

### **ABOUT THE EVENT**

ETSI's M2M Workshop is the primary technical conference on the subject and a 'must-attend' event for anyone developing or deploying standards-based M2M solutions.

This will be the third time ETSI is organizing an ETSI TC M2M workshop. In 2012, the workshop will concentrate on:

- Latest developments of M2M standards and their impact on the market
- Consolidation of the M2M standards ecosystem
- Early implementations of standards based M2M solutions.
- Lessons learned from testing, and implementation in the network
- Key vertical applications that will lead the M2M market
- Demonstration of multivendor M2M standards based solutions

Held yearly, the two first events gathered around 230 leading experts from all over the world, representing more than 140 companies, coming from 31 different countries.

Click [here](#) to find out about last year's event.



The 2012 ETSI TC M2M Workshop will be held in a 280 seat amphitheatre adjoining ETSI in Sophia Antipolis in the South of France.

### **TARGET AUDIENCE**

- Representatives of the ICT industry working on M2M related technology and services
- Representatives of the vertical market segments that could be served by M2M solutions (Health/Automotive/Utilities/Consumer)
- Standardization managers
- Representatives of related standards organizations
- CTO-level and technology management
- Participants in research activities on related topics
- ETSI and 3GPP Standardization experts



### BENEFITS OF SPONSORING AN ETSI WORKSHOP

- Increased visibility amongst a dedicated target audience
- Strong association of your brand with a focused topic
- Your company positioned as a supporter of ETSI and its work
- Strong association with a respected brand
- Excellent value for money

### CONTACT

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### SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities	Cost
<b>A. Day 1 Sponsor</b>	6 000 €
<b>B. Day 2 Sponsor</b>	6 000 €
<b>C. Day 3 Sponsor</b>	6 000 €
<b>D. Sponsoring the cocktail reception</b>	6 000 €

<b>1. Platinum Sponsor = sponsor all 4 options</b>	<b>21 600 €</b>
<ul style="list-style-type: none"> <li>• 10% discount included</li> <li>• Throughout the event, the sponsor will be mentioned as the “Exclusive Sponsor” of the event.</li> <li>• Stand space during the entire event</li> <li>• Company Logo on announcement email campaign</li> <li>• Logo and company profile on the dedicated event’s page (on the ETSI website)</li> <li>• A4 flyer in delegates welcome pack (to be provided by the sponsor)</li> <li>• Company logo on promotional material and a mention that the lunch/coffee/cocktail is “courtesy of” (<i>for internal use: agenda in welcome pack, on screens in the amphitheatre, on the screen in the coffee area, on web agenda</i>)</li> <li>• Place cards with “Exclusive sponsor’s” logo on buffet tables and on screen in networking area.</li> <li>• Distribution of branded napkins (to be supplied by the sponsor)</li> </ul>	
<b>2. Gold Sponsor = sponsor 3 options</b>	<b>16 200 €</b>
<ul style="list-style-type: none"> <li>• 10% discount included</li> <li>• Company Logo on announcement email campaign</li> <li>• Logo and company profile on the dedicated event’s page (on the ETSI website)</li> <li>• A4 flyer in delegates welcome pack (to be provided by the sponsor)</li> <li>• Company logo on promotional material and a mention that the lunch/coffee/cocktail is “courtesy of” (<i>for internal use: agenda in welcome pack, on screens in the amphitheatre, on the screen in the coffee area, on web agenda</i>)</li> <li>• Place cards with sponsor’s logo on buffet tables and on screen in networking area.</li> <li>• Distribution of branded napkins (to be supplied by the sponsor)</li> <li>• Possibility to display literature on the sponsors’ table</li> <li>• No other Gold Sponsor can be accepted.</li> </ul>	



<b>3. Silver Sponsor = sponsors 2 options</b>	<b>11 400 €</b>
<ul style="list-style-type: none"> <li>• 5% discount included</li> <li>• Logo and company profile on the dedicated event's page (on the ETSI website)</li> <li>• A4 flyer in delegates welcome pack (to be provided by the sponsor)</li> <li>• Company logo on promotional material and a mention that the lunch/coffee/cocktail is "courtesy of" (for internal use: agenda in welcome pack, on screens in the amphitheatre, on the screen in the coffee area, on web agenda )</li> <li>• Place cards with sponsor's logo on buffet tables and on screen in networking area.</li> <li>• Distribution of branded napkins (to be supplied by the sponsor)</li> <li>• Possibility to display literature on the sponsors' table</li> <li>• One other Silver sponsor can be accepted.</li> </ul>	
<b>4. Bronze Sponsor = sponsors 1 options</b>	<b>6 000 €</b>
<ul style="list-style-type: none"> <li>• Logo and company profile on the dedicated event's page (on the ETSI website)</li> <li>• Company logo on promotional material and a mention that the lunch/coffee/cocktail is "courtesy of" (for internal use: agenda in welcome pack, on screens in the amphitheatre, on the screen in the coffee area, on web agenda )</li> <li>• Place cards with sponsor's logo on buffet tables and on screen in networking area.</li> <li>• Distribution of branded napkins (to be supplied by the sponsor)</li> </ul>	

Note that sponsorship packages are offered on a first-come first-served basis.

#### LIST OF COMPANIES THAT PARTICIPATED IN THE 2011 ETSI M2M Workshop

7 Layers Group, Accent Sarl, Actility SA, ADEME, Agixis, AIT Austrian Institute of Technology GmbH, Alcatel-Lucent, Amdocs, AT4 wireless S.A., Austrian Institute of Technology GmbH, BBF, BLUEWATT, BOUYGUES Telecom, Broadband Forum,, Buzzinbees, Cellco Partnership d/b/a - Verizon Wireless, China Academy of Telecommunication Research of MIIT, Cinterion Wireless Modules GmbH, CINTERION, a Gemalto company, Cisco Systems Belgium, Cisco Systems Europe, Comarch, Comprion GmbH, CSP SCARL, Deutsche Telekom AG, Dialog Semiconductor B.V., Dir. Compliance, DIT, DOCOMO Communications Laboratories Europe GmbH, Entreprise des P. et T., Ericsson AB, Eurecom, European Communications Office, FBConsulting S.A.R.L., Federal Network Agency for Electricity, Gas, Telecommunication, Post and Railway, France Telecom, France Telecom ORANGE Labs, France Telecom R&D, Fraunhofer FOKUS, Freescale Semiconductor EME&A S.A, FUJITSU Laboratories of Europe Limited, Gemalto N.V., Gemalto, GEMPLUS S.A., Grid2Home Inc., GridPocket, HCL Technologies limited, Hillebrand Consulting Engineers GmbH, Hitachi Solutions Europe, Hitachi Solutions, Ltd., HUAWAI TECHNOLOGIES Co. Ltd., Imetrikm2m, INŞAP, Industrial Technology Research Institute, Innovest, Institute for Information Industry, INTECS informatica e tecnologia del software S.p.A., Intel Corporation, Intel Corporation (UK) Ltd, INTERDIGITAL COMMUNICATIONS CORPORATION, IPWireless Inc., ITS - Information Technology Standardization, Kapsch CarrierCom, KPN, KT Corporation, LAAAS-CNRS, M2M Solution, Maestracom, Marben Products, Materna GmbH, maxim integrated products, MediaTek Incorporation, MERA NN, mimoOn GmbH, Ministry of Economic Affairs, Agriculture and Innovation, Ministry of Economics and Technology, Mitsubishi Electric Corporation, Mitsubishi Electric RCE, Modacom Co., Ltd., Morpho Cards GmbH, Motorola Mobility UK Ltd., Movirtu Limited, NEC Corporation, NEC Europe Ltd., NEC Technologies (UK) Ltd, NGMN Limited, Nippon Telegraph and Telephone Corporation, Nokia Siemens Networks GmbH & Co. KG, Nokia Siemens Networks Oy, Norwegian Post and Telecommunications Authority, Novatel Wireless, Oasis Smart SIM, OBERTHUR TECHNOLOGIES S.A., Oracle Inc., ORACLE SVENSKA AB, PANASONIC R&D Center Germany GmbH, Parhelion Global Communications Advisors, PORTUGAL TELECOM SGPS SA, QUALCOMM CDMA Technologies GmbH, QUALCOMM UK Ltd, Research in Motion UK Limited, RF Tags Ltd, Ruggedcom, Safaricom LTD, Schneider Electric, Sensinode Ltd., Sierra Wireless, S.A., SIMalliance Limited, Sony Corporation, Spidcom Technologies SA, Sprint-Nextel, ST-Ericsson SA, STMicroelectronics S.A., TEAM COTE D'AZUR, Telecom Italia Lab S.p.A., Telefon AB LM Ericsson, TELEFONICA S.A., Telekom Austria AG, Telemanagement Forum, TeliaSonera AB, Thales Communications, T-Mobile, TNO, Toyota ITC, USA., TTA, TTC - The Telecommunication Technology Committee, TTC/NICT/MIC, Ubinode, University of Gavle, University of Zagreb, FER, UTIMACO SAFEWARE AG, VERTICAL M2M, VODAFONE Group Plc, Wind River Systems, ZigBee Alliance, ZTE Corporation.