

THINK BIG - THEN THINK BIGGER

LARGEST
IoT HACKATHON
NOV 4-5

INTERNET OF THINGS

EXPO

Internet of @ThingsExpo
Now Expanded to Four Tracks:

- C**onsumer IoT ←
& Wearables
- E**nterprise IoT ←
- D**eveloper IoT ←
- W**ebRTC ←

*Learn Why the Internet of
Things Is Relevant Today*

SANTA CLARA CONVENTION CENTER

INTERNET OF
@ThingsExpo
NOVEMBER 4-6, 2014

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@ThingsExpo



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@ThingsExpo

INTERNET OF
THINGS
EXPO



@THINGSEXPO POWER PANEL FEATURING IOT LEADERS

Be a Part of the
**World's Largest Audience of
Targeted Enterprise IT Professionals**

THINK BIG - THEN THINK BIGGER

WHAT? The Internet of Things (IoT) is the biggest idea since the creation of the Worldwide Web more than 20 years ago.

WHY? Because the "things" are not just desktops, laptops, smartphones, and tablets. The "things" come from the world of sensor-driven Big Data that is even now expanding the size of the Web beyond what we thought just a few years ago.

HOW BIG? Estimates from everyone from Gartner to the US Government foresee a 100X increase -- then a 1,000X increase -- in Web traffic over the next few years. The world will need hundreds of billions of dollars of new servers, memory, storage, and data centers. The challenge to software developers will be increasing as never before.

WHAT TO DO? Attend @ThingsExpo in Silicon Valley November 4-6. We have the rock-star faculty that more than 100,000 past Cloud Expo attendees have come to expect, with Keynotes and Power Panels that set the world standard for IoT brilliance.

INTERNET OF THINGS EXPO



1ST @THINGSEXPO JUNE 2014: JAVITS CENTER, NEW YORK CITY

WORLD'S BEST CONTENT

The Perfect Storm of Cloud/BigData/IoT
Intelligent Systems & the IoT
Digital Transformation
Monetizing the IoT
The Business Case for the IoT
Accelerating the IoT
The DNS of Things
Wiring the IoT
Eclipse Open-Source IoT
The Practical IoT
The Internet of Everything
Unified Communications
Wearables: Opportunities & Impacts
Security Models
Personal Health Care & The IoT

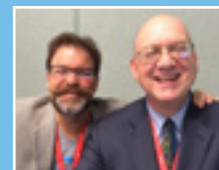
ROCK-STAR FACULTY

Mac Devine, IBM
Nick O'Leary, IBM UK
Ian Skerrett, Eclipse Foundation
James Kirkland, Red Hat
Davi Ottenheimer, EMC
Reid Carlberg, Salesforce
John Fallows & Jonas Jacobi, Kaazing
Brendan O'Brien, Aria Systems
Peter Silva, F5 Networks
Chad Jones, LogMeln
Kevin Benedict, Cognizant
Vasyl Mylko, SoftServe
Richard Strid, Clayster
Tom Wesselman, Plantronics
Yakov Fain, Farata Systems

2ND @THINGSEXPO NOVEMBER 4-6, 2014: SANTA CLARA CONVENTION CENTER, CA

TECH CHAIR

Chris Matthieu has two decades of telecom and web experience. He launched his Teleku cloud communications-as-a-service platform at eComm in 2010, which was acquired by Voxeo. Next he built an open source Node.js PaaS called Nodester, which was acquired by AppFog. His new startup is Twelephone.



CONFERENCE CHAIR

Roger Strukhoff is Executive Director of the Tau Institute for Global IoT Research, with offices in Illinois and Manila. A former executive at International Data Group and Tibco, he has 25 years of industry experience.

Internet of @ThingsExpo
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@ThingsExpo
November 4-6, 2014
Santa Clara Convention Center, CA

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IN THE TECHNICAL SESSIONS...

GO beyond the hype, the brands and the buzzwords. What do the terms really mean and how are they applied to today's IT budgets?

LEARN exactly why Internet of Things is relevant today from an economic, business and technology standpoint.

DISCOVER how to drive a distributed approach to the Internet of Things, where applications move to the data.

ON THE EXPO FLOOR...

SHOW why your products, services, and solutions are the best in the world.

DEMONSTRATE real-life use cases and why they matter to enterprise IT buyers.

REACH the world's largest audience of targeted enterprise IT professionals who must be up to speed on the Internet of Things – from Wearables and Smart Appliances to Security & Privacy Protocols



WHO WILL ATTEND

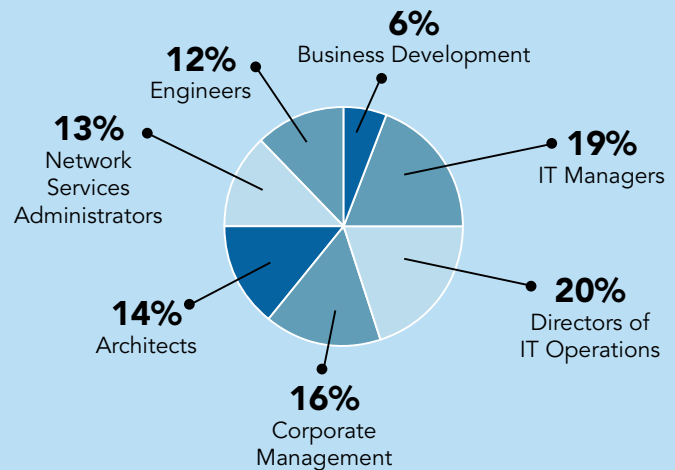
SENIOR TECHNOLOGISTS:

CIOs, CTOs & VPs of Technology
 Chief Systems Engineers
 IT Directors and Managers
 Network and Storage Managers
 Enterprise Architects
 Communications and Networking Specialists
 Directors of Infrastructure

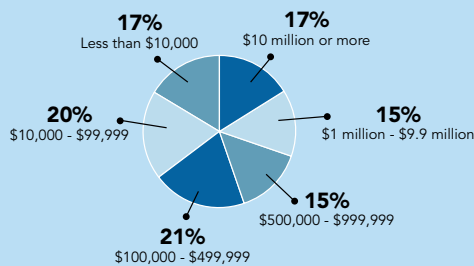
BUSINESS EXECUTIVES:

CEOs, CMOs, & CIOs
 Presidents & SVPs
 Directors of Business Development
 Directors of IT Operations
 Product and Purchasing Managers
 IT Managers

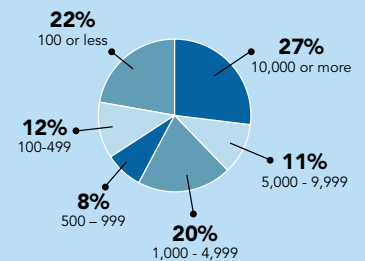
ATTENDEE PROFILE



YEARLY SPENDING



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EXCLUSIVE DIAMOND SPONSORSHIP

ON-SITE SPONSORSHIP BENEFITS:

- 30 x 30 exhibit space: booth structure and carpet not included
- One 15 amp electric drop and one IP address Internet connection (bandwidth: 100 mbps per second)
- Opening Keynote
- 45-minute presentation to entire conference delegation
- Up to five guaranteed technical sessions
- Entrance Unit Sponsorship
- Literature placement in your keynote session
- Company logo on signage at the keynote session
- Company logo on conference attendee tote bag
- Company logo on the official sponsors' banner
- Online banners on event website
- One insert in conference attendee tote bag
- Full-page ad and listing with company logo in the official show directory
- Five full conference passes

PLATINUM PLUS SPONSORSHIP

ON-SITE SPONSORSHIP BENEFITS:

- 20 x 20 exhibit space: booth structure and carpet not included
- One 15 amp electric drop and one IP address Internet connection (bandwidth: 100 mbps per second)
- Day 2 or Day 3 Keynote
- 45-minute presentation to entire conference delegation
- Up to four guaranteed technical sessions
- Literature placement in your keynote session
- Company logo on signage at the keynote session
- Company logo on conference attendee tote bag
- Company logo on the official sponsors' banner
- Online banners on event website
- One insert in conference attendee tote bag
- Full-page ad and listing with company logo in the official show directory
- Four full conference passes

PLATINUM SPONSORSHIP

ON-SITE SPONSORSHIP BENEFITS:

- 20 x 20 exhibit space: booth structure and carpet not included
- One 15 amp electric drop and one IP address Internet connection (bandwidth: 100 mbps per second)
- 45-minute presentation to entire conference delegation
- Up to three guaranteed technical sessions
- Literature placement on seats in your general session
- Company logo on signage at the keynote session
- Company logo on conference attendee tote bag
- Company logo on the official sponsors' banner
- Online banners on event website
- One insert in conference attendee tote bag
- Full-page ad and listing with company logo in the official show directory
- Four full conference passes

GOLD SPONSORSHIP PROGRAM

ON-SITE SPONSORSHIP BENEFITS:

- 20 x 20 exhibit space: booth structure and carpet not included
- One 15 amp electric drop and one IP address Internet connection (bandwidth: 100 mbps per second)
- 30-minute presentation to entire conference delegation
- Up to three guaranteed technical sessions
- Literature placement on seats in your general session
- Company logo on signage at the keynote session
- Company logo on conference attendee tote bag
- Company logo on the official sponsors' banner
- Online banners on event website
- One insert in conference attendee tote bag
- Half-page ad and listing with company logo in the official show directory
- Three full conference passes

SILVER SPONSORSHIP PROGRAM

ON-SITE SPONSORSHIP BENEFITS:

- 10 x 20 exhibit space: booth structure and carpet not included
- One 15 amp electric drop and one IP address Internet connection (bandwidth: 100 mbps per second)
- Up to two guaranteed technical sessions
- Demo Theater Presentation, with 3 months on-demand viewing
- Power panel speaking opportunity
- Company logo on signage at the keynote session
- Company logo on the official sponsors' banner
- One insert in conference attendee tote bag
- Online banners on event website
- Half-page ad and listing with company logo in the official show directory
- Three full conference passes

BRONZE SPONSORSHIP PROGRAM

ON-SITE SPONSORSHIP BENEFITS:

- 10 x 10 exhibit space: booth structure and carpet not included
- One 15 amp electric drop and one IP address Internet connection (bandwidth: 100 mbps per second)
- Up to one guaranteed technical session
- Demo Theater Presentation, with 3 months on-demand viewing
- Quarter-page ad and listing with company logo in the official show directory
- Online banners on event website
- Two full conference passes

EXHIBITOR PACKAGE

ON-SITE SPONSORSHIP BENEFITS:

- 10 x 10 exhibit space: booth structure and carpet not included
- One 15 amp electric drop and one IP address Internet connection (bandwidth: 100 mbps per second)
- Company logo and listing in the official show directory
- One full conference pass

D ONE LINE OF CODE THAT CHANGED THE WEB FOREVER: ACCELERATING THE WEB FOR THE IoT

SPEAKERS: JOHN FALLOWS AND JONAS JACOBI

The definition of IoT is not new; in fact it's been around for over a decade. What has changed is the public's awareness that the technology we use on a daily basis has caught up on the vision of an always on, always connected World. If you look into the details of what comprise the IoT then you'll see that it includes everything from cloud computing, Big Data analytics, "Things," web communication, applications, network, storage.... It is essentially including everything connected online from hardware to software, or as we like to say, it's an Internet of many different things. This session will discuss how the HTML5 WebSocket standard is accelerating the Web for an IoT World, and it is moving into its next phase, morphing from a static and stale network to a live, interactive, and constantly changing mesh of always-on communication.



John Fallows, Co-Founder & CTO of Kaazing, has 17 years' experience in technology development and software design, and is considered a pioneer in the field of rich and highly interactive user interfaces.



Jonas Jacobi, Co-Founder & President of Kaazing, has 21 years of experience leading the development of innovative technology products and services.

W INTEROPERABLE WEBRTC AND WHY IT IS IMPORTANT

SPEAKER: PETER DUNKLEY

There are many potential applications for WebRTC and for many interoperability is not a requirement. However, this does not mean that there is not a need for interoperability, particularly at the signaling level, for other applications.

Many people have dismissed interoperability as a consideration when using WebRTC - often due to the fact that their favoured use-cases do not require it (and in some cases are even hampered by it). In his session Peter Dunkley, Technical Director, at Acision, will look at the other side and discuss the case for interoperability and explain how WebRTC can be used to enhance and extend existing services in a way provides benefits to service providers and their customers.



Peter Dunkley is Technical Director at Acision.

E THE PERFECT STORM OF CLOUD COMPUTING, BIG DATA, & THE IoT

SPEAKER: MAC DEVINE

Almost everyone sees the potential of Internet of Things but how can businesses truly unlock that potential. The key will be in the ability to discover business insight in the midst of an ocean of Big Data generated from billions of embedded devices via Systems of Discover. Businesses will also need to ensure that they can sustain that insight by leveraging the cloud for global reach, scale and elasticity. Without bringing these three elements together via Systems of Discover you either end up with an Internet of somethings and/or a big mess of data. This session will focus on how to ensure businesses have the right plans in place for Systems of Discovery for the Internet-of-Things world we are entering.



Mac Devine, Distinguished Engineer at IBM, has 24 years of experience with networking and virtualization.

E HOLD THAT TRAIN! INTELLIGENT SYSTEMS IN TRANSPORTATION

SPEAKER: JAMES KIRKLAND

Intelligent systems may share common architectures, but they can solve a variety of challenges—from increasing accuracy with a rail signaling system to improving safety with an air traffic control system. In the transportation industry, addressing these challenges is particularly critical in order to ensure safety, increase efficiency, and reduce costs.



James Kirkland is an Enterprise Solutions Architect at Red Hat. He has been working with Unix variants for 14 years.

D NODE-RED! NODE-RED! HOW TO BUILD "THINGS" IN THE IoT

SPEAKER: NICK O'LEARY

The Internet of Things is not a single choice of technology, approach or philosophy. Its very existence is the bringing together of multiple platforms, products and protocols, where the whole is greater than the sum of its parts. One of the challenges of IoT is to make it as easy as possible to allow developers to make things, for play or profit, serious or whimsical, professional or hobbyist. Node-RED is an open-source visual tool for wiring the Internet of Things. Built on top of node.js, it provides a light-weight, browser-based editor that makes it easy to integrate different streams of both physical and digital events. This session introduces Node-RED, demonstrates what it can do and how it can be easily extended.



Nick O'Leary is an Emerging Technology Specialist at IBM where he gets to do interesting things with interesting technologies and also play with toys.

C NAME THAT FRIDGE! HOW DNS WORKS IN THE IoT

SPEAKER: PETER SILVA

The Domain Name Service (DNS) is one of the most important components in networking infrastructure, enabling users and services to access applications by translating URLs (names) into IP addresses (numbers). Because every icon and URL and all embedded content on a website requires a DNS lookup loading complex sites necessitates hundreds of DNS queries. In addition, as more internet enabled 'Things' get connected, people will rely on DNS to name and find their fridges, toasters and toilets.

Are you ready for this surge of new services and applications along with potential DNS threats? Attend this session to understand the key issues you need to consider to ensure your DNS servers don't fail.



Peter Silva covers security for F5's Technical Marketing Team.

E WHAT YOU CAN DO WITH THE IoT TODAY, RIGHT NOW, THIS VERY INSTANT

SPEAKER: REID CARLBERG

A lot of people are heralding IoT as the future, but what can your business do today? Quite a lot, it turns out, if you know what to look for and how to talk about it. In this session, we will discuss business processes ripe for IoT style

solutions and provide real world examples in operation today. We'll also cover several fun ways to inspire your organization, share some lessons learned about solution development and offer several next steps designed to get you started. Join us and learn how to kickstart your company's IoT efforts into high gear.



Reid Carlberg, Senior Director at Salesforce, hacks quadcopters, automates 3D printers and built the only hot sauce-inator in enterprise software today.

E THE IoT IS IRRELEVANT -- UNLESS YOU KNOW WHAT TO DO WITH IT

SPEAKER: CHAD JONES

The physical world holds the key to unlocking unseen business opportunities that expand revenue, optimize operations and delight customers and users. What if you could turn normally hidden bits of information in your business' physical assets into valuable insights that fuel growth and drive intelligent, automated action? By leveraging the Internet of Things, you can realize previously inaccessible value, but for many companies, understanding how to do this is a complete mystery. This session will reveal how to quickly make the IoT real for your business and accelerate innovation.



Chad Jones, Vice President, Product Strategy at LogMeln's Xively IoT Platform, has eighteen years' experience driving strategic initiatives in IoT, cloud, virtualization and infrastructure while evangelizing the vision of a better world through technology.

E TRANSFORMERS (THE SESSION, NOT THE MOVIE)

SPEAKER: KEVIN BENEDICT

Digital transformation is impacting most every industry and revolutionizing many. It is forcing enterprises to rethink their strategies for customer interactions and engagements, and to consider how IT infrastructures and business models must evolve to support them. In this presentation we will discuss how the IoT along with transformations in social, mobile, analytic and cloud technologies are producing massive quantities of new data that is being collected and analyzed for meaning-making. This meaning-making is what businesses are using to develop new business models, products and services, and to create competitive advantages.



Kevin Benedict is the Senior Analyst for Digital Transformation at Cognizant, a writer, speaker and SAP Mentor Alumnus. Follow him on Twitter @krbenedict.

E FROM SAAS TO IoT: MAKE ME ONE WITH EVERYTHING

SPEAKER: VASYL MYLKO

Today, the technological progress that is accelerating business and life is observed as many things from a breakthrough in broadband connectivity globally to client-cloud architectures. The session reveals how business models are being transformed, why all companies become software companies, how IT infrastructure is being redesigned and rebuilt to support business changes. It will review how design and programming paradigms have evolved since SaaS golden times, why advanced analytics is a modern magic wand for decision makers, and how advanced analytics is emerging from [and together with] the Internet of Everything.



Vasy Mylko has been the Director of Research & Development at SoftServe, Inc. since 2008.

W HOW THE NORWEGIAN RED CROSS BUILT A VIDEO TUTORING SOLUTION WITH WEBRTC

SPEAKER: SVEIN WILLASSEN

This is the story about how the Norwegian Red Cross used WebRTC to build a service that allows high school students to meet volunteer tutors and get help with their school assignments just by visiting a web page in their browser. The solution has greatly increased the reach of the tutoring service run by the Red Cross, allowing students to get the help they need without leaving their homes



Svein Willassen is Founder & CTO of appear.in.

D YOU WOULDN'T TRY THE IoT WITHOUT OPEN SOURCE, WOULD YOU?

SPEAKER: IAN SKERRETT

The Eclipse IoT community is a growing community of open source projects focused on providing the building blocks for the IoT industry. The goal of the community is to provide open source implementations of important IoT standards, frameworks that implement key services for IoT applications and tools to make it easier for developers to create IoT applications. If IoT is going to achieve success and interoperability then the industry will need these basic building blocks.



Ian Skerrett is the VP of Marketing for the Eclipse Foundation. He has been involved with the open source and Eclipse community for over 9 years.

D XMPP: ARCHIMEDES' LEVER TO MOVE THE WORLD

SPEAKER: RIKARD STRID

The more things we have connected to the Internet the greater the opportunities are to create innovations. Even more innovation is enabled when devices are connected to the Internet in an Open way that enables you to leverage the potential of countless innovative companies that leads to more jobs and a stronger economy. When we enable devices to be reachable on the open Internet outside of closed proprietary environments, their usage options are no longer limited to the ideas or the development capability of their original manufacturers – that will change everything. Interconnection between things from countless sources creates a platform.



Rikard Strid is the founder of Clayster and an Internet activist about to change the structure of how we understand and live with information.

C WHERE ARE MY SOCKS? WEARABLES & THE IoT

SPEAKER: TOM WESSELMAN

Big Data, cloud, analytics, wearable tech, sensors: together these technology advances have created a perfect storm of opportunity that is poised to set business processes and communications on a trajectory of massive change. In this session, Tom Wesselman, of wearable device pioneer, Plantronics, will deliver an overview of the technology advances already here, still required, or complementary to the space, and outline opportunities and impacts as the rise of wearables continues.



Tom Wesselman is the Director of Communications Architecture at Plantronics. His focus is connecting the capabilities of Plantronics products to the world around them.

C EVERYTHING YOU KNOW IS WRONG: NEW BUSINESS MODELS & THE IoT

SPEAKER: BRENDAN O'BRIEN

There's no doubt that the "Internet of Things" is driving the next wave of innovation. Google has spent billions over the past few months vacuuming up companies that specialize in smart appliances and machine learning. Already, Philips light bulbs, Audi automobiles, and Samsung washers and dryers can communicate with and be controlled from mobile devices. To take advantage of the opportunities the "Internet of Things" brings to your business, you'll want to start preparing now.



Brendan O'Brien is a Co-founder at Aria Systems and the inventor of cloud billing.

E DIGITAL FORENSICS & THE SECURITY END-GAME

SPEAKER: DAVI OTTENHEIMER

An entirely new security model is needed for the Internet of Things, or is it? Can we save some old and tested controls for this new and different environment? This presentation reviews hands-on lessons with IoT devices and reveals a new risk balance you might not expect.



Davi Ottenheimer, EMC Senior Director of Trust, has more than nineteen years' experience managing global security operations and assessments, including a decade of leading incident response and digital forensics.

C DOES THIS IoT MAKE ME LOOK FAT? PERSONAL HEALTH THINGS

SPEAKER: YAKOV FAIN

From a software development perspective IoT is about programming "things", about connecting them with each other or integrating them with existing applications. This case study will show you how small IoT-enabled devices from multiple manufacturers can be integrated into the workflow of an enterprise application. This is a practical demo of building a framework and components in HTML/Java/Mobile technologies to serve as a platform that can integrate new devices as they become available on the market.



Yakov Fain is a co-founder of two software companies: Farata Systems and SuranceBay.

E IoT AGENTS: SHOW THEM THE MONEY!

SPEAKER: JASON MONDANARO

The Internet of Things will greatly expand the opportunities for data collection and new business models driven off of that data. For this to be effective you not only need to have infrastructure and operational models capable of utilizing this new phenomenon, but increasingly service providers will need to convince a skeptical public to participate. Get ready to show them the money!



Jason Mondanaro is Director of Product Management - Metanga at MetraTech, Corp.

W WEBRTC AND THE CUSTOMER EXPERIENCE

SPEAKER: KEITH MCFARLANE

In this session, Keith McFarlane will share how WebRTC technology is truly the next stage in the globalization of the contact center, especially in the areas of monetization and creating a superior, personalized customer experience. Over the past few years, the importance of a positive customer experience has risen and solidified itself as a major differentiation for brands. Meaning, companies today have to offer great service along with their products. WebRTC communications, combined with the cloud and building upon the foundation provided by VoIP and the Internet, is making a single network a reality by eliminating the need for the expensive servers, software, landlines and phones required by traditional contact center technologies. Customer service agents with WebRTC-enabled devices will be able to provide better customer experiences across all channels - including voice - and contact centers will continue to become even more streamlined, cost-efficient and productive than ever before.



Keith McFarlane is CTO of LiveOps.

E MY THINGS WILL CALL YOUR THINGS. MANAGING SDNS & OTHER NETWORKS

SPEAKER: JAY FRIEDMAN

Reduce networking costs! Increase cyber security! Deploy applications faster! Add connectivity to our new office now! We're under attack now - drop everything and jump on it now! How does IT management keep up with these demands? On top of that challenge, the promises of the Internet of Things (IoT) are that the pace of change will increase 10x with new applications and new devices added to networks - forecasts are between 50 billion and 200 billion over the next several years - and using ever more wireless protocols. Almost 2 billion connectable devices already are installed but they lack appropriate access and security models. Learn how the concepts of SDNs and virtualization - provide a common foundation for a simpler and unified architecture.



Jay Friedman, president of Distrix Inc., has more than 30 years of high-tech experience.

E IT'S MIDNIGHT -- DO YOU KNOW WHERE YOUR THINGS ARE?

SPEAKER: JAMES G. KOBIELUS

Security is critical to Internet of Things (IoT) adoption because we want to make sure we can trust the sensors, actuators, rules engines and other connected componentry we embed in every element of our existence. Bringing this down to earth is as easy as pointing out that people's smartphones, tablets, wearable devices, appliances, entertainment centers and home security systems are all becoming IoT-connected endpoints. How vulnerable will you be to security vulnerabilities and privacy violations from any and all of these? In this session, Kobiulus will discuss how IT professionals should approach addressing the security challenges of IoT. He will describe IoT vulnerabilities at the device, application, and network level.



James Kobiulus is an industry veteran and serves as IBM's big data evangelist, as program director for big data analytics product marketing, and as editor-in-chief of IBM Data Magazine.

NOVEMBER 4 - 6, 2014

SANTA CLARA CONVENTION CENTER
SANTA CLARA, CA

INTERNET OF THINGS EXPO

" Thank you @ThingsExpo for such a great event. All of the people we met over the past three days makes us confident IoT has a bright future."

YASSER KHAN, CEO OF @CNNCT2M

" One of the best conferences we have attended in a while. Great job, Cloud Expo team! Keep it going."

@PEAK_TEN

" Great crew at @ThingsExpo. Love sessions where the after conversation is as long as the session."

@REIDCARLBERG

" This week I had the pleasure of delivering the opening keynote at Cloud Expo New York. It was amazing to be back in the great city of New York with thousands of cloud enthusiasts eager to learn about the next step on their journey to embracing a cloud-first world."

@STEVEMAR_MSFT, GENERAL MANAGER OF WINDOWS AZURE

" How does Cloud Expo do it every year? Another INCREDIBLE show - our heads are spinning - so fun and informative."

@SOASOFTWAREINC

" Cloud Expo has been great."

@CODEFUTURES

PLEASE SEE WWW.THINGSEXPO.COM FOR A COMPLETE LIST OF SPONSORS FOR SILICON VALLEY, NOV. 4-6, 2014

A large grid of logos for various sponsors of the event, including Microsoft, Oracle, IBM, HP, Dell, and many others. The logos are arranged in a grid format, with some larger than others, and are set against a dark background.



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