



# WAVEFRONT 2017 IoT Summit Media Kit

May 1 – 2  
Metro Toronto Convention  
Centre, ON

## IoT & Digital Transformation: Increasing Enterprise Competitiveness and Relevance

The Wavefront 2017 IoT Summit is the leading Canadian forum for enterprise Internet of Things. We're bringing together thought leaders, industry influencers, IoT solutions providers, entrepreneurs and the media in Toronto, May 1-2. In addition to speakers and panels, the program offers B2B Meetings, an Innovation Showcase, a pitch competition for startups and networking receptions.

Please help us let Canadian companies know about these opportunities by sharing this article and social media posts with your network.

### SAMPLE BLOG POST

#### 1) Tech's #1 trend for 2017 is focus of Wavefront Summit in Toronto, May 1-2

The Internet of Things (IoT) is the top tech trend to watch in 2017, according to Forbes magazine, Fortune magazine and CNBC. And it's front and centre at the Wavefront 2017 IoT Summit, May 1-2 in Toronto.

Whether it's the smart media that tracks your home's hydro usage, the wearable that tracks your heart rate or a device that monitors for safety issues in a mine, the Internet of Things is all around us.

The Wavefront 2017 IoT Summit focuses on enterprise IoT, helping large companies embrace digital transformation and helping emerging companies seize market opportunities.

- **Keynote speakers:** gain insight into the latest trends and thought-provoking commentary from innovators and industry leaders
- **Panel discussions:** explore topics such as smart cities, privacy issues and IoT adoption
- **Pitch competition:** emerging IoT companies compete for prizes
- **B2B Meetings:** facilitated one-on-one meetings matching enterprise and government with IoT solutions providers
- **Innovation Showcase:** featuring businesses offering innovative IoT solutions

- o **Networking receptions:** meet and mingle with peers, partners, customers and thought leaders.

Get a Super Early Bird conference passes for \$799 – **available only until January 31<sup>st</sup>**.  
[Register today.](#)

## SOCIAL MEDIA POSTS

**Follow us on:**

**Twitter** @WavefrontCanada

**Facebook** <https://www.facebook.com/WavefrontAC/>

**LinkedIn** <https://www.linkedin.com/company/wavefront>

**Summit Hashtags:** #wavefrontsummit #wavefrontIoT

## TWITTER

Use promo code XXXXXXXX to get 10% off #wavefrontsummit Super Early Bird passes!  
<http://bit.ly/wfsummit17> #wavefrontIoT

Join @WavefrontCanada for 2 days of #innovation. Super Early Bird tix are on sale – but only until January 31! <http://bit.ly/wfsummit17> #wavefrontsummit

.@WavefrontCanada announces incredible speaker lineup for the 2017 #wavefrontsummit:  
<http://bit.ly/wfsummitspeakers> #wavefrontIoT

Don't miss Nikolas Badminton's surprising predictions and more IoT leaders. #wavefrontsummit.  
@nikolasfuturist <http://bit.ly/wfsummit17>

Connect with IoT opportunities @WavefrontCanada #IoT Summit in TO May 1&2! Get Super Early Bird tix <http://bit.ly/wfsummit17>

## FACEBOOK/LINKEDIN

Discover how to improve your company's productivity and gain a competitive advantage with next generation technologies. Registration is now open for the Wavefront 2017 IoT Summit: IoT & Digital Transformation: Increasing Enterprise Competitiveness and Relevance. Super early bird tickets are available for a limited time – use the promo code XXXXXXXX for an extra 10% off! <http://bit.ly/wfsummit17> #wavefrontsummit #wavefrontIoT

What's the top tech trend for 2017 and why should you care? It's the Internet of Things. And you ignore it at your peril. Connect with IoT opportunities at the Wavefront 2017 IoT Summit in

Toronto, May 1-2. Join business leaders, influencers and innovators to discover best practices that will improve your company's competitive advantage. <http://bit.ly/wfsummit17> #wavefrontIoT

## **EVENTS LISTING**

Wavefront Summit - IoT & Digital Transformation: Increasing Enterprise Competitiveness and Relevance

May 1 – 2, 2017

Metro Toronto Convention Centre

[www.wavefront.ca/summit](http://www.wavefront.ca/summit)

The Wavefront 2017 IoT Summit will provide actionable insights on how to adopt IoT (Internet of Things) solutions, explore the industries that are leading the way and identify best practices most suitable for improving your company's competitive advantage.

This year's Summit will cover a robust mix of topics to help you understand and navigate the digital transformation of your organization. Experts will share thought provoking ideas, champions will present stories of successful adoption and the B2B Meeting program will connect enterprise challenges with innovative solutions providers.

Visit the Summit website at [www.wavefront.ca/summit](http://www.wavefront.ca/summit).

To register, [click here](#).

## **MORE INFORMATION**

Contact us at [summit@wavefront.ca](mailto:summit@wavefront.ca)

## **BRANDED IMAGES**



**wavefront**<sup>™</sup>  
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2017 IoT SUMMIT