OPC Foundation
North America & Europe

Call for Sponsors 2016
CALL FOR SPONSORS 2016

Dear Members:

The OPC Foundation has put together an exciting calendar of events for the 2016 year. Please note this year we have included new cities in which to present OPC UA technology. At this time, we are offering you the opportunity to be a sponsor at these events (on a first come first serve basis). As you are well aware, our events give you and your company a platform to showcase your products along with the opportunity to evangelize the OPC UA technology.

Below, please find our North America and Europe OPC Events and participation options for 2016:

Participation as a sponsor is easy - please fill out and sign the contract on page 2 and forward it to: sponsor@opcfoundation.org.

The OPC Foundation is looking forward to a very successful 2016!

<table>
<thead>
<tr>
<th>Participation Options</th>
<th>2016 Dates</th>
<th>Country</th>
<th>City</th>
<th>Items</th>
<th>€/$</th>
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<td>Partner-Pod</td>
<td>€</td>
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<td>Canada</td>
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<td></td>
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*Prices do not include VAT

Partner Pod:

✔ Partner Pod contains two free exhibitor badges

✔ During the event, you are asked to staff your booth. This is an opportunity for you to present your company’s products while evangelizing the OPC UA technology. We will provide a small table equipped with a monitor, but very little space for hardware on the table.

For questions and feedback, please do not hesitate to contact us: Stefan.hoppe@opcfoundation.org // Karola.wauro@opcfoundation.org

Kind regards

Stefan Hoppe
Vice President OPC Foundation

OPC Foundation * 16101 N. 82nd Street, Suite 3B * Scottsdale, AZ 85260-1868
stefan.hoppe@opcfoundation.org
**Yes**, we want to be a sponsor for the following OPC 2016 Events as indicated on our form below. After completed, send to: sponsor@opcfoundation.org.

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**Company Name:**  

**Company Address:**  

**Company Telephone:**  

**Contact person:**  

**Email address:**

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**Date:**  

**Signature:**

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OPC Foundation * 16101 N. 82nd Street, Suite 3B * Scottsdale, AZ 85260-1868  
v7  
stefan.hoppe@opcfoundation.org
Your device will be shown in Europe and USA each multiple times per year on various industrial shows and IoT conferences.

Examples of already realized tiles

Pre-requisites:

- OPC UA enabled device (integrated or via gateway)
- OPC UA enabled product is available in OPC web product catalogue
QR code will link to your product on OPC web
https://opcfoundation.org/products
IT2Industry@Automatica

Position in Hall 5
2,000 m² exhibition area
Trade Fair with Open Conference
Featuring
- the world's largest trade fair for solar – Intersolar
- the international trade fair for batteries, energy storage and innovative manufacturing – ees-europe

Hosted by Automatica
- 55,000 m² exhibition area
- 724 Trade exhibitors from 42 nations
- 34,493 Trade visitors from over 100 countries
- the world's largest range of robotics, assembly lines and industrial image processing systems

Key Facts @OPC

In 2016 the **OPC Day Europe** will take place within the **IT2Industry@Automatica**

1. OPC Booth 80 m²
2. June 22, 2016
   - 02.00 pm Overview and introductory presentations OPC Foundation @ Open Conference area
   - 06.00 pm “Come together” & Catering for all registered OPC Day Attendees @ OPC Booth
   - 09.00 pm OPC Day Europe @ Press Area East

How to become a sponsor?
**OPC Day Europe 2016 - € 900**
- You can place your Stand-up-Banner and a small table in the Press Area

**OPC Day Europe @ IT2Industry - € 4,500**
- get a Partner Pod @ OPC Booth
- place your Stand-Up Banner and a small table in the Press Area
- get a 20-minute Speaker slot for your own presentations at Open Conference Area (note: This offer is only available for the first 5 sponsors – first come first serve.)
OPC DAY EUROPE 2016
IT meets Automation · June 22\textsuperscript{th}/23\textsuperscript{th}
hosted by IT2Industry & Automatica

**Desk**
- Height: 1130mm
- Length: 1200mm
- Depth: 600mm

**Locker**
- Height: 1078mm
- Length: 400mm
- Depth: 500mm
- lockable
- 2 shelves inside
- cable run 80mm Ø

One chair per desk is available.

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Press Area

Open Conference Area

OPC Booth

Sold Out
The seminar concept:
The seminar will have a clear technical focus and solutions, thus providing a valuable learning experience to all participants. Although product presentations are not allowed at this time, we would like you to provide an OPC UA success story which will be presented by an OPC Foundation speaker. In addition, the table top exhibit gives you ample opportunity to discuss your solutions with interested attendees.

The agenda outline:

Morning session:
- OPC UA benefit and value proposition
- OPC UA technical introduction (benefits, but not at the developer API level) and roadmap
- OPC UA integrated end-to-end security

Sponsors will have their tables in the Seminar Room where lunch will also be served.

Afternoon session:
- OPC UA: the standard for Industrial IoT and Industrie 4.0
- Adoption of OPC UA technology worldwide and success stories
- Solutions for vertical markets and collaboration with PLCopen, AIM, MDIS, BACnet, MTConnect
- Best practices for today’s connected industrial enterprise
  - IOT and analytics: From sensor via OPC-UA-AMQP to Microsoft Azure cloud systems
  - Smart Factory: SAP-MES leveraging a service-oriented architecture (SoA) of various use cases and scenarios to provide information integration from the shop floor to the top floor
  - M2M: secured device to device connection for the automation pyramid
  - Engineering: Connect RFID readers via OPC UA to MES but also smart glasses
- Getting started: Deliverables, Stacks, SDKs - Certification, IOP, Virtual Interoperability

The speakers: Neutral OPC experts from OPC Foundation will handle the presentations.

The proceedings: All participants will receive all presentations given at the seminar together with your marketing material.

Sponsors: The sponsors will get full contact addresses from all attendees for after seminar activities.
North America OPC UA Seminar Tour 2016
“IT Meets Automation”

Part 1 – September 2016

Sep 09th Montreal, CAN
Sep 13th Detroit
Sep 15th Chicago – hosted by IMTS

Please see Pages 1-2 for Sponsor details.

Part 2 – November 2016 08th to 14th

Nov 08th Raleigh
Nov 11th Houston
Nov 14th Santa Clara hosted by GE
(tentative date, may change)

Sponsor Registration is limited and on a first come, first serve basis. Sign up today!