

# 2025 BLUETOOTH EVENTS SPONSORSHIP OPPORTUNITIES

The interoperability of Bluetooth® products on the market is critical to the success of the technology, so we work hard to make sure everything just works for consumers.

At Bluetooth Member Summit + UPF testing events, Bluetooth SIG members are invited to test Bluetooth enabled products against other unreleased and unannounced products and prototypes coming soon to help ensure interoperability once the products hit the market.

At Bluetooth Member Summits, members of Bluetooth SIG groups are invited to meet face to face to continue to develop and improve upon Bluetooth specifications.

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## 2025 EVENTS

### MEMBER SUMMITS + UPF TESTING

#### Singapore



**4-11 March 2025**  
Singapore

#### San Francisco



**3-9 September 2025**  
San Francisco, California

### MEMBER SUMMITS

#### Stockholm



**11-19 June 2025**  
Stockholm, Sweden

#### Dubai



**3-10 December 2025**  
Dubai, United Arab Emirates

# LOCAL HOST

As a local host, you play a vital role by assisting attendees with visa letters for their travel needs. This position offers opportunities for brand visibility and engagement with participants and the broader audience, at no cost to your organization.

## EVENTS

### Singapore

4-11 March 2025



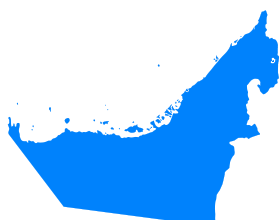
### Stockholm

11-19 June 2025



### Dubai

3-10 December 2025



## REQUIREMENTS

- Must be a certified business located in the same country as the event and able to provide documentation, such as a business license, as proof of local status.
- Provide an invitation letter for participants requiring a visa to attend the event.
- In some cases, supply a hard copy of the letter and cover the associated mailing costs.

## BENEFITS

- Company name/logo placement on all event communications (with a link to sponsor website), including emails and the event webpage.
- One complimentary registration per hosted event.



one spot available  
per event



FREE

# CO-SPONSOR:

# MEMBER SUMMIT + UPF TESTING EVENTS

UPF events bring together over 230 engineering professionals in one location for more than 2,000 hours of testing. By being a co-sponsor, your company can gain valuable exposure to the technical decision-makers from more than 65 of the world's leading engineering firms while helping to pave the way for the future of Bluetooth technology.

## EVENTS

### Singapore

4-11 March 2025



### San Francisco

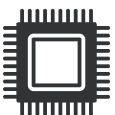
3-9 September 2025



## EVENT HIGHLIGHTS



14+ Group Meetings



UPF Testing



IOP Testing

## CO-SPONSOR BENEFITS

### Co-Sponsored Networking Reception

- Printed sign with logo displayed at the reception entrance.
- Company name/logo featured on all communications about the reception (with a link to the sponsor's website), including emails and Slack messages.
- Opportunity to provide swag items or handouts for attendees.
- Date and logistics coordinated by the SIG.

### Lunch-and-Learn / Evening Training Session

- One dedicated training session per sponsor, with the option to host during lunch (12-1 PM) or after testing (6-7 PM).
- Session dates will rotate per event; no more than one session will occur on the same day.

### List of Attendees

- Receive a list of attendees one week prior to the event (limited to those who consent to share their information).

### Company Promotion

- Printed sign with sponsor logos at the registration table.
- A dedicated table at the registration area where signage can be displayed and marketing materials distributed.
- Company name/logo on all event communications (with a link to sponsor's website), including emails and the event webpage.
- Dedicated social post highlighting event sponsors.

### Other Inclusions

- Two complimentary registrations per event.
- One fixed table in the testing room.
- Sponsored drinks following the end of UPF testing.



four spots available per event



\$13,000 USD per event

For more information or to secure a sponsorship, contact [events@bluetooth.com](mailto:events@bluetooth.com).

# CO-SPONSOR: MEMBER SUMMIT EVENTS

Member Summits bring together members from 14+ working groups for face-to-face collaboration on Bluetooth specifications and IOP testing to validate specifications in working group development. As a co-sponsor, your company can gain valuable exposure to 125+ key technical decision-makers while contributing to the advancement of Bluetooth technology.

## EVENTS

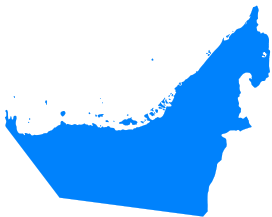
### Stockholm

11-19 June 2025



### Dubai

3-10 December 2025



## EVENT HIGHLIGHTS



14+ Group Meetings



IOP Testing

## CO-SPONSOR BENEFITS

### Co-Sponsored Networking Reception

- Printed sign with logo displayed at the reception entrance.
- Company name/logo featured on all communications about the reception (with a link to the sponsor's website), including emails and Slack messages.
- Opportunity to provide swag items or handouts for attendees.
- Date and logistics coordinated by the SIG.

### List of Attendees

- Receive a list of attendees one week prior to the event (limited to those who consent to share their information).

### Company Promotion

- Printed sign with sponsor logos at the registration table.
- Company name/logo on all event communications (with a link to sponsor's website), including emails and the event webpage.
- Dedicated social post highlighting event sponsors.

### Other Inclusions

- Two complimentary registrations per event.



four spots available  
per event



\$8,000 USD  
per event

# 2025 SPONSORSHIP PRICING

Sponsorship Type	Price	Spots Available	Benefits Overview	Additional Details
Member Summit + UPF Testing Event Sponsor	<b>\$13,000 USD per event</b>	4 spots per event (March & September)	<ul style="list-style-type: none"> <li>• Co-sponsored Networking Reception</li> <li>• Dedicated Lunch-and-Learn / Evening Training Session</li> <li>• List of Attendees</li> <li>• Company Promotion including a dedicated exhibitor table</li> <li>• Two complimentary event registrations</li> <li>• Fixed table in the testing room</li> <li>• Sponsored drinks in UPF room</li> </ul>	<a href="#">page 3</a>
Member Summit Event Sponsor	<b>\$8,000 USD per event</b>	4 spots per event (June & December)	<ul style="list-style-type: none"> <li>• Co-sponsored Networking Reception</li> <li>• List of Attendees</li> <li>• Company Promotion</li> <li>• Two complimentary event registrations</li> </ul>	<a href="#">page 4</a>
Local Host	<b>Free</b>	1 spot available per non-US event	<ul style="list-style-type: none"> <li>• Logo on event communications and onsite signage</li> <li>• One complimentary event registration</li> </ul>	<a href="#">page 2</a>

## Additional Notes:

- 5% discount per event if you contract 2 or more 2025 events at once.
- Custom sponsorship packages are available upon request (see additional opportunities on next page).

For more information or to secure a sponsorship contact [events@bluetooth.com](mailto:events@bluetooth.com)



## Sponsored Offsite Activity

Participate in a fully sponsored offsite activity during the event. The specific activity will be determined 2-3 months in advance and the SIG will coordinate all logistics. Your logo and company name will be featured on all communications and signage related to the offsite activity.

**Pricing will vary based on event location and number of co-sponsors and will be added to the total sponsorship invoice once finalized.**



## Attendee List (Summit Events Only)

Receive a list of attendees one week prior to the event (limited to those who consent to share their information).

**\$2,500 per event**



## Exhibitor Table + Attendee List (UPF Events Only)

Dedicated table in the registration area where you can display signage, distribute marketing materials, and give demos. You will also receive a list of attendees with contact information one week prior to event (limited to those who agree to share their information)

**\$3,500 per event**



## Co-Branded Giveaway

Sponsor logo added to attendee giveaway, which will be selected and ordered by the SIG.

**\$3,000 per event (Available for June, September, and December events only.)**



## Food and Beverage Sponsor

Recognized as the break and lunch sponsor(s) of the event. Your logo and company name will be displayed on signage in the meal area.

**\$2,000 per event**



## Welcome Drinks Sponsor

Sponsor a pop-up bar next to the registration desk on peak registration day. Your logo and company name will be displayed on signage next to the bar. 2-hour beverage service.

**\$2,500 per event (Available for March and September events only). Limited to one sponsor per event.**



## Hotel Key Card Branding

Sponsor branding printed on hotel key cards given to event guests.

**Inquire for pricing (varies based on event location). Limited to one sponsor per event.**