IOTE®
物联网展

IOTE / 2024
SINCE 2009

The 21st IOTE International Internet
of Things Exhibition · Shanghai

AIoT + X
Empowering the Digital
Economy

DATE:
Apr 24-26, 2024

VENUE
Shanghai World Expo Exhibition and
Convention Center

INVITATION

Exhibition introduction

IOTE2024 International Internet of Things Exhibition·Shanghai Station started in 2009 and this year is the 21st. Focusing on the display of upstream and downstream technologies and application solutions in the Internet of Things industry, from underlying chips, sensors, communication modules, to Internet of Things platforms, industry applications, services, etc., it involves a complete product chain and a wide range of application fields. Focusing on new needs in important application fields such as apparel ERP, logistics and warehousing, asset management, smart water, smart cities, smart four meters, smart pipe corridors, smart fire protection, smart medical care, smart homes, smart manufacturing, etc., we are committed to promoting the integration of industrial resources , technical exchanges, brand display and business cooperation with upstream and downstream enterprises.

IOTE 2024 International Internet of Things Exhibition is an efficient information exchange platform for IoT companies and IoT users, sharing information on the development and application of "trillion-level" market technologies.
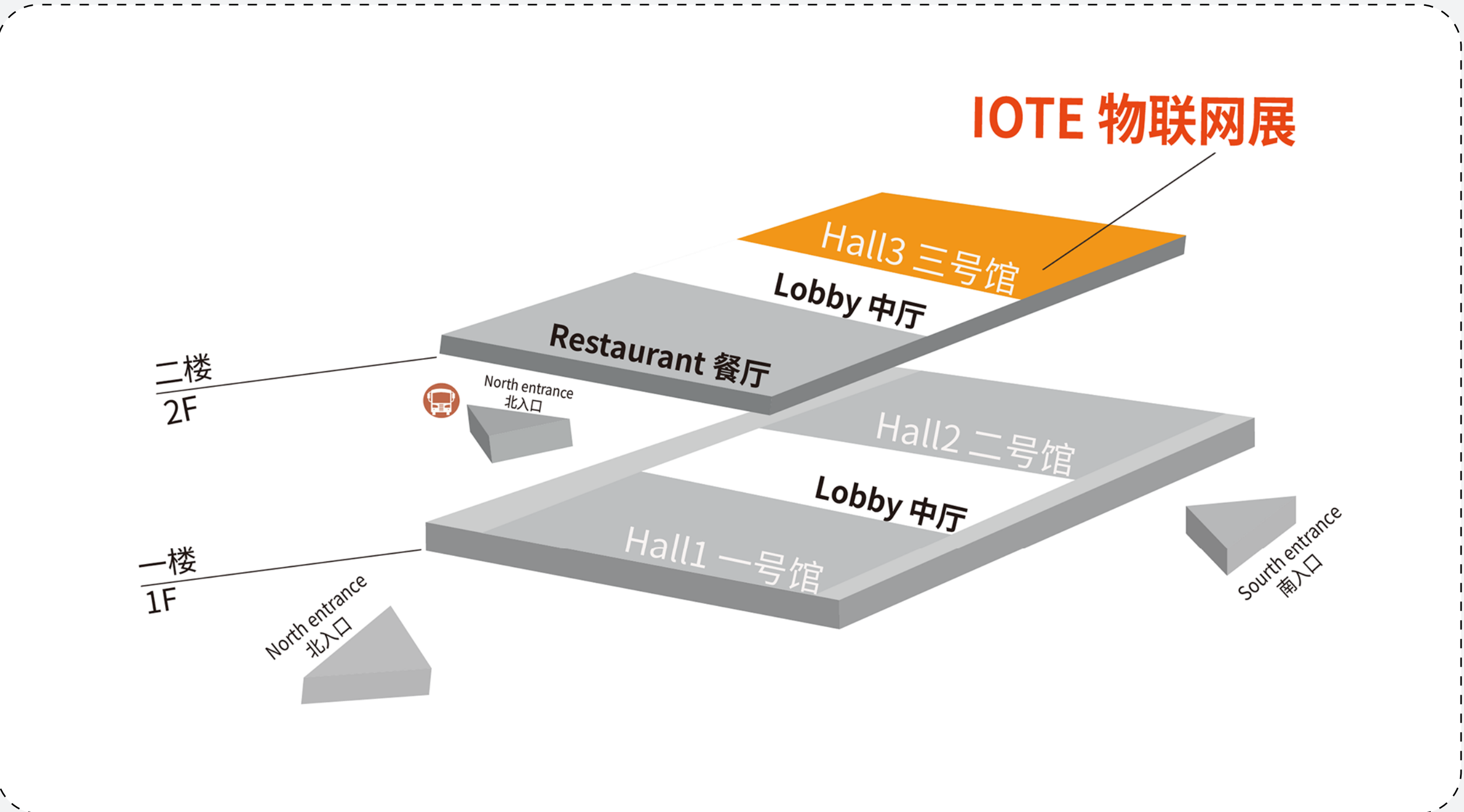
Organizer : Shenzhen Internet of Things Industry Association

Sponsor : Shenzhen Ulink Media Co., Ltd.

Co-organizers : Electronic Paper Industry Alliance, Shanghai Internet of Things Industry Association, Henan Internet of Things Industry Association, Chongqing Internet of Things Industry Association, Fujian Internet of Things Industry Association, Shandong Internet of Things Association, Guizhou Internet of Things Development Promotion Association , Jiangxi Internet of Things Industry Association, Zhongguancun Internet of Things Industry Alliance, Shaanxi Internet of Things Industry Alliance, Hangzhou Internet of Things Industry Association, Zhuhai Internet of Things Industry Association, Xiamen Internet of Things Industry Association, Ningbo Internet of Things Intelligent Technology Application Association, Qingdao Internet of Things Association, Chengdu Internet of Things Industry Development Alliance, Suzhou Internet of Things Association, Hefei Internet of Things Industry Association, Wuxi Internet of Things Industry Association, Fuyang Internet of Things Association, Hong Kong Internet of Things Chamber of Commerce, Taiwan Internet of Things Association (ranking In no particular order)

Two major theme exhibition areas-keep up with the industrial layout

A layout diagram of the IoT comprehensive exhibition zone and RFID and Intelligent terminal exhibition zone

IOTE 物联网展

Hall3 三号馆

Lobby 中厅

Restaurant 餐厅

二楼
2F

North entrance
北入口

Hall2 二号馆

Lobby 中厅

一楼
1F

Hall1 一号馆

South entrance
南入口

North entrance
北入口

17000m² *Exhibition Area*

350+ *Exhibitors*

50000+ *Visitors*

10+ *Forums*

Internet of Things Comprehensive Exhibition Zone

Sensor exhibition scope

Various sensors, sensing components, various actuators, instruments, and sensor terminals:

Smart sensors, sensor fusion, embedded systems:

Intelligent solutions for vertical fields:

Smart cities, home appliances, power IoT, smart hardware, warehousing logistics, building infrastructure, transportation, smart fire protection, smart pipe networks, smart communities/parks, smart factories, industrial IoT, industrial control, smart retail, unmanned vending , biometrics, smart home, hospital, health care, Internet of Vehicles, agricultural Internet of Things and other applications in the Internet of Things industry

Communication exhibition scope

1. 4G/Cat.1, NB-IoT, 5G/5G RedCap chips, modules, antennas, terminals, communication connection management platform
2. LoRa/LoRaWAN, ZETA, Bluetooth, WiFi, ZigBee, Wi-SUN, Matter, 2.4G, Sub1G chips, modules, antennas, terminals
3. Industrial gateway, routing, CPE, etc.
4. Wired communication "USB, serial port, Ethernet, MBus" products and systems
5. Various standard communication tests and systems, microwave anechoic chambers, testing and certification laboratories, etc.

Positioning exhibition scope

1. Beidou/GPS high-precision chips, modules, boards, etc., GNSS positioning chips, GNSS positioning modules, high-precision positioning antennas, inertial navigation products, Beidou terminals, Beidou short message terminals, etc., positioning service platforms, differential Beidou systems Products, Beidou/GPS augmentation system
2. UWB/Bluetooth/ZigBee/WiFi/RFID/acoustic positioning chips, modules, base stations, tags, etc.
3. Positioning terminals, positioning service platforms, laser ranging, map services, visualization platforms, etc.

Security exhibition scope

1. Core devices: SOC chip, sensor, etc.
2. Visual perception layer (camera, 3D vision, infrared thermal imaging, biometrics)
3. Algorithm vendors (algorithms, edge boxes, servers)
4. Communication transmission (WiFi, 4G/5G/Cat1/NB, industrial gateway)
5. Platform management (data storage, digital storage, data forwarding, AI analysis)
6. AI scenario solution provider (smart cities, smart construction sites, smart communities/parks, smart agriculture, smart energy)

Cloud platform and cloud computing big data exhibition scope

Cloud platform: industrial Internet of Things platform, industrial Internet platform, industrial big data platform, industrial data platform, data center infrastructure (server storage equipment, information system integration), industrial operating system, industrial motherboard, industrial computer, human-machine Interface, industrial display, IDC, edge computing

Cloud computing technology: edge computing, software development platform, API platform, cloud platform, IoT middle platform, quantum computing, Iaas cloud platform, Paas cloud platform, Saas cloud platform, private cloud service, public cloud service, hybrid cloud service, community Cloud services, full-stack cloud services, industrial IoT platforms, smart campus platforms

Big data technology: data center, IDC, server, data center, data visualization platform, data collection platform, data analysis platform, time series database, data storage, data security, BI data analysis platform, AI big data analysis

Comprehensive application technology: Internet of Things industry solutions, smart park/community solutions, smart home solutions, smart campus solutions, smart building solutions, smart logistics solutions, anti-counterfeiting traceability systems, smart transportation solutions, smart construction site solutions , intelligent manufacturing solutions, Internet of Vehicles

Representative exhibitor

RFID and smart terminal Zone

RFID product line

RFID tag chips (low frequency, ISO15693, ISO14443, ISO18000, EPC and other tag protocol chips)

RFID tag antenna (aluminum, silver, copper materials, etc.), RFID tag antenna production equipment

Standard card or RFID tag finished product (tag card or RFID tag form)

Sensor system integrator, cloud computing service provider, software and algorithm supplier

Special RFID tags (special-shaped tags or special environmental applications (such as high temperature, high pressure, metal, chemical and other environments)

RFID label or card production equipment (card making machine, card packaging equipment, RFID label flipping equipment, RFID label automatic detection equipment) conductive silver paste, battery, magnetic conductive material, microwave absorption material, RFID measurement and testing instrument

RFID reader chip, RFID reader module, RFID reader, antenna (UHF, high frequency, low frequency)

RFID handheld terminals, PDAs, vehicle-mounted readers and writers

Active RFID products and systems (433MHz, 900MHz, 2.45GHz, 5.8GHz and other active tags, readers, antennas, systems), RFID middleware and RFID application system solutions

barcode

Inkjet printer, one-dimensional barcode printer, two-dimensional barcode printer, barcode detection equipment, handheld barcode scanner, platform barcode scanner, data collector, mobile terminal, ribbon, barcode ribbon, barcode ribbon, label, One-dimensional and two-dimensional barcode label design software, barcode printing software and middleware, laser etching equipment, DPM reading equipment, etc.

System integration and software solutions

Including middleware, network integration, multi-function integration, software and hardware operation interface basic software, operating system, application software, middleware software and other products, focusing on automatic identification technology in industry, security, transportation, environmental protection, home, medical, electric power, logistics Demonstration applications in industries and fields such as agriculture, water conservancy, municipal administration, automobiles, aviation, books, and mining.

Representative exhibitor

Data feedback from last session

Exhibitors 1 9 5

Number of visitors 4 8 3 2 8

Audience 2 3 6 1 9

Partner media 1 3 8

Exhibition area 1 7 0 0 0 m²

Exhibitor satisfaction

89% — Renewal rate

80% — Recommendation

78% — Service satisfaction

91% — Audience satisfaction

Clothing ERP: Xuxu Clothing, Yibo Clothing Accessories, Guanghuang Clothing, Xiaolin Trademark Manufacturing, Guoguang Textile Technology, Xinchen Footwear and Clothing Accessories, Qianzi Clothing, Yidehe Weaving, Nike Sports, Chuanghui Clothing Accessories, Yudie Intelligent Technology, Yinyue Technology, Callister, Tangni Garment Accessories, Junxin Printing

Logistics and warehousing: GLP, Yixing Information Technology, Nanjing CRRC, Anji Auto Logistics, SF Holding, Huafuyang Supply Chain, Xinfa Weida, Dunqiang Trading, Jiaolong Information Technology, Hangzhou Electric Supply Chain, Shanghai Zhaoxia Logistics, Liangxun Supply chain, COSCO Shipping Logistics, HAHUI Logistics, Renben Group

Asset management: Changlongsheng, China Taiping Asset Management, Shanghai Cimin Asset Management, Zheling Technology, Ruihu Technology, Jingdao Asset Management, Zhongping Guoyu Asset Management, Paradise Silicon Valley Asset, Yixinan Asset Management, Shanghai Siyu Assets, Shanghai University of Traditional Chinese Medicine, Yuhua Asset Management

Smart water: Jinka Intelligent Group, Zhejiang Youkong Cloud Technology, Jiangsu Qingtong Water Technology, Shanghai Weipage Smart Water, Jilin Smart Water, Danhua Water Conservancy Environment Technology, Zhejiang Smart Water Product Information Technology, Baowu Water Technology , Shanghai Hongbo Engineering, Zhengzhou Tianhai Water Supply Equipment, Sanchuan Intelligent Technology, Shanghai Platinum Sensing

Smart City: Optical Control Terminus, Wuxi MiNiu Technology, Qianxun Location Network, Shanghai Instrument and Electronics IoT, Jiangsu Dahe Technology, Zhongcheng Smart Technology, Jiangsu Zhouhui Smart Technology, Shanghai Nakuang IoT Technology Center, Shanghai Jun Neng Energy Technology, Shanghai Dianke Intelligent System Co., Ltd.

Four smart meters: Romet (Shanghai) Automation Instrument, Weixing Intelligent Instrument, Jinka Intelligent Group, Shanghai Feiao Gas Equipment, Shanghai Zhenlan Instrument, Xinao (China) Gas, Zhejiang Meiyadi Fluid Intelligent Control, Japan Yazaki Energy, Shanghai Aerospace Energy, Schneider Electric, Veolia Energy Technology, Jiangyin Ankerui Microgrid Research Institute

Smart fire protection: Qitai Sensing, Danlan Fire Protection, Huaxiao Technology, Shendun Fire Protection, State Grid Electronics, Anbang Fire Technology, Zhengze Technology, Platinum Sensing, Sidi Information, Hikvision Fire Protection, Kehua Fire Engineering , Yuxiao Safety Technology, Hefei University of Science and Technology Li'an, Maijin Intelligent System Engineering, Pukun Fire Protection

Smart medical care: Shanghai Sixth People's Hospital, Shanghai Medical Broadcasting Technology, Shanghai Changhai Hospital, Shanghai Kexin Medical Biotechnology, Suzhou Fujifilm, Nanjing Ruiyingtong Medical Technology, Fujifilm Machine Imaging, Jienuo Medical Group, Beidi Medical , Koman Medical Equipment, Wetron Medical Technology

Smart home: Aqis Intelligent Technology, Liangshi Internet of Things, Shanghai Liangxin Electrical Appliances, Shanghai Shunzhou Intelligent, Zaozuo Intelligent, Weikan Building Technology, Youke IoT, Yixin Intelligent Technology, Xunji Intelligent Technology

Intelligent manufacturing: Beijing Guojin Yuanfu Technology, Nanjing Yinuo Technology, Ningbosgard Technology, Qingdao Youyun Zhilian, Electric Group Digital Technology, Shanghai Changken Test Equipment, Shanghai Industrial Automation Instrument Research Institute, Shanghai Songnai Intelligent Equipment, Shanghai Xun Zhu Information Technology, Xinbang Smart Technology, Tianjin Engineering Machinery Research Institute, Intelligent Manufacturing Research Institute

3M China Co., Ltd.
The Internet of Things Exhibition's continuous improvement and meticulous exhibition management every year has always exceeded our expectations. It is an exhibition that is worth continuing to participate in and visit. The docking personnel of the exhibition are also very patient and attentive to listen to the needs of exhibitors, and try their best to coordinate the most suitable resources for exhibitors, including location, hardware facilities, publicity resources, etc. In addition, affected by the epidemic in the past two years, the organizers of the Internet of Things Exhibition have demonstrated highly flexible adjustments and rapid responses. We also met many potential customers and partners at the Internet of Things Exhibition. The quality and grade of the participating manufacturers and visiting customers are also relatively high, allowing us to expand the emerging markets of the Internet of Things more efficiently.
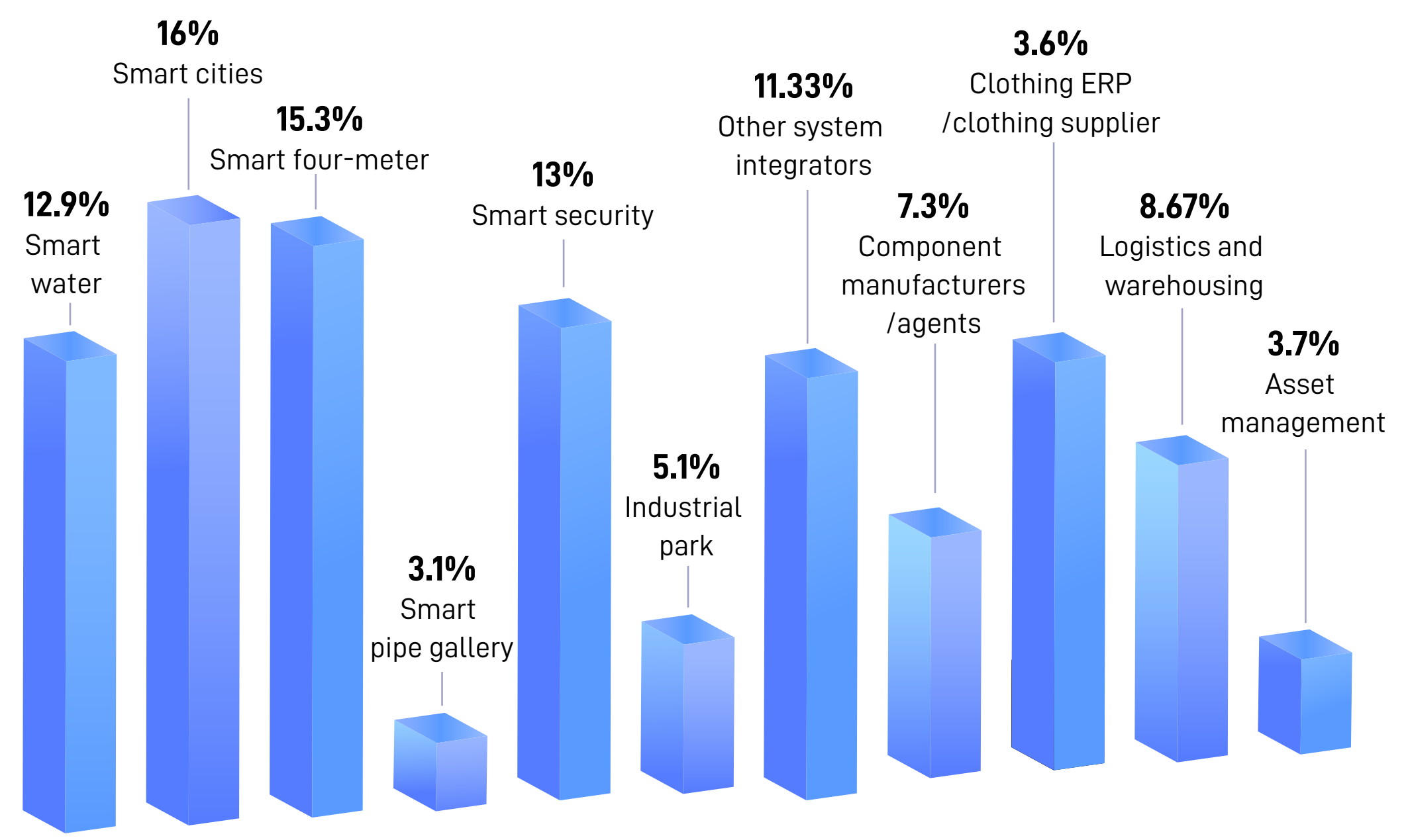
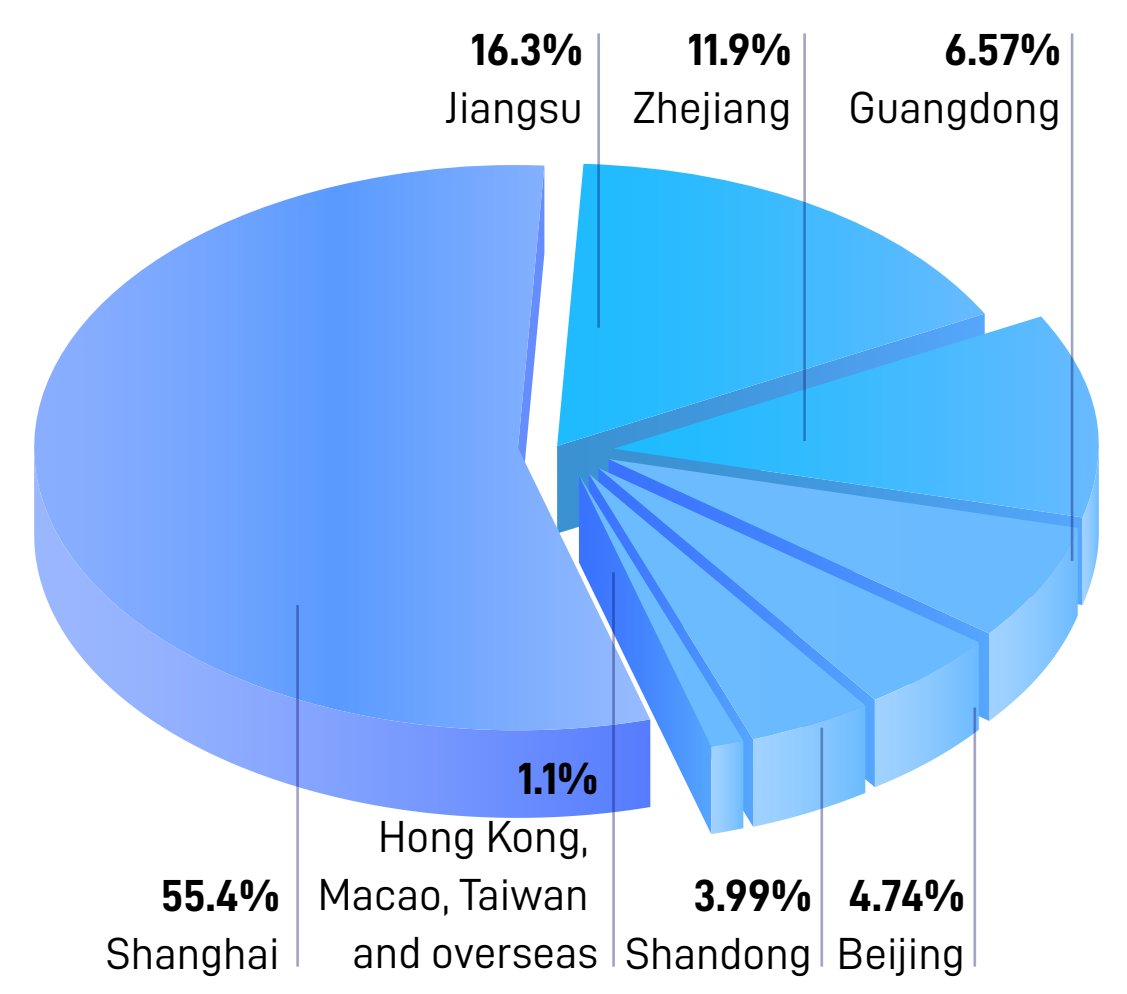**Shenzhen Hadesheng Precision Technology Co., Ltd.**
The IOTE Internet of Things Exhibition is an exhibition that we participate in every year. As the first exhibition after the epidemic, this Shanghai station has new ideas! It is obvious that everyone is more willing to communicate! From an industry perspective, we are concerned about the printing and packaging clothing accessories and electronic label manufacturers A lot of visitors came, reflecting the location and industrial advantages of the Yangtze River Delta. At the same time, from the perspective of the composition of the corporate audience, from technology to procurement, from product managers to general managers, decision-makers organized group visits to inspect our equipment from multiple dimensions, and to evaluate our flagship products: labels After careful and in-depth understanding of multiple indicators of composite equipment, it can be seen that the customers are full of sincerity! The overall popularity exceeds expectations, foreigners are back, and the customer's customers (shoe and clothing brand manufacturers) are also here! After reviewing the exhibition, our team We received unanimously satisfactory responses! IOTE is our preferred platform for the promotion of passive IoT RFID tag equipment!
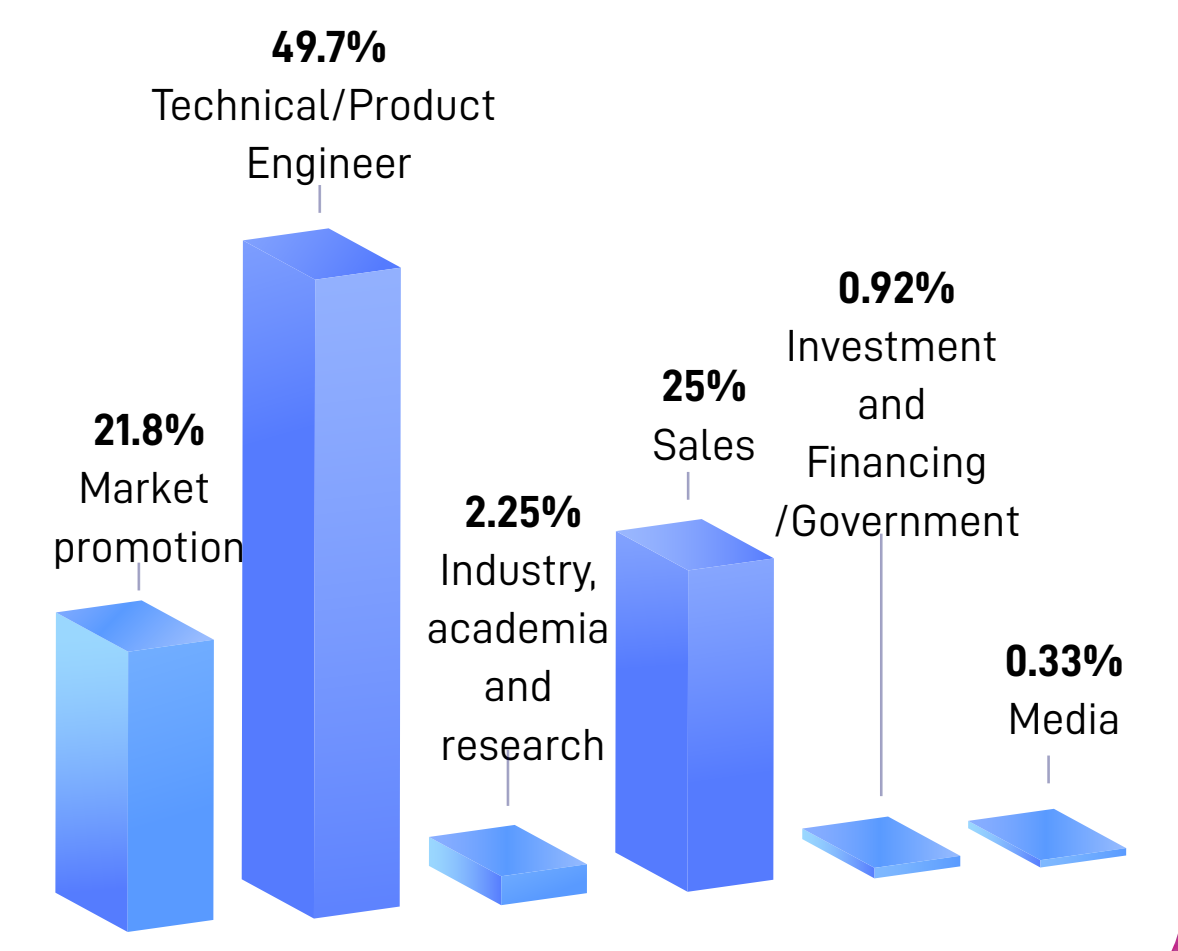
Exhibitors feedback

Visitor analysis

Visitor industry distribution

- **12.9%** Smart water
- **16%** Smart cities
- **15.3%** Smart four-meter
- **3.1%** Smart pipe gallery
- **13%** Smart security
- **5.1%** Industrial park
- **11.33%** Other system integrators
- **7.3%** Component manufacturers /agents
- **3.6%** Clothing ERP /clothing supplier
- **8.67%** Logistics and warehousing
- **3.7%** Asset management

Audience geographical distribution

- **16.3%** Jiangsu
- **11.9%** Zhejiang
- **6.57%** Guangdong
- **1.1%** Hong Kong, Macao, Taiwan and overseas
- **55.4%** Shanghai
- **3.99%** Shandong
- **4.74%** Beijing

Visitor position distribution

- **49.7%** Technical/Product Engineer
- **21.8%** Market promotion
- **2.25%** Industry, academia and research
- **25%** Sales
- **0.92%** Investment and Financing /Government
- **0.33%** Media

Audience level distribution

- **33.7%** Middle level
- **13.6%** Decision maker /ceo
- **11.1%** Senior management
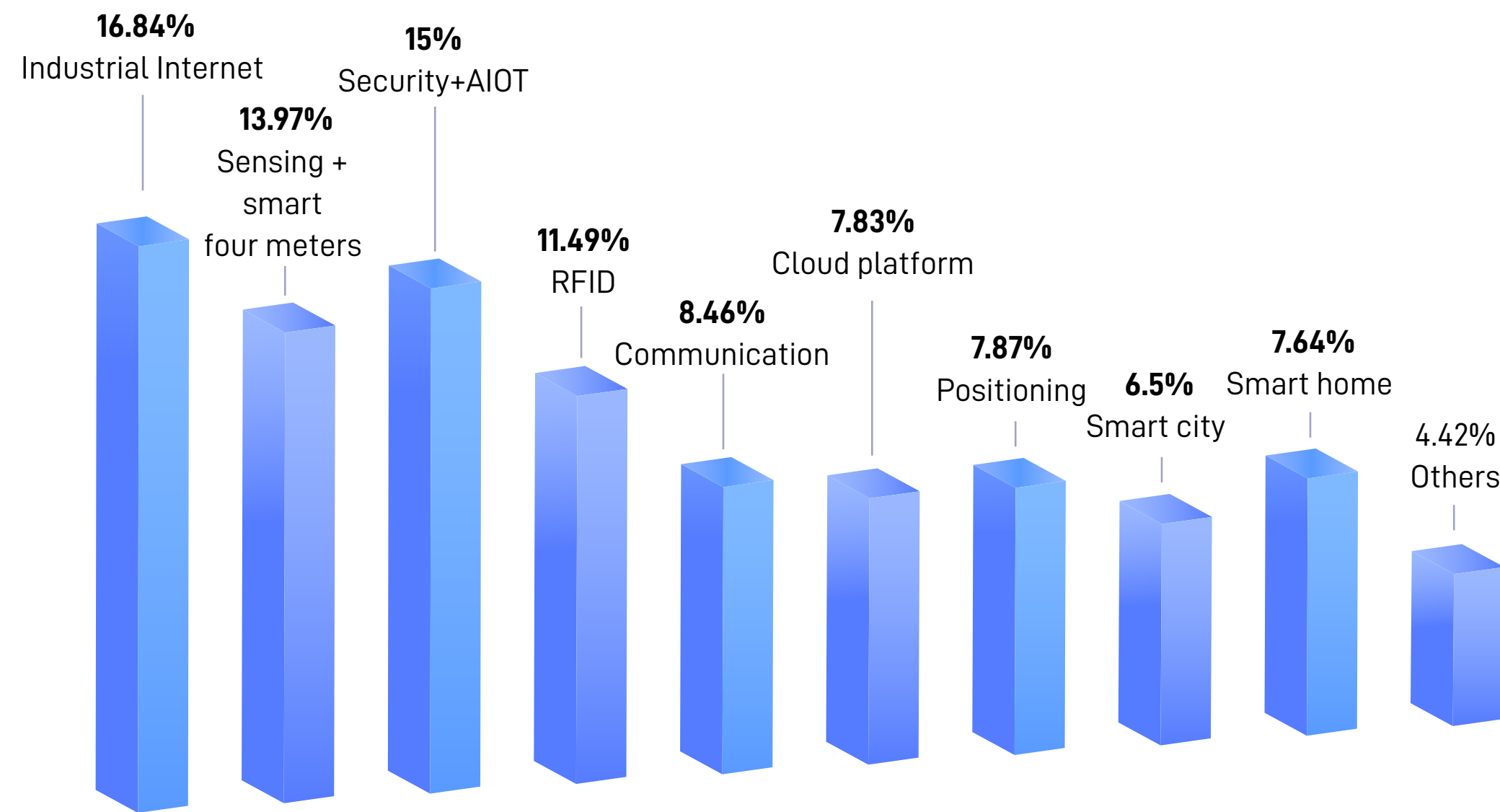- **18.9%** Procurement
- **22.7%** Others
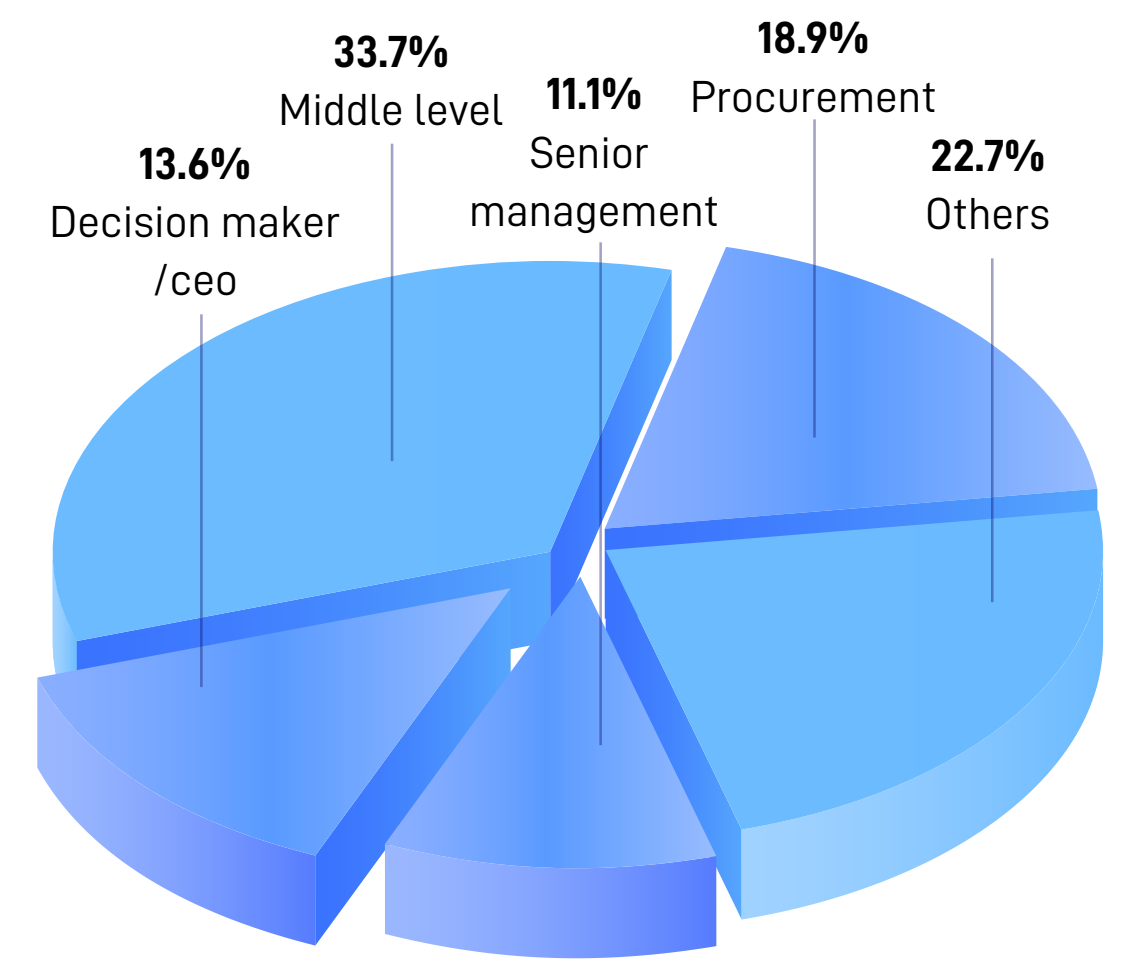
IOTE Shanghai Station attracted extremely influential audiences from all aspects of the Internet of Things industry, including clothing ERP, logistics and warehousing, asset management, smart water, smart cities, smart four meters, smart pipe corridors, smart fire protection, industrial parks, industrial parks, Logistics parks and other industrial chain manufacturers, professional integrators, and end users
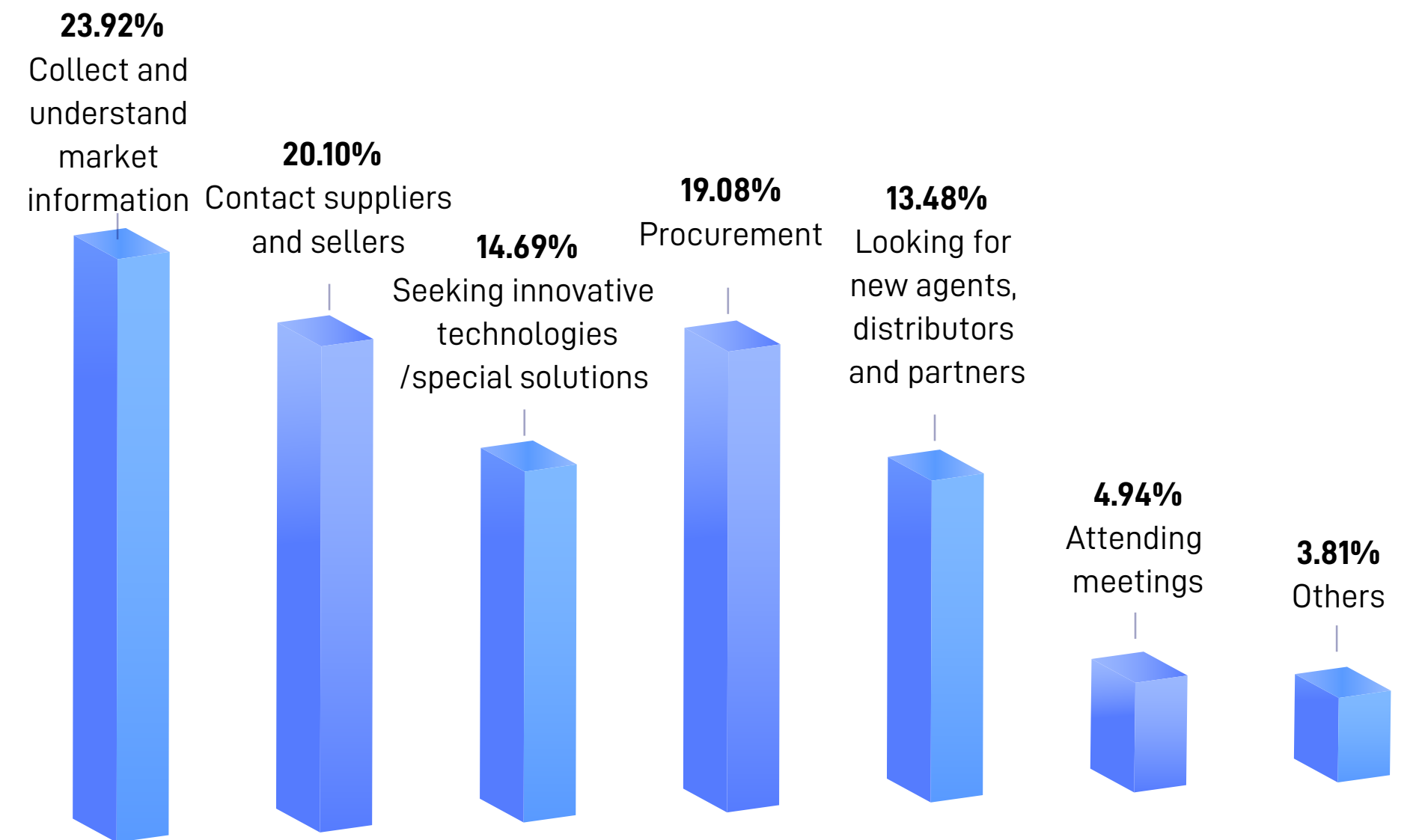
Visitor analysis

Areas of interest to the Visitor

- **16.84%** Industrial Internet
- **13.97%** Sensing + smart four meters
- **15%** Security+AIOT
- **11.49%** RFID
- **8.46%** Communication
- **7.83%** Cloud platform
- **7.87%** Positioning
- **6.5%** Smart city
- **7.64%** Smart home
- **4.42%** Others

Purpose of visiting the exhibition

- **23.92%** Collect and understand market information
- **20.10%** Contact suppliers and sellers
- **14.69%** Seeking innovative technologies /special solutions
- **19.08%** Procurement
- **13.48%** Looking for new agents, distributors and partners
- **4.94%** Attending meetings
- **3.81%** Others

Previous exhibitors show

Conference

Main Forum
Internet of Things Industry Leaders Summit

transport layer
High-precision positioning technology and applications
Communication technology and applications

platform layer
Platform and data security

Perceptual layer
Sensors and Embedded Technology RFID Passive IoT Technology

IOTE 2023 Speakers LIst

数智锐角 创始人 (刘敏)

工业和信息化部原副部长 (杨学山)

中国信息通信研究院 工业互联网与物联网研究所副所长 (罗松)

万物云管理合伙人 & 首席科学家 (丁险峰)

中国移动通信有限公司研究院 物联网技术与应用研究所 所长 (肖善鹏)

TE Connectivity数据与终端设备事业部IoT亚太区销售负责人 (许世玮)

微软 大中华区Azure产品经理 (孔宁)

上海智慧城市发展研究院 院长 (盛雪峰)
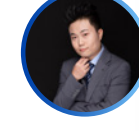
杭州速利科技有限公司 创始人 & CEO (陈秋煌)

菜鸟物流科技 IOT&数智化业务线总监 (王涤非)

深圳欧米智能科技有限公司 CEO (彭炯)

英特灵达信息技术 (深圳) 有限公司副总经理 (孙耀晖)

多点(深圳)数字科技有限公司智能物联VP (刘汉彻)

AIOT星图研究院负责人 (张中良)

Conference sponsorship

Shanghai Station Planning

Main forum:

IOTE 2024·Shanghai "AIoT+X"-Internet of Things Integrated Application Conference

Sub-forum:

IOTE 2024·Shanghai RFID Passive Internet of Things Ecological Conference

IOTE 2024·Shanghai Smart Construction Site Industrial Ecology Conference and Smart Construction Site China Tour

IOTE 2024·Shanghai Digital Factory Industry Ecology Conference

IOTE 2024·Shanghai Internet of Things Communication Technology and Application Seminar

IOTE 2024·Shanghai High-Precision Positioning Technology and Application Seminar

IOTE 2024·Shanghai Intelligent Sensing (Embedded) Technology and Application Seminar

Sponsorship Program-Main Forum

Cooperation Category			Platinum Sponsor	Gold Sponsor	Platinum Sponsor
Sponsorship amount (RMB)			100,000	80,000	60,000
Service Items	before the meeting	Listing and promotion of various promotional materials	★	★	★
		A single short promotion for corporate participation in the conference	★	★	
	Meeting venue	Lecture period	AM	AM	AM
		Conference keynote speech	15min	15min	15min
		Main background panel list	★	★	★
		Provide corporate display trusses (customers need to design by themselves)	★	★	
		Pre-meeting video playback	★	★	
		Exhibition Visitor Guide General Color Page	★	★	
		VIP seating at the venue	5 people	2 people	
		Participant list provided	100		
	After the meeting	The company's video of this speech is provided	★	★	★
		Listed in the overall conference report	★	★	★
		Exclusive interviews with corporate executives	Post headlines on the official account of UlinkMedia	Article 2 of posting the official account of UlinkMedia	
Individually sponsored projects (yuan)		Pre-meeting corporate video playback	19,800		
		Conference keynote speech	59,800		

Sponsorship Plan-Sub-forum

advertisement form			Platinum Sponsored/Co-sponsored	Co-organizer	special sponsorship
Sponsorship amount (RMB)			68000	49800	39800
Quantity provided			1	3	4
Advertising content	Invitation card	Invitation letter listing	★	★	★
	Meeting venue	Main background panel list	★	★	★
		VIP seating at the venue	5	3	1
		Opening speech of the conference (5 minutes)	★		
		Conference keynote speech (self-written manuscript, 20 minutes)	★	★	★
		Participant list will be provided first	★	★	
		Pre-meeting corporate video playback	★		
		X display rack placement throughout the process	★	★	★
		Agenda Collection (Exhibition Visitor Guide) General Color Pages	★	★	★
		Information display at the check-in desk	★		
	Value added after the meeting	List of news topics after the meeting	★	★	★
		Speech content news reports	★	★	★
		An article about in-depth interviews with senior executives	★		

Classification items	Amount(RMB)
Corporate VCR (played during coffee break)	10000
Keynote speech of the conference (20 minutes)	29800
Display of company information at the sign-in desk (up to five companies)	3800
X display rack placement throughout the process (up to five)	3800
Agenda Collection (Exhibition Visitor Guide) General Color Pages	16800

Exhibition quotation

	Standard Booth	Raw Space
Domestic Exhibitors	**¥18800**/pc (9m²)	**¥1480**/m²
International Exhibitors	**$3990**/pc (9m²)	**$350**/m²

Note 1: The quotation does not include special decoration management fees, exhibition equipment rental fees and additional electricity rental and installation fees.

Note 2: Deluxe Standard Booth is 3m × 3m, equipped with: white hoarding, one table, two chairs, two lights, Chinese and English fascia boards, carpets, and sockets.

Note 3: The minimum Net Space Booth is 36 square meters for rent. Non-standard booths do not come with any facilities and are designed and decorated by the exhibitors themselves or entrusted by them.

Note 4: For exhibition market information, advertising charges, on-site advertising, exhibition services and other information, please consult the organizing committee or refer to the "Exhibitor Manual".

IOTE 2024 Shanghai station advertising quotation

Visitor Guide

Second cover/third cover
RMB 29,800/page
Title page RMB 29,800/page
Back cover RMB 33,800/page
Top 8 inside colors RMB 19,800/page
Colored inner pages RMB 16,800/page

Book the visitor guide advertisement and give away the same position advertisement of the electronic edition, 30,000 copies of the visitor guide are issued on site, and the electronic edition is downloaded 50,000+ times

information kit

RMB 39,800/20,000 pieces
Size 270*340*75mm

Audience badge

RMB 29,800/advertising space
Size W84*H34mm

tripod advertising(Entrance to South Square & North Square)

RMB 32,000
Size W3*H2.5m

On-site trusses (South Plaza & North Plaza Entrance)

RMB 56,000
Size: W6*H4m

Exhibition hall main entrance billboard

RMB 24,000
Size W2.5*H3*0.7m

Advertising stand (central hall)

RMB 32,000
Size: W2.515*H3m
Side (requires splicing):
W0.66 * H2.34m (lower)
W0.66 * H0.43m (upper)

Hanging flag advertisement in the middle hall passage

RMB 32,000
Size W4*H2.8m

Hanging flag advertisements on the north and south sides

RMB 32,000
Size W3*H4m

Shenzhen Ulink Media Co., Ltd. Mr. Chen

📱 **18676385933**

✉️ **cjh@ulinkmedia.cn**

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