

HOME

DEMOGRAPHICS

AUDIENCE

CONFERENCE  
OVERVIEW

SPEAKERS

FEATURES  
FOR 2017

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# Internet of Things World

**May 16 - 18, 2017**

Santa Clara Convention Center,  
CA, USA

## POST SHOW REPORT

<https://tmt.knect365.com/iot-world>



Co-located with:  
**Connected  
& Autonomous  
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[HOME](#)[DEMOGRAPHICS](#)[AUDIENCE](#)[CONFERENCE  
OVERVIEW](#)[SPEAKERS](#)[FEATURES  
FOR 2017](#)[DESIGNED FOR  
NETWORKING](#)[TESTIMONIALS](#)[PARTICIPANTS](#)[MEDIA](#)[SPONSORS](#)[SEE YOU  
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# THE NUMBERS SPEAK FOR THEMSELVES

## Internet of Things World

The fourth Internet of Things World show took place at the Santa Clara Convention Center, taking over the entire venue for three days of networking, learning and socializing with key IoT professionals from across North America and beyond. With an expanded conference agenda diving into both consumer and industrial IoT, a larger exhibition, startup city, more networking parties and evening activities, Internet of Things World once again confirmed its position as the world's premier IoT show!



**10,867**  
Attendees



**177**  
Sponsors & Exhibitors



**77**  
startups



**439**  
Speakers



**70+**  
Countries represented

HOME

DEMOGRAPHICS

AUDIENCE

CONFERENCE  
OVERVIEW

SPEAKERS

FEATURES  
FOR 2017

DESIGNED FOR  
NETWORKING

TESTIMONIALS

PARTICIPANTS

MEDIA

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# MORE ABOUT OUR AUDIENCE

Internet  
of Things  
World

## JOB FUNCTION 2017



## ATTENDEES



**92%**  
of attendees were  
satisfied with the  
show



**85%**  
of attendees would  
recommend the event  
to a colleague

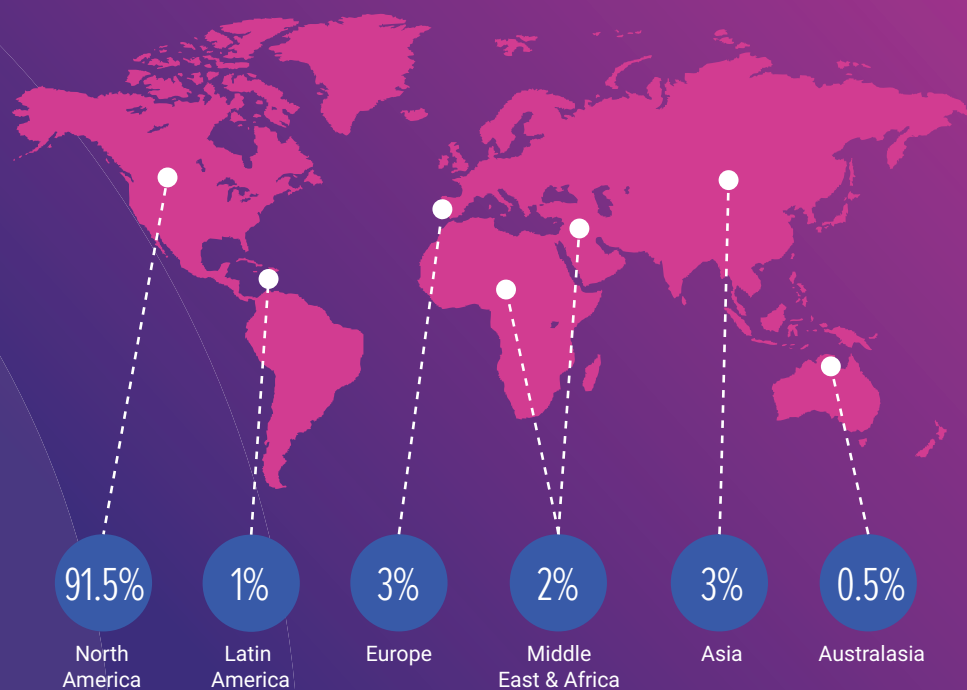


**81%**  
of attendees have  
purchasing power



**63%**  
of attendees Director  
Level & Above

## ATTENDEES FROM ACROSS NORTH AMERICA AND BEYOND





HOME

DEMOGRAPHICS

AUDIENCE

CONFERENCE  
OVERVIEW

SPEAKERS

FEATURES  
FOR 2017

DESIGNED FOR  
NETWORKING

TESTIMONIALS

PARTICIPANTS

MEDIA

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# CONFERENCE OVERVIEW

COVERING ALL THE ESSENTIAL IOT TOPICS AND TRENDS IN  
AN EXPANDED CONFERENCE PROGRAM

Internet  
of Things  
World



CONNECTED &  
AUTONOMOUS  
VEHICLES



WEARABLES



SMART HOME



SPORTS &  
ENTERTAINMENT



HEALTHCARE



MANUFACTURING  
& SUPPLY CHAIN



SMART CITIES



MINING, OIL & GAS



IOT  
ARCHITECTURE



IOT ANALYTICS  
& AI



IOT SECURITY



VR & AR



BLOCKCHAIN 360



EXECUTIVE  
SUMMIT



ENTERPRISE IOT

COVERING BOTH CONSUMER AND INDUSTRIAL IOT

HOME

DEMOGRAPHICS

AUDIENCE

CONFERENCE  
OVERVIEW

SPEAKERS

FEATURES  
FOR 2017

DESIGNED FOR  
NETWORKING

TESTIMONIALS

PARTICIPANTS

MEDIA

SPONSORS

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# SPEAKERS

## FEATURING KEY END USER SPEAKERS FROM GLOBALLY RENOWNED CORPORATIONS

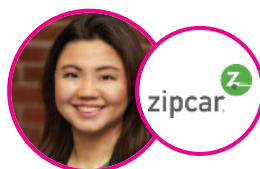
**439 SPEAKERS!**  
OUR LARGEST EVER  
SPEAKER LINE-UP



**Stuart McGuigan,**  
CIO,  
**Johnson & Johnson**



**Ganesh Bell,**  
Chief Digital Officer,  
**GE Power**



**Tracey Zhen,**  
President,  
**Zipcar**



**Alan Boehme,**  
Chief Innovation Officer,  
**Coca Cola**



**Andrew Rose,**  
CEO,  
**Compare.com**



**Kevin Brown,**  
CTO and Senior Vice  
President of Innovation,  
**Schneider Electric**



**James Stansberry,**  
SVP,  
**Samsung**



**Hassan Ahmed,**  
Strategy & Business  
Operations Manager,  
**Venmo**



**Arlette Hart,**  
CISO,  
**FBI**



**Sudhi Sinha,**  
VP of Product Development,  
**Johnson Controls**



**Frankie James,**  
Managing Director,  
**General Motors**



**Kurt Erchinger,**  
Sr. Director, Online Technology,  
Digital Engineering and Mobile  
Solutions,  
**Walgreens**



**Keson Kieu,**  
Cyber Security Officer,  
**State of California  
Government**



**Bill Tai,**  
Venture Capitalist & Board  
Member,  
**The Bitfury Group**



**Dan Herscovici,**  
SVP,  
**Comcast**



**Archana Vemulapalli,**  
Chief Technology Officer,  
**Washington D.C**



**Lou Lutostanski,**  
Vice President,  
Internet of Things,  
**Avnet**



**Andreas Schierenbeck,**  
CEO,  
**ThyssenKrupp Elevator**

**VIEW OUR FULL SPEAKER LINE-UP ONLINE**

HOME

DEMOGRAPHICS

AUDIENCE

CONFERENCE  
OVERVIEW

SPEAKERS

FEATURES  
FOR 2017

DESIGNED FOR  
NETWORKING

TESTIMONIALS

PARTICIPANTS

MEDIA

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# NEW & IMPROVED FEATURES FOR 2017



## ANALYST BREAKFAST BRIEFINGS

Taking place each morning, the Analyst Breakfast Briefings provided additional insights into key trends taking place within IoT. Led by expert analysts from the likes of Ovum, Parks Associates, Harbor Research, Nutter Consulting, Heavy Reading plus many more, the Analyst Breakfast Briefings provided attendees. With face to face time with experts in the field.

NEW



## VENDOR INSIDER SESSIONS

Taking place on May 17th, workshops hosted by Analog Devices and STMicroelectronics provided insights into cloud connectivity and sensor-to-cloud solutions

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## PRE-EVENT WORKSHOPS

Our pre-event workshops were designed specifically for those after technical content or an intro into the world of IoT. Led by experts Bruce Sinclair as well as representatives from leading IoT alliances including OMA, IPSO Alliance, Eclipse Foundation, IETF plus many more.



## STARTUP CITY

Featuring 77 innovative IoT startups disrupting the industry, the startup city also included a stage with daily pitches, a startup academy program and the highly coveted Innovation of Things Award.

NEW



## EXHIBITOR BOOTH CRAWL

Attendees were treated to a range of beverages on the opening afternoon of Internet of Things World by some of our exhibitors providing an ideal time for some informal networking.



## EXECUTIVE KEYNOTE DAY

The executive keynote day on May 16th was attended by thousands of IoT professionals with presentations from the likes of Avnet, HPE, Microsoft, Johnson & Johnson, Samsung, Coca Cola, GE Power, Schneider Electric, Silver Spring Networks, Ford plus many more

NEW



## UNLEASH YOUR CHILL AFTER PARTY

The Unleash your Chill party was attended by hundreds of professionals on May 17th. Taking place at the luxurious poolside patio within the adjoining Hyatt Regency Hotel, guests were treated to canapés and cocktails and provided a great chance to meet other attendees and wind down after a long day at the show.

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## WOMEN IN TECH NETWORKING DRINKS

Celebrating powerful women shaping the technology industry, a special drinks reception hosted ladies attending Internet of Things World on May 17th.



HOME

DEMOGRAPHICS

AUDIENCE

CONFERENCE  
OVERVIEW

SPEAKERS

FEATURES  
FOR 2017

DESIGNED FOR  
NETWORKING

TESTIMONIALS

PARTICIPANTS

MEDIA

SPONSORS

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NEXT YEAR

# DESIGNED FOR NETWORKING

INTERNET OF THINGS WORLD UNDERSTANDS THE IMPORTANCE OF NETWORKING AND MEETING THE PEOPLE YOU WANT TO AT THE SHOW. AS A RESULT, A NUMBER OF SPECIFICALLY DESIGNED FEATURES ENSURED THAT GUESTS MET THE RIGHT PROFESSIONALS ACROSS THE THREE DAYS.

Internet  
of Things  
World



## ONE-TO-ONE MEETINGS

Our VIP team organized over 200 face to face meetings during the show with personal onsite introductions



## MEETING ROOMS

Meeting Rooms Sponsors and Exhibitors were able to book private meeting rooms on and off the show floor to meet with new and existing clients



## NETWORKING PARTIES

The VIP Networking Party took place on May 16th at the Great America Amusement Park and the Unleash your Chill party sponsored by T-Mobile offered more networking for attendees on May 17th



## POWER HOUR

Power Hour Taking place in the exclusive VIP Lounge on the show floor, our power hour allowed selected guests to mingle and network in a relaxed environment with refreshments & beverages on offer

## EXTENDED LUNCH & NETWORKING BREAKS

Extended Lunch & Networking Breaks Attendees enjoyed extra time over lunch and coffee to meet other business professionals at the show to discuss key trends, themes and discover future potential partnerships

“

*I had the opportunity to interact with and expose our brand to thousands of people, most of which were not just passing interactions, but mutual conversations about technology applications and potential partnerships.”*

Ryan Ostendorf, VP Engineering, Vagabond Vending

“

*Had a great time networking at the conference”*

Renil Paramel, Vice President, Gartner

“

*It was a great event that allowed us to meet with both established leaders in the IoT space as well as up-and-coming cutting-edge start-ups who are introducing their industry-changing technologies to the marketplace.”*

Chris Kewsani, Account Executive, e2f



HOME

DEMOGRAPHICS

AUDIENCE

CONFERENCE  
OVERVIEW

SPEAKERS

FEATURES  
FOR 2017

DESIGNED FOR  
NETWORKING

TESTIMONIALS

PARTICIPANTS

MEDIA

SPONSORS

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NEXT YEAR

# WHAT OUR ATTENDEES SAY

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World



*"It's not often that I see so many of my colleagues from the region and the U.S. in one place - IoT and Smart Cities is a fast growing industry, yet so foreign to most of my immediate co-workers that attending this conference felt like I was surrounded by "my people" - very comforting when one's job is spent mostly trying to get others to try something innovative! I look forward to participating in future conferences."*

Deborah Acosta, Chief Innovation Officer, City of San Leandro



*"It's a great place to find out what others in the industry are thinking and doing. It's an opportunity to forge relationships with individuals with similar issues and challenges."*

Stuart Sands, Principal Enterprise Architect, Kaiser Permanente



*"This is a window on the future of technology!"*

Thom Stone, Principal Computer Scientist NASA



*"I focused on Industrial IoT security, and as a result was able to introduce my staff last week to a number of established and emerging players in this area who exhibited or presented at the conference."*

Mark Rodighiero, EVP Technology, Amada Miyachi America Inc



*"Exhibitors were awesome. They actively listened to my user need cases, reflected on how their products met the needs or not, or how their solutions can be applied to improve city services and how else they might enhance their product or service for public sector operations."*

Lily Lim-Tsao, Program Manager, City of San Jose



*"It was a great show and conference sessions. I enjoyed the keynotes and panel discussions - went home with many take aways."*

Ravi Mahankali, CTO, Smarttrak Inc



HOME

DEMOGRAPHICS

AUDIENCE

CONFERENCE  
OVERVIEW

SPEAKERS

FEATURES  
FOR 2017

DESIGNED FOR  
NETWORKING

TESTIMONIALS

PARTICIPANTS

MEDIA

SPONSORS

SEE YOU  
NEXT YEAR



**PARTICIPANTS FROM STARTUPS,  
SME'S AND MULTINATIONAL  
CORPORATIONS**



HOME

DEMOGRAPHICS

AUDIENCE

CONFERENCE  
OVERVIEW

SPEAKERS

FEATURES  
FOR 2017

DESIGNED FOR  
NETWORKING

TESTIMONIALS

PARTICIPANTS

MEDIA

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# MEDIA ATTENDANCE & COVERAGE IN TOP TIER NEWS SITES AND PUBLICATIONS

## Internet of Things World



*"It was hard to believe Internet of Things World 2017 was the same venue as 2016. Conference organizers reported that show attendance increased 20x in its 35-month history. It was up nearly 50 percent from last year with over 14,000 pre-registered attendees. The expo hall was also much larger, with 250 exhibitors of all sizes."*

Network World, Dave Michels



*"At this week's Internet of Things World 2017, we found three revolutionary products that can help you protect your children, even when they're out of reach."*

CNET, Joshua Rotter



*"Vendors flocked to the show floor during this year's Internet of Things World to show off their newest innovations in the IoT space. IoT World, which kicked off last week in Santa Clara, Calif., brought together vendors, solution providers, and customers to talk about the latest trends in the IoT market."*

CRN, Lindsey O'Donnell

OVER 150  
MEDIA IN  
ATTENDANCE

## MEDIA & ANALYST ATTENDANCE FROM THE LIKES OF:



## 80+ PIECES

OF NEWS COVERAGE SURROUNDING THE SHOW



## OVER 5 MILLION

IMPRESSIONS OF COVERAGE

## PARTNERSHIPS WITH OVER 70 TOP TIER NEWS SITES & ASSOCIATIONS INCLUDING:



HOME

DEMOGRAPHICS

AUDIENCE

CONFERENCE  
OVERVIEW

SPEAKERS

FEATURES  
FOR 2017

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TESTIMONIALS

PARTICIPANTS

MEDIA

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HOME

DEMOGRAPHICS

AUDIENCE

CONFERENCE  
OVERVIEW

SPEAKERS

FEATURES  
FOR 2017

DESIGNED FOR  
NETWORKING

TESTIMONIALS

PARTICIPANTS

MEDIA

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# Internet of Things World

May 14 - 17, 2018  
Santa Clara Convention Center

## SEE YOU NEXT YEAR!



**12,000+**  
Attendees



**300**  
Sponsors & Exhibitors



**450**  
Speakers

Get in touch now for opportunities to speak,  
sponsor or exhibit! Contact **Emily Sullivan** on  
[emily.sullivan@informa.com](mailto:emily.sullivan@informa.com)

<https://tmt.knect365.com/iot-world>