iot
INSTITUTE ™

Real-world IoT.
Real people.
Real projects.

Powered by **Penton**

What is IoT?

The Internet of Things (IoT) is the term for the massive expansion of information technology impact, and reflects the intersection of the digital and physical worlds.

With near ubiquitous connectivity available in developed countries, combined with sensors and data analytics technologies, the ability to capture and analyze vast amounts of data can be put to use for business, cities and citizens value.

https://en.wikipedia.org/wiki/Internet_of_Things
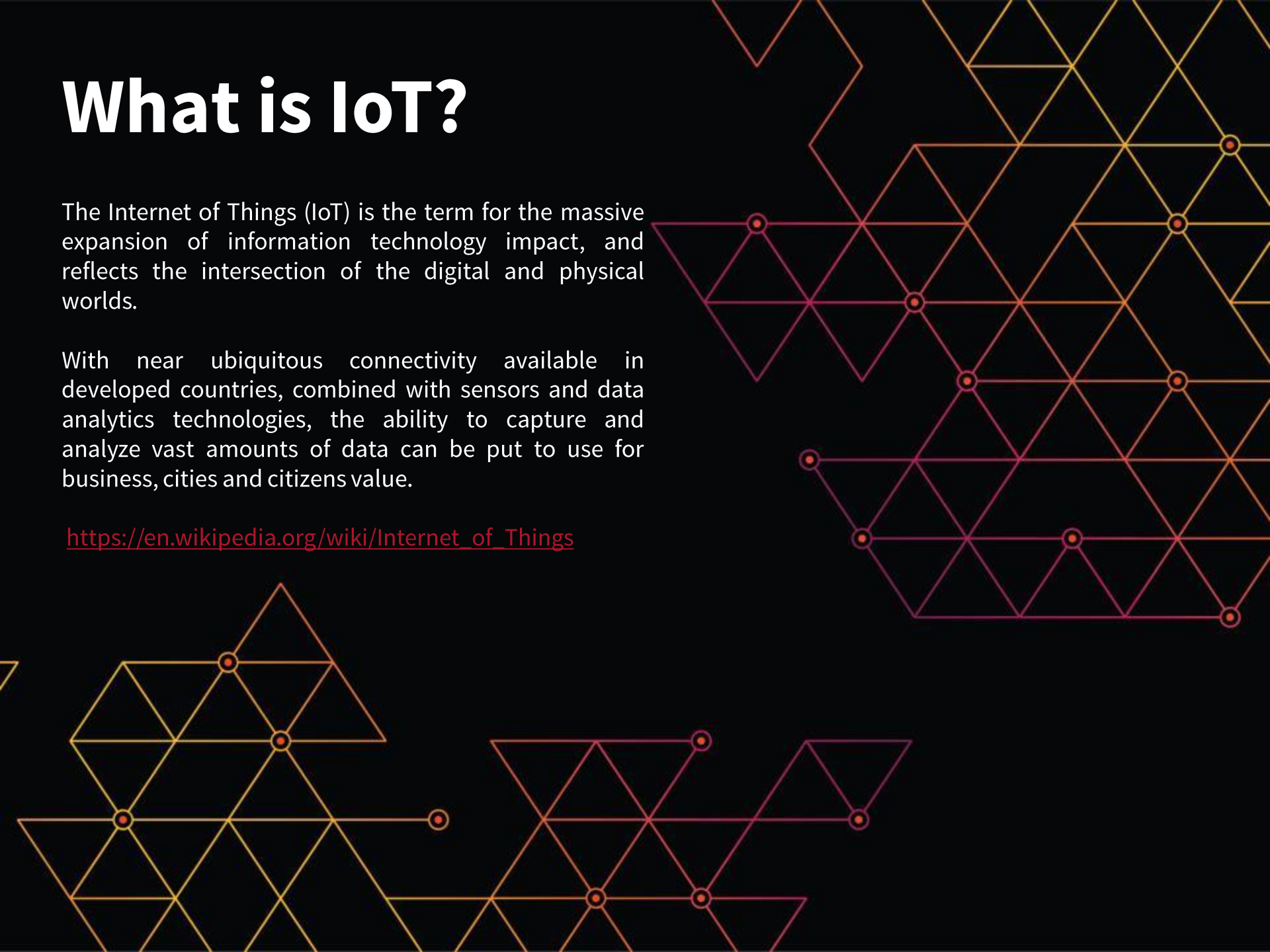
MANUFACTURING

GOVERNMENT

ENERGY

TRANSPORTATION

Gartner forecasts these industries will lead with
THE MOST CONNECTED THINGS
in use between 2015 – 2020

PENTON AUDIENCE REACH

MANUFACTURING — 1.5 million

GOVERNMENT — 600,000

AGRICULTURE — 1.5 million

DATA CENTERS & IT — 6 million

ELECTRONICS — 1.7 million

BUILDINGS — 700,000

ENERGY — 1 million

TRANSPORTATION — 3 million

What is IoT Institute?

Penton's IoT Institute is an **online community, research and live events** brand focused on the rapidly-growing world of the Internet of Things (IoT).

We provide real-world and actionable **case studies, insights, research, and e-learning** on the industrial and cultural phenomenon that's changing the shape of business and cities today.

Our mission is to enable **cross-industry and cross-job function** learning to catapult IoT market value and results forward.

Powered by **Penton**

Why Penton?

No other media & information services company has the comprehensive mix of audience, brands & market connections that Penton has to address the IoT market.

Penton is strategically positioned to be the #1 BtoB & Public Sector IoT information services company in the world.

20mm USER RELATIONSHIPS

DEEP VERTICAL KNOWLEDGE

CONTENT ENGAGEMENT EXPERTISE

Penton's mix uniquely enables us to address the cross-job function and cross-industry dynamics of IoT decision making and ability to market to:

- horizontal technologies reach & connections: **IT and Electronics**

    +

- deep vertical industry reach & connections for markets that are viewed as high value for IoT - including **manufacturing & supply chain, energy & buildings, transportation, government & public infrastructure, and agriculture**

    +

- full IoT decision making team: **Executives & Line-of-Business Managers, OT, IT, Engineering and System Integrators**

Cross Penton IoT Collaboration

PUBLIC SECTOR & TRANSPORTATION

American CITY&COUNTY · GPN Government Product News
Government Procurement · Waste EXPO an event by Waste360
Waste 360
govalytics
IWCE International Wireless Communications Expo · URGENT Communications & Comm.
WARDSAUTO
AVIATION WEEK NETWORK
AMERICAN TRUCKER · FleetOwner

IT/DATA CENTERS

DATA CENTER KNOWLEDGE · AFCOM
DATA CENTER management
WindowsITPro · Talkin' Cloud The Cloud. The Channel. The Chatter.
IT/Dev CONNECTIONS · hostingcon
DATA CENTER WORLD

Internet of Things INSTITUTE ™

ELECTRONICS/SENSORS

power electronics · electronic design
microwaves&rf · machine design

ENERGY AND BUILDINGS

HVACTALK · the ENERGY Times
TRANSMISSION & DISTRIBUTION WORLD · CONTRACTING BUSINESS
AMERICAN SCHOOL & UNIVERSITY · EC&M

AGRICULTURE

FarmProgress · Farm Industry News
FARM FUTURES · FARM PROGRESS SHOW

RETAIL & NATURAL PRODUCTS

newhope 360 · SN
NATURAL PRODUCTS EXPO
Restaurant News

MANUFACTURING

IndustryWeek
MH&L · NEW EQUIPMENT DIGEST
M&T Manufacturing & Technology

Senior Management

Operations & Facilities

IT

Engineers and Developers

System Integrators

Cross-Functional Teams Are Essential for IoT Success

marketers who adapt to address multiple audience types will win the market-share battle

Comprehensive Content Serving
IoT Decision Making Teams

Top Targeted Verticals:
- Manufacturing
- Energy
- Buildings
- Government
- Transportation
- Data Centers & IT

Industry / Markets

Content Channels on IoTi:
- IoT for Developers
- Industrial IoT
- Smart Cities
- Smart Energy & Buildings
- Infrastructure
- Security
- Analytics
- IoT Strategy
- Trends & Analysis

IoT Topics

IoT Institute

Job Roles

Top Targeted Titles:
- Corporate Executives
- Line-of-Business Management
- Operations & Facilities
- IT
- Engineering (end-users & OEMs)
- Product Management
- System Integrators
- Business Consultants
- Marketing & Customer Experience

Stimulating cross-functional learning and collaboration

iot INSTITUTE ™

Press

http://tiny.cc/f9vnay

Insights

Wednesday, April 06, 2016

Penton Stakes Claim in B2B IoT

Penton's new partnership with the Industrial Internet Consortium provides a leading indicator that mainstream IoT is in range.

Important Details:

By Michael Balsam
VP & Lead Analyst
Maine, United States

Penton's newly minted Industrial Internet Consortium (IIC) membership places it in the company of IoT thought leaders from GE to Intel to MIT. Penton brings its robust publishing and events infrastructure to IIC's pioneering work on the future of connected devices and together will serve to educate and promote IoT best practices. Penton's own virtual IoT Institute will launch in April, reaching across its core industrial verticals with case studies, thought leadership, and a live event debuting this fall.

Penton's broad and deep industry IoT coverage will manifest itself as *Smart Cities*. This approach takes a top-down hyper-local view of all professional aspects within a city, from food production through municipal government. An early area of focus will be IoT in the factory and across supply chains. Resembling early days of the internet, there are more IoT questions than answers that Penton expects to serve through case studies and how-to content that addresses real-world IoT challenges. Penton's IoT Institute will be a digital destination that will partner with Penton's vertical media groups to make industry-specific IoT content available on those properties.

News in Focus   Business & Money   Science & Tech   Health & Living   Policy & Public Interest   People & Culture

Penton

Penton's IoT Institute and the Industrial Internet Consortium Announce Partnership to Bring Education to the Fast-Growing Internet of Things Market

Mar 29, 2016, 10:00 ET from Penton

http://tiny.cc/77vnayy

SAN FRANCISCO, March 29, 2016 /PRNewswire/ -- Penton's IoT Institute, an online community, live events and research brand focused on the rapidly-growing world of the Internet of Things (IoT), and the Industrial Internet Consortium® (IIC), the global public-private organization formed to accelerate adoption and enablement of the Industrial Internet of Things, today announce they are partnering to educate the fast growing IoT market.

Penton and the IIC will work together to fill an education gap needed in the industry through research, collaboration on the IOT Solutions World Congress awards program, industry events such as Forum Industries 4.0 meets the Industrial Internet at Hannover Messe 2016, offering co-marketing promotions and other opportunities.

Machine-to-machine (M2M), connected devices, the industrial IoT and the networked society are major themes across Penton. "We've launched the IoT Institute because our users are seeing a gap in information on the topic of IoT that we can deliver," said Karen Field, Executive Director of Content, IoT Institute. "IIC is a strong global advocate for industrial IoT. Their objectives to educate and promote industry best practices are in perfect alignment with our goals. We believe this partnership will strengthen and amplify both IIC and our efforts. We are thrilled to join the IIC as a member."

City CIO of San Francisco and Executive Director of the Department of Technology

Miguel A. Gamiño Jr. @SFCityCIO   3/31/16
Great Q&A with @karenfield in @IndustryWeek about why #IoT will force #IT & #OT to have to work together
bddy.me/1UGovRa

Penton's IoTi Executive Content Director

IOTWORLDNEWS @iotworldnews   3/22/16
#IoT is like eating kale, you don't see benefits straight away says Terri Lewis @CaterpillarInc @karenfield #IoT
industryweek.com/systems-integr...

Best Crowdfunding liked this and 1 more Tweet you were mentioned in
#WednesdayWisdom from @karenfield on #IoTchat with @CiscoMFG
twitter.com/karenfield/sta...

View all...

Best Crowdfunding liked a Tweet you were mentioned in
A5: @karenfield Perhaps a cultural shift? :) #mfg #IoT #IoTchat
twitter.com/Cisco_IoT/stat...

IoT Institute Portfolio

March 2016

NEWSLETTER

April 2016

WEBSITE

Launching April 18

LEARNING CENTER

RESEARCH

Nov. 2016

EVENT

iot emerge.

Strategic Partners:

McKinsey&Company

BPI NETWORK

CMO COUNCIL

Smart Cities Council

industrial internet CONSORTIUM

ita SCALING TECH

iot INSTITUTE ™

Sponsorship Opportunities

Newsletter

The **IoTi Informer newsletter** is produced weekly by the IoT Institute team and is marketed to over 200,000 IoT decision makers

SPONSORSHIP OPPORTUNITIES:

- **3 articles per edition written by IoT Institute, plus trending IoT stories across Penton network**
  - Minimum of 2x commitment
  - Rates good through June 2016
  - Maximum of 3 advertisers per weekly addition

300x250 (Top)	$3,000
180x150 (Top Hot Product) Headline 40 word max. Body text 50 words max	$3,000
468x60 (Middle Featured)	$2,500
580x60 (Middle Deluxe)	$2,600
678x90 (Middle Premier)	$2,700
468x60 (Bottom Featured)	$2,000
580x60 (Bottom Deluxe)	$2,100
678x90 (Bottom Premier)	$2,200

Register for the IoTi Informer newsletter:
http://pages.iot-institute.com/subscribe?code=salesNL
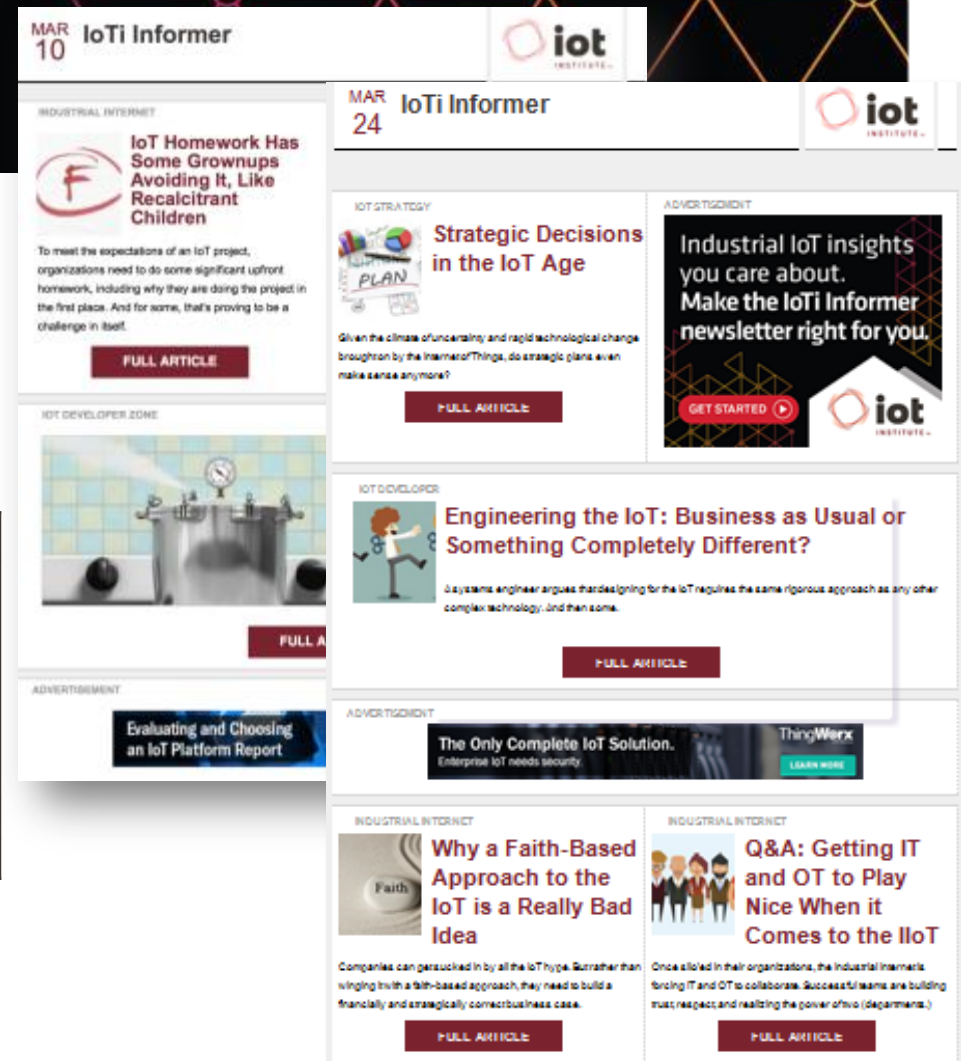
Website

IoTi.com is a new online community aimed at educating the professionals leading the IoT charge through real-world case studies, insights from IoT influencers, live webinars and e-Learning courses

SPONSORSHIP OPPORTUNITIES:

- **Content Channel Sponsorships-** dominate a channel via banners, social, content, quizzes and video
- Channels offered:
    - IoT for Developers
    - Industrial IoT
    - Smart Cities
    - Smart Energy & Buildings
    - Infrastructure
    - Security
    - Analytics
    - IoT Strategy
    - Trends & Analysis

Pricing: $7,500 - $31,500 per month
See next slide or Rate Card for details
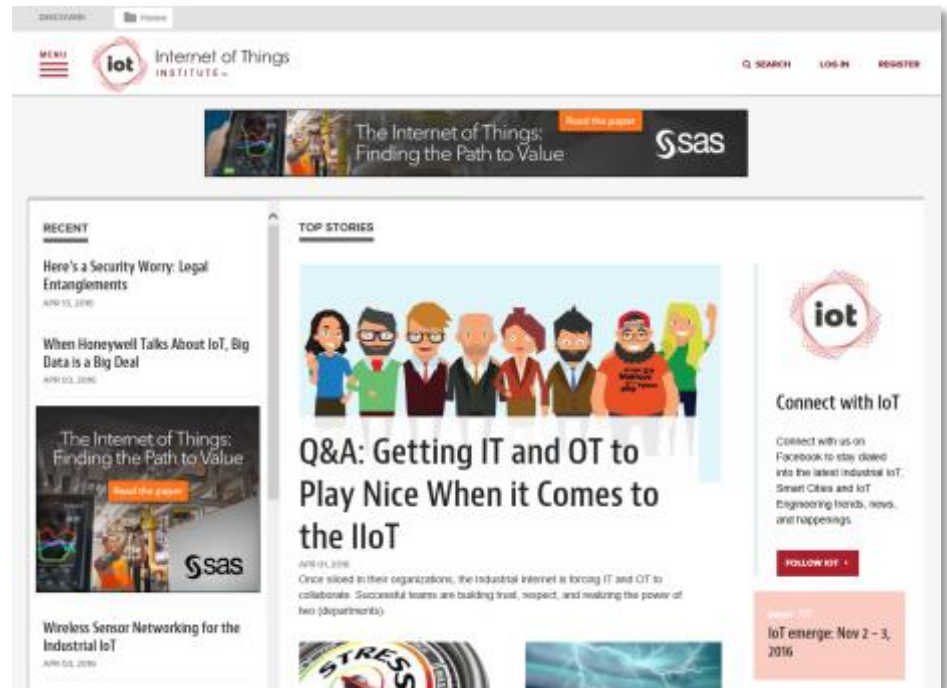
www.IoTi.com
launching
April 20, 2016

Content Channels

	PREMIER PARTNER (1 per content channel)	INDUSTRY PARTNER (2 per content channel)	PARTICIPATING PARTNER
Launch announcement eblast to over 1M from editor	X	X	X
Welcome ad featuring sponsor logo announcing new site	X		
Featured sponsor logo in IoTi Snap Quiz. "Test your IoT IQ"	X		
Your choice of one IoTi ad unit running on selected Penton sites	100,000 impressions	50,000 impressions	10,000 impressions
In May 2016, 3 posts/week on social media channels FB, Twitter (sponsor provided content)	X		
One posting on IoTi FB page as featured sponsor (sponsor provided copy 200 words + image)	X		
1 retweet/week of Twitter post for 3 months (Tweets supplied by Sponsor)	X	X	X
IoT Institute Custom Editorial Posts, such as: blogs, articles, videos, photo galleries (produced by Penton for sponsor)	X(4)	X(2)	X(1)
Sponsor-provided content items, such as: blogs, articles, white papers, infographics, videos	X(4)	X(2)	X(1)
Content items promoted in IoTi Informer e-newsletters/headline feeds/IoTi social media posts	X(2 e-newsletter & 4 social posts/month)	X (1 e-newsletter & 2 social posts/month)	X (1 e-newsletter & 1 social post/month)
Monthly Custom/Targeted e-newsletter	25k circulation	10k circulation	
In-Article Video	50% SOV	25% SOV	
Website Banners:			
•Logo on Content Channel page	X (exclusive, top of page)		
•728x90 banner ad Content Channel	X (exclusive, top of page)	X (exclusive, lower)	
•300x250 banner ad Content Channel	X (exclusive, top left)	X (top right, 50% SOV)	X (top right, 25% SOV)
•300x250 banner ad ROS on IoT Institute	X		
TOTAL EXPOSURE THRU PROMOTIONS	**2 Million over 3 months**	500,000	250,000
INVESTMENT:	**$31,500/month** (min 3 months)	**$18,500/month** (min 3 months)	**$7,500/month** (min 3 months)

Learning Center

is a learning center focused on Smart Manufacturing, Smart Cities and IoT for Developers

SPONSORSHIP OPPORTUNITIES:

Sponsor or market IoT focused webinars on this truly interactive community

- Live Exclusive Editorial Webinar - $22,000
- Live Exclusive Sponsor-Created Webinar - $15,000
- Live Multi-Sponsor (up to 4) Editorial Webinar - $8,000/sponsor

    Lead Average: 100-500+ pending topic & content

- On-Demand Courses (Sponsor's content) - $6,000 per course
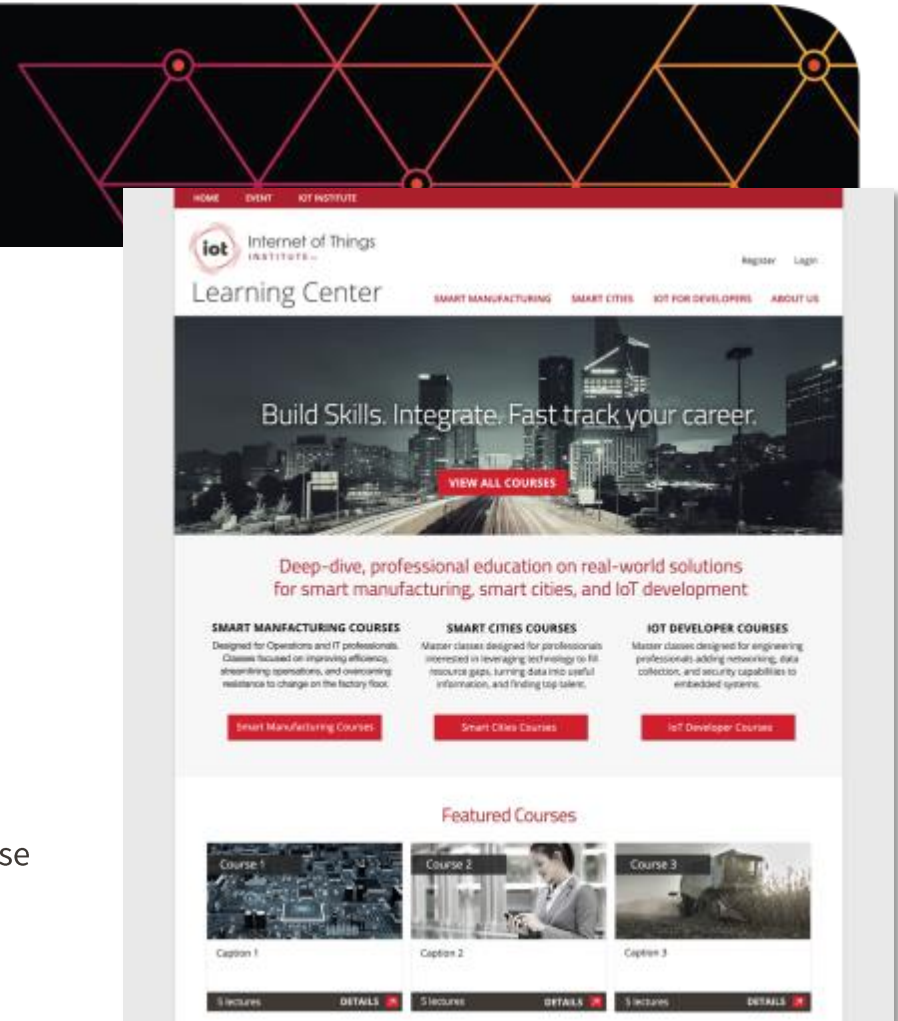
Launching
May 12, 2016

Learning Center

Promotion/Features	Live Exclusive Editorial Webinar	Live Exclusive Sponsor-Created Webinar	Live Multi-sponsor (up to 4) Editorial Webinar	On-Demand Courses (sponsor's content)
Content Created by IoTi Editorial	✓		✓	
Customized eDirect targeted selects (3x), up to 25,000 names/blast	✓	✓		✓
300 x 600 ad banner adjacent to content description	✓	✓		✓
Featured (3x) in IoTi eNewsletters	✓	✓	✓	✓
Webinar Platform with turn-key Project Management	✓	✓	✓	
Custom ad creative for all promotions: emails, banners	✓	✓	✓	
Webinar Moderator	✓	✓	✓	
12 month life span - On Demand Viewing/Download/Registration	✓	✓	✓	
Qualified, tangible sales leads (name, title, company, email, etc)	✓	✓	✓	✓
Investment:	**$22,000***	**$15,000***	**$8,000/sponsor**	**$6,000 per course**

*Lead averages: 100-500+ pending topic & content type

Research

Penton will conduct several research studies across our audiences regarding IoT to understand the community and their needs

SPONSORSHIP OPPORTUNITIES:
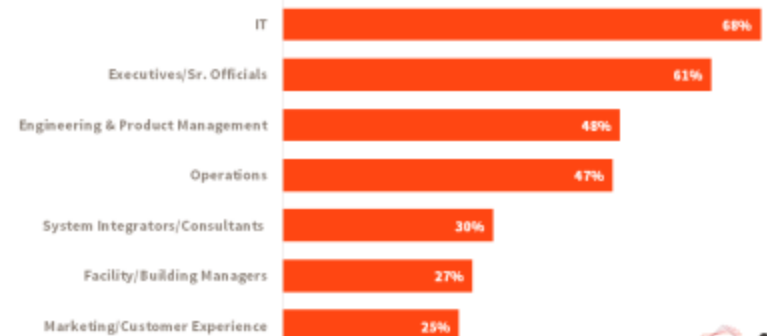- Partnership opportunities available

Spring 2016 IoT Market Trends Research Sneak Peek

Q: What do you consider the **primary advantages** to leveraging IoT in your organization?

Data Analytics & Services	52%
Improved customer service and engagement	48%
Asset tracking & monitoring	47%
Improved work flow and processes	45%
Automation of manual processes	42%
Improved response to critical situations	41%
Reduced costs	40%
Predictive maintenance	39%
Improved safety	35%
Buildings and energy efficiency	35%

Spring 2016 IoT Market Trends Research Sneak Peek

Q: When it comes to **IoT decision making** at your organization (researching, evaluating, specifying, developing, justifying, purchasing), who needs to be involved in the process?

IT	68%
Executives/Sr. Officials	61%
Engineering & Product Management	48%
Operations	47%
System Integrators/Consultants	30%
Facility/Building Managers	27%
Marketing/Customer Experience	25%

Event

IoT Emerge is a two-day event addressing the key challenges and solutions in security, data analytics, and organizational readiness, through real-world use cases, hands-on training and live demonstrations

Penton is targeting 1,000 people including an exhibition area + multi track two-day conference (Smart Cities + Government, Smart Buildings + Energy, Smart Manufacturing, IoT for Developers).

Insights, advice, and lessons from the frontlines on how you can execute more quickly and effectively, exceed goals, and achieve measurable success with the Internet of Things.

FORMAT
- Day 1 - Keynotes, Tracks, Demonstrations (exhibits), Dev Challenge/Hackathon, Tours
- Day 2 - Keynotes, Tracks, Demonstrations (exhibits), Awards Program, Tours

TOPICS: Industrial IoT, Smart Cities, Smart Buildings, Smart Energy, Infrastructure, Analytics, Security, Sensors/Processors, and Embedded Systems Development

SPONSORSHIP OPPORTUNITIES: next slide

Chicago: November 2-3, 2016

McCormick Place

Event Sponsorship Packages

- **Diamond**: $80,000 (exclusive) – including Keynote speaking slot (30 minutes), 3 vendor training session (30 minutes each) slots, 20x20 demo area space, 4 pre-event newsletter sponsorships, 1 hanging banner onsite, 1 meter board sign on-site, logo in pre-onsite-post event marketing materials, and pre-event video interview with sponsor executive posted on IoT Emerge

- **Platinum**: $55,000 (max of 4) – including Keynote panel speaking slot, 2 vendor training session (30 minutes each) slots, 10x20 demo area space, 3 pre-event newsletter sponsorships, 1 hanging banner onsite, and logo branding in pre-onsite-post event marketing materials

- **Gold**: $30,000 – including 1 vendor training session (30 minutes) slot, 10x20 demo area space, 2 pre-event newsletter sponsorships, 1 meter board sign onsite, and logo branding in pre-onsite-post event marketing materials

- **Silver**: $15,000 – including 10x10 demo area space, 1 pre-event newsletter sponsorship, and logo branding in pre-onsite-post event marketing materials

- **10x10 space only**: $4,500 - including basic branding (company name on exhibitor list, web-site & mobile app description)
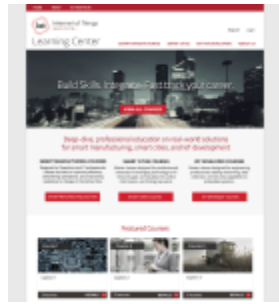
Integrated IoT Campaign

IoTi Website Native Advertising

IoTi Website Branding

IoTi Learning Center Sponsorship

IoT Emerge event

Your Company

IoTi Webinars

IoTi Social Media

IoTi eNewsletters

IoT Research

Integrated IoT Packages

		PLATINUM	GOLD	SILVER
IoT Newsletter		2 top positions for 3 months	2 middles positions for 3 months	2 bottom positions for 3 months
		$3,000 x 6 = **$18,000**	$2,600 x 6 = **$15,600**	$2,200 x 6 = **$13,200**
Content Channel		Premier Partner for 3 months	Industry Partner	Participating Partner
		$31,500 x 3 = **$94,500**	$18,500 x 3 = **$55,500**	$7,500 x 3 = **$22,500**
Webinars		Editorial Webinar	Sponsor-Created Webinar	On-Demand Webinar
		$22,000	**$15,000**	**$6,000**
IoT Research Study		Logo included + 3 custom questions	Logo included	---------
		$25,000	**$10,000**	
IoT Emerge Event		Gold	Silver	Booth
		$30,000	**$15,000**	**$4,500**
		$189,500 rate card	$97,100 rate card	$46,200 rate card
		$161,075 (15% discount)	$87,390 (10% discount)	$43,890 (5% discount)
INVESTMENT:		**$26,846 per month/6 months**	**$14,565 per month /6 months**	**$7,315 per month/6 months**

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