

Machine Learning
on Silicon Labs
Wireless SOCs

AI/ML



w/ works with
by SILICON LABS

Sponsorship Prospectus 2026





/ GENERAL

What is Works With?

Works With, now in its seventh year, has solidified its reputation as the premier IoT developer event, uniting device manufacturers, wireless experts, engineers, and business leaders from across the globe. With a meticulously curated agenda, Works With accelerates the advancement of IoT innovations for smart homes, smart cities, healthcare, and commercial and industrial environments. This event is a hub where the industry's biggest names and leaders share and discover the latest trends and technologies, that are making our lives safer, smarter, and more connected.

“Works With brings technology leaders together to share ideas and interact with customers”

ANDY ROSS
SR PRODUCT MANAGER



“I keep coming back to Works With because it allows me to engage with developer partners and thought leaders that are trying to bring connected products into the market”

PRIYANKA GUPTA
PRODUCT MGMT & MKTG



From Ultra-Low Power to RF Spectrum:
Complete IoT Testing



Unlock Unparalleled Opportunities as a **Works With Sponsor**

Join the premier IoT developer event and position your brand at the forefront of innovation. As a sponsor of Works With, you'll gain exclusive access to a global audience of device manufacturers, wireless experts, engineers, and business leaders.

Why sponsoring **Works With** is a game-changer for your business:



Brand Visibility

Elevate your brand's presence by showcasing your solutions to a targeted audience of industry leaders and decision makers.



Networking Opportunities

Connect with key players in the IoT ecosystem, fostering partnerships and collaborations that drive business growth.



Thought Leadership

Share your expertise through speaking opportunities and panel discussions, positioning your company as a thought leader in the IoT space.



Market Insights

Gain valuable insights into the latest trends and technologies shaping the future of IoT, helping you stay ahead of the competition.



Lead Generation

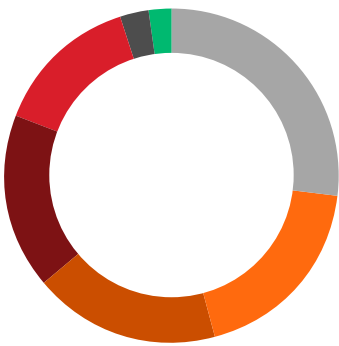
Access a pool of potential clients and partners, generating high-quality leads to fuel your sales pipeline.

Sponsor & Exhibit at Works With

Connect. Engage. Influence.

Works With is the perfect stage to position your company as an industry leader in the IoT market. Multiple levels of sponsorship provide tailored opportunities to put your product or service in front of industry influencers and decision makers to expand market share, increase awareness, and drive sales.

2025 Sponsors & Supporters



Austin Summit

PERSON LEVEL	% OF TOTAL
Staff Level	27%
Manager Level	19%
C Level	18%
Director Level	17%
VP Level	14%
Consultant	3%
Board Level	2%

Platinum Sponsors



Gold Sponsors



Silver Sponsors





This year, Works With Summit comes to life across two iconic Austin venues: the legendary ACL Live, where we'll host our dynamic keynote sessions, and Silicon Labs' own nostalgic and beautifully designed campus. Blending the energy of a world-class music hall with the innovation and heritage of our headquarters, the venue experience reflects the spirit of Works With—where inspiration, technology, and community converge.



Works With Summit Agenda

Agenda subject to change

October 6 & 7

Tuesday	4:00 pm	Welcome Reception, Sponsor Showcase & Dinner
Wednesday	9:00 am -10:15 am	WW Opening Keynote / Summit Welcome
Wednesday	10:30 am – 11:45 am	Round Table 1
Wednesday	11:45 am – 1:30 pm	Lunch / Sponsor Showcase
Wednesday	1:30 pm – 2:45 pm	Round Table 2
Wednesday	3:00 pm – 4:15 pm	Round Table 3
Wednesday	4:30 pm – 5:00 pm	WW Closing Keynote
Wednesday	5:00 pm – 7:00 pm	Networking / HH / Sponsor Showcase

Sponsorship Packages

	Gold Sponsor \$35K	Silver Sponsor \$20K
Pre-Event Marketing		
Sponsor recognition on WW website sponsor section - tiered (company, logo, description, URL)	●	●
Logo recognition on promotional email marketing — tiered	●	●
Inclusion in Works With social media campaign	●	●
One (1) dedicated co-branded social post	●	
Registration list 2 weeks prior to event	●	
On-Site Marketing		
Logo on primary Works With signage (tiered)	●	●
Logo, hyperlink and name in mobile app	●	●
Recognition at Keynote (Sponsor slide)	●	●
Special Events		
Lunch Break Sponsor	●	
Exhibit Showcase		
Demo placement selection*	●	
Printed backwall (artwork provided by sponsor)	●	●
Increased size for printed backwall	●	
6' demo table (draped)	●	●
Wi-Fi and electrical	●	●
Lead retrieval	●	●
Works With Content Engagement		
Sponsor recognition on WW website sponsor section - tiered (company, logo, description, URL)	●	●
Sponsored roundtable** (1 per roundtable, 7 total)	1	
Sponsor video played prior to sponsored session (provided by sponsor)	30 seconds	
Dedicated landing page	●	●
Post-Event		
Logo inclusion in post-event email - tiered***	●	●

Add-Ons (avail to Gold Sponsors only)	Cost	
Dedicated standing signage	\$10k	Limited availability
Evening Networking Event Sponsor (signage)	\$10k	
Signature Cocktail at Evening Networking Event	\$5k	Limited to 2
Guest contributor post on Silicon Labs blog	\$5k	

* Demo placement selection done in order of sponsorship level (Gold, Silver) and date of signed agreement within each level

** One sponsor per session. Session sponsor indicated with 'Sponsored by (sponsor logo) in the agenda guide.



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CONNECTED INTELLIGENCE

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Wireless ICs

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We're excited to partner
with you for Works
With 2026. To secure
your sponsorship or
to receive additional
information, please
reach out to us.

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Where Innovation
w/ Meets Implementation



Bluetooth
Low-Energy



Sponsorship

w/ Isaac Sanchez | Silicon Labs

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