

# Internet of Things World

May 14–17, 2018  
Santa Clara Convention Center, CA

## YOUR COMPLETE GUIDE TO THE SHOW

[tmt.knect365.com/iot-world](http://tmt.knect365.com/iot-world)



#IOTWORLD

Co-located with:  
**Connected  
& Autonomous  
Vehicles**



# WHAT'S INSIDE?

- WELCOME
- WHO WILL BE THERE
- WHAT'S NEW
- THANK YOU TO OUR SPONSORS & PARTNERS
- EVENT AGENDA & SPEAKERS
- EXPO FLOOR
- EVENT FEATURES
- PROJECT KAIROS STARTUP PROGRAM
- PLAN YOUR VISIT & PRICING



# WHERE THE WORLD MEETS TO PUT IOT IN ACTION. FROM STRATEGY TO IMPLEMENTATION TO RESULTS.

Internet of Things World is the premier event for IoT business and technology, taking place in the heart of Silicon Valley. Now celebrating its 5th anniversary and preparing to welcome over 12,000 attendees, the show features the most comprehensive program on IoT, and provides a unique place to network and learn with the growing IoT community.

For 2018, Internet of Things World brings real world experiences from the growing number of IoT market implementations. With a deeper emphasis on solving practical challenges, each of our vertical market tracks is expanded to two days. May 16th dives into strategy and May 17th builds further to deliver business critical information on implementation & operation.

This year, join us as we put IoT into action.

We can't wait to welcome you in May!

*The IoT World Production Team*

**“THIS IS A WINDOW  
ON THE FUTURE OF  
TECHNOLOGY!”**

PRINCIPAL COMPUTER SCIENTIST, NASA

**12,000+**  
IoT  
PROFESSIONALS

**450+**  
SPEAKERS

**300+**  
EXHIBITORS &  
STARTUPS

## MEET THE CONTENT PRODUCTION TEAM:

**Gavin  
Whitechurch**

EVP Product &  
Strategy



**Sean Suzuki**

Conference  
Producer



**Tami Carter**

Conference  
Producer



**Lisa Wittman**

Conference  
Producer



**Dori Liszkai**

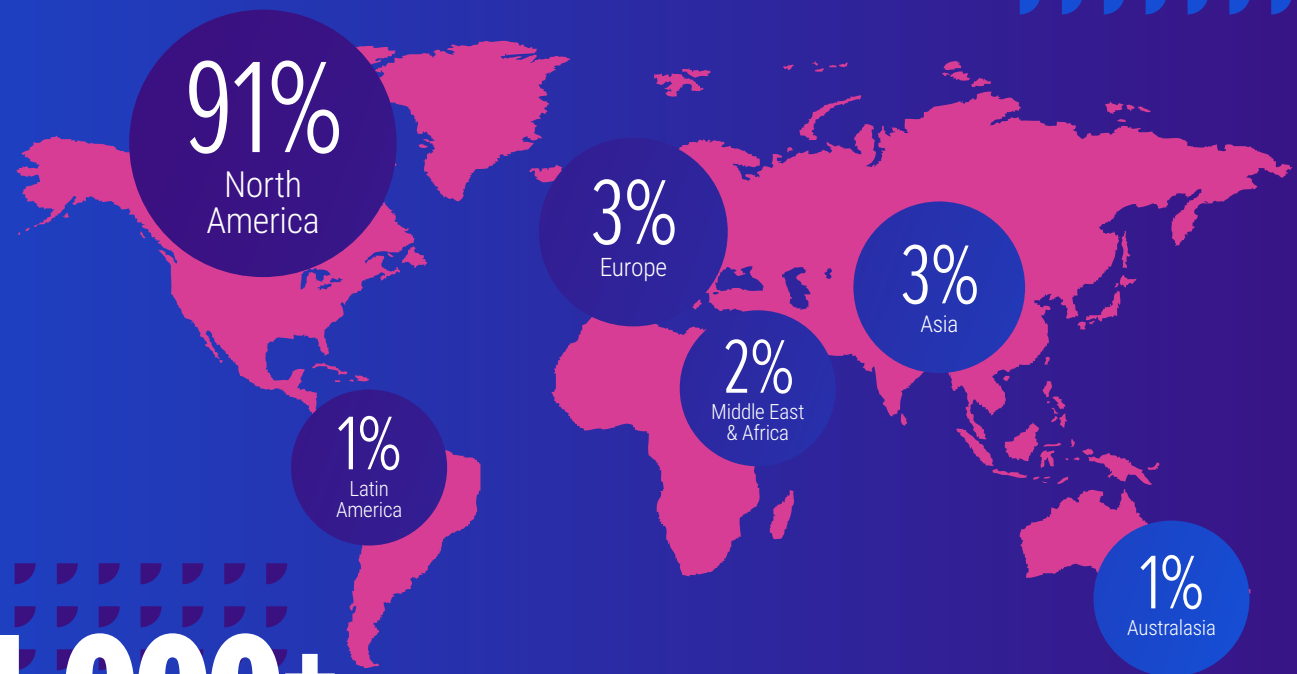
Conference  
Producer



# WHO WILL BE THERE?

**70+**  
Countries

## ATTENDEES FROM AROUND THE WORLD



**1,000+**  
CxOs Onsite

## IN TECHNICAL & STRATEGIC ROLES



**"IOT WORLD 2017 WAS TREMENDOUS! I GOT NEW IOT MARKET AND TECHNOLOGY INSIGHTS, GOOD CONTACTS, AND IT WAS OVERALL A VERY ENJOYABLE EVENT. LOCATION IDEAL. DEFINITELY RECOMMENDED AND ON MY AGENDA FOR NEXT YEAR. THANKS!"**

HEAD OF SOLUTION ARCHITECTS, NOKIA

**"THIS EVENT HAS ALL THE KEY INGREDIENTS FOR ANY COMPANY WANTING TO ENGAGE IN THE IOT INDUSTRY."**

CHIEF ARCHITECT, LOCKHEED MARTIN

[tmt.knect365.com/iot-world](http://tmt.knect365.com/iot-world)

# REPRESENTING EVERY VERTICAL



JOIN TOP INNOVATING COMPANIES ALREADY CONFIRMED:





# WHAT'S NEW FOR 2018



## EXPERIENCE ZONES

Two free-to-attend experience zones located on the expo floor. Trial the newest Industrial IoT and AI products in a fun, interactive environment.



## RETURN OF THE HACK

Our Hackathon returns for 2018! Compete and collaborate with the Valley's finest developers, engineers and tech professionals battling it out for the grand prize.



## DEVELOPERS CONFERENCE

We have combined the popular IoT Architecture Symposium and IoT Developer Stage from last year to bring you advanced technical discussions within 2 tracks of education covering topics such as build & deploy, security, data, AI, and networking & connectivity.



## ACTIONABLE SESSIONS & NEW CONTENT

You told us you want more speakers delivering case studies that address your business goals. We've delivered, with a full day dedicated to IoT implementation and new industrial content, including Utilities & Energy, Smart Buildings, and Smart Construction.



# THANK YOU TO OUR SPONSORS & PARTNERS

## TITLE SPONSOR



## EMERALD SPONSORS



## KNOWLEDGE PARTNER



## TRACK SPONSORS

## GOLD SPONSORS



## SILVER SPONSORS

# MEDIA PARTNERS & ASSOCIATIONS



Internet of Things  
INSTITUTE™

## THE ONLINE HOME OF IOT WORLD

PROVIDING THOUGHT  
LEADERSHIP ON IOT  
IMPLEMENTATION 365 DAYS  
A YEAR.

**VISIT OUR DIGITAL  
COMMUNITY**

**FleetOwner**

**CONTRACTING  
BUSINESS**

**IoTNOW**  
TRANSPORT

telecoms.com

**MH&L** Material  
Handling  
& Logistics

**T&DWorld**

**BULKTRANSPORTER**

industrial internet  
CONSORTIUM

**LYNX**  
TECHNOLOGY PARTNERS

**IoT** global  
network

**asmag.com**  
Global Security Web

**AVIATION WEEK**  
NETWORK

**one  
M**

**RAIN**  
RFID

**DIGITAL TV** net

AMERICAN  
**CITY&COUNTY**

**ElectronicDesign**

**EnergyTimes**

**CONTRACTOR**

**CrunchBase**

**DataCenter  
Knowledge**

**iot**  
eclipse.org

**IoT** TALENT  
CONSORTIUM

**IoTNOW**

**GLOBALPLATFORM**

**IndustryWeek**

Internet of Things Consortium

**iot** for all

**Light  
Reading**

**cp**  
Channel Partners

**Microwaves&RF**

**ipso**  
Alliance

**ITPro**

**IWCEs URGENT**  
COMMUNICATIONS

**RefrigeratedTransporter**

**SM** home

**EULE**  
ALLIANCE

my **IT** forum

**Ovum**  
TMT intelligence | informa

**Power  
Electronics**

**ime**  
IoT M2M COUNCIL

**M2M**  
zone

**WiFi**  
ALLIANCE

**WAVE**  
ALLIANCE

**atis**

Bloomberg  
New Energy Finance



# EVENT AT A GLANCE

[VIEW FULL AGENDA](#)

 MAY 14TH 2018

PRE-CONFERENCE WORKSHOPS

 DAY  MAY 15TH 2018

EXECUTIVE KEYNOTES

EXHIBITION HALL OPENS & WELCOME DRINKS RECEPTION

 DAY  MAY 16TH 2018 - STRATEGY

ANALYST BREAKFAST BRIEFINGS

MORNING KEYNOTES

LEADERS<sup>IN</sup>  
(CXO ONLY)



Connected  
& Autonomous  
Vehicles



NETWORKING PARTIES

 DAY  MAY 17TH 2018- IMPLEMENTATION

ANALYST BREAKFAST BRIEFINGS

MORNING KEYNOTES



Connected  
& Autonomous  
Vehicles



# MAY 14TH - PRE-CONFERENCE WORKSHOPS



May 14 - Santa Clara, CA

Eclipse IoT, a working group hosted at the Eclipse Foundation, is the world's leading open source community and industry collaboration focusing on the Internet of Things. This workshop is all about open source and open standards for building IoT solutions. Attendees will learn about the software needed to build devices, gateways, and IoT cloud platforms.

## BLOCKCHAIN - TECHNOLOGY & APPLICATIONS

This workshop explains how a blockchain works to provide the trust at the heart of a digital ledger, considers the introduction of smart contracts as an innovation on the blockchain and explores a diverse set of real-world scenarios.

Hosted by: **Telecoms & Tech Academy**

## IOT IN THE CHANNEL

Channel Partners understand how to get sensor hardware into customer sites; link it using a variety of connectivity options; and then help collect, store, secure and analyze massive amounts of data. In this workshop, we'll present a master class on working with partners to get real-world results with IoT.

Hosted by:



## IOT SAVING LIVES

Take a look into the vast array of IoT that interfaces with public safety operations, including smart devices, applications, smart cities, virtual reality, artificial intelligence, GIS, LMR, enhanced PTT over LTE, enhanced location services, cloud computing and cyber security. Also, examine how FirstNet will interact with the IoT environment to support public safety and discuss the operational requirements and considerations for public safety agencies as they implement IoT sensors and devices.

Hosted by:



## AI FOR THE INTERNET OF THINGS

Aimed at technology conversant executives and senior managers, this workshop explores AI and how it should be applied to IoT. The first part of the workshop describes AI techniques followed by understanding how these techniques can be applied to IoT datasets.

Hosted by:  
Ajit Jaokar, Author  
and Big Data/IoT/  
Telecoms Specialist



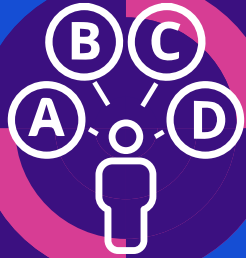
## FOUNDERS DAY

An exclusive day for founders to network with their peers and meet investors. Investors, startup accelerators, and successful entrepreneurs will share their experiences and deliver actionable advice on how to maximize a startup's success. Invitation to attend included in the Project Kairos Startup Pack.

Hosted by: **Project Kairos**

# DAY 1 MAY 15TH - EXECUTIVE KEYNOTES

## KEYNOTE SESSION TOPICS INCLUDE:



SPOT THE OPPORTUNITY:  
CHOOSING YOUR IOT  
PLATFORM



IOT SAVING LIVES: AIDING  
NATURAL DISASTERS



SMART CITIES CHALLENGE  
FINALISTS: SUCCESS STORIES  
AND LESSONS LEARNED



HOW IOT IS CHANGING THE  
CYBERSECURITY LANDSCAPE

## WHO'S SPEAKING?



**Ron Guerrier,**  
*Chief Information Officer,*  
**Farmer's Insurance**



**Maurice Henderson,**  
*Chief of Staff,*  
**City of Portland**



**Jay Nath,**  
*Chief Innovation Officer,*  
**City of San Francisco**



**Kevin Burns,**  
*Chief Innovation Officer,*  
**City of Miami**



**Bob Bennett,**  
*Chief Innovation Officer,*  
**City of Kansas**


























**Sam George,**  
*Director,*  
**Microsoft**



**Lou Loutostanski,**  
*Vice President, IoT,*  
**Avnet**

# DAY 2 MAY 16TH - CONFERENCE TRACKS: STRATEGY

EXECUTIVE TRACK: LEADERS IN	SMART CITIES	Connected & Autonomous Vehicles	SMART CONSTRUCTION	ENERGY & UTILITIES	INDUSTRIAL & MANUFACTURING	SMART HOME	EDGE COMPUTING	DEVELOPER CONFERENCE
 Security, Privacy & Incident Response Strategy	 Moving from Smart to Resilient	 Insuring the Autonomous Car	 Connected Worksites	 Smart Sensors, Network Infrastructure, & Energy Management	 Industrial Market Status Evaluation	 The Power of Voice	 Advantages of Adopting Edge	 Build & Deploy
 The Future of IoT	 Public vs Private Partnership	 Integrating Cybersecurity	 GPS & 3D Mapping	 Legislation & Policy	 Business Models, Strategies, Solutions	 Subscription Models	 Interoperability & Ecosystem Collaboration	 Minimizing Cybersecurity Risks
 Women in Leadership	 Standards & Regulations	 Monetizing Connected Commercial Vehicles	 Project Management Platforms	 Modernizing Energy & Utilities	 The Power of the Digital Twin	 In-home Delivery	 Industrial Edge	 Data & AI

## WHO'S SPEAKING?



**Bret Evans, Sr.**  
Director IT,  
Supply Chain,  
**Johnson & Johnson**



**Aru Bala,**  
President,  
**Stanley Black & Decker**



**Jonathan Reichenital,**  
CTO/CIO,  
**City of Palo Alto**



**Dr. Don Kinard,**  
Senior Fellow,  
**Lockheed Martin**



**John Hajdukiewics,**  
Director, User  
Experience,  
**Honeywell**



**Herve Letourneur,**  
Vice President,  
Product,  
**August Home**



**Robin Stennet,**  
VP Emerging  
Market Strategy,  
**ADT**



**Bill Bryan**  
Acting Under  
Secretary,  
**DHS**



**Meg Goldthwaite,**  
Chief Marketing  
Officer,  
**NPR**



**Jamie Smith**  
Global Chief  
Communications  
Officer,  
**The Bitfury Group**

# DAY 3 MAY 17TH - CONFERENCE TRACKS: IMPLEMENTATION

SMART CITIES	Connected & Autonomous Vehicles	SMART BUILDINGS	ENERGY & UTILITIES	INDUSTRIAL & MANUFACTURING	SMART HOME	LPWAN	DEVELOPER CONFERENCE
 Connected Cars	 Mobility as a Service	 Smart Building Planning	 Remote Monitoring and Maintenance	 Smart Factory: Overcoming Operational Challenges	 Protecting Consumer Privacy	 Connectivity Options: Licensed or Unlicensed?	 IoT Architecture
 Citizen Communities & Public Safety	 Integrating Consumer Technology	 Building the Needs	 Reducing Critical Risk Factors	 Increasing Productivity and Efficiency	 Broadening the Idea of Home	 Is the Future of IoT Cellular?	 Networking & Connectivity
 Sustainability and Infrastructure	 The Electric Future	 Energy & Property Management	 Advantage of Continuous Engineering	 What's Next in IIoT	 Building Compelling Value	 Technology in Action	 Open Source

## WHO'S SPEAKING?



**Barry Hooper,**  
Senior Green Built  
Environment  
Coordinator,  
**San Francisco  
Department of the Environment**



**Michael Frost,**  
First Vice  
President,  
**CBRE Group, Inc.**



**Virkum Aiyer,**  
Vice President of  
Public Policy,  
**Postmates, Inc.**



**Steve London,**  
Senior Manager,  
Business  
Development,  
Global Connected  
Consumer,  
**General Motors**



**Mirko Senatore,**  
Director, Network  
Solutions &  
Excellence, EMEA,  
**Pfizer**



**Larry Reuwer,**  
Global Supply  
Chain Production  
IT Lead,  
**Monsanto**



**Rosa Akhtarkhavari,**  
Chief Information  
Officer,  
**City of Orlando**



**Ryan Ciovacco,**  
Connected Living &  
WallyHome,  
**Sears Holdings**



**Harsh Patil, Sr**  
Staff Research  
Engineer (IoT  
Security),  
**LG Electronics**



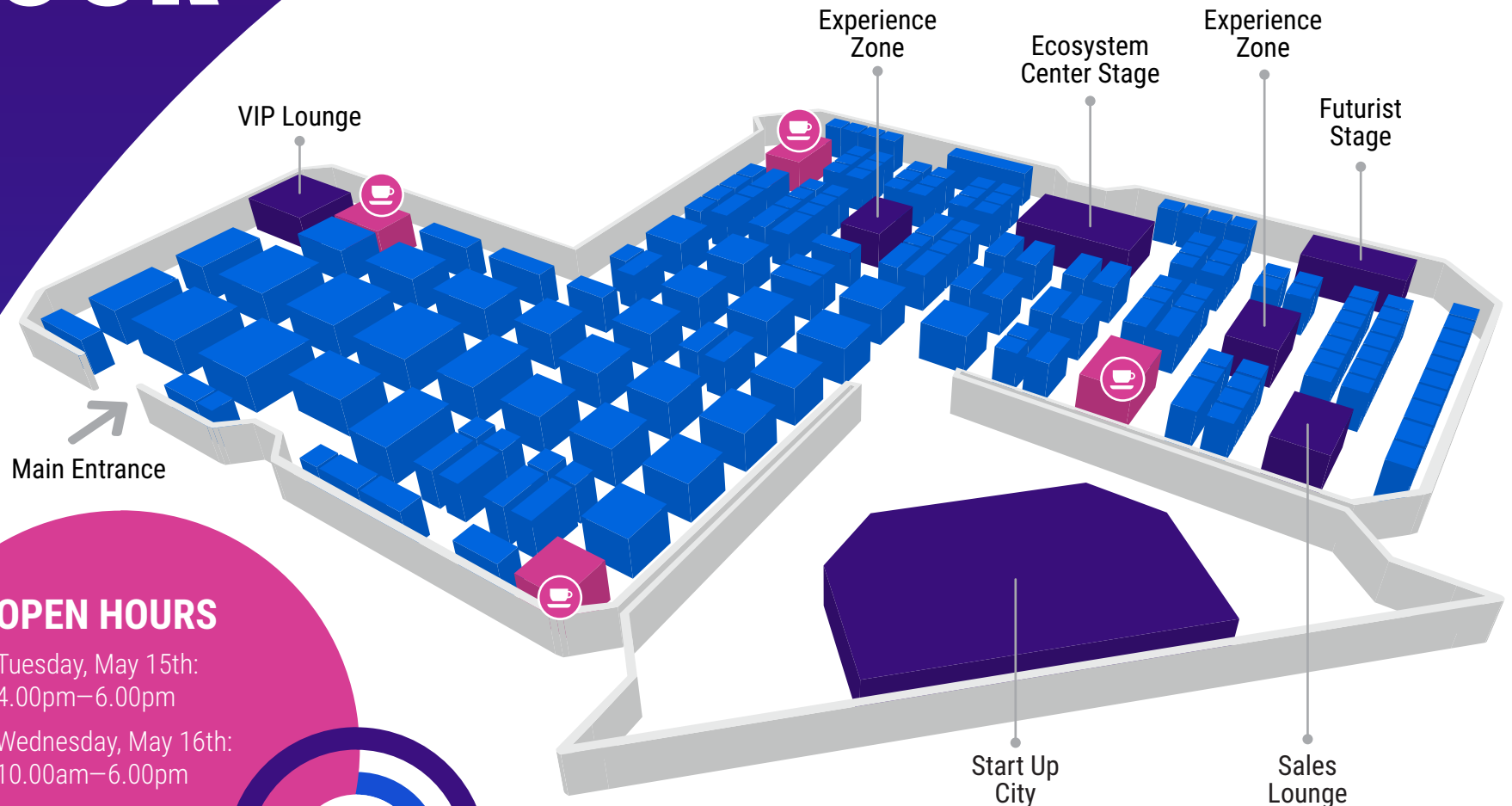
**Enrique Sanchez Montellano**  
Cyber Security  
Assessor Expert,  
**PG&E**



# EXPO FLOOR

**"THIS WAS A REALLY GOOD EVENT AND I WAS ABLE TO NETWORK WITH SEVERAL KEY VENDORS, SALES ASSOCIATES, AND PROSPECTIVE CUSTOMERS."**

DIRECTOR CONNECTED AIRCRAFT, HONEYWELL



## OPEN HOURS

Tuesday, May 15th:  
4.00pm–6.00pm

Wednesday, May 16th:  
10.00am–6.00pm

Thursday, May 17th:  
10.00am–4.00pm

**VIEW SPONSORSHIP OPPORTUNITIES**

# WHAT'S HAPPENING ON THE EXPO FLOOR?



**100,000 SQ. FT.**  
SHOWCASING  
**300+**  
OF THE TOP IOT  
INNOVATORS

## TWO STAGES OF CONTENT

### ECOSYSTEM CENTRE STAGE



Industry 4.0



Future of VR



5G Development



The Power of Women in IoT



Security & Privacy



Quantum Computing



Blockchain



Digital Business Transformation

### FUTURIST STAGE



Consumer IoT: Retail, Wearables,  
Sports, Media, & More



Healthcare



Agriculture



Supply Chain



Mobile Technology



AI & Machine Learning



Aviation



Transportation

### STARTUP CITY

Stop by the one of the busiest spots on the floor, featuring 100+ startups disrupting the IoT space and the Innovation of Things pitchoff.

### OPENING NIGHT DRINKS

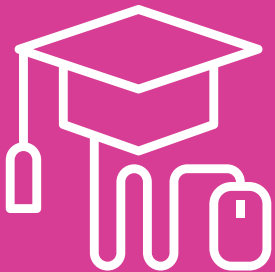
Get the first walk of the expo floor with a drink in hand on May 15th, 4.00 pm - 6.00 pm.

### EXPERIENCE AREAS

We've added two experience zones so you can demo the newest IoT products.

# GET THE MOST AT INTERNET OF THINGS WORLD

WE CREATED THESE VALUE-PACKED FEATURES, SO YOU GET THE MAXIMUM BENEFIT FROM YOUR TIME AT THE SHOW.



## INTERACTIVE LEARNING

Take your learning to the next level with workshops on the first day, face-to-face time with top industry analysts at morning Analyst Breakfast Briefings, and demo technology in the expo Experience Zones.

## FOCUSED TIME FOR MEANINGFUL CONNECTIONS

This year there's more networking activities than ever before, including new vertical focused sessions during the conference breaks.



## INSIDE LOOK AT THE NEWEST TECH

Get up close and personal during Insider Sessions to learn about sponsors' latest products and solutions and how to implement them within your business.



## NETWORKING PARTIES

Nobody in the industry loves a party more than us! Let loose at the end of the day and build relationships as you exchange insights and share experiences.



“ A STELLAR COMBINATION OF INTERESTING CONTENT, STRONG ATTENDANCE, AND HIGH ENERGY ”

PRINCIPLE, IOT STUDIO, ORANGE



# Project Kairos

Part of:  
**Internet  
of Things  
World**

**100+**  
Startups

**50+**  
Pitches

**100+**  
Investors

**A GLOBAL STARTUP INITIATIVE.  
BACKED BY THE INDUSTRY.  
FOCUSED ON YOU.**



#### **PITCH OFF COMPETITION & INNOVATION OF THINGS AWARD**

Pitch your product to an engaged audience of industry leaders, investors, and press for a chance to win the grand prize



#### **FOUNDERS DAY**

An exclusive time for founders to network and gain valuable tools to make their startup successful



#### **STARTUP CITY**

Showcase your innovative technology at one of the most popular spots on the expo floor



#### **INVESTOR MEETINGS**

Get facilitated introductions to top investors

“

**IT'S AN AWESOME PLACE TO INTERACT WITH SOME OF THE BEST AND BRIGHTEST IOT COMPANIES THAT HAVE COME FROM ALL OVER TO BE PART OF THIS... CONNECTING WITH LIKE-MINDED PEOPLE WHO ARE ALL EXPLORING SIMILAR AREAS IS AN AMAZING EXPERIENCE**”

JENNY FIELDING,  
MANAGING DIRECTOR,  
TECHSTARS

## **3 WAYS TO GET INVOLVED**

**1**

**SPONSOR  
PROJECT KAIROS**

**2**

**ATTEND & EXHIBIT  
AS A STARTUP**

**3**

**PARTICIPATE AS  
AN INVESTOR**

Contact Kimberley at  
[kimberley.graham@informa.com](mailto:kimberley.graham@informa.com)

### **PARTICIPATING STARTUPS HAVE INCLUDED:**



### **SUPPORTERS & MEDIA HAVE INCLUDED:**

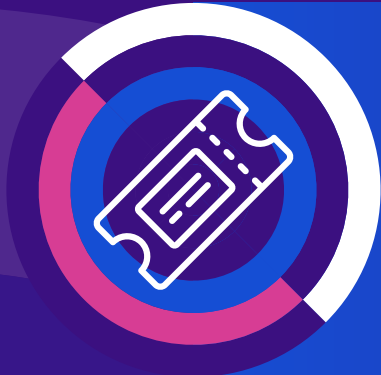
[tmt.knect365.com/iot-world/project-kairos](http://tmt.knect365.com/iot-world/project-kairos)

@ProjectKairosHQ

# PLAN YOUR VISIT



TO GET STARTED, CHOOSE THE STATEMENT THAT BEST APPLIES TO YOU



I WANT TO ATTEND THE  
CONFERENCE.



I'M A STARTUP.



I WANT TO ATTEND THE  
EXPO ONLY.



I WANT TO ATTEND  
AS PRESS.









I'M DIRECTOR LEVEL OR  
ABOVE AT A B2C  
FORTUNE 1000  
COMPANY.





# GET THE LOWEST PRICE

BOOK NOW

	  <b>EVERYTHING PASS</b> 4 DAYS	 <b>PLUS PASS</b> 3 DAYS	 <b>CONFERENCE PASS</b> 2 DAYS	 <b>DEVELOPER CONFERENCE PASS</b> 2 DAYS	 <b>STARTUP PACK**</b> 4 DAYS
Pre Event Workshops (May 14th)	✓				
Executive Keynote Day (May 15th)	✓	✓			
2 Day Conference keynotes + (10 tracks daily) including Connected & Auto-nomous Vehicles	✓	✓	✓		
Developer Conference	✓	✓	✓	✓	
Analyst Breakfast Briefings	✓	✓	✓	✓	
Ecosystem Center Stage	✓	✓	✓	✓	
Futurist Stage	✓	✓	✓	✓	
Expo Floor	✓	✓	✓	✓	
Startup City	✓	✓	✓	✓	
Networking Parties	✓	✓	✓	✓	
Speaker Presentation Slides	✓	✓	✓	✓	
Lunch & Refreshments	✓	✓	✓	✓	
	<b>\$2,295*</b> <del>\$3,195</del>	<b>\$1,995*</b> <del>\$2,995</del>	<b>\$1,795*</b> <del>\$2,795</del>	<b>\$795*</b> <del>\$1,095</del>	
					<ul style="list-style-type: none"> <li>• 2 Everything Passes</li> <li>• Invitation to Founders Day</li> <li>• Entry into Innovation of Things Pitchoff Contest</li> <li>• 2 Day Pod in Startup City</li> <li>• Listing on Crunchbase</li> <li>• \$10K AWS Web Credits</li> </ul>
					<b>\$2,500</b>

Group discounts available, contact Peter at [peter.ilich@knect365.com](mailto:peter.ilich@knect365.com)

# PLAN YOUR VISIT

## Venue:

Santa Clara Convention Center  
5001 Great America Parkway Santa Clara, CA 95054



## Hotel Discounts:



### **Marriott, Santa Clara**

2700 Mission College Blvd, Santa Clara, CA 95054, USA



### **Hyatt Regency, Santa Clara**

5101 Great America Pkwy, Santa Clara, CA 95054, USA

**BOOK A ROOM**

**BOOK A ROOM**

[tmt.knect365.com/iot-world](http://tmt.knect365.com/iot-world)

## HAVE A QUESTION? GET IN TOUCH WITH THE TEAM!



### **Attendee Inquiries**

Peter Ilich

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**E:** [peter.ilich@knect365.com](mailto:peter.ilich@knect365.com)



### **Exhibition & Sponsorship Inquiries**

Sierra Coughlin

**T:** +1 480 281 6089

**E:** [sierra.coughlin@informa.com](mailto:sierra.coughlin@informa.com)



### **Speaking Inquiries**

Gavin Whitechurch

**T:** +1 650 396 2920

**E:** [ioteventspeaking@knect365.com](mailto:ioteventspeaking@knect365.com)



### **Media Passes & Partnership Inquiries**

Taylor McCord

**T:** +1 628 220 2051

**E:** [taylor.mccord@informa.com](mailto:taylor.mccord@informa.com)

# THE WORLD'S PREMIER IOT EVENT SERIES

CLICK ON AN EVENT  
TO FIND OUT MORE

## Internet of Things World

May 14 - 17, 2018  
Santa Clara Convention  
Center, CA

## Internet of Things World Europe

Part of: TechXLR8  
During: LONDON TECH WEEK  
June 12 - 14, 2018  
Excel, London

## Internet of Things World Asia

Part of: TechXLR8 Asia  
September 18 - 20, 2018  
Marina Bay Sands, Singapore

## Internet of Things World Africa

Part of: Africa Com  
NEW FOR 2018  
November 13 - 15, 2018  
CTICC, South Africa

## Smart to Future Cities

April 25 - 26, 2018  
Radisson Blu Portman  
Square, London

## Connected & Autonomous Vehicles

May 14 - 17, 2018  
Santa Clara Convention  
Center, CA

## Blockchain 360

Part of: TechXLR8  
During: LONDON TECH WEEK  
NEW FOR 2018  
June 12 - 14, 2018  
Excel, London

## Digital CX World

Part of: TechXLR8  
During: LONDON TECH WEEK  
NEW FOR 2018  
June 12 - 14, 2018  
Excel, London

## AR & VR World

Part of: TechXLR8  
During: LONDON TECH WEEK  
June 12 - 14, 2018  
Excel, London

## Blockchain 360

Part of: TechXLR8 Asia  
NEW FOR 2018  
September 18 - 20, 2018  
Marina Bay Sands, Singapore

## IoT Security Summit

October 16 - 17, 2018  
Fairmont Dallas, TX

## Smart Cities Summit

October 29 - 30, 2018  
Hyatt Regency, Atlanta,  
GA

## IoT Blockchain Summit

October 29 - 30, 2018  
Hyatt Regency, Atlanta,  
GA

## Industrial IoT World

October 29 - 30, 2018  
Hyatt Regency, Atlanta,  
GA

## Smart Home Summit

November 13 - 14, 2018  
Crowne Plaza Foster City,  
CA

