



Innovation Centre for  
Sensor & Imaging Systems

# CENSIS SPONSORSHIP OPPORTUNITIES 2017

**Spring/Summer:** IoT ExpLoRa (Glasgow)

**Autumn:** 4<sup>th</sup> Technology Summit and Conference (Glasgow)

**CENSIS** is the centre of excellence for Sensor and Imaging Systems (SIS) technologies and enables leading industry innovators and world-class university researchers to collaborate at the forefront of market-focused SIS innovation, developing products and services for global markets.

This year, CENSIS's outreach activities include our fourth annual Technology Summit and Conference and the IoT ExpLoRa, an Internet of Things industry accelerator programme.

## Sponsorship Opportunities

	IoT ExpLoRa and Technology Summit	IoT ExpLoRa only	4 <sup>th</sup> Technology Summit only
<b>Gold Sponsor</b> (max 4 opportunities)	£20k + VAT	£15k + VAT	£10k + VAT
<b>Silver Sponsor</b>	£10k + VAT	£8k + VAT	£4k + VAT
<b>SME Sponsor</b> (with <20 employees)	£2k + VAT	£1.5k + VAT	£1k + VAT

### Add-on opportunities in addition to the packages listed above:

	IoT ExpLoRa and Technology Summit	IoT ExpLoRa only	Technology Summit only
<b>Lanyard sponsor:</b> Sponsor to supply delegate lanyards with sponsor's own logo for Technology Summit	NA	NA	£1000
<b>Merchandise sponsor:</b> Sponsor to supply pens and/or notepads with sponsor's own logo for inclusion in delegate packs	£300	£200	£200

# The CENSIS IoT ExpLoRa

CENSIS will deliver a new programme in 2017: 'The CENSIS IoT ExpLoRa'.

The programme will provide up to eight companies with up to nine months of co-ordinated support to accelerate their IoT product or service into the market.

IoT ExpLoRa 2017 is first of a planned series of ExpLoRa events, taking its inspiration from the acclaimed 2016 [IoTUK Boost](#) competition developed and delivered by CENSIS and partners, and lasting one month. We now want to go further, a lot further, by delivering an accelerator programme of growth support to companies with an IoT product or service offering, and representing a cross section of proposition maturity.

## Benefits of Sponsorship

- Associate your brand with a programme of activity designed to boost IoT engagement.
- Develop relationships with established and up-and-coming IoT-focused product and service companies, that deliver into a range of end markets.
- Place your organisation at the centre of a vibrant IoT community exemplified by high growth rates and new market creation.
- Capitalise on extensive press and PR activity associated with the event.

# 4<sup>th</sup> CENSIS Technology Summit & Conference

Almost 350 delegates from industry, academia and the public sector attended our [3rd Technology Summit & Conference](#) in 2016 in Glasgow, with over 50% of the delegates coming from industry. Build awareness of your company and your brand by taking advantage of sponsorship opportunities for our fourth event.

## Feedback from 2016's event was exceptional:

"I have seen the numbers and speakers at the summit grow over the past two years. This indicates the growth in interest in sensors/IoT and the role that censis is playing in developing and nurturing this ecosystem in Scotland and beyond..."

"This was arguably the best digital connectivity conference I've attended in several years. The mix of attendees was hugely refreshing and the speakers were all fantastic..."

## Benefits of Sponsorship

- Promote your brand to a growing audience of specialists
  - Exponential growth of event since 2014 – from 100 to 350 delegates.
- Tap in to the full sensor and imaging systems supply chain on a single day
  - Event brings together technology developers, system integrators, end users, funders, suppliers and stakeholders.
- Associate your brand with a high calibre event
  - Over 96% of those who answered the 2016 feedback form would attend another Technology Summit.
- Benefit from pre and post event PR and social media via CENSIS channels

# Sponsorship Details

## Gold Sponsor

### IoT ExpLoRa

- Inclusion in event PR
- Acknowledgement as sponsor:
  - on the day of each ExpLoRa event
  - in marketing materials – website, email marketing, Twitter, LinkedIn and Event brochures
  - on CENSIS email signature
- 1 page advert in event brochure
- Three places at the signature IoT ExpLoRa networking dinner
- Roller banner display at IoT ExpLoRa events (sponsor to supply banner)
- Present at the IoT ExpLoRa kick-off workshop
- Opportunity to sponsor or host a targeted event during the acceleration period for IoT ExpLoRa delegates

### Technology Summit

- Inclusion in event PR
- Acknowledgement as sponsor:
  - on the day of the Summit with logo on screen in auditorium at start of session and thanked by Chair at start and end of the day
  - in marketing materials – website, email marketing, Twitter, LinkedIn and Event programme
  - on CENSIS email signature
- One exhibitor space on the day in chosen location
- Two places at the networking dinner for Summit Speakers and Session Chairs
- 1 page advert in event programme
- Literature insert (up to 8 pages x A4) in delegate pack
- Opportunity to email Summit delegates after the event (via CENSIS)

## Silver Sponsor

### IoT ExpLoRa

- Acknowledgement as sponsor:
  - on the day of each ExpLoRa event
  - in marketing materials – website, email marketing, Twitter, LinkedIn and Event brochures
  - on CENSIS email signature
- 1/2 page advert in event brochure
- Two places at the signature IoT ExpLoRa networking dinner
- Roller banner display at IoT ExpLoRa events (sponsor to supply banner)
- Present at the signature IoT ExpLoRa kick-off workshop

### Technology Summit

- Acknowledgement as sponsor:
  - on the day of the Summit with logo on screen in auditorium at start of session and thanked by Chair at start and end of the day.
  - in marketing materials – website, email marketing, Twitter, LinkedIn and Event programme
  - on CENSIS email signature
- One exhibitor space on the day
- One place at networking dinner for Summit Speakers and Session Chairs
- 1/2 page advert in event brochure
- Literature insert (up to 4 pages x A4) in delegate pack
- Opportunity to email delegates after the event (via CENSIS)

## SMEs with <20 employees

### IoT ExpLoRa

- Acknowledgement as sponsor:
  - on the day of each ExpLoRa event
  - in marketing materials – website, email marketing, Twitter, LinkedIn and Event brochures
- One place at the signature IoT ExpLoRa networking dinner

### Technology Summit

- Acknowledgement as sponsor:
  - on the day of the Summit with logo on screen in auditorium at start of session and thanked by Chair at start and end of the day
  - in marketing materials – website, email marketing, Twitter, LinkedIn and Event programme
- One exhibitor space on the day
- Literature insert (1 page x A4) in delegate pack
- One place at the networking dinner for Summit Speakers and Session Chairs

## Contact

For a further discussion on how to get involved, contact:

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