Internet of Things 2010
Call for Sponsorship and Exhibitors

Internet of Things Japan Organizing Committee  2010.06.17
Progression in information devices and network technology brings with it the continued development of new services which in turn demand further technological advances. It is this circle of progression which is suddenly and severely changing the world’s communication and broadcasting infrastructure.

The realization of an Internet of Things – an information space that recognizes objects and events - is not far away. This Conference represents a unique opportunity for industry and academic leaders from around the world to discuss and experience technology and business related to an Internet of Things. I sincerely look forward to your participation and support.

Professor Jun Murai
Dean, Faculty of Environment and Information Studies
Keio University
Internet of Things 2010 General Chair
The Internet has linked the world’s computers together to create a source of new applications, new services and new values. We are now moving toward an age of “digital objects” – an “Internet of Things”.

Internet of Things 2010 will examine the latest technology, business models, privacy and legal issues related to an Internet of objects. We expect the discussion of the overall state of readiness of an Internet of Things will lead to a future vision of business, services and technology. The underlying theme for the Conference is “IoT for a Green Planet” focusing on Internet of Things solutions for environmental issues (Green by IoT) and environmentally friendly implementations of IoT (Green IoT).

The Internet of Things Conference is held on a biannual basis. The First Conference was staged in Zurich in 2008 and attracted over 200 attendees from academia and industry around the world. The 2010 Conference will represent the first International Conference of this scale held in Asia on the topic of the Internet of Things.
Outline

Name: Internet of Things Conference 2010
(the second biannual conference following the 2008 Zurich event)
http://www.iot2010.org/

Theme: "IoT for a Green Planet"
Date: Nov. 29 – Dec. 1, 2010
Venue: Royal Park Hotel Tokyo

Organized by:
Auto-ID Laboratories
(Keio Univ., ETH Zurich & University of St. Gallen, MIT)

Supported by:
METI, European Union, T-Engine Forum/ Ubiquitous ID Center

Technical Co-sponsorship:
IEEE Technical Committee on RFID (CRFID)
Communications Society,
The Institute of Electronics, Information and Communication Engineers (IEICE)
Information Processing Society of Japan (IPSJ)
Japan Automatic Identification Systems Association (JAISA)
Japan Electronics and Information Technology Industries Association (JEITA)

Co-sponsorship:
GS1 Japan / EPCglobal Japan

Participants: 300
Language: English

Contents:
Workshop Sessions (1 day)
Conference (2days)
Plenary, Technical and Industry Sessions
Sponsor Exhibits (10 booths)
Technical Demonstrations (10 projects)
Poster Session (20 posters)
Video Session
Organization

General Chair
  Jun Murai (Keio University)

Steering Committee
  Elgar Fleisch (ETH Zurich & St. Gallen)
  Haruhisa Ichikawa (UEC)
  Naotaka Ishizawa (NYK)
  Jiro Kokuryo (Keio University)
  Friedmann Mattern (ETH Zurich)
  Osamu Nakamura (Keio University)
  Sanjay Sarma (MIT)

Program Chairs
  Florian Michahelles (ETH Zurich & St.Gallen)
  Jin Mitsugi (Keio University)

Publicity Chairs
  Alexandra Brintrup (Univ. of Cambridge)
  Stephan Karpischek (ETH Zurich)
  Yuusuke Kawakita (UEC)

Poster and Demo Chairs
  Christian Decker (Universitat Karlsruhe)
  Yoshito Tobe (Tokyo Denki University)

Workshop Chairs
  Tatsuya Inaba (Keio University)
  Naotaka Ishizawa (NYK)

Video Chairs
  Masayuki Iwai (University of Tokyo)

Publication Chair
  Edmund W. Schuster (MIT)
## November 29: Workshops & Tutorials

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<tbody>
<tr>
<td>09:00-10:30</td>
<td>Workshop &amp; Tutorial</td>
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<td><strong>Special Round Table</strong></td>
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<td>10:30-11:00</td>
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<td>11:00-12:30</td>
<td>Workshop &amp; Tutorial</td>
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<td>12:30-14:00</td>
<td>Lunch</td>
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<tr>
<td>14:00-15:30</td>
<td>Workshop &amp; Tutorial</td>
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<td>15:30-16:00</td>
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<td><strong>Special Workshop on Internet of Things Law</strong></td>
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<tr>
<td>16:30-18:00</td>
<td>Workshop &amp; Tutorial</td>
<td>Workshop</td>
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Invited workshop content is currently under consideration together with an open call for workshop proposals.
### Program Draft

**November 30: Conference Day 1**

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**November 30: Conference Technical Sessions Day 2**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Location</th>
<th>Track Overview</th>
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</thead>
<tbody>
<tr>
<td>10:00-12:00</td>
<td>Opening Plenary</td>
<td>Royal Hall A</td>
<td>• Opening&lt;br&gt;• Keynote Speech 1:&lt;br&gt;• Keynote Speech 2:</td>
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<tr>
<td>12:00-13:30</td>
<td>Lunch</td>
<td>Royal Hall B</td>
<td>DEMO/VIDEO SESSION&lt;br&gt;POSTER SESSION&lt;br&gt;Presentation from the authors of the latest academic research work in the Internet of Things field.</td>
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<tr>
<td>13:30-15:00</td>
<td>Technical Sessions</td>
<td>Royal Hall C</td>
<td>Technology Track&lt;br&gt;Communication System&lt;br&gt;Business Track&lt;br&gt;Fine Granularity SCM&lt;br&gt;Technology Track&lt;br&gt;Green by IoT&lt;br&gt;Technology Track&lt;br&gt;Service Discovery&lt;br&gt;Business Track&lt;br&gt;Product Life Cycle Information Management&lt;br&gt;Technology Track&lt;br&gt;Green IoT</td>
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<tr>
<td>15:00-15:30</td>
<td>Break</td>
<td>Lobby</td>
<td>3F Crown&lt;br&gt;3F Royal Hall Foyer</td>
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<tr>
<td>15:30-17:00</td>
<td>Technical Sessions</td>
<td>Crown</td>
<td>DEMO/VIDEO SESSION&lt;br&gt;POSTER SESSION&lt;br&gt;Presentation from the authors of the latest academic research work in the Internet of Things field.</td>
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<tr>
<td>18:00-21:00</td>
<td>Conference Dinner</td>
<td>Foyer</td>
<td>3F Royal Hall Foyer</td>
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## December 1: Conference Technical Sessions Day 2

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<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>3F Royal Hall A</th>
<th>3F Royal Hall B</th>
<th>3F Royal Hall C</th>
<th>3F Lobby</th>
<th>3F Crown</th>
<th>3F Royal Hall Foyer</th>
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<tbody>
<tr>
<td>09:00-10:30</td>
<td>Technical Sessions</td>
<td>Technology Track</td>
<td>Business Track</td>
<td>Technology Track</td>
<td>DEMO/VIDEO SESSION</td>
<td>POSTER SESSION</td>
<td>SPONSOR EXHIBITION</td>
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<td></td>
<td>IoT Applications in Everyday Life</td>
<td>Privacy Protection and Security</td>
<td>Sensor Systems</td>
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<tr>
<td>10:30-11:00</td>
<td>Break</td>
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<tr>
<td>11:00-12:30</td>
<td>Technical Sessions</td>
<td>Technology Track</td>
<td>Business Track</td>
<td>Technology Track</td>
<td>Exhibiting the latest research results</td>
<td>Presentations from the authors of</td>
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<td>Advanced Identification</td>
<td>Regulatory Issues</td>
<td>Sensor Systems</td>
<td>from University and other research</td>
<td>the latest academic research work in</td>
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<td>organization projects</td>
<td>the Internet of Things field.</td>
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<td>14:00-15:30</td>
<td>Organized Session</td>
<td>Special Workshop</td>
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<tr>
<td>16:00-16:30</td>
<td>Closing Plenary</td>
<td>Paper/ Demo/ Poster Award Ceremony</td>
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Venue Royal Park Hotel Tokyo

- 2km (10 min. by taxi) from Tokyo Stn.
- connected to exit 4 of the Tokyo Metro Hanzomon Line [Suitengumae] Station (Z-10).
- connected the Tokyo City Air Terminal (TCAT) 60 min. by bus to Narita Intl.; 30 min. to Haneda Airport
Invitation to Sponsor

The Conference offers an opportunity for organizations to introduce their latest products and research, gain feedback and establish collaborative relationships with an international audience of technical and business leaders in the Internet of Things (IoT) field.

Sponsorship Package:

1. One standard exhibit booth package supplied by the Conference Organizer (see page 14-15 for details).
2. Three complimentary Conference passes

Pre-event Marketing

1. Event website – logo display as main sponsor
2. Event website – exhibit content introduction
3. Advance PR material – sponsor introduction

Onsite Marketing:

1. Onsite Program – logo print as main sponsor
2. Onsite Program – exhibit content introduction
3. Onsite Program – one page colour ad space
4. Onsite Signage – logo print as main sponsor
5. Onsite Totebag – one item insert for distribution to attendees

Sponsorship Fee

2,000,000 JPY

(not inclusive of 5% consumption tax)
Sponsorship Package:
1. Two complimentary Conference passes

Pre-event Marketing
1. Event website – logo display
2. Advance PR material – sponsor introduction

Onsite Marketing:
1. Onsite Program – logo print
2. Onsite Program – half-page colour ad space
3. Onsite Signage – logo print
4. Onsite Totebag – one item insert for distribution to attendees

Sponsorship Fee
1,000,000 JPY
(not inclusive of 5% consumption tax)
Sponsorship Package:

1. One complimentary Conference pass

Pre-event Marketing

1. Event website – logo display
2. Advance PR material – sponsor introduction

Onsite Marketing:

1. Onsite Program – logo print
2. Onsite Signage – logo print
3. Onsite Totebag – one item insert for distribution to attendees

Sponsorship Fee

500,000 JPY
(not inclusive of 5% consumption tax)
Sponsorship Package:
1. Fifteen minute speech allocation at the Conference Dinner. (Nov. 30/Royal Park Hotel/300 attendees)
2. Two complimentary Conference passes.

Pre-event Marketing
1. Event website – logo display as core sponsor
2. Advance PR material – sponsor introduction

Onsite Marketing:
1. Onsite Program – logo print
2. Onsite Signage – logo print
3. Onsite Totebag – one item insert for distribution to attendees

Sponsorship Fee
2,000,000 JPY
(not inclusive of 5% consumption tax)
Invitation to Exhibit

The Conference offers an opportunity for organizations to introduce their latest products and research, gain feedback and establish collaborative relationships with an international audience of technical and business leaders in the Internet of Things (IoT) field.

Booth Package:

1. One standard booth package supplied by the Conference Organizer (see page 14-15 for details).

Pre-event Marketing

1. Event website – logo display
2. Event website – exhibit content introduction
3. Advance PR material – sponsor introduction

Onsite Marketing:

1. Onsite Program – logo print
2. Onsite Program – exhibit content introduction
3. Onsite Signage – logo print

Exhibit Fee

500,000 JPY
(not inclusive of 5% consumption tax)
Sponsor Exhibition  Royal Park Hotel 3F Royal Hall

Exhibition Schedule

Setup       Nov. 29 19:00-21:00
Exhibit     Nov. 30 – Dec. 1
Teardown    Dec. 1 17:00-18:00
Package Booth Specs

Standard Booth Specifications

Back Panel  W1485 XH2500
Parapet     back lit with signage (W990XH200)
Table Top   W1485XD700XH1020 (storage space below)
Power       two outlets (500W)
Application/ Inquiries

Sponsorship  **Application Deadline: July 23, 2010**

Sponsorship Categories:
GOLD (2,000,000 JPY)  SILVER (1,000,000 JPY)  BRONZE (500,000 JPY)  
EXHIBIT (500,000 JPY)  DINNER (2,000,000 JPY)  
(a 5% consumption tax will be added to the above sponsorship fees)
(We can consider other sponsor proposals, please contact Organizing Committee Office below.)

Application
To apply for a sponsorship/exhibit package, please complete and return the attached [SPONSORSHIP APPLICATION FORM] to the Conference Office by fax: 81-45-534-3882 or email: iot2010-office@e-side.co.jp.

Invoicing
Following receipt of the sponsorship application, sponsors will be contacted by email to confirm the content of the invoice. The original invoice will be posted following confirmation. Payment of sponsorship fees is requested to be completed by September 30, 2010.

Inquiries
IoT 2010 Japan Organizing Committee Office
c/o e-side, inc. PIC: Scott Macdonald
email: iot2010-office@e-side.co.jp
Tel: 81-45-534-3881  Fax: 81-45-534-3882
IoT 2010 Sponsorship Application Form

Company Name: ___________________________________________________________

URL: ___________________________________________________________________

Contact Person: ___________________________________________________________

Address: __________________________________________________________________

Tel: __________________________ Fax: _________________________________________

email: _________________________________________________________________

Date: YY MM DD

Sponsorship Type:

[ ] GOLD (2,000,000 JPY)  [ ] SILVER (1,000,000 JPY)
[ ] BRONZE (500,000 JPY)  [ ] EXHIBIT (500,000 JPY)
[ ] DINNER (2,000,000 JPY)

Sponsorship Fee: _______________ JPY
(not inclusive of a 5% consumption tax)

Application Deadline: July 23, 2010

Contact
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c/o e-side, inc.
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email: iot2010-office@e-side.co.jp