The IoT Security Foundation Conference
5th December 2017
Savoy Place, London

Knowing It's Safe To Connect

Supporter
Opportunities

I₀T
Security Foundation

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CONFERENCE AND PROCEEDINGS OVERVIEW

The 3rd IoT Security Foundation Conference is a one-day event and follows on from the 2016 'Building an Internet of Trust' Conference at IET Savoy Place, 2015's IoTSF Conference held at the Royal Society and the original IoT Security Summit at Bletchley Park.

Knowing It's Safe To Connect

A founding value of IoTSF is "security first". This speaks to the fact that good security has to be considered from the beginning of the lifecycle and, along with our third value "resilience", maintained throughout. Much of the work carried out by IoTSF to date has deliberately prioritised the vendor side of the equation for the simple reason that if security capabilities are not provided from the start, fit-for-purpose security is challenged.

Yet, what about the user side of the equation? Does the IoT market understand the implication of insecurity to their business? Do purchasers know what good security looks like or how to ask for it? Are there good examples of how security should be done? This is the next phase of our work – **taking security expertise into the application domain**.

The 2017 IoTSF Annual Conference will bring vendors and users together with security experts, researchers and key stakeholders to discuss security "in the round". Attendees will learn how companies are providing security capabilities and how users are implementing them. This will be framed by a wider outlook of the contemporary issues and take a look into the future with a view from the research agenda.

An accompanying table-top exhibition complements the conference track and the day ends with a drinks reception allowing extra time to discuss the themes of the day and additional networking.

The conference will have a senior and expert level line up of speakers which are announced as part of the promotional activity and can be found on the conference website.

The primary targeted audience is the technology providers and the technology adopters of IoT, alongside academia, press, government and wider stakeholder groups.

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PROMOTIONAL OPPORTUNITIES

There are a number of sponsorship opportunities for organisations associated with the IoT security conference theme which will also be attended by trade and technology press.

Sponsoring *IoTSF's 2017 Conference* will deliver a number of benefits for your organisation whilst contributing to our shared mission to *make it safe to connect*. IoTSF is committed to providing a compelling level of value for each of a limited number of conference sponsors. All of the packages that we have put together are highly competitive and have significant benefits.

Who Am I Expanding My Brand Reach To?
The IoTSF Annual Conference attracts a wide range of decision makers under one roof including CEO's, CSO's, CTO's, Chief Security Strategists, Directors, Engineers, Business Development Managers, Technical Directors, Security Experts, Academics, Government and Press.

Why Sponsor or Exhibit?
The IoTSF Conference provides the perfect environment to not only promote your brand, but to build lasting relationships with customers and get to know other businesses:

- **Build Reputation & Increase Brand Visibility**
- **Unique access to our IoT Security community and stakeholders**
- **Lead Generation & Sales**
- **New Business Partnerships**
- **Strengthen Relationships With Existing Customers** – some of our packages include client passes and can be added to other sponsorship options on request
- **After Conference Networking** – a drinks reception accompanies the Conference.

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CONFERENCE SPONSORSHIP

There are 3 classes of sponsorship on offer with 2 exhibitor options:

- **Gold Sponsors (x3)**
- **Silver Sponsors (x9)**
- **Bronze Sponsor (x3)**

Gold x3, Priced at £10,000 / IoTSF Members £7,500

Gold sponsors will enjoy prominent branding in the run up and during the conference as well as the opportunity to present your own session/talk.

Included in the package:

- Prominent branding on website event page, event promotions, at the event and in printed materials
- Deliver your own session (talk, workshop or roundtable discussions) on the Technical Track
- Full page advert in the conference proceedings book
- Prominent Table top space in the exhibition area for demos and marketing materials
- Five delegate places
- Up to five client passes
- We also encourage sponsors to provide blog post materials for the IoTSF website consistent with the conference theme and in the spirit of IoTSF mission promoting knowledge and best practice
- We will also be recording the conference and there will be an opportunity for Gold sponsors to be included in a video interview for post event viewing. This could be done in the style of an article which can be further promoted after the event, for example "the 3 things we learned in the session on…"

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Silver x 6 (£ various)

There are 4 types of silver packages:

1. **Drinks Reception x1, Priced at £5,000 / IoTSF Members £3,500** **[SOLD]**
   A popular sponsorship amongst delegates! The drinks reception sponsor has the opportunity to address delegates at the end of the day, to promote their organisation and align interests with the mission of IoTSF. Also included in the package:

- Table top space in the exhibition area for demos and marketing materials
- Two delegate places
- Half page advert in the conference proceedings book
- Branding in the promotional literature & on the conference website.

2. **Session Sponsor x 4, Priced at £4,500 / IoTSF Members £3,000**
   Included in the package:

   - Branding in event promotions, at the event and in printed materials
   - Visual and verbal recognition at the Conference
   - Half page advert in the conference proceedings book
   - Table top space in the exhibition area for demos and marketing materials
   - Three delegate places
   - We also encourage sponsors to provide blog post materials for the IoTSF website consistent with the conference theme and in the spirit of IoTSF mission promoting knowledge and best practice.

3. **Technical Track Sponsor x 3 Priced at £6,500 / IoTSF Members £5,000**
   This package has been developed for companies that would like to share their technical knowledge by delivering your own session on the technical track. Included in this package:

   - Branding in event promotions, at the event and in printed materials
   - Visual and verbal recognition at the Conference
   - Half page advert in the conference proceedings book
   - Deliver your own session (talk, workshop or roundtable discussions) on the Technical Track
   - Table top space in the exhibition area for demos and marketing materials
   - Eight delegate places for staff, clients & prospects
   - We also encourage sponsors to provide blog post materials for the IoTSF website consistent with the conference theme and in the spirit of IoTSF mission promoting knowledge and best practice.

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4. **Lanyard Sponsor x1, Priced at £4,000 / IoTSF Members £3,000 [SOLD]**
   Your company name printed on the lanyards used for delegate badges.
   Included in the package:
   - Table top space in the exhibition area for demos and marketing materials
   - Two delegate places
   - Half page advert in the conference proceedings book
   - Branding in the promotional literature & the conference website.

Bronze x 3 (£ various)

There are 3 bronze level packages for organisations working with smaller budgets. Each package includes an allocation for 2 members of staff, logo on the conference website and in printed materials plus verbal recognition at the event.

1. Lunch sponsor x 1 Priced at £2,200 / IoTSF Member £1,450

2. Break sponsors x 2 (morning / afternoon) Priced at £2,000 / IoTSF Member £1,250

3. Wi-Fi sponsor x 1 Priced at £2,000 / IoTSF Member £1,250

EXHIBITORS

A table-top exhibition runs alongside the main conference allowing organisations to promote their products and services. There are two options available:

1. Table-top running alongside the main conference and drinks reception
   a. Approx. 6ft trestle table with space for pop-up banners and power
   b. Priced at £2,295 non-members / £1,995 IoTSF members

2. 1 meter tall table running alongside conference and drinks reception
   a. Approx. 1 meter poseur table with space for pop-up banners and power
   b. Priced at £1,995 / £1,795 IoTSF members

Two delegate places are included in the exhibitor packages with a table and 2 chairs provided. Packages are sold on a first come, first served basis.

Notes: Tailored packages are available – enquiries welcome
All prices are exclusive of VAT

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VENUE

Savoy Place is a unique London venue situated by the River Thames. It has recently been re-opened following a £30 million pound refurbishment offering increased capacity and easy access by rail, tube and river!

The conference takes place in the Kelvin Lecture Theatre which has a capacity exceeding 450 delegates and technical workshop sessions with capacity for 70 delegates.

Sponsors, speakers and delegates will benefit from a full range of digital facilities including cutting-edge IT, AV and wireless connectivity throughout providing the tools to attract and hold audience attention.

Break-out sessions will take place in the Riverside Room.

History

Savoy Place has a rich history dating back to 1889

- Completed in 1889, Savoy Place was designed by Stephen Salter and H Percy Adams as a joint examination hall for the Royal College of Physicians and Royal College of Surgeons
- On 1 June 1909, The Institution of Electrical Engineers (IEE) bought the lease of the building and refurbished it to suit the needs of its members
- In 2006 the Institution changed its name to become the Institution of Engineering and Technology (IET) and Savoy Place.

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ABOUT THE INTERNET OF THINGS SECURITY FOUNDATION (IoTSF)

IoTSF was formed as a response to existing and emerging threats in Internet of Things applications. It was launched on September 23rd 2015 in London following an intensive consultation with a wide range of stakeholder organisations including industry, academia, government, regulators and businesses seeking to use IoT technologies to drive their commercial development.

IoTSF is the global home for IoT security and the natural home for IoT product and service vendors, network providers, technology adopters, researchers and industry professionals. The mission of IoTSF is to make the Internet of Things secure, to aid its adoption and maximise its benefits. To do this IoTSF promotes knowledge and clear best practice in excellent, appropriate security to those who specify, make and use IoT products and systems.

IoTSF is an international, collaborative and vendor-neutral initiative led by industry and inclusive of all technology providers and service beneficiaries. It operates on a non-profit model.

IoTSF Core Values

SECURITY FIRST	*Designed in at the start*
FIT FOR PURPOSE	*Right-sized for application*
RESILIENCE	*Through operating life*

For further information on IoTSF see our website: www.iotsecurityfoundation.org

GENERAL ENQUIRIES

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