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Penton Debuts New IoT Event Targeted to Smart Cities and the Industrial IoT

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SAN FRANCISCO, May 24, 2016 /PRNewswire/ -- The Internet of Things (IoT) is primed to be a significant productivity and business driver for Smart Cities and the Industrial IoT. By 2020, it's estimated there will be 25 billion smart devices, transmitting data to us, to the cloud and to each other (Gartner)

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launched **IoT Emerge**, a new event that targets the opportunities and challenges posed by IoT devices, systems and services.

IoT Emerge will offer real-world education and insights, hands-on experience of IoT enabled businesses through local tours, live demos, and case studies. The event will also feature strategic and technical sessions, workshops, hands-on training, cross-functional peer-to-peer networking, advice and lessons focused on organizational readiness, leveraging data analytics as well as instituting security best practices. Embracing the reality that IoT requires cross-functional collaboration, the event is targeted to private and public sector leaders; operations, IT and engineering management; system integrators & IoT developers; as well as C-suite executives and Line-of-Business decision-makers. Mirroring the focus of the IoT Institute on Smart Cities and the Industrial IoT, the event will enable in-depth and real-world solutions focused on these high-value markets.

"IoT Emerge addresses the challenges and opportunities on the frontline for Smart Cities and the Industrial IoT," said Paul Miller, Group President, Penton. "The event reaches across multiple job functions in a number of markets – from manufacturing, IT and energy to waste and agriculture – to bring the IoT community together. It promises to cut through the hype and provide real insights with a tangible roadmap for IoT success."

Chicago and the Midwest are the epicenter of IoT in the United States with ambitious Smart City initiatives backed by local government and businesses. To drive this initiative forward, the IoT Institute and the Illinois Technology Association (ITA)'s IoT Council are joining forces to drive the advancement of IoT technology. Penton will tap into the ITA's reach into local organizations and companies, while ITA will draw on Penton's unique position to offer IoT intelligence to its 10 million professional users in 14 verticals including manufacturing, energy, buildings, automotive, aviation, municipal government & infrastructure, agriculture, waste, IT & data-centers, and engineering.

Together, t world case studies & solutions, working with large organizations and start-ups to achieve measurable results through IoT.

"We are pleased to team up with Penton and the IoT Institute to drive IoT forward in the Midwest," said Julia Kanouse, SVP Membership & Marketing, ITA. "We believe that the Midwest has all the components necessary to lead the IoT revolution. Our core strengths in manufacturing, software development and data analytics, among others, are what make this region a natural place for industrial IoT, in particular, to prosper. Penton's selection of Chicago for the IoT Emerge event reinforces the region's strength and depth in this area."

IoT Emerge will take place November 2–4, 2016 at McCormick Place in Chicago. To register, visit www.IoTEmerge.com. Registration opens early June.

Avnet is the Diamond sponsor of IoT Emerge and a launch sponsor of the IoT Institute.

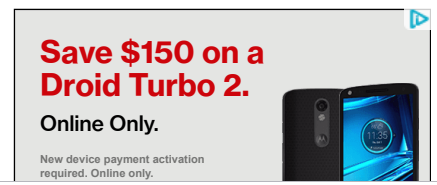
To learn more or register to attend IoT Emerge, visit: www.IoTEmerge.com. For sponsorships, contact Amanda Buehner at Amanda.buehner@penton.com. Media and analysts interested in



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attending IoT Emerge, contact Bibi Jackson at Bibi.jackson@penton.com.

Follow event updates, announcements and promotions on [Twitter @IoTEmerge](#) and Facebook: IoT Emerge.

Stay connected with Penton IoT Institute on Twitter [@IoTIPenton](#), Facebook: IoT Institute and LinkedIn Group: The IoT Institute.

About Penton's IoT Institute Penton's IoT Institute is an online community and live events franchise focused on practical B2B applications in the rapidly-growing world of the Internet of Things (IoT). The IoT Institute provides actionable case studies, insights, research, and e-learning on the industrial and cultural phenomenon that's changing the shape of business and cities today. The IoT Institute's mission is to enable cross-industry and cross-job function learning to drive business performance.

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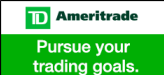


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