

AT THE EDGE

22.09.2020

INAUGURAL VIRTUAL CONFERENCE



DIGITAL INFRASTRUCTURE & SMART CITIES



HEALTH & SOCIAL CARE



PRODUCT AS A SERVICE IN A CONNECTED WORLD



FINTECH



TRANSPORT SOLUTIONS & LOGISTICS



CREATIVE INDUSTRIES



TESTIMONIALS

"Excellent content, top notch networking, slick organisation."

Fetch.AI

"An inspiring and informative blend of great speakers and genuinely engaging exhibitors."

Anolian Water

"The must go tech event of the year in Cambridge."

Anglia Ruskin University

"New customers and new partners to strengthen our proposition found at the event... great!"

Flex

"A great networking event and a brilliant line up of speakers."

RS Components

"An excellent forum of engaging presentations, networking opportunities, vendor hardware and software on display."

Keysight Technologies

"A great event to gain awareness of interesting developments across a range of industries. We do not operate and live in isolation so it is good to connect the dots and have access to the people who can help us learn."

2019 Delegate

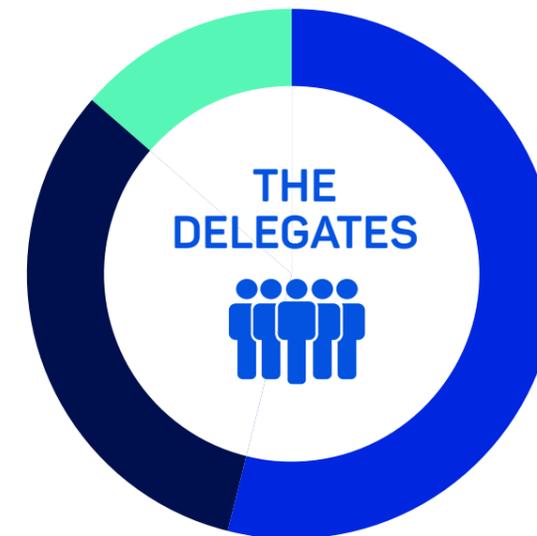
2019 ANNUAL CONFERENCE

95% of delegates were satisfied with the event

97% were likely to recommend the conference to other relevant businesses

43% of delegates expected to gain new business

£1,900,000 Estimated likely value of new business expected from participants



60% Director level +

36% from established "household" brands, others from the local technology ecosystem

15% from vertical markets

LEADING EXPERTS IN THEIR FIELDS
RELEVANT EXCELLENT **MUST ATTEND!**
 GREAT NETWORKING EVENT **TOPICS** STRATEGIC INSIGHT EXCELLENT NETWORKING OPPORTUNITIES
 VERY WORTHWHILE THOUGHT **PROVOKING** BROAD RANGE OF TOPICS
GREAT EVENT EXPERTLY PLANNED
 INTERESTING SUBJECT **STIMULATING** VERY BUZZY GREAT
 MATTER A SOURCE OF HARD INFORMATION **SESSIONS**

CWIC 2020 – OUR VIRTUAL VISION

CWIC 2020 IS GOING VIRTUAL: We're bringing the leading Cambridge tech conference into the Digital World, creating an immersive event and networking experience. We will be streaming over 25+ talks including live keynotes, debates, and track sessions all in an interactive and engaging virtual space.

All the action will take place in our bespoke digital conference platform. All sponsors receive a virtual exhibition booth where assets are downloaded with just a click. There are multiple ways of accessing your booth including the virtual exhibition floor plan. Within each virtual booth multiple staff members can participate simultaneously, ensuring vibrant conversations and lasting, quality relationships. The fun doesn't stop at the conference, interact with delegates before and after the conference too! And no need to worry about lugging your pop-up anywhere, simply send your digital assets to us and we will do the rest.

To enhance engagement this year we are delighted to introduce the CWIC 2020 virtual

networking lounge where you can build lasting relationships and make new contacts in a truly interactive way. This novel experience will attract a diversity of delegates for you to interact with directly.

We are excited to expand our reach this year with increased international traffic, join us online from anywhere in the world.

So many places to elevate your brand presence! Logos and digital assets on the event page, within the virtual conferencing platform, on emails out to the CW community and in the virtual networking lounge.

CWIC 2020 is not just a conference, it's an immersive experience.



2020 CONFERENCE

AT THE EDGE

The CW International Conference (CWIC) is the flagship event for Cambridge's world-renowned technology community. It attracts companies from across the world who want to learn from and do business with the UK's most innovative city.

The world is at the edge of great change, with new technologies offering radically different operating models to businesses. Edge Computing, which promises all the benefits of supercomputing but without the latency, is one such innovation which, especially when combined with its enabling partners 5G, AI and IoT, cannot be ignored.

Consumers no longer notice who, where or what is processing their demands. They just know that their needs are being met more quickly and in a more personalised way than ever before. And they hope more than trust that it is being done in a secure, sustainable manner.

New products, services, processes and business models are arising in every industry based on this customer demand and the increased availability of rapid-turnaround supercomputing. Those who can successfully

innovate soonest will thrive. The CW International Conference will introduce delegates to cutting-edge use cases from Transport & Logistics, Health & Social Care, the Creative Industries, FinTech, Digital Infrastructure & Smart Cities and Product as a Service to explore:

- How will Edge Computing influence business models and internal processes? What change is needed to keep ahead of the competition?
- What challenges lie down this path, and what technologies are there which can alleviate their impact?
- With sustainability now central to firms' decision making, how can technologists ensure that this shift to intensive computing has minimal impact on the planet?
- How can a company thrive when shifting from an "X as a Product" to an "X as a Service" business model?

PLENARY THEMES



Digital Infrastructure & Smart Cities

According to IDC, by 2023 >50% of new enterprise infrastructure deployments will not be in corporate data centres but at the Edge where data exchange and interconnections between businesses and cloud services are booming. This plenary explores the tech that allows businesses to leverage faster connectivity, lower latency, personalised services, user insights and compelling business models.



Product as a Service in a Connected World

As more consumers purchase online & the number of connected devices increase, brands look to engage their consumers through digital innovation. Can secure and sustainable cloud connectivity/data availability lead to more compelling consumer experiences and deeper insights via "Product as a Service" models? We will explore innovation and collaboration through a shared digital platform approach.

TRACK THEMES



Transport Solutions & Logistics

Viable connectivity to vehicles for road and rail is coming, with innovators claiming Edge for low latency applications – typically infotainment. Air and Sea Ports are increasingly vocal markets for new approaches to wireless service delivery and automation. Can logistics provide the application that shapes the market or are other forces like autonomous electric vehicles the shaping force?



Health & Social Care

The health sector is a notoriously conservative technology adopter but Edge and IoT may pave the way to its transformation towards truly autonomous care. Companies are shifting health systems out of the hospital and into the era of telesurgery, remote monitoring and connected ambulances. However, do practitioners and patients trust the way in which the market is going?



Creative Industries

The Creative Industries is the UK's fastest growing sector whose boom is driven by the adoption of technology that improves audience experience and production times. Edge's lower latency can enable a content revolution via the democratisation of console gaming via cloud-based computing, the delivery of immersive mixed reality experiences to mobile and the streamlining of production workflows.



FinTech

Increasing demand for personalised financial services, the move to cashless payments and the rise of mobile banking makes the financial sector ripe for Edge. Newer technologies can foster financial inclusivity with accessible payment mechanisms and the ability to bank the unbanked. What benefits and concerns are there around fraud and security? Where can AI and Edge solutions help?

SPONSORSHIP BENEFITS

THOUGHT LEADERSHIP

There are several speaking opportunities providing sponsors with the chance to present on an international platform and be recognised as a highly credible and impactful industry thought leader. Sponsors may support a specific dedicated session benefiting from exclusive visibility and direct interaction with delegates in the session.

HIGH IMPACT VIRTUAL NETWORKING & COLLABORATION

Achieve maximum exposure through our unique online conference platform and take advantage of the additional promotion within the complementary networking platform. At our annual conference last year the value of expected contract wins (as a result of meetings) was £1.9M thus returning a strong financial imperative as well as many 'light bulb' moments of new ideas and collaboration in a highly trusted and fun environment.

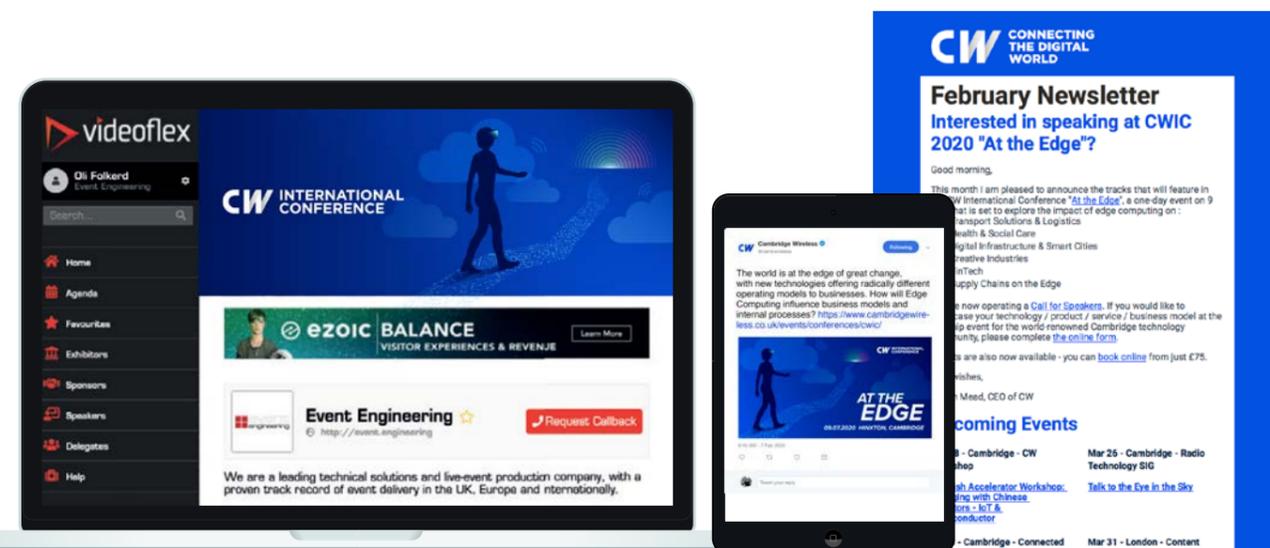
HIGH PROFILE VISIBILITY

Through highly targeted offline and online media and promotional campaigns including CW Special Interest Group (SIG) event promotion, thought leadership articles, social media, press campaigns, conference brochure, website presence and email marketing, your company brand will be exposed to a wide audience in a powerfully integrated marketing campaign in the months before the conference.

SHOWCASE YOUR PRODUCTS IN OUR VIRTUAL EXHIBITION HALL

With a high-level audience at your fingertips, increase your reach by showcasing your products, services and technology in action to influential decision makers. Reinforce and strengthen your brand; build opportunities with new and existing clients and promote collaborations.

Having a live demo? Why not upgrade and add on a push notification to all attendees! Enquire for details.



SPONSORSHIP OPPORTUNITIES EXCLUSIVE TO CWIC 2020

This year we are introducing new sponsorship packages to increase the visibility of your brand and enhance audience engagement, do get in touch as we anticipate they will be snapped up quickly! All sponsorship packages include presence in the conference brochure, on the conference website and a virtual exhibition table.

LIVE STREAM SPONSOR

Achieve maximum visibility by sponsoring the live stream, not only will your logo appear on the day but also feature after the event during on-demand viewings of the stream.

NETWORKING PLATFORM

This year we are delighted to introduce the CWIC 2020 dedicated networking platform, which will provide the sponsor with an exclusive opportunity to raise their brand profile throughout the day and in the run-up to the event. Plenty of time will be included in the programme for delegates to visit the virtual networking lounge with the sponsor's logo appearing on the main conference platform and streaming a video within the networking platform.

VIRTUAL CONFERENCE BAG

SOLD OUT

Catch the eye of every delegate! Your branding prominently displayed on the digital version of our conference bags where you can find all the key info such as conference brochure and delegate list.

THE CW TECHNOLOGY INNOVATION (CW TI) AWARDS SPONSORSHIP

The CW TI Awards will debut at CWIC2020's new look hybrid conference. The awards will recognize the UK's best technology firms and individuals, celebrate innovative start-ups and outstanding achievers within our industry.

By sponsoring an award, your brand will be positioned alongside leading international technology companies. You will align your organisation with an event that is embedded in the technology community, raise your profile, and build credibility throughout the wider CW community.

Sponsorship of the awards comes with a host of benefits:

- Exclusive sponsorship of award category of your choice (subject to availability) and opportunity to join the judging panel.
- Brand exposure: profile on Awards webpage; featured in dedicated special Awards e-newsletters; social media promotion and press materials.
- Semi-finals: opportunity to join the award finalists' showcase online event with all related brand visibility.

- CWIC Conference: profile in the brochure and digital platform; announcement as Award sponsor; a 2-minute promo video presentation including award presentation; virtual exhibition booth in the Digital Awards area.

AWARDS CATEGORIES

Lifetime achievement in technology

Outstanding young engineer of the year

Best technology employer of the year

Greatest impact on diversity & inclusion in technology

Most innovative start-up of the year

Most impactful technology for society **SOLD OUT**

Best application of Edge Technology

Best connected product award **SOLD OUT**

OTHER SPONSORSHIP OPPORTUNITIES

We have a number of sponsorship packages for varying budgets. To discuss any sponsorship packages in more detail, we encourage you to speak with Patricia Chan (Head of Business Development) or email sponsorship@cambridgewireless.co.uk. Check the sponsorship table which highlights further information including the number of free tickets attributed to each sponsorship package.



VIRTUAL LANYARD

SOLD OUT

Increase your company's brand reach and exposure by showing your logo on the event sign in page. All delegates, speakers and partners will need to enter via this portal throughout the conference. Sponsorship includes presence in the conference brochure, a virtual exhibition booth and virtual networking table.

DRINKS

SOLD OUT

The virtual conference will conclude with a bring your own virtual drinks networking session. Sponsorship includes presence in the conference brochure, a virtual exhibition booth and virtual networking table. For added exposure you will also receive an exclusive three-minute talk within the networking platform.

VIRTUAL EXHIBITION

Showcase your organisation with a virtual exhibition booth with easy downloadable assets. Delegates can navigate to your booth via the interactive virtual exhibition floor plan and engage with your representatives. You will also receive a virtual table in the network platform enabling you to develop meaningful conversations and leads.

CONFERENCE GUIDE ADVERT

Get full visual coverage of your organisation by advertising in the conference guide. This option will allow your organisation to have visibility to all attendees. Choose between the 3 size options available depending on your budget.

LUNCH

SOLD OUT

You will be acknowledged as the lunch sponsor and receive enhanced visibility with a five-minute address to the whole conference. Sponsorship includes presence in the conference brochure, a virtual exhibition booth and virtual networking table.

NETWORKING BREAKS

Gain that extra advertising edge by sponsoring one of the networking breaks and reap the benefits that come with a virtual exhibition stand. You will be acknowledged as the relevant networking break sponsor to all delegates.

SPONSORSHIP PACKAGES

	£ (ex VAT)	Number available	Speaking slot	Virtual exhibition	Staff passes	Guest passes	Newsletter / e-shot
Platinum	POA	1	✓	✓	15	4	✓
Gold Keynote	£12,000	1	✓	✓	10	2	✓
Gold Plenary	£10,000	2	✓	✓	8	2	✓
Gold Plenary – Debate	£10,000	1	✓	✓	8	2	✓
Gold Track	£6,000	4	✓	✓	6	2	✓
Silver Plenary	£6,000	2	Intro & panel	✓	6	2	✓
Silver Track	£4,000	4	Intro & panel	✓	4	2	✓
Live Stream Sponsor	£7,000	1		✓	6	2	✓
Networking App Sponsor	£5,000	1		✓	4	2	✓
Lunch	£4,000	1	✓	✓	4	2	✓
Reception Drinks	£3,000	1	✓	✓	3	2	✓
Lanyard	£2,000	1		✓	3	2	✓
Networking Breaks	£2,000	3		✓	3	2	✓
Virtual Exhibition	£1,500	12		✓	3	2	
Virtual Conference Bag	£2,500	1		✓	3	2	
CW TI Awards	£4,000	8	Intro	✓	3	2	✓

ABOUT CW (CAMBRIDGE WIRELESS)

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies.

With an active community of over 1000 businesses ranging from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry.

CW's 20 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors.

CW also organises major conferences and start-up competitions along with other high quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities.

Our 20 Special Interest Groups:

- Academic & Industry
- Artificial Intelligence
- Automotive & Transport
- Business
- Connected Devices
- Content Production & Delivery
- Engineering Trust
- Future Devices & Technologies
- Healthcare
- Industrial IoT
- Legal
- Location
- Enhanced Mobile Broadband
- Radio Technology
- Security
- Small Cell
- Smart & Intelligent Cities
- User Experience
- Virtual Networks
- Wireless Heritage



CONTACT US

For more information on how you can get involved, call us on +44 (0) 1223 967 101

www.cambridgewireless.co.uk/cwic/

Follow us for conference updates

