

Axeda Connexion 2012 Sponsorship Opportunities

Cambridge, MA | June 4 – 7, 2012



Axeda
CONNECTION
2012

Connexion 2012

- What is Axeda Connexion

Axeda Connexion is the M2M event of the year! This conference brings together the largest community of business and technical leaders associated with next-generation M2M and connected product solutions

- Benefits of Sponsorship

- *Showcase your solutions* to a motivated audience of Vice Presidents, Directors and Managers of IT, Service, Support, and Products
- *Generate new business* for your solutions and build new relationships with prospective customers
- *Network with industry leaders*, executives, press, and analysts

- Date and Venue

- June 4-7, 2012
- Boston Marriott Cambridge
- Cambridge, MA

- Exhibit Hours*

Monday, June 4	7:00pm-9:00pm Welcome Reception
Tuesday, June 5	7:30am-5:00pm Exhibits Open
Wednesday, June 6	7:30am-4:00pm Exhibits Open
Wednesday, June 6	5:00pm-7:00pm Evening Reception

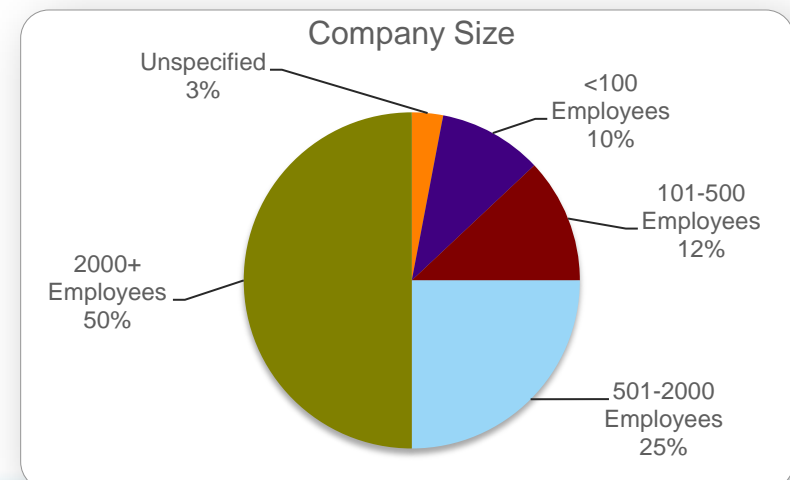
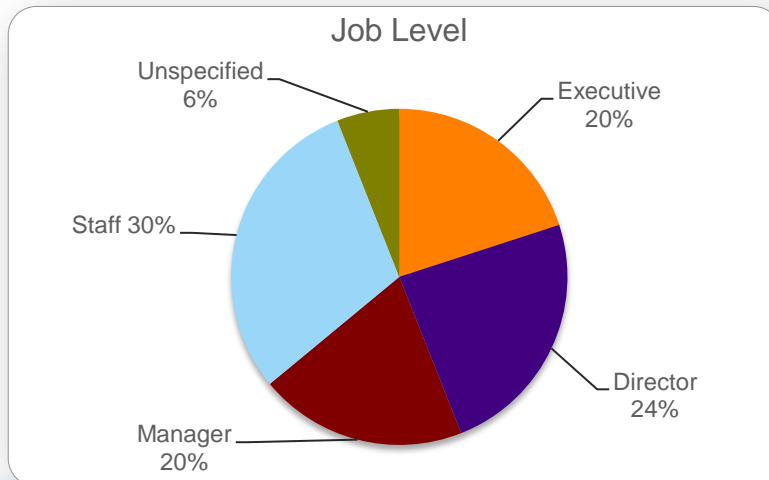
An average of
4 new sales opportunities per
exhibitor were discovered at
Axeda Connexion 2011

100% of 2011 exhibitors
said they would sponsor Axeda
Connexion again!



Axeda Connexion Attendee Profiles

- Axeda Connexion Provides Attendees with Opportunities to:
 - *Engage* with the largest gathering of M2M community
 - *Learn* from industry thought leaders and M2M innovators
 - *Discover* emerging technologies and solutions
 - *Participate* in in-depth education and hands-on training sessions
- 300+ Attendees Expected
- VPs, Directors and Managers
 - IT, service, support, R&D
- Industry Thought Leaders
 - Press, analysts, and M2M visionaries



Previous Attendees



Platinum Sponsorship (3 Available)

Exhibit Space	
Booth	10' x 10' turnkey exhibit pod
Electrical	(1) Drop
Internet	Wireless Internet access
Logo Display in Exhibit Hall	Included in all showcase signage
Sponsorship of Welcome Reception, M2Mē Awards, M2M Customer Showcase	(1) Platinum sponsor for each – first come basis
Conference Participation	
Conference Passes	(4) All access conference passes
General Session	(1) 45 min keynote presentation
Track Session	(1) 45 min customer case study session
Pre-Event Marketing	
Email Blast	(1) Bonded email blast to opt-in attendees
Conference Website	Logo/URL + 100 word description
Press Releases	Mention in all conference press releases
Press and Analyst List	Access to press and analyst attendee list
Co-Marketing Toolkit	Access to Axeda Connexion logos and discount code to share with clients and customers

Gold Sponsorship (5 Available)

Exhibit Space	
Booth	10' x 10' turnkey exhibit pod
Electrical	(1) Drop
Internet	Wireless Internet access
Logo Display in Exhibit Hall	Included in all showcase signage
Sponsorship of Breakfast, Lunch, or Refreshment Breaks	(1) Gold sponsor for each – first come basis
Conference Participation	
Conference Passes	(3) All access conference passes
Track Session	(1) Track session panel participant
Pre-Event Marketing	
Conference Website	Logo/URL + 50 word description
Co-Marketing Toolkit	Access to Axeda Connexion logos and discount code to share with clients and customers

Silver Sponsorship

Exhibit Space	
Booth	10' x 10' turnkey exhibit pod
Electrical	(1) Drop
Internet	Wireless Internet access
Monitor	(1) Monitor
Conference Participation	
Conference Passes	(2) All access conference passes
Pre-Event Marketing	
Conference Website	Logo/URL + 25 word description
Co-Marketing Toolkit	Access to Axeda Connexion logos and discount code to share with clients and customers

Sponsor Investment

Act now! Early bird discounts are available:

- 10% Discount if you sign by December 1, 2011

Platinum	Gold	Silver
\$17,000	\$12,000	\$8,000

à La Carte Opportunities

As an Axeda Connexion sponsor, your organization can choose from à la carte options that will provide brand exposure, interaction, hospitality, and high-profile opportunities. These options help differentiate your company and provide branding and demand generation opportunities.

Promotional Opportunity	
Attendee bag sponsor	\$10,000
Wireless Internet sponsor	\$7,000
Giveaway sponsor	\$6,000
Lanyard sponsor	\$5,000
Birds of a Feather table sponsor	\$1,000

Timeline

Item	Date
Call for Sponsors	October 28, 2011
Early Bird Sponsor Deadline	December 1, 2011
High Resolution Logo and Company Description	February 1, 2012
Draft Speaker Submissions (Platinum and Gold)	March 15, 2012
Final Speaker Submissions (Platinum and Gold)	May 1, 2012
Sponsorship Staff Registration Deadline	May 15, 2012

Axeda Connexion Contacts

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Axeda Connexion Highlights

- **Keynote Presentations, Panel Discussions, and Roundtables**
 - An M2M all-star speaker line-up of solution providers and leading device manufacturers from a variety of industries, such as medical, industrial, telecommunications, banking, and more.
- **Business, Service and Developer Tracks**
 - A powerful agenda including case studies featuring tangible business results from connected product initiatives, product road map sessions, and the latest technology updates of the Axeda® Platform.
- **M2M Customer Showcase and Partner Pavilion**
 - The latest emerging technologies that are enabling the next wave of connected products on display including hands-on demonstrations of Axeda partner technologies and services for end-to-end M2M solutions.
- **Pre- and Post-Conference Tutorials and Developer Conference**
 - Access to free Axeda product training – sessions that would normally cost \$3,000!
- **Networking Opportunities**
 - Networking with leading M2M solution providers , Axeda's growing ecosystem of edge device, communication, and system integration partners as well as the most senior members of the Axeda team.
- **M2Mē Awards Dinner**
 - A do-not-miss event as the red carpet is rolled out to honor the most innovative M2M solutions.