

# DIGITISING INDUSTRY

26.06.2019



# TESTIMONIALS

**“Excellent content, top notch networking, slick organisation.”**

*Fetch.AI*

**“The must go tech event of the year in Cambridge.”**

*Anglia Ruskin University*

**“A great networking event and a brilliant line up of speakers.”**

*RS Components*

**“Thought provoking; & opportunity to think outside our normal day-to-day boundaries.”**

*u-blox*

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

*Flex*

**“A great conference with excellent speakers, well attended, at a very modern, stunning conference centre. The exhibition allowed us to raise our profile and increase networking opportunities. Highly recommended to other like-minded ICT businesses and clients looking for our services.”**

*Coderus*



# 2018 ANNUAL CONFERENCE

**+£645,000**

Estimated likely value of new business expected from participants

**400**

2018 CWIC Conference Attendees

**94%**

2018 delegates would recommend the conference



**75%** C Suite Executives & Engineers

**20%** Senior Managers

**5%** Other (e.g. Consultants & Advisors)

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**

# DIGITISING INDUSTRY - NARRATIVES

**Has technological innovation or industry's eternal drive for better margins been the greatest definer of 21st century economics?**

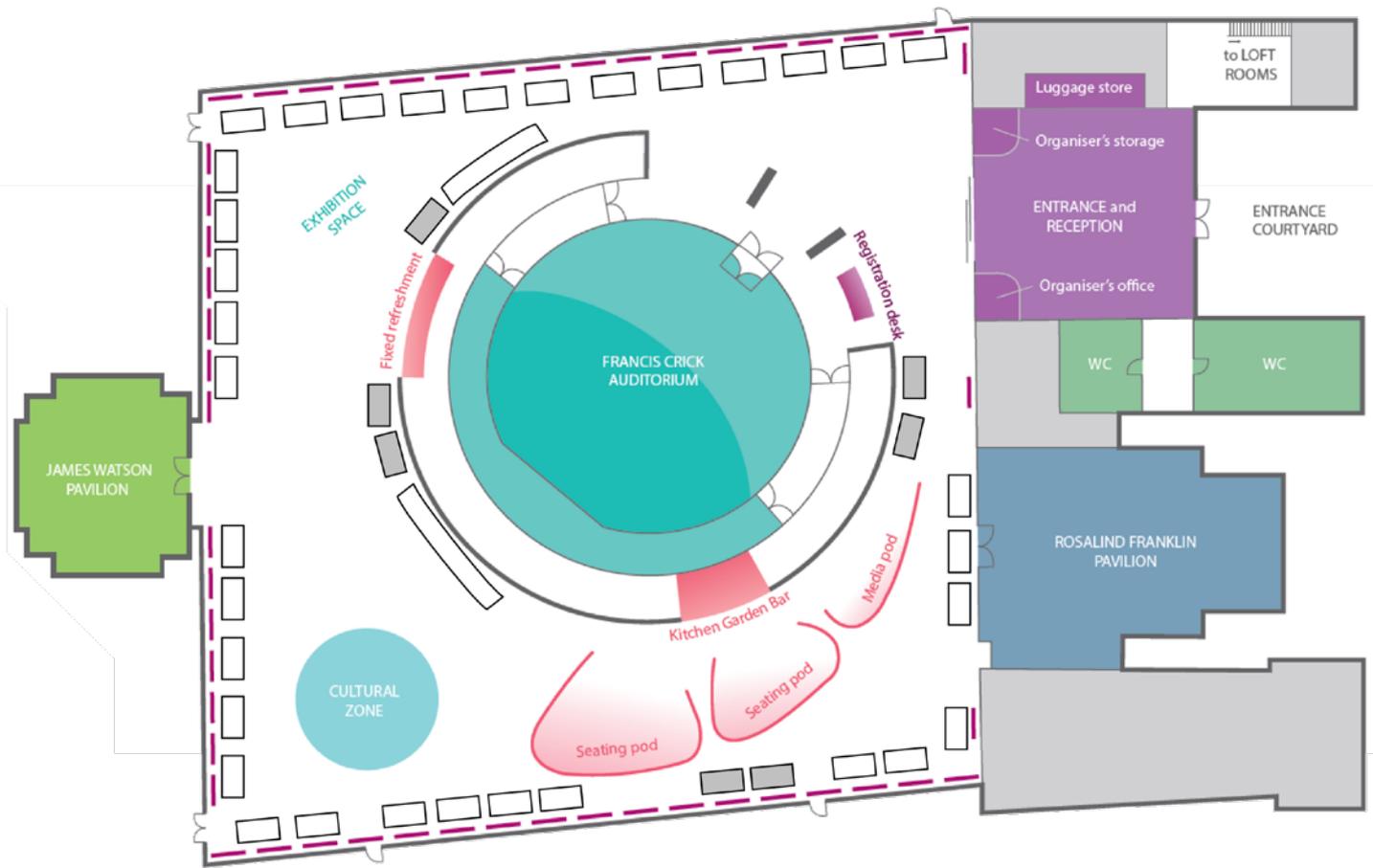
The unstoppable rise of the internet giants to their current positions has been remarkable – and, at least before the turn of the last millennium, unpredictable. A common phenomenon in the technology community is that key innovations pre-empt their most profitable applications.

This “technology first” viewpoint underplays the extent to which vertical markets have always embraced technological change, and the impact that mature industries have on the economics of next generation communications. Many industries have quickly adopted the implications of the connected world and are now pulling it forwards at pace. And the mobile industry, which has relied hitherto on mass consumerism, is now sprinting to keep up with the diversity of demand arising from the complexity of each vertical market.

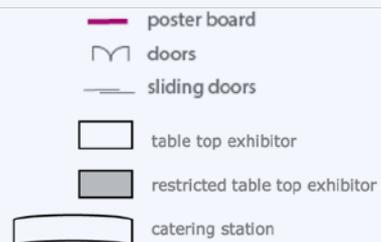
At the CW International Conference 2019 we are bringing together technologists and business leaders from six vertical markets to explore industry's future requirements of the digital sector and identify opportunities for collaborative development.

**“A COMMON PHENOMENON IN THE TECHNOLOGY COMMUNITY IS THAT KEY INNOVATIONS PRE-EMPT THEIR MOST PROFITABLE APPLICATIONS.”**

# THE VENUE



- ✔ Exhibitors & attendees on one-level
- ✔ Easy access
- ✔ Comfortable networking
- ✔ On-site accommodation



## PLENARY THEMES



### The evolving enterprise journey – unlocking the business case for 5G enabled markets

This session will explore the critical success factors needed to fully realise 5G industrial opportunities and present some of the latest innovations being developed to achieve this. Experts will explore the 5G opportunity available to industry, including the ability to leverage ultra-reliable low latency networks to drive digital transformation into more impactful and beneficial parts of the business. Speakers from a range of industries will also discuss how service providers might manage the rich diversity of 5G industrial requirements and how new business models can be adopted.



### Cybersecurity Debate

Two industry thought leaders will debate the proposition, 'Wireless connectivity inevitably increases cyber-security threats for verticals, just learn to live with it'.

## TRACK THEMES



### Automotive & Mobility Services

New technologies are enabling a dramatic transformation in transportation – and with the growing financial and environmental pressures on vehicle ownership, this is happening none too soon. The next generation of vehicles promises a step-change in the economic viability of transporting people and goods thanks to the deployment of advanced telemetry software, sensors and highly intelligent autonomous driving solutions; and this vehicular connectivity will ultimately enable new business models, new services as well as new functionality. This track will explore the cutting-edge R&D that is digitising the transportation business and ask the question: what else is possible?



### Agriculture

With the world's resources running thin, the human population on track to be reaching 10Bn by 2050, and 800M people already estimated to have insufficient food, agricultural optimisation is a difficult but necessary task. Doing so in a manner that doesn't damage the planet is even harder. New technologies are transforming the process of crop and animal management, with drones offering real-time visual insights into flock management and plant health, sensors constantly monitoring soil quality, advanced robotics starting to grow foods without human input and artificial intelligence optimising the use of resources. This track will present cutting-edge use cases of technology deployment in agriculture and consider what could be done to make food production more efficient – and more sustainable.



## Utilities

Water, gas and electricity are the foundation upon which modern societies live. Challenges are aplenty within water supply including demand prediction, the identification and resolution of leaks, testing water quality, optimising consumption by agriculture and other industries. Meanwhile, the future of energy is renewable. The carbon economy is unsustainable and energy prices are rising without a visible ceiling. Connecting the smaller scale wind and solar farms, controlling generation and managing the storage and subsequent flow through the national grids is key. What role can the digital sector play in supporting water and renewable energy firms to thrive and deliver higher quality services at lower costs – all while saving the planet through more efficient use of the world's natural resources?



## Manufacturing

The UK is not at the forefront of global manufacturing. However, with our world-renowned knowledge intensive sector we are in prime position to influence that sector and its supply chains. Major manufacturers are already working closely with the technology sector to improve productivity through advanced sensors, monitoring and automation software and next generation connectivity solutions. Business models are evolving past one-off purchases of equipment to factory-as-a service offerings with software upgrades, advice and maintenance as standard. What are the next steps for the manufacturing sector? How can technology help these firms achieve the all-important, incremental efficiency improvements?



## Retail & consumer electronics

Amazon transformed the face of shopping. All vendors across the world are now competing not with their high street neighbours but with the convenience, breadth and logistical brilliance of the online retailers. Such organisations go to enormous lengths to optimise customer satisfaction, analysing each point in the buying process to ensure shoppers have an unbeatable experience, reducing costs throughout the supply chain through efficient logistics and passing this saving onto the consumer. All this success is founded on the evolving capabilities of digital technology and its capacity to process, understand and customise both personal and logistical data. The future for retailers is clear – clarity of purpose, a keen focus on delighting your customers (both on- and offline) and the precise application of technology is needed for success. This track will explore what solutions retailers and consumer electronics firms are currently employing, and where the gaps in the market are for new technologies to deliver a competitive edge.



## Intelligent Cities

More than half the world's population live in cities and urbanisation is advancing rapidly. Smart technology and digital abundance have the potential to revolutionise the way cities operate. Successful cities provide opportunity and amenity – from which stem innovation and entrepreneurship, jobs and economic vitality, learning, recreation, social care, artistic creativity and cultural richness. These benefits are enabled by social and physical infrastructure systems that are closely integrated and mutually reinforcing – a joined-up system of systems. At CWIC we explore the key drivers behind establishing this industry and the methods we can adopt to optimise for success.

# SPONSORSHIP BENEFITS

## THOUGHT LEADERSHIP

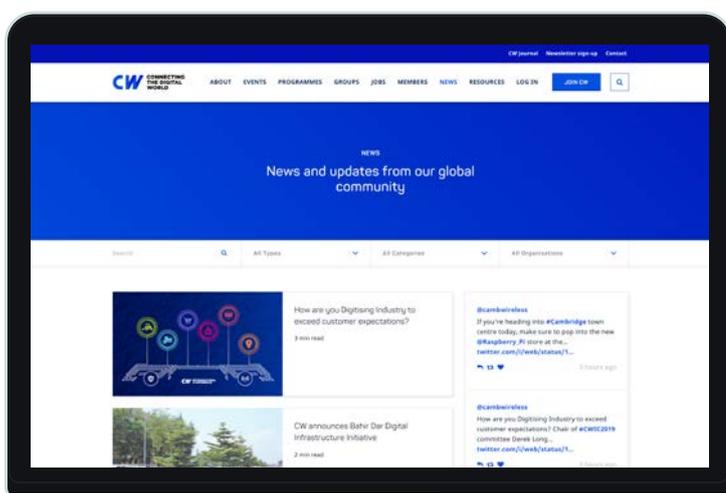
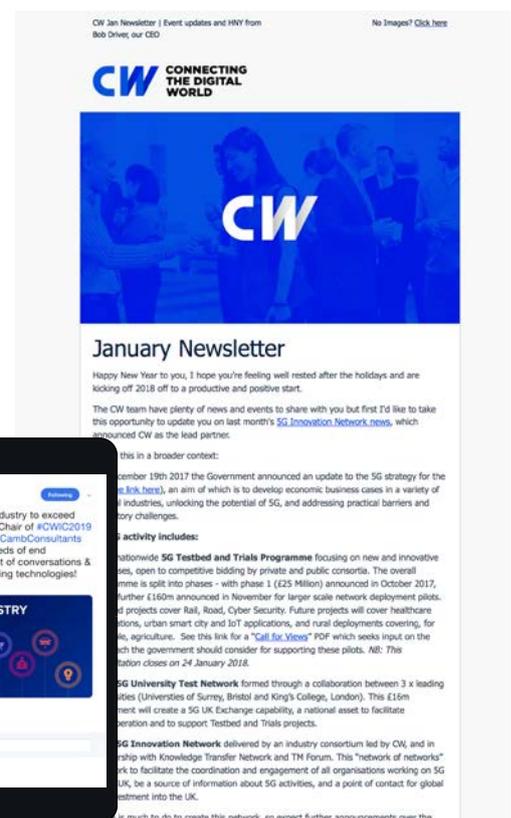
There are several speaking opportunities providing sponsors with the opportunity to stand on an international platform and be recognised as a highly credible and impactful industry thought leader. Sponsors may support a specific dedicated session benefiting from exclusive visibility and direct interaction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

## HIGH IMPACT NETWORKING & COLLABORATION

Having a state-of-the-art venue all on one level coupled with a creative and intuitive layout for delegates and sponsors, allows for a deeper level of engagement for all attendees. At our annual conference last year the value of expected contract wins (as a result of meetings) was £645,000 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. At last year's conference 75% of the attendees were C Suite executives and engineering decision makers. Sponsors also benefit from exposure in the CW Journal: copies hit the desk of 4,500+ senior level tech professionals and reach 50,000 companies via the digital edition, amounting to a reach of many tens of thousands of senior level technology decision-makers.



# NEW SPONSORSHIP OPPORTUNITIES EXCLUSIVE TO CWIC 2019

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 an exhibition table.

## **START OR SCALE, THE ONLY WAY IS UP!**

CWIC 2019 will see the inclusion of a Start-up zone to showcase entrepreneurs from a range of industries. Demonstrate your support of their entrepreneurial ambition by sponsoring the zone and discover the latest developments and ideas from up-and-coming businesses.

## **MOBILE CHARGING STATION**

Be the hero of the hour by providing a secure place for the conference delegates to charge their devices. The charging station can be prominently branded with your logo and a promotional video. As these are highly utilised at conferences it is an excellent way to get brand recognition whilst providing a valuable service to the delegates.

## **CONFERENCE APP**

Get sponsorship recognition the smart way by being the first CW official conference app sponsor. The conference app opens up a new dynamic arena for networking, session interaction, programme and speaker information.

Put your organisation in the palm of our delegates hands by sponsoring the conference app. This exclusive sponsorship package provides high exposure within the app and you'll be able to access very precise metrics such as content interaction and banner views and clicks.

## **CONFERENCE INSERTS**

Providing a promotional insert (A4 or smaller) for the official conference bags that all delegates get on arrival ensures your organisation maximises its reach to each and every participant.

## **CONFERENCE BAGS**

Your branding prominently printed to one side of the conference eco shopper bag which is given to every delegate and speaker. Conference bags prolong the life of your branding as bags are frequently reused after the event.

## **CANAPÉS**

Increase your brand exposure by sponsoring the canapés which will accompany the drinks reception. Sponsorship comes with an exhibition stand and placement of your banners in the reception area, you will also be acknowledged as the canapés sponsor to all delegates.

# OTHER SPONSORSHIP OPPORTUNITIES

We have a number of sponsorship packages for varying budgets so we encourage you to speak with our Chief Commercial Officer, Abhi Naha ([sponsorship@cambridgewireless.co.uk](mailto:sponsorship@cambridgewireless.co.uk)), to discuss any of the below in more detail. Do check the sponsorship table which highlights further information including the number of free tickets attributed to each sponsorship package.



## LANYARD

Increase your company's brand reach and exposure by showing your logo on the event lanyard. All delegates, speakers and partners will be given a lanyard at registration which they will be required to wear all day (and keep, if they wish). Sponsorship includes presence in the conference brochure and an exhibition table.

## DRINKS

The main conference will conclude with a drinks reception on the lawn (weather dependent) followed by canapés. The drinks sponsor will have use of an exhibition table and presence in the conference brochure – great exposure and networking opportunity.

## EXHIBITION

Showcase your organisation with a display table located in the main networking area. With refreshment hubs nearby and easy access to the main plenary and track sessions, these tables will enjoy high footfall. Or think outside the booth and exhibit in one of our larger pod areas!

## CONFERENCE GUIDE ADVERT

Get full visual coverage of your organisation by advertising in the hard copy of 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

Receive exclusive visibility over lunch, you will be acknowledged as the lunch sponsor and have the opportunity to address all delegates. The sponsor can provide up to four rollup banners featuring their logo during the lunch. Sponsorship includes presence in the conference brochure and an exhibition table.

## REFRESHMENTS

Gain that extra advertising edge by sponsoring the refreshment breaks and reap the benefits that come with an exhibition stand and prominent rollup banners featuring your logo around the refreshment areas. You will be acknowledged as the refreshment sponsor to all delegates.

# SPONSORSHIP PACKAGES

	£ (ex VAT)	Number available	Speaking slot	Exhibition table	Delegate passes	Newsletter / e-shot
Platinum <b>SOLD OUT</b>	POA	1	✓	✓	10	✓
Gold Keynote	£12,000	1	✓	✓	4	✓
Gold Plenary <b>SOLD OUT</b>	£10,000	1	✓	✓	4	✓
Gold Plenary – Debate	£10,000	1	✓	✓	4	✓
Gold Track	£6,000	4	✓	✓	4	✓
Silver Track	£4,000	6	Intro & panel	✓	4	✓
Large Pod	£7,000	1		✓	4	✓
Small Pod <b>SOLD OUT</b>	£5,000	1		✓	4	✓
Canapés	£4,000	1	✓	✓	4	✓
Lunch	£4,000	1	✓	✓	3	✓
Pre-Dinner Drinks	£3,000	1	✓	✓	2	✓
Lanyard <b>SOLD OUT</b>	£2,000	1		✓	2	✓
Refreshments	£2,000	1		✓	2	✓
Exhibition Table	£1,500	12		✓	2	
Conference Bag	£2,500	1		✓	2	
Conference App	£5,000	1		✓	4	✓
Mobile Charging Station	£3,500	1		✓	2	✓
Inserts	£225-£425	10				

# 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 over 400 members 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 19 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 19 Special Interest Groups:

- Academic & Industry
- Artificial Intelligence
- Automotive & Transport
- Business
- Connected Devices
- Digital & Delivery Content
- 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/](http://www.cambridgewireless.co.uk/cwic/)

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