

SEPT. 3-4, 2020 | LYON, FRANCE

Sido^{6TH}

IoT · AI · ROBOTICS

Together, let's make tomorrow's
innovations a reality!

sido-event.com

#SIDO2020

**"Europe's
#1 exhibition
for the Internet
of Things, Artificial
Intelligence
and Robotics"**

GATHERING THE IoT, AI AND ROBOTICS ECOSYSTEMS

Since 2015, SIDO has been helping **industrial and service companies** to make their connected, autonomous and intelligent projects a reality.

2 days of **free, open access**
for all professionals attendees:
Exhibition + Talks + Networking

Europe's biggest B2B hub
for **innovation & strategy**
C-level executives.





+25%

MIN EVERY YEAR
SINCE 2015

11,000

PROFESSIONALS

500

EXHIBITORS

80

CONFERENCES

300

SPEAKERS

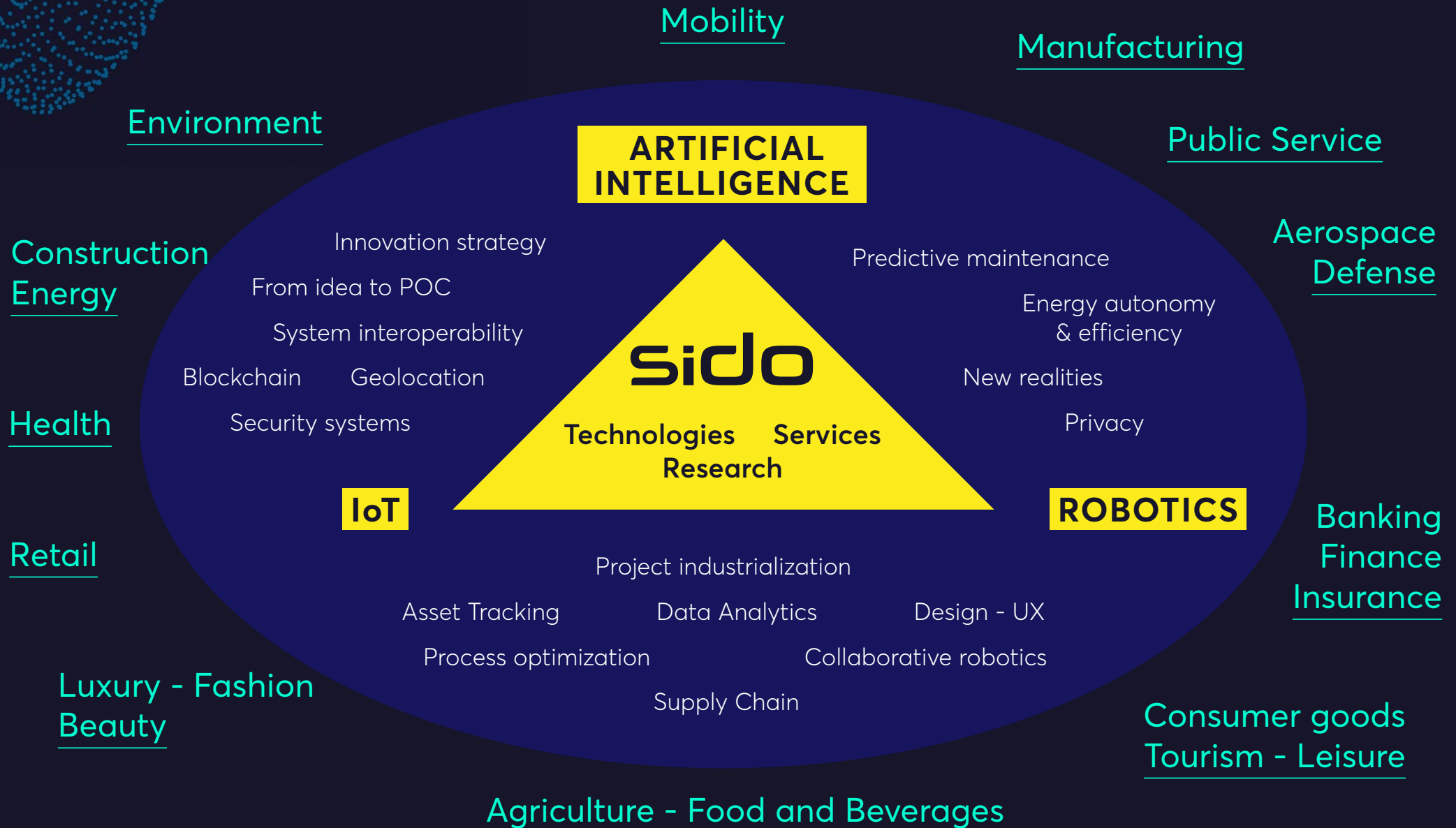
200

LABS & STARTUPS

2,500

B2B
MEETINGS

A BRIDGE BETWEEN TECH BRICKS, PROCESSES & MARKET



INNOVATION BUILDERS*

Advantech AIO Akeoplus AlternaDom Amiltone Avanade 4MOD Adeunis Altyor Antelec Aquitaine
Robotics Atim Radiocommunications Avnet Silica Bosch CATS CIC Cari Electronic DO Design
Digital Security Eurocomposant Avnet Integrated Solutions Energisme Hewlett Packard
Enterprise Hitachi Vantara ID'S design IBM France Inventhys Jauch Quartz France
Kuka Leyton MICROSOFT Awabot Cap'tronic Mitsubishi Electric Europe B.V. INRIA
Farnell Prodware Nvidia Eiffage Énergie Systemes Objenious By Bouygues Telecom
Exakis & Nelite Expertime PTC OnlyLyon La Métropole Minalogic Netherlands Business Support Office
Panasonic Pôle SCS RF-Track Sorbonne Université-Carnot Interfaces Rtone Russian Export Center
Sequanta Segula Technologies Shark Robotics SAP France MDP-maxon France Faulhaber
France OnRobot Tecdron SFR Business Sigfox Silkhom SNCF Sopra Steria Robotics
Place Smile Hoomano IDnomic Staubli Orange ROBOTEX et GDR Robotique Stmicroelectronics
Symes e.sncf Itnovem École Des Mines Université de Rennes 1 TTI France IRT Jules Verne V-Ingénierie
Wavestone Coboteam Conduent Cybedroid Disruptive Technologies Thesame La Poste
Weenov Tubà Universal Robots Viseo EnOcean GmbH Actility AAEON Capgemini DSI Group
Ercogener Eurodécision Wize Alliance Requea Rutronik Viveris Wirepas Witekio Yesitis Région
Auvergne Rhône-Alpes Exotic Systems Honeywell HXperience IER Bolloré Texas Instruments
Intel Lucas France OPC Fondation Talan Teamwork

A CRITICAL CHALLENGE FOR ALL PROFESSIONALS

An infinite field of innovation of processes, products and services that challenges all profiles in the global value chain.



C-LEVEL EXECUTIVES

24%

OPERATIONAL STAFF

49%

CDO, CTO

27%



COMPANIES

73%

STARTUPS

10%

LABS & RESEARCH

9%

PUBLIC SERVICES

8%

A CROSS-INDUSTRIES EVENT

Where different sectors & visions meet to speed up innovation!

60%

B2B industries

10%

B2C industries

30%

Digital services and technical expertise

63%

OF FRENCH BLUE CHIPS COMPANIES ATTEND SIDO!



TECHNOLOGY TRANSFER, THE INNOVATION MATRIX!

SIDO builds bridges between
the scientific research
and corporate spheres.

A strong turnout
by cutting-edge research labs
in Robotics, AI and IoT!

NEW!

LABS



COMPANY
MEETINGS



A STREAM OF KNOWLEDGE ON IoT, AI & ROBOTICS

- **80** sessions and workshops
- **250** worldwide renowned influencers & speakers
- Prospective keynotes
 - + Tech panorama
 - + Best practices in each sector
- Audience: **6,750**
- **50** podcasts



OUR COMMUNITY OF INSPIRING & COMMITTED SPEAKERS

"... the most impressive conferences on IoT, AI and Robotics with a very large and complete exhibition space in Europe!"

Rudy De Waele,
Futurist-Human Works Design

"A unique event, bringing together stakeholders from many walks of life: techies, business managers, academics and friendly hackers!"

Keren Elazari,
Security Analyst & Researcher

Keynote 2019



A NEW TAKE ON INNOVATION

- **Startup Valley!**

SIDO **detects** and **invites** French and international startups whose IoT, AI and Robotics innovations will shape tomorrow.

- **Innovation showcases: SIDO at its finest!**

Today's leading innovations in a specially dedicated space!

- **Hackathon by SIDO**

Collective intelligence goes LIVE to benefit new ideas and PoC.



JOIN THE SIDO COMMUNITY: BUSINESS & CONVIVIALITY

NEW!

- **Talent recruitment**

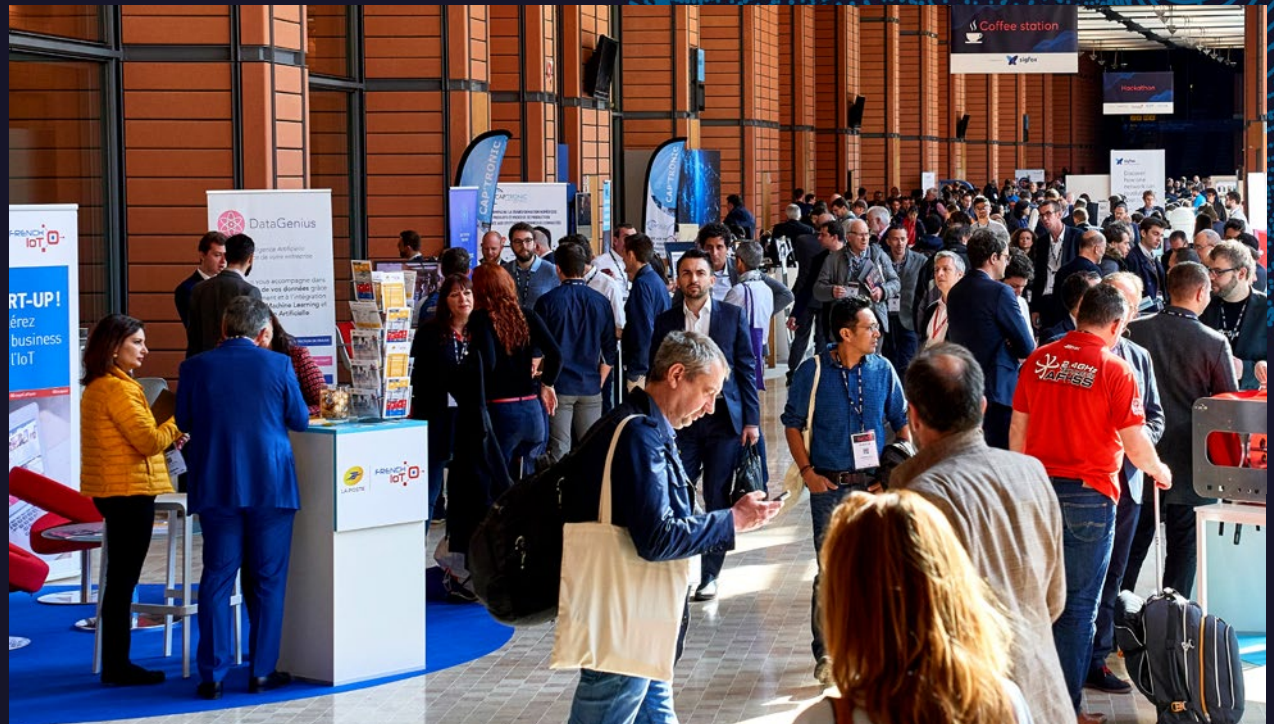
Find the rare gems who will transform your innovation roadmap!

- **Networking cocktail**

Experts get together to discuss specific topics, such as mobility, the environment, manufacturing, etc.

- **Working sessions**

Converge ideas and share best practices with other industry pros.



BUSINESS MATCHMAKING

Capitalize on new opportunities with the business matchmaking program at SIDO.

- Networking service
- Support for meetings
- Custom guided tours

**ASSESS
THE NEEDS OF
PROJECT
OWNERS
AND PINPOINT
THE RIGHT
PARTNERS**



TARGETED INTERNATIONAL REACH

Identified countries with high level of dynamism with IoT, AI & Robotics technologies.

Organization of custom tours for foreign delegations.

European synergies

- Mobilization of regional innovation agencies from the driving forces in Europe
- Participation of the European Commission and its public or private partners
- European Commission representatives invited



International business meetings with the Brokerage Event.

#SIDOmatch20

With the support of the European Commission.



THE POWER OF A LEADING MEDIA GROUP IN NEWS AND BUSINESS SERVICES

SIDO is an event by Infopro Digital,
supported by l'Usine Digitale!

INFOPRO
digital

L'USINEDIGITALE

The reference media
for digital transformation

A powerful database of decision makers

- **330,000** contacts
- Targets: Senior management, Strategy & innovation, R&D...
- A **6-month** digital campaign
- **+ 900,000** emails sent

SIDO on the front page of Usine Digitale

- SIDO section in Usine Digitale
- Display campaign, ads, editorial content and more
- Interviews with experts

DIGITAL & SOCIAL MEDIA

6 months of intensive promo

A solid program:

- Email campaigns, Invitations, AdWords, Retargeting, Display, Social networks, influencer mobilization and more.
- **Content all year long:** market info, news, trends, the latest innovations and use cases!
- **Rich content as the show nears:** topics for end users, schedule of talks, headliners, key subjects

2 trending topics
hashtags

#SIDO19

as Top Trends
in France

A growing
community



+ 30%
new
followers

340,000
views

sido-event.com

MEDIA PARTNERS

8-month campaign

• Target

Innovation, strategy, tech,
digital, marketing

• Industry press

Manufacturing, health, transport,
energy, etc.



L'USINE DIGITALE

L'USINE NOUVELLE

• Business press

Les Echos, La Tribune...



SIDO: ACTIVATING NETWORKS

SIDO works with the key players who are shaping IoT, AI and Robotics today and tomorrow to find the greatest innovation success stories: **a big THANK YOU to them!**

Our mentors set the course to help decipher and understand the challenges that IoT, AI & Robotics raise.

« Creativity is contagious,
pass it on »
Albert Einstein

The Steering Committee that brings SIDO to life

Networks

Cap Digital • Designer+ • Hub Institute • Pôle Cara • Materialia • Mov'eo • Rezopole • TechMed • West Electronic • DFCG • X-Hub • Cluster Montagne • Cluster Lumière • La Ferme Digitale • ACTA • Mab Design • Elastopole • FFC Robotique • Robotex • Construct Lab • Eco Energies • EFAP/MBADM

Mentors

Bruno Bonnell • Luc Bretones • Jean-Louis Fréchin • Nicolas Leterrier • Xavier Basset • Philippe Rase • Rémy Bourganel • Eric Dosquet • Serge Darrieumerlou • Olivier Ezratty • Amélie Cordier

THANK YOU!

Every year, we build a richer,
more dynamic show hand in hand
with our longstanding partners!

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ONLY LYON 
LA MÉTROPOLE



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Gold Sponsors



Silver Sponsors



Sponsors Hackathon



Startup Valley Sponsor



A SENSE OF FAMILY

A staff driven by a sense of service,
who see nothing as impossible...
and who really want you to feel right
at home when attending SIDO!

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