

# IOT SOLUTIONS

WORLD CONGRESS



**13 –15 MAY 2025**

BARCELONA / GRAN VIA VENUE - HALL 8

## CONNECT TO THE NEXT LEVEL

- INDUSTRY IOT • ARTIFICIAL INTELLIGENCE
- RENEWABLE ENERGY • CLOUD COMPUTING
- CYBERSECURITY • BIG DATA • AUGMENTED REALITY
- ROBOTIC PROCESS AUTOMATION • 5G TECHNOLOGIES
- EDGE COMPUTING • DIGITAL TWIN

CO-CELEBRATED WITH



**BARCELONA  
CYBERSECURITY  
CONGRESS**



**EVENT  
FOLDER  
2025**

# IOT Solutions World Congress 2025

Join us at the **IOT Solutions World Congress** for an exciting exploration into how transformative technologies are tackling today's most urgent challenges for industries and the planet.

As the **premier annual event**, the **IOT Solutions World Congress** brings together top industry leaders, technology experts, and executives from around the globe.

Discover groundbreaking **innovations** that are **redefining the future and driving impactful change**. We go beyond IoT to unlock the full potential of disruptive technologies and their applications.

Be part of the **essential gathering for actionable tech solutions and connect with a dynamic community** that is actively shaping the future of industries.



## PROJECTIONS 2025

11,000  
VISITORS

100+  
COUNTRIES

377  
EXHIBITORS

150  
SPEAKERS

100  
SESSIONS





# Visitor Profile

70%  
DECISION  
MAKERS

Create meaningful connections and foster enduring professional relationships

## Job Position

C-Level	26,93%
Engineer / Technician	23,57%
Head / Director / Manager	19,64%
Business Developer	17,1%
Account Manager	8,80%
Marketing Responsible	4.32%

## End-user Sectors

Industrial	17,42%
Energy / Utilities	17,12%
Technology	13,14%
Healthcare / Pharma	11,19%
Retail	9,53%
Transportation / Logistics	8,41%
Government / Education	6,46%
Buildings and Infrastructure	6,23%
Aerospace / Defense	5,71%
Telco	4,80%

## TOP10 Countries

Spain
Germany
United Kingdom
France
China
United States of America
Italy
India
Netherlands
Portugal



# The event



**CONGRESS**



**EXHIBITION  
AREA**



**STARTUP  
PAVILION**



**INDUSTRY  
SOLUTIONS  
AWARDS**



**SIDE  
EVENTS**



CO-CELEBRATED  
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CYBERSECURITY  
CONGRESS**







# A Congress for connecting to the Next Level

Join us for an unparalleled congress that dives deep into the future of technology and business.

Our event features three dynamic tracks designed to elevate your strategic insights and operational capabilities.

## DIGITAL TRANSFORMATION STRATEGY

- "DT Adoption" Strategy
- Sustainability Initiatives
- Putting Data to Work
- Using AI to Generate ROI

## EMERGING TECHNOLOGIES AND PROCESSES

- Supercomputing
- Alternative Fuels
- Standards and Regulations
- Deep Learning

## WORKING IN SPACE AND OTHER HARSH ENVIRONMENTS

- Autonomous Vehicles
- Wireless Connectivity
- Remote Operations
- The Public/Private Future of Space

# Track: Digital Transformation Strategy

Digital Transformation efforts will account for a large capital outlay in 2025, but are companies seeing a return on their investment? Let the experts help perfect your strategy, create realistic goals, and map out a realistic value case for your DT efforts.



## Covered topics

### “DT Adoption” Strategy

Why do most digital transformation efforts fail? Often, it's not the technology, but the strategy behind the technology that fails. That's why specific, measurable goals are critical to staging and executing a successful digital transformation.

### Sustainability Initiatives

One of the most exciting aspects of Industry 4.0 is improved efficiency. Not only do these automated systems reduce downtime and streamline processes, they may also eliminate waste, save energy, and lower your carbon footprint.

### Putting Data to Work

The remote sensor revolution and the advent of supercomputing have led to an exponential growth of both real-time and aggregate data. How can you make the most of all this information?

### Using AI to Generate ROI

Artificial intelligence holds huge promise for the future. But what are the best ways to leverage this burgeoning technology in its current state? What are the quick wins that will impact your bottom line?





## Track: **Emerging technologies and processes**

Emerging technology allows a deeper understanding of the root cause of persistent challenges. Knowing the problem you're trying to solve is the first step to leveraging automated solutions to deliver data in a form that can improve processes and operations.



### Covered topics

#### **Supercomputing**

The digital revolution has unleashed so much valuable data, that it often takes massive computer power to process and interpret it. Everything from predicting weather patterns to understanding molecular interactions owes a debt to these state-of-the-art systems.

#### **Alternative Fuels**

From Hydrogen Fuel Cells to Lithium-Ion Batteries, the future doesn't belong to a single energy source. Explore the various opportunities created or enabled by the energy transition.

#### **Standards and Regulations**

Fostering technology adoption is a group effort. It requires cooperation and, in some cases, regulation to ensure safety, equity, and connectivity. See how industrial standards and government regulation work to encourage progress, while promoting cooperation.

#### **Deep Learning**

Neural networks process vast amounts of data in a new and novel manner. The results from these "layered" systems are only as good as the large data sets, they are trained on and the quality of their backpropagation algorithm. So, the question becomes: How do we learn to teach?

## Track: Working in space and other harsh environments

5G and Wireless Connectivity are critical components of remote operations. Faster connectivity makes it possible for an autonomous system, or remote pilot to incorporate real-time data into the decision-making process. 3D-visualization, through-water telemetry, and digital twins allow for remote inspections and surveys to be conducted in hostile environments 4,000 meters beneath the sea or millions of kilometers into space. Learn how commercial applications of these cutting-edge technologies are fueling the “space economy” and fostering new business strategies



### Covered topics

#### Autonomous Vehicles

Drones, Robots, and Digital Twins can work in concert to map, explore, and interact with realworld equipment and environments too distant or dangerous for humans. See how these systems can accelerate our understanding of the universe and open the door to new resources and opportunities.

#### Wireless Connectivity

At the heart of the Internet of Things is the need for rapid and robust wireless connectivity. Collecting data and sending instructions to PLCs and remote sensors requires a reliable, high-speed connection. Harsh environments and remote locations often require a novel system, or in many cases, a dedicated 5G network.

#### Remote Operations

One of the key drivers behind autonomous vehicles and wireless connectivity is the opportunity for governments and industry to operate at scale in environments outside the reach of man. Deploying these systems at an operations level requires a high degree of connectivity, redundancy, and reliability.

#### The Public/Private Future of Space

While there are numerous historic examples of how government-funded science and engineering have benefitted the private sector, this relationship is becoming more and more of a two-way street. How have government funded programs in space, defense, energy, and conservation benefitted from technological advances in the private sector?





# Exhibition Area:

## An event trusted by the top names in the industry

### 2024 EDITION

DIAMOND SPONSORS:



COUNTRY PARTNER:



GOLD SPONSORS:



SILVER SPONSORS:

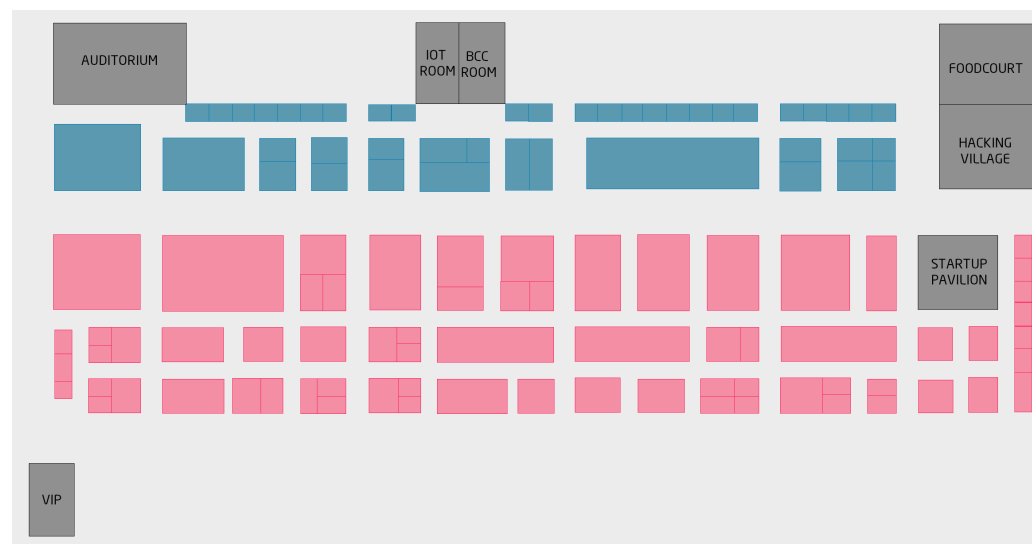


INSIGHT SPONSOR:



The exhibition area is undoubtedly one of the main attractions of the event, where exhibitors will have the opportunity to showcase new products and solutions, increase their market visibility, interact with key decision-makers in each of the sectors and make new contacts.

### 2025 FLOOR PLAN





# Startup Pavilion: Where Innovation Meets Opportunity

Are you ready to showcase your groundbreaking solutions to the world? **Startup Pavilion** at IOT Solutions World Congress 2025 is designed to empower the next generation of tech innovators. Gain unparalleled exposure, access to industry experts, and connect with top investors, all while competing for the prestigious **Industry Solutions Awards**.

This is your opportunity to elevate your startup to the next level!



## Participate in the StartupXChange Forum

Join a high-energy forum designed exclusively for startups and investors. Connect with key players in the innovation ecosystem, present your solutions, and explore funding opportunities with top-tier investors.



## Access to the Strategy Boost Program

The Strategy Boosters consist of impactful 60- and 90-minute sessions covering Problem-Solution Fit, Value Proposition, Customer Profile, Beachhead Market Selection, and Market Alignment.



## Exhibition Space at the Heart of Innovation

Showcase your solutions to thousands of industry leaders, potential partners, and investors. Gain visibility among key decision-makers who are actively searching for disruptive technologies.



## Compete for the Industry Solutions Award

Stand out as the best in your field! One lucky startup will be crowned the winner of the Best Startup Award at our prestigious Industry Solutions Awards, gaining recognition and credibility across the industry.





# The Industry Solutions Awards: Celebrating Innovation and Impact

The Industry Solutions Awards celebrate groundbreaking innovations across key sectors. Our goal is to honor the most transformative technologies that are driving progress, from sustainability to AI, Industry 4.0, cybersecurity, and beyond.

The Industry Solutions Awards are more than just recognition; they are a testament to your impact on the world. Here's why you should join:

- **Global Recognition.**
- **Inspire Innovation.**
- **Network with Leaders.**
- **Gain Credibility.**



## Sustainability Initiative Award

Honoring technological solutions that promote environmental sustainability, from carbon reduction to resource efficiency.



## Industry 4.0 Excellence Award

Celebrating advanced solutions like automation, IoT, and smart factories that revolutionize manufacturing and production processes.



## AI Innovator of the Year Award

Highlighting innovations that leverage AI for smarter decision-making, customer experiences, and operational efficiency.



## Space & Connectivity Breakthrough Award

Recognizing technologies driving progress in space exploration and global connectivity through satellite communications or broadband advancements.



## Cyber-Security Innovation Award

Acknowledging the most effective solutions in protecting digital environments from cyber threats.



## Startup Award

Recognizing outstanding startups showcased within the Startup Pavilion that demonstrate innovative solutions and significant potential for growth in the technology sector.



# Building a secure future for industries

The sixth edition of the Barcelona Cybersecurity Congress, organized by Fira de Barcelona and the Cybersecurity Agency of Catalonia, underscores the vital significance of cybersecurity in an ever-more digitalized world. Within the Congress framework, BCC25 will bring together a diverse array of cybersecurity thought leaders. Meanwhile, the Hacking Village will energize the exhibition area with dynamic workshops and activities, featuring exciting competitions.

OFFICIAL  
PARTNER:



**CONGRESS**



**EXHIBITION  
AREA**



**HACKING  
VILLAGE**



**STARTUP  
PAVILION**



**INDUSTRY  
SOLUTIONS  
AWARDS**





# Networking, innovation, insights, growth!



## 1. Reach a highly targeted audience

The IOTSWC attracts industry leaders, innovators, and experts from various industries, providing an opportunity to showcase your company's innovations and expertise to a highly targeted audience.



## 2. Highlight your brand and products

Sponsoring and exhibiting at the IOTSWC provides a platform to highlight your brand and products to a global audience, increasing awareness and generating new business opportunities.



## 3. Networking opportunities

The IOTSWC offers ample networking opportunities to meet and engage with other industry players, potential partners, and investors, fostering collaboration and knowledge sharing.



## 4. Learn about the latest trends and innovations

As an exhibitor, you will have access to the latest trends and innovations in the field of disruptive technologies, enabling you to stay up-to-date with the latest industry developments.



## 5. Identify new business models and opportunities

The IOTSWC provides a platform to identify new business models and opportunities enabled by disruptive technologies, helping your company stay ahead of the competition.



## 6. Establish partnerships and collaborations

The IOTSWC provides a unique opportunity to establish new partnerships and collaborations with other industry players, facilitating the development and deployment of disruptive technologies in various industries.



## 7. Gain media exposure

The IOTSWC attracts international media coverage, providing an opportunity to gain exposure for your company and products to a wider audience.



## 8. Influence the future of the industry

The IOTSWC offers an opportunity to shape the future of the industry by engaging with other thought leaders, sharing your expertise, and participating in discussions on key industry topics.

# Choose the best participation option for you



## DIAMOND SPONSOR

- Great Visibility in the Exhibit Hall
- 1 Keynote Speaker
- 1 Parallel Session
- Bespoke Communication Campaign
- Exclusive discounts and benefits for customers and employees
- A full and customized experience to maximize your participation

**From 50,000€**  
Early bird: 47,000€



## GOLD SPONSOR

- Great Visibility in the Exhibit Hall
- 1 Parallel Session
- Promotion and Communication tools
- Special discounts and benefits for customers and employees
- A full and customized experience to maximize your participation

**From 18,000€**  
Early bird: 17,000€



## EXHIBITOR

- Space from 12m<sup>2</sup>
- Passes included: Full Congress Pass, Expo+ and Exhibitor passes

**From 3,600€**  
Early Bird 3,420€



## STARTUP PAVILION

- Participation in the StartupXChange Forum
- Strategic Boost Program in the Startup Pavilion
- Exhibition space with expert insights
- Eligibility for the Best Startup Award
- Full Congress Passes / Expo + passes / Exhibitor Passes

**From 1,395€**

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Free Wifi
- Startup Pavilion
- Industry Solutions Awards
- App
- Lanyards
- Onsite Signage
- Registration Site (banner)
- Others



# Sponsorship Options



**DIAMOND  
SPONSOR**



**GOLD  
SPONSOR**

		DIAMOND SPONSOR	GOLD SPONSOR
CONGRESS	Keynote Session	1	×
	Parallel use case session	1	1
INVITATIONS	Full Congress Pass invitations	150	50
	Expo + Passes	UNLIMITED	400
NETWORKING AND ACTIVITIES	VIP Lounge Area passes	8	3
	Lead Retrieval Licences	5	2
ADVISORY BOARD	C- Level Representative in the Advisory Board	1	×
	Regular Meetings with Top-Level Executives from the world's biggest tech companies	✓	×
	Onsite Networking Lunch	✓	×
WEBSITE VISIBILITY	Logo on Hero section of the Home page	✓	×
	Logo on Home page	1 <sup>st</sup> Level	2 <sup>nd</sup> Level
	Use case article publications on our Blogsite	2	1
	Interview on our blogsite	1	×
DIGITAL EVENT PLATFORM & AGENDA	Logo in the App	1 <sup>st</sup> Level	2 <sup>nd</sup> Level
	Push Notification of Keynote Session	✓	×
	Logo visibility at the Event Description in the Agenda	✓	×
	Publication of Sponsor's events and activities in general event Agenda	✓	✓
EMAIL MARKETING	Exclusive Promotional Email with Sponsors informations sent to the event's Database	1	×
	Speaker featured in e-mail campaigns	2	1
	Logo on the footer of all promotional emails	1 <sup>st</sup> Level	2 <sup>nd</sup> Level
SOCIAL MEDIA	Welcome Sponsor Social Media Post	1	1
	Session Promotion Social Post	2	1
	Promocional Social Media Posts about the Sponsors participation in the Onsite	2	1
	Use case article publications on our Blogsite	2	1
	Interview publication on our blogsite	1	1
DEDICATED RESOURCES	Senior Marketing and Communications manager to help Sponsors maximize the promotion of their participation	✓	×
ONSITE COVERAGE	Video Interview During the Event	✓	✓
	HQ Pictures Pack of the stand and Congress Sessions	✓	✓
	Customized Sponsorship post-event Report	✓	×
SIGNAGE	Logo in Hall Map	✓	✓
	Logo in General Signage	✓	✓
	Logo in backdrop of Congress Rooms	✓	✓
	Logo in Session's screens (Video animation)	✓	×
	Priority for Additional Branding opportunities	✓	×
PRESS	1 Hour Press Room for Sponsors' media Event	✓	×
Face Value		300k	100k



## Participation benefits

# Exhibition Space

### Reserve your space in the exhibition area

- Space from 12m<sup>2</sup>
- Passes included:
  - Cybersecurity Congress Passes
  - Expo + Passes
  - Exhibitor Passes

Space	Normal Price	Early bird Price
12-15 m <sup>2</sup>	300 €/m <sup>2</sup>	285 €/m <sup>2</sup>
16-29 m <sup>2</sup>	285 €/m <sup>2</sup>	270 €/m <sup>2</sup>
30-59 m <sup>2</sup>	270 €/m <sup>2</sup>	255 €/m <sup>2</sup>
60-99 m <sup>2</sup>	250 €/m <sup>2</sup>	237 €/m <sup>2</sup>
+100 m <sup>2</sup>	200 €/m <sup>2</sup>	190 €/m <sup>2</sup>



## Participation benefits

# Startup Pavilion

- Exhibition space in the Startup Pavilion
- Strategic Boost Program with expert insights
- Participation in the Startup Xchange Forum
- Eligibility for the Best Startup Award
- 2 Full Congress Passes
- 5 Exhibitor Passes
- Networking opportunities with industry leaders and investors
- Social media mentions and web publication to enhance visibility

## Participation Options

## Additional Sponsorship opportunities

We offer a wide range of opportunities for companies like yours to make a significant impact in the industry. Contact our sales team, and let's create a customized experience that will make your company stand out.



Free Wifi



Industry Solutions Awards



Startup Pavilion



Lanyard



APP



Onsite Branding & Signage



Registration Site (banner)

If you are interested in other sponsorship opportunities, contact your account manager.

**CONTACT US**



# Testimonials



IOTSWC has always been a target for our participation because it is a magnet for many of the ecosystem participants in the IoT, which is a very complex industry. It requires a lot of partnership and collaboration. And in this event, you have the hardware, the software, the solution. AWS is working with most of them.



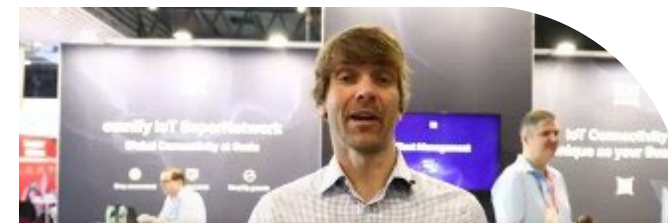
Yasser Alsaied. VP of IoT.



We are meeting here those people with whom we are going to make solutions. We are meeting there the people who are developing those technologies and solutions that will be applied in the next three years. It is a really great event to be at.



Erik Brunneekreef. Director of Satellite & IoT Data.



IOTSWC is really one of the best conferences to meet partners and get the newest IoT updates. For us, it is crucial to be here.



Christian Henke.  
Director of Product.



It is extremely important for us to be a part of the IOTSWC. This is where the brightest developers and manufacturers in the IoT world are gathering, and it is the perfect place for us to launch our Device Trust Manager platform.



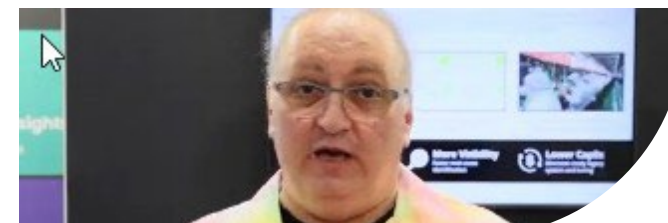
Avesta Hojati.  
VP of IoT.



Faircom loves to come to the IOTSWC. We have been coming here for three years, and great customers come by to learn about our technology. It's a nice way to establish our presence in the European community.



Mike Bowers.  
Chief Architect



We are very happy to be here in Barcelona. This is a great conference because it allows us to talk to our partners, our customers, and potential customers. This helps others be more successful and helps us to be more successful.



Darin Briskman.  
Director of Technology.

# Testimonials



The IOTSWC is a great platform for meeting clients. Here, we share experiences and opportunities, as well as the depth of challenges we face in different environments and countries.



Othman D. Aldahash.  
CEO.



For us is very important because with the new technology we also invite startup companies to use our technology, and this is what we are presenting here.



Casto Cañavate.  
Marketing Manager



It's very important for us to be here at the IOT Solutions World Congress because when we meet our customers, we want to share more about our capabilities in the industry. It provides a broader picture and demonstrates our proactive way of helping customers gain the battle against attacks.



Dharminder Debisarun.  
Cybersecurity Executive.



IOTSWC is very important for us because it gives the opportunity for our customers to build their own solutions.



Thierry Crespo.  
Cybersecurity Manager.



It is important for Thales to be present at this exhibition for different reasons. The first one is because we are a player in the IoT ecosystem, so it is important for us to be there. It is also important for us to be known.



Gregory Laloy.  
Responsible Product IoT.



We are very satisfied with attending the IOTSWC. We believe it is very important to be here to present ourselves to customers and prospects, both domestic and international.



Jordi Garasa.  
Account Manager.



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WORLD CONGRESS

**13 - 15 MAY, 2025**

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Secure your spot at the  
IOTSWC and be a part of the  
future of disruptive  
technologies!

## **CONTACT SALES**

[iots.sales@firabarcelona.com](mailto:iots.sales@firabarcelona.com)

## **MORE INFORMATION**

[www.iotsworldcongress.com](http://www.iotsworldcongress.com)

#IOTSWC25

