

High Tech Summit

Copenhagen 2017

Empowering Society and Creating Value

..... **Industry 4.0 in Denmark**
Digitization
Internet of Things
New materials
Start-ups

20-21 September 2017

DTU's Meeting Centre
 Technical University of Denmark
 Anker Engelunds Vej 1, Building 101A
 DK-2800 Kgs. Lyngby

Welcome to a unique trade fair and conference! The event showcases the newest leading technologies and shows you how to start using and benefiting from these technologies.

DTU is Denmark's largest technological platform while also being a university with extensive, daily contact to the Danish business community. This generates a lot of support for a new type of event. The High Tech Summit is part conference and part exhibition, with a focus on digitization of Danish industry.

The expression 'Industry 4.0' is also used for the fusion of traditional manufacturing and new technologies, such as Internet of Things, Big Data, sensors, artificial intelligence, 3D printing, new materials, Cyber Security, and much more. The development creates new opportunities and challenges for existing businesses and a rapidly growing collection of high-tech start-ups.

FREE access for attendees.

Organizer:



Strategic partners:





Focus of the High Tech Summit

The High Tech Summit is aimed at everyone involved in the digitization of Danish industry. Industry 4.0—or the ‘fourth industrial revolution’—is more than just hype. It is also a vision for advanced manufacturing in the future. Both existing companies and start-ups are facing choices and priorities that may be critical to how and whether they will be competitive in the future.

Industry 4.0 is a new industrial reality, where digital technologies such as Internet of Things (IoT), sensors, artificial intelligence, robots, 3D printers, new materials, and drones play a central role. At the same time, companies in virtually all industries are challenged by competitors with new business models, products, and services. Opportunities and challenges abound. According to an analysis from Innovation Fund Denmark, Denmark has an annual potential for growth of DKK 30 billion by exploiting Industry 4.0.

Tomorrow's winners

This development is largely driven by the fact that consumers all over the world want customized products and services, 24 hours a day. At the same time, there is constant pressure to keep costs down through mass production and automation. The winners in the future will be companies and econo-

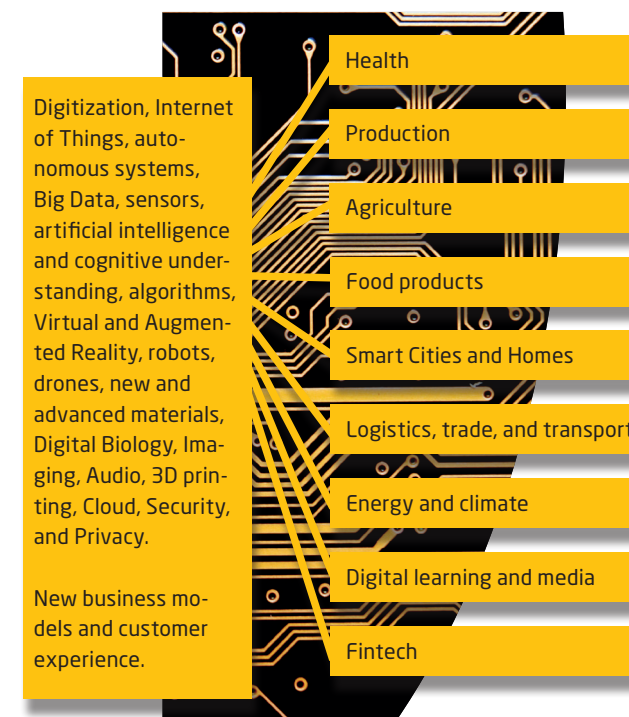
mies that are able to manufacture while focusing on quality, low costs, time-to-market, and new business models, user-driven services, and products.

Tomorrow's technologies

Start-up companies will play a big role in innovation. That is why the High Tech Summit focuses on start-ups and entrepreneurship as well as on the relationship between start-ups and established businesses. With a growing number of start-ups, a wide range of activities, and courses in entrepreneurship, the student innovation environment, DTU Skylab, Scion DTU science park, and Pre-Seed Innovation DTU play an essential role in the Danish start-up ecosystem. In 2015 alone, more than 50 start-ups were established by DTU researchers and students. The figure for 2016 is not yet available, but it seems that it will be even higher. **This therefore represents a huge potential for investors.**

The High Tech Summit's conference and trade fair programme is developed by DTU's steering group and committee of experts as well as strong strategic collaboration partners, who will ensure a high level of expertise.

The digital transformation





Added bonus: Network for research



"High Tech Summit allows the industry participants to stay up to date with the recent technological development. They can thus assess the company's potential from the technologies related to Industry 4.0. At the same time, there will be ample opportunity to establish contacts with the most

relevant researchers, students, start-ups, and institutions. This could lead to a research collaboration or project partnerships such as master projects, internships, or industrial PhDs."

Rune Domsten

CO-founder, Indesmatech,
and member of the Advisory Board, DTU Compute



"There are enormous opportunities in Industry 4.0 if we manage to exploit the new and pervasive technologies; these include Internet of Things, 3D printing, Big Data, and new materials and smart production processes. But it does require that we look ahead and cooperate far more than we

have done so far across companies, start-ups, and research and educational institutions—both in Denmark and internationally. We need to find new ways of working, we need to engage the community in the technological development, and we must dare to prioritise and set visions for the technology-based society we want in the future. The High Tech Summit is a great starting point for this type of cooperation."

Jan Madsen

Professor and Deputy Head of Department,
DTU Compute



"A key goal for the City of Knowledge & Urban Development is to maintain DTU's position as one of Europe's leading technical universities, among other things through close business cooperation and bridge-building across sectors. And this is where the High Tech Summit at DTU is a

very important initiative. City of Knowledge & Urban Development is also part of the Greater Copenhagen initiative to develop the capital region into an international hub for knowledge environments within such things as Industry 4.0. Greater Copenhagen—from Science to Business will improve the region's knowledge and research environments and attract foreign talents and investments. At the same time, the joint initiatives ensure the development of excellent research environments, where researchers, businesses, and students collaborate and share knowledge, experience, and facilities in joint research and innovation projects."

Caroline Arends

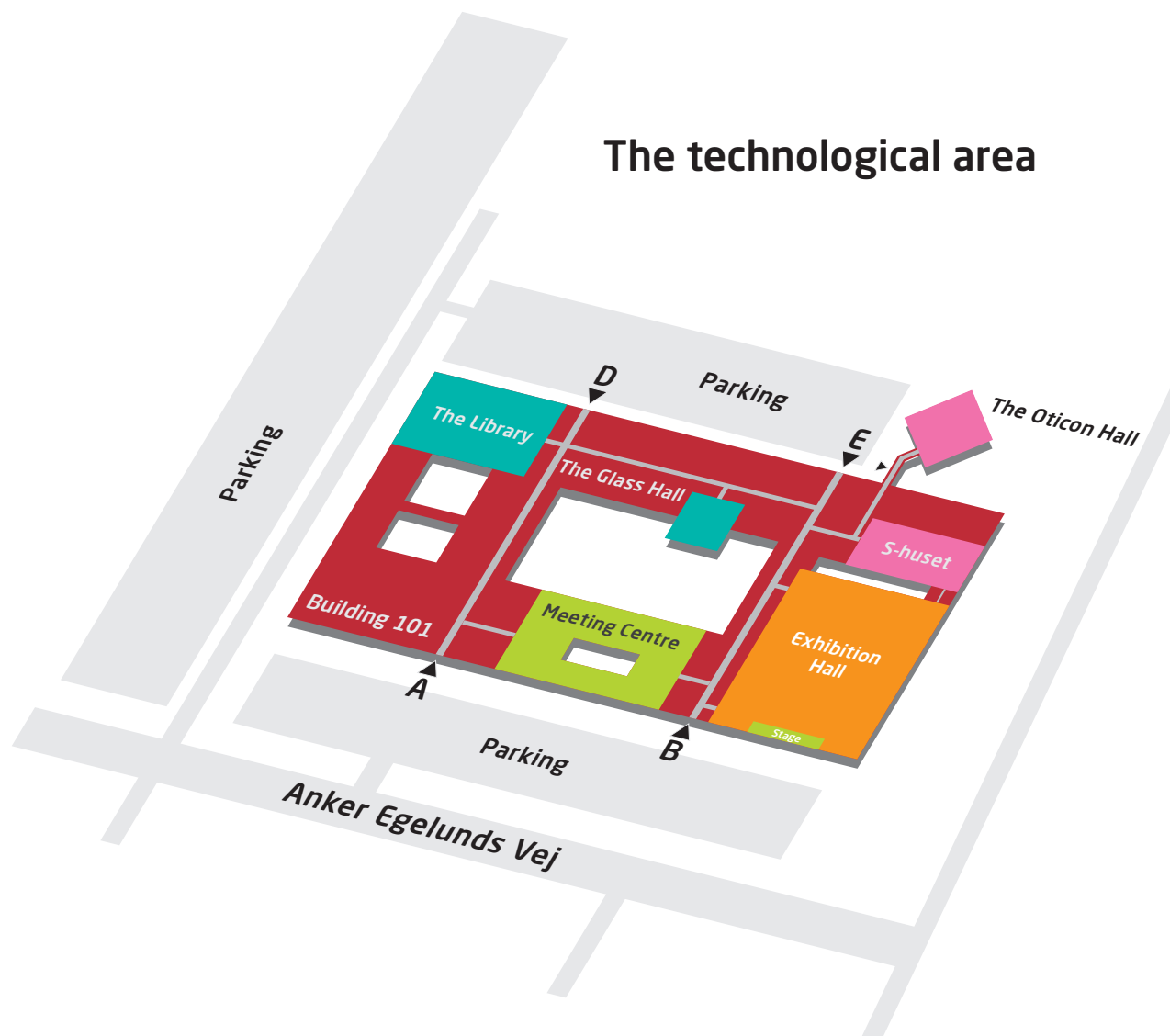
CEO, City of Knowledge & Urban Development



The physical frameworks

The High Tech Summit is divided into four zones:

- 1 Vision and Inspiration Zone**
Debates, events, and Tech Talks
- 2 Connecting People Zone**
Meetings, seminars, product presentations
- 3 Making the Future Zone**
Start-ups, entrepreneurship, and matchmaking between students and businesses
- 4 Demonstrate Zone**
Exhibition and stands





DTU—Denmark's largest technological platform

Approximately 12,000 students and 5,800 employees contribute towards making DTU the largest technological platform in Denmark.

DTU is a leading international technical university, and it is no. 2 in the Nordic region, no. 4 in Europe, and no. 6 in the world when it comes to collaboration with the business community. DTU has a strong international profile and enters into strategic partnerships with leading international universities, for example through the EuroTech Universities and Nordic 5 Tech alliances.

DTU's mission to create value and to benefit society dates all the way back to its founder, HC Ørsted.

Combines trade fair and debate

The High Tech Summit combines a traditional trade fair with a conference that relates to business and society and where it is possible to debate future technological challenges. In particular, this will focus on the origin of innovation within technological and business developments and thus on the dynamics between new and existing enterprises:

The event will contribute towards strengthening collaboration with the business community as well as with research and education within key technology fields and business areas.

Close to researchers and students

Get close to DTU's research, research infrastructure, and world class educational environment. We will be demonstrating and testing new technologies and labs at the event.

Gain insight into current leading international research and development projects within Industry 4.0, such as Internet of Things, Smart Manufacturing, and digitization.

Spot tomorrow's technologies Gain access to one of Denmark's largest high-tech entrepreneurial environments. Learn more about start-ups, investment potentials and funding opportunities, DTU Skylab, and Science DTU.

Join us in creating the future vision of Industry 4.0. Experience numerous debates, Tech Talks, awards, competitions, and Hackathons.

Network and meet customers and partners across industries and sectors. Sign up for workshops, recep-

tions, and a VIP dinner. Meet tomorrow's high-tech employees. Get matched with students, carry out projects together, and get ready for a new digital world. See what the young digital talents can do!

New technology zone

Strong innovation area, in collaboration with the likes of DTU Smart Campus, with the latest news from the high-tech world. Perhaps, you could try a supercomputer, ride driverless buses in the area, or fly high-tech drones—or perhaps you might encounter a robot you know.

One thing is certain:
The attendees will have a great experience!

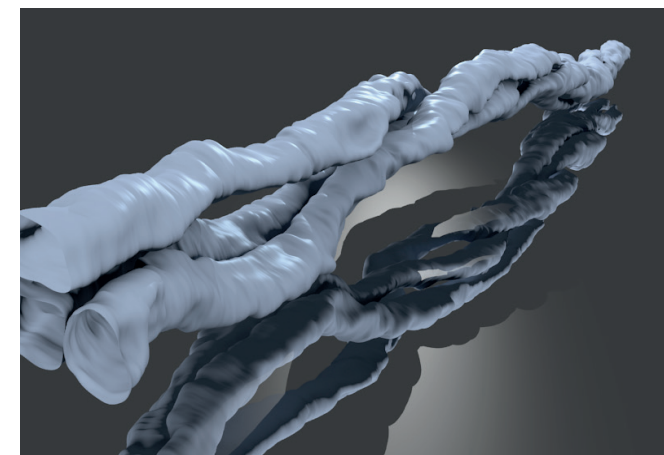
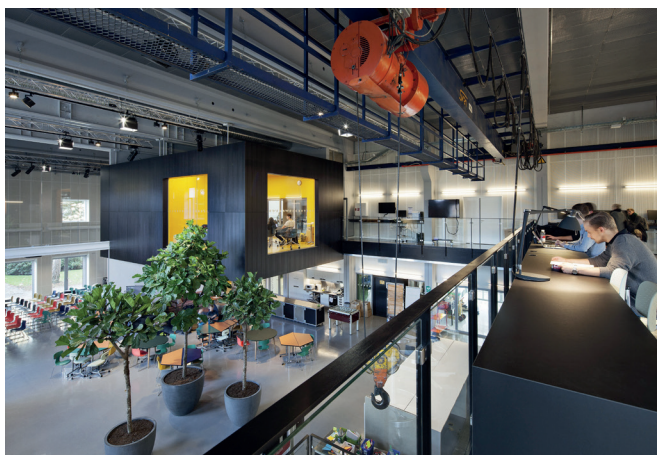
Presentation of the steering group: DTU, Polyteknisk Forening, DI Digital, MADE, IBM, Siemens, Microsoft and Siemens Centre for Knowledge Interchange at DTU





Why exhibit?

- You get the chance to meet up to 3,000 attendees, customers from the private and public sectors, cooperation partners, sub-contractors, leading international researchers, and students.
- Encounter new markets and industries.
- Discover new possibilities in new leading technologies.
- Participate in the conference program, arrange meetings or other forms of activity, and improve your visibility.
- Meet DTU's very extensive network of researchers, students, developers, businesses, and tomorrow's staff and talents.
- DTU's strong international network will give you the opportunity to experience a global outlook and to meet exciting guests who would normally not attend industry trade fairs.
- You can grow, expand, and establish new business relations face to face, for example through networks and meetings, workshops, the VIP dinner, and receptions.
- Join us to debate and establish the vision for Industry 4.0 in Denmark.
- Listen to the inspiring Tech Talks and learn about challenges from new sectors that need partners – perhaps such as yourself.
- Meet start-ups and see their budding technology projects. Perhaps the investment potential or cooperation partners of the future?





Attractive exhibitor package

Exhibitor Profile

- The High Tech Summit is intended for exhibitors who can contribute with knowledge for effective production and digitization of the enterprise's business procedures and new business models.
- As an exhibitor, you will have the opportunity to create a profile on DTU's huge platform and to meet the corporate executives/developers who want to kick-start development in their company.
- Development and software houses, companies that can provide new and efficient products, suppliers of products and services for streamlining processes, service, funding, etc.
- The place where research, development, and business meet and where technologies converge.

Exhibitor package

As an exhibitor, you can buy several packages that will be included in the conference program; these include a stand and possibly one or two presentations.

As a general rule, all stands will come with stand walls and fascia sign boards, which are included in the price, but they can also be provided without.

You can choose to provide presentations for the conference and thus improve your visibility and contribute towards the professional content. If you

choose to contribute with a presentation, we will coordinate it with you. The purpose is to prevent several participants from delivering very similar presentations. Furthermore, we want to ensure that the presentation lives up to our quality requirements. Our committee of experts will coordinate this with you—and some adjustments may need to be made in order to arrive at the perfect presentation. Experience says that the attendees prefer educational customer cases. For example, how the supplier/consultant attained a good result for their customers. As a speaker, you will be promoted in the conference programme on equal footing with other speakers.

We plan to have match-making, which will be carried out in the period leading up to the trade fair.

Further information to follow.

Meals are included in the price.

Strengthen your network

It will be possible to use our unique conference app and participate in workshops, ERFA groups, student match-making events, receptions, and a VIP dinner.

In addition, there will be an opportunity to visit and experience laboratories and facilities at some of DTU's 19 departments.

You can book a free conference room at the High Tech Summit

Please note the limited capacity—the available rooms/times will be allocated on a first come, first serve basis.





Attractive exposure

High Tech Summit markedsføres bl.a. via DTU's platforme, som rammer mange potentielle deltagere i målgruppen.

- Extensive marketing of the High Tech Summit.
- Own website, which is regularly updated with articles, exhibit information, and the conference program.
- Marketing and articles on DTU's platform, Dynamo, DTUavisen (DTU newspaper), and regular newsletters to Alumni's 30,000 engineer recipients.
- Articles and ads in various online media, specialist media, strong partner-focused marketing, and other relevant media such as business topics in the daily press.
- The High Tech Summit newspaper, a special publication in print and I-paper, with editorial focus on the professional themes of the trade fair, will be sent out to DTU's numerous target groups and specially selected professional groups.
- Targeted marketing on social media, including LinkedIn.
- Extensive PR efforts focused on the core target group.

Visitor target groups:

Directors, heads of development, production managers and engineers, IT managers, heads of department, municipal managers, project managers, development engineers, IT engineers, technicians, researchers, students, start-ups, and investors.

Interest groups and representatives from ministries, government agencies, regions, and municipalities.

Kick-off/information meeting

We have arranged a kick-off meeting for all participating exhibitors, where we provide information about this special kind of exhibition, with stands, presentations, and general info.

We will talk about the frameworks and offer a mini intro on how to deliver an interesting 30-minute presentation that is valuable to the attendees. We have high ambitions for this event, and we want to ensure attendees useful insights and that exhibiting companies have a good business experience.

Further information to follow.





Exhibitor packages

	METAL	BRONZE	SILVER	GOLD
Stands in the Exhibition Hall		12m ² (4x3 m)	16 m ² (4x4 m)	20 m ² (5x4 m)
Stands at the entrance (see page 10)	12m ² (4x3 m)			
Price—stand walls, fascia sign boards, carpet, WiFi, electricity (3 pronged plug), and thereafter according to consumption	DKK 18,000	DKK 23,000	DKK 28,000	DKK 33,000
Light, 1 tall table, 2 chairs, cleaning (extra)	DKK 1,000	DKK 1,000	DKK 1,000	DKK 1,000
Twenty-five minute presentation for your own workshop, product & customer case, meeting, which will be marketed together with the conference programme, and free use of the conference halls per agreement	Incl.	Incl.	Incl.	Incl.
Company and product profile and news on the website, HTS	Incl.	Incl.	Incl.	Incl.
Logo on marketing activities	Incl.	Incl.	Incl.	Incl.
Free meals for business representatives, both days, including the reception on Wednesday.	2 people	2 people	3 people	4 people
Free VIP tickets incl. breakfast, lunch (own table), and reception on Wednesday at 16:00	4 people	4 people	6 people	8 people

Sponsorships	
The sponsoring of the main stages with logo and scene name in conference marketing, two roll-up, one on each side	DKK 10,000
Key hangers with logo for both days. Supplied by the sponsor.	DKK 15,000
Lunch and reception sponsor, 2 days	DKK 15,000
The students' lunch (2 days x 100 units) Logo on food vouchers, presentations of High Tech Summit's website	DKK 25,000

All sponsorship proposals are welcome.

CONTACT

Exhibition

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General questions

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Payment terms

Payment terms excl. VAT.
Upon booking and ordering, a reservation fee of DKK 2,000 is payable

1st rate, 50% of the price on 19/05/17
2nd rate, 50% of the price on 20/08/17

Cancellation

The booking fee will not be refunded in case of cancellation. Cancellations must always be submitted in writing. For cancellation up to 3 months prior to the trade fair, a fee of 25% of the stand rental fee will be charged, payable to DTU.

In case of cancellation, DTU reserves the right, in all cases, to rent the stand to a third party.

For more info, go to: hightechsummit17.dtu.dk



Overview of the hall

20 m ²	GOLD
16 m ²	SILVER
12 m ²	BRONZE
12 m ²	METAL

