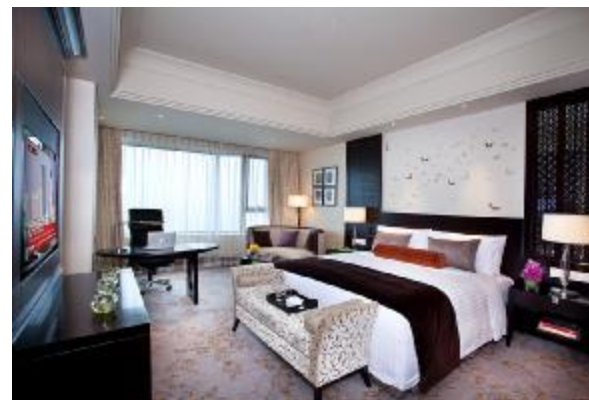
	Program	3F Junlai Hall A	3F Junlai Hall B	3F Junlai Hall C	3F Junlai Hall Foyer	3F Junlai Hall Foyer
09:00-10:30	Technical Sessions	Technology Track IoT Applications in Daily Life	Business Track Privacy Protection and Security	Technology Track Sensor Systems	POSTER SESSION Presentations from the authors 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 Advanced Identification	Business Track IoT Business model			
12:30-14:00	Lunch					
14:00-15:30	Organized Session	Special Workshop				
16:00-16:30	Closing plenary	Paper/ Demo/ Poster award Closing remark				



Venue InterContinental Hotel, Wuxi, China



-in the heart of the city overlooking Tai Hu Lake Square.
-near business and shopping districts, 5 minutes from Ancient Nan Chan Temple and adjacent to the great People's Hall of WUXI.
- 50 minutes by train to Shanghai Hongqiao Airport ; 2.5 hours by bus to Shanghai Pudong 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.
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 color ad space
4. Onsite Signage – logo print as main sponsor
5. Onsite Totebag – one item insert for distribution to attendees



Sponsorship Fee

20,000 USD

(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 color ad space
3. Onsite Signage – logo print
4. Onsite Totebag – one item insert for distribution to attendees



Sponsorship Fee

10,000 USD

(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

5,000 USD

(not inclusive of 5% consumption tax)



Invitation to Sponsor

DINNER

Sponsorship Package:

1. Fifteen minute speech allocation at the Conference Dinner .
(Oct. 25/InterContinental Hotel/500 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

20,000 USD

(not inclusive of 5% consumption tax)



Invitation to Exhibit

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.

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



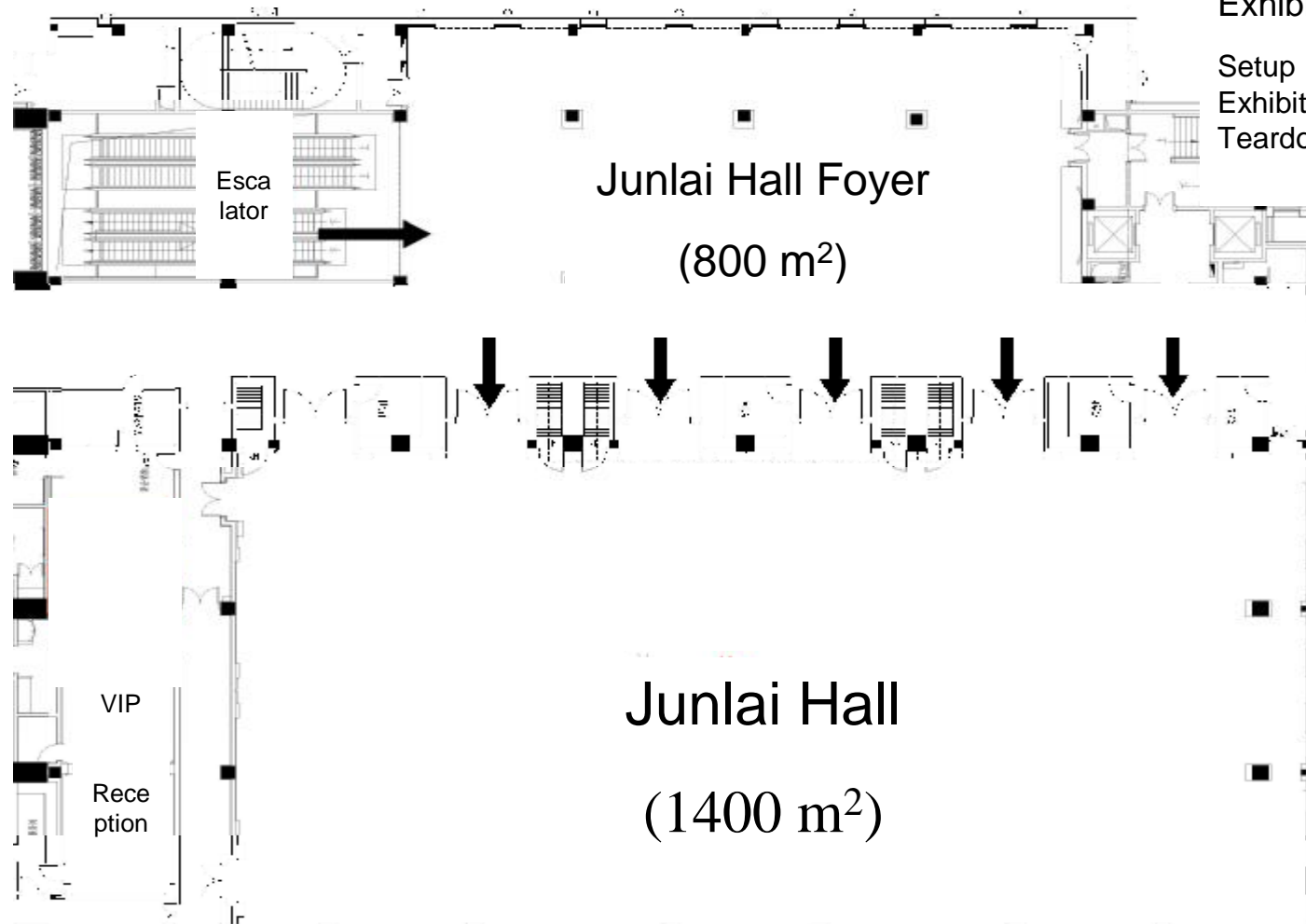
Exhibit Fee

5,000 USD

(not inclusive of 5% consumption tax)



Sponsor Exhibition InterContinental 3F Junlai Hall Foyer



Exhibition Schedule

Setup	Oct. 24 19:00-21:00
Exhibit	Oct. 25 – Dec. 1
Teardown	Oct. 26 17:00- 18:00



Application/ Inquiries

Sponsorship **Application Deadline: June 15, 2012**

Sponsorship Categories:

GOLD (20,000 USD) SILVER (10,000 USD) BRONZE (5,000 USD)

EXHIBIT (5,000 USD) DINNER (20,000 USD)

(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: 86-21-5135-5219 or email: autoidlab@fudan.edu.cn

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 August 1, 2012.

Inquiries

IoT2012 Office

School of Information Science and Technology

Fudan University

Shanghai, 200433, China

220 Han Dan Road

email: autoidlab@fudan.edu.cn

Tel: 86-21-5135-5218, 86-137-6469-3886 Fax: 86-21-5135-5219



IoT 2012 Sponsorship Application Form

Date: YY MM DD

Company Name: _____

URL _____

Contact Person: _____

Address: _____

Tel: _____ Fax: _____

email: _____

Sponsorship Type:

- GOLD (20,000 USD) SILVER (10,000 USD)
 BRONZE (5,000 USD) EXHIBIT (5,000 USD)
 DINNER (20,000 USD)

Sponsorship Fee: _____ USD
(not inclusive of a 5% consumption tax)

Application Deadline: June 15, 2012

Contact
IoT2012 Office
School of Information Science and Technology
Fudan University
Shanghai, 200433, China
220 Han Dan Road
email: autoidlab@fudan.edu.cn