



SOCIAL MEDIA & MARKETING GUIDE

A MARKETING GUIDE TO LoRaWAN® LIVE: MUNICH

LoRaWAN® Live: Munich Vision

LoRaWAN Live: Munich offers a vibrant two-day public event dedicated to all things LoRaWAN. Participants can anticipate immersive educational sessions, a bustling marketplace featuring a range of products and solutions, keynote presentations from esteemed industry leaders and VIP speakers, live demos spotlighting various use cases and market applications, as well as ample networking prospects to cultivate valuable business relationships. Be a part of the **only** LoRaWAN Live event of 2024!

WHO SHOULD ATTEND:

- Members and Non-Members
- LoRaWAN leaders, beginners, innovators, decision makers, product developers, engineers, system integrators, network providers, device manufacturers, end users, enterprises, and media

Event Overview – Quick Info

June 19-20 Public LoRaWAN Event

Each day of the event features a diverse marketplace showcasing LoRaWAN products and solutions, facilitating connections with experts in the field. Additionally, the mainstage will host presentations by industry specialists and VIP speakers, accompanied by live demonstrations.

Promotion & Social Media Graphics

Promote your attendance at LoRaWAN® Live: Munich with the included social media graphics. Please customize the graphics with your company logo, photo, and contact information so prospective customers know you'll be there. Be sure to tag LoRa Alliance in your posts and use the hashtags below so we can re-share your content! Follow us on [LinkedIn](#), [X/Twitter](#), and [Facebook](#)!

Hashtags

The # to use prior, during and after the event is: **#LoRaWANLIVE**, **#LoRaAlliance** and **#LoRaWAN**

Sample Social Media Copy

OPTION 1:

ENGLISH:

- Attend #LoRaWANLive Munich to explore case studies across vital markets, forge partnerships, secure customers, and delve deep into the world of #LoRaWAN. Don't pass up the exclusive opportunity to attend the only LoRaWAN Live event of 2024! <https://bit.ly/LoRaWANLive-Munich>

GERMAN:

- Besuchen Sie die #LoRaWANLive München, um Fallstudien in wichtigen Märkten zu erkunden, Partnerschaften zu schmieden, Kunden zu gewinnen und tief in die Welt des #LoRaWAN einzutauchen. Verpassen Sie nicht die exklusive Gelegenheit, am einzigen LoRaWAN Live-Event des Jahres 2024 teilzunehmen! <https://bit.ly/LoRaWANLive-Munich>

FRENCH:

- Ne manquez pas l'opportunité de participer à l'événement #LoRaWAN Live exclusif de 2024 à Munich. Rejoignez-nous pour découvrir des études de cas captivantes, établir des partenariats stratégiques, conquérir de nouveaux clients et vous immerger dans l'univers fascinant de #LoRaWAN. <https://bit.ly/LoRaWANLive-Munich>

ITALIAN:

- Partecipa #LoRaWANLive Monaco per esplorare casi di studio nei principali mercati, stringere partnership, fidelizzare i clienti ed immergerti nel mondo #LoRaWAN. Non perdere l'opportunità esclusiva di partecipare all'unico evento LoRaWAN Live del 2024!
<https://bit.ly/LoRaWANLive-Munich>

SPANISH:

- Únete a #LoRaWANLive Múnich para explorar casos prácticos en mercados vitales, forjar asociaciones, fidelizar a tus clientes y sumergirte en el mundo de la tecnología #LoRaWAN. ¡No te pierdas la oportunidad exclusiva de asistir al único evento LoRaWAN Live de 2024!
<https://bit.ly/LoRaWANLive-Munich>

OPTION 2:**ENGLISH:**

- Meet with #LoRaWAN leaders, CTOs, CIOs, CEOs, Heads of Innovation and Technology, Developers, System Integrators, OEM's, End-Users, Enterprises, Start-Ups, and more at #LoRaWANLive Munich! We will be there, will you? <https://bit.ly/LoRaWANLive-Munich>

GERMAN:

- Treffen Sie sich mit #LoRaWAN Führungskräften, CTOs, CIOs, CEOs, Innovations- und Technologieleitern, Entwicklern, Systemintegratoren, OEMs, Endanwendern, Unternehmen, Start-ups und mehr auf der #LoRaWANLive München! Wir werden dort sein – und Sie?
<https://bit.ly/LoRaWANLive-Munich>

FRENCH:

- Rencontrez des dirigeants #LoRaWAN, des directeurs techniques, des directeurs informatiques, des PDG, des leaders de l'innovation et de la technologie, des développeurs, des intégrateurs de systèmes, des équipementiers, des utilisateurs finaux, des entreprises, des start-ups et bien plus encore à #LoRaWANLive Munich ! <https://bit.ly/LoRaWANLive-Munich>

ITALIAN:

- Incontra #LoRaWAN leader, CTO, CIO, CEO responsabili di innovazione, tecnologia e decisione maker, sviluppatori, system integrator, OEM, utenti finali e potenziali clienti e fornitori, imprese, start-up e molto altro ancora al #LoRaWANLive Monaco! Non Mancare!
<https://bit.ly/LoRaWANLive-Munich>

SPANISH:

- ¡Reúnete con los más destacados líderes del ecosistema #LoRaWAN, CTO, CIO, CEO, Jefes de Innovación y Tecnología, desarrolladores, integradores de sistemas, OEM, usuarios finales, empresas, startups y más en #LoRaWANLive Munich! ¿Nos vemos ahí?
<https://bit.ly/LoRaWANLive-Munich>

OPTION 3:

ENGLISH:

- Learn how to develop successful #LoRaWAN deployments and scale your business at #LoRaWANLive in Munich, Germany! Register today to join us, along with the global LoRaWAN ecosystem, this June for two full days of presentations, demonstrations, and networking: <https://bit.ly/LoRaWANLive-Munich>

GERMAN:

- Erfahren Sie, wie Sie erfolgreiche #LoRaWAN Implementierungen entwickeln und Ihr #LoRaWANLive Geschäft in München, Deutschland, ausbauen können! Registrieren Sie sich noch heute, um von uns und dem globalen LoRaWAN-Ökosystem im Juni an zwei vollen Tagen mit zahlreichen Präsentationen, Demos und Networking zu profitieren: <https://bit.ly/LoRaWANLive-Munich>

FRENCH:

- Apprenez à développer des implémentations de #LoRaWAN réussies et à développer votre entreprise #LoRaWANLive à Munich, en Allemagne ! Inscrivez-vous dès aujourd'hui pour nous rejoindre, ainsi que l'écosystème mondial LoRaWAN, en juin pour deux jours complets de présentations, de démonstrations et de réseautage : <https://bit.ly/LoRaWANLive-Munich>

ITALIAN:

- Scopri come sviluppare e implementare soluzioni #LoRaWAN di successo e far crescere la tua attività al #LoRaWANLive a Monaco di Baviera, in Germania! Registrati oggi ed unisciti, assieme a noi, all'ecosistema LoRaWAN globale a giugno per due giorni pieni di presentazioni, demo e opportunità di networking: <https://bit.ly/LoRaWANLive-Munich>

SPANISH:

- ¡Este junio, aprende a desarrollar implementaciones de #LoRaWAN exitosas y a escalar tu negocio en #LoRaWANLive en Múnich, Alemania! Regístrate hoy y únete al ecosistema global de LoRaWAN durante dos días completos de presentaciones, demostraciones y networking: <https://bit.ly/LoRaWANLive-Munich>

OPTION 4:

ENGLISH:

- Grow your connections and see the latest #LoRaWAN innovations at #LoRaWANLIVE Munich this June! Register now for this public two-day event – the only LoRaWAN Live event of 2024! <https://bit.ly/LoRaWANLive-Munich>

GERMAN:

- Erweitern Sie Ihre Kontakte und sehen Sie sich die neuesten #LoRaWAN Innovationen auf der #LoRaWANLIVE München im Juni an! Registrieren Sie sich jetzt für diese öffentliche

zweitägige Veranstaltung – das einzige LoRaWAN Live-Event im Jahr 2024!

<https://bit.ly/LoRaWANLive-Munich>

FRENCH:

- Développez vos relations et découvrez les dernières innovations #LoRaWAN à #LoRaWANLIVE Munich en juin ! Inscrivez-vous dès maintenant à cet événement public de deux jours – le seul événement LoRaWAN Live de 2024 ! <https://bit.ly/LoRaWANLive-Munich>

ITALIAN:

- Fai crescere le tue connessioni e scopri le ultime innovazioni #LoRaWAN al #LoRaWANLIVE Monaco di giugno! Registrati ora per partecipare a questo straordinario evento di due giorni, l'unico evento LoRaWAN Live del 2024! <https://bit.ly/LoRaWANLive-Munich>

SPANISH:

- ¡Haz crecer tus conexiones y conoce las últimas innovaciones #LoRaWAN en #LoRaWANLIVE Múnich este mes de junio! Regístrate ahora en este evento público de dos días, ¡el único evento LoRaWAN Live de 2024! <https://bit.ly/LoRaWANLive-Munich>

OPTION 5:

- We are excited to share our (fill in the blank – ie. latest product/solution) with the #LoRaWAN ecosystem in the marketplace at #LoRaWANLive Munich. Register now to join us! We look forward to seeing you this June! <https://bit.ly/LoRaWANLive-Munich>

Social Media Graphics

Attach a social media graphic to any personal or company posts you create on LinkedIn, Twitter, or Facebook. View the 'SAMPLE' graphics for inspiration and modify the 'EDITABLE' graphics with your logo, headshot and contact info to promote your attendance and/or participation at the event, in the marketplace, etc. Find the graphics [HERE](#).

All graphics provided in this kit may be used for promotion of LoRaWAN Live: Munich only, and any customizations must abide by our ([Brand Guidelines](#)).

Create a Video

Gain additional exposure for your company by shooting a 15-30 second video about your attendance at LoRaWAN Live: Munich. Share things like what you're excited to get out of the event, what you will



be showcasing in the Marketplace, or just promoting your attendance. These videos will be reshared on the LoRa Alliance's social media channels including LinkedIn, X/Twitter, Facebook and YouTube, with a chance to be featured on the LoRaWAN Live homepage or event website. Click [HERE](#) for examples of videos from past events.

All video submissions can be sent to marketing@lora-alliance.com

Email Signature

Let your contacts know you'll be attending LoRaWAN Live: Munich through your email correspondence by adding the '[Meet us at LoRaWAN Live](#)' graphic to your email signature.

Please hyperlink the graphic to the following link: <https://bit.ly/LoRaWANLive-Munich>

Hype Days

Join the entire LoRaWAN ecosystem as we come together on social media to build excitement around LoRaWAN® Live: Munich! For each Hype Day, we encourage you to share what you're most looking forward to seeing at the event (presentation, panel, marketplace, networking, etc.), and publicize your attendance by inviting prospective customers and end users to meet you in Munich.

Hype Day #1 – April 9

- Share what you're most excited to see
- Promote your marketplace table or speaking slot (if applicable)
- Tell your customers and end users why they should join you at the event

Hype Day #2 – May 7

- One month to go, time to register!
- Share what you're most excited to see
- Promote your marketplace table or speaking slot (if applicable)
- Invite your customers and end users! Share why they should join you at the event

Hype Day #3 – June 4

- Last chance to join us
- Book your meetings

Download any of our attached graphics and customize with your company logo and contact information, then post to LinkedIn, X/Twitter, and Facebook. Don't forget to tag @LoRaAlliance so we can share your post to amplify your reach. Use the event hashtag #LoRaWANLive for more visibility.



Press Releases

Please share with us your press releases announcing your attendance at LoRaWAN Live: Munich! We will be happy to provide a quote and help promote your PR on our website and social channels as well. Please email marketing@lora-alliance.com to request a quote and promotion details.

Optional: Press Release Copy

ABOUT LoRaWAN® LIVE: MUNICH

LoRaWAN® Live: Munich is a two-day public event, in Munich, Germany on June 19 and 20 focusing on how the LoRaWAN standard is transforming and connecting buildings, manufacturing, cities, utilities, and agriculture. Attendees can expect engaging technical sessions, a diverse marketplace showcasing products and solutions, mainstage keynotes from industry experts and VIP speakers, live demonstrations highlighting use cases and market applications, and numerous networking opportunities to foster business connections. Hosted by LoRa Alliance®, learn more about the only LoRaWAN Live event of 2024 at lora-alliance.org.

See you at LoRaWAN® LIVE: Munich – June 19-20, 2024!