



**Discover what the LoRa Alliance®
can do for your business.**

MEMBERSHIP in the LoRa Alliance®

- Expands the market for your LoRaWAN® products & services
- Boosts your brand visibility, credibility & reputation
- Contributes to developing the LoRaWAN standard & driving the IoT industry forward
- Offers collaboration with industry experts to support and develop your LoRaWAN solutions

The LoRa Alliance® is a non-profit association leaping ahead to become one of the largest and fastest-growing memberships in the technology sector.

SOLVE FOR TODAY, **BUILD FOR THE FUTURE**

VIBRANT ECOSYSTEM

Working together, our members bring complementary solutions to solve complex problems, build sustainable solutions for the future, and deliver ROI.

MARKET OPPORTUNITY

LoRaWAN® adoption is not only growing globally, it is accelerating. As the only LPWAN ready for scale, LoRaWAN® is the premier solution for global IoT deployments, providing tremendous business opportunity.

ADVANCING LoRaWAN

As a member, you can influence the evolution of the LoRaWAN® standard to bring new features, regional regulations, and mass certification to all sectors.



"Being a member of the LoRa Alliance has allowed SenRa to rapidly grow our partnership ecosystem and increase business opportunities. The LoRa Alliance membership opened up possibilities that we could not have imagined and the more we contribute the more we succeed. We are grateful to be a member of such an amazing organization."

-Ali Hosseini, CEO & Founder, SenRa

BOOST YOUR MARKETING

INCREASE YOUR VISIBILITY AND CREDIBILITY

As a member, you can take part in the LoRa Alliance® marketing channels, giving you increased market reach, industry credibility and brand recognition.

- Get in front of more prospects to create qualified leads by being part of the LoRaWAN Showcase, the largest digital catalog featuring member LoRaWAN solutions.
- Magnify and expand your brand visibility by participating in the ongoing marketing activities of the LoRa Alliance including events, tradeshows, webinars, articles, white papers, press releases, rich digital content, and much more.
- Illustrate your industry credibility with LoRaWAN certification, access to trademarked logos and representation as part of the LoRa Alliance ecosystem.
- Become a LoRaWAN thought leader by joining our speaker bureau. Build your company's brand awareness and reputation by speaking with analysts, industry associations, and the media.



LoRa ALLIANCE®

**BRINGS MARKETING OPPORTUNITIES
DIRECTLY TO YOU**

SUPERIOR SOLUTIONS, FASTER

EXPAND YOUR MARKET

As a member, you'll develop relationships with future customers and potential partners in a non-sales atmosphere.

- Partner with complementary solution providers to bring your products or services to market faster, on a broader scale.
- Gain expertise from other members in various geographical and vertical markets to make your expansion more effective.

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"As a member, we were able to access experts in complementing our own skill sets. Those complementary strengths allowed us to expand into new markets, like pest control and global food and facilities customer service, by combining our software with LoRaWAN sensors and other hardware."

-Charles Paumelle, Chief Product Officer and Co-founder, Microshare

MEMBERSHIP RICH WITH VALUE

IT PAYS FOR ITSELF IN TANGIBLE WAYS

Marketing Savings

Save on marketing spend: the LoRa Alliance channels offer ample participation opportunities in all regions of the globe.

Lead Generation (ROI/Sales)

Generate traffic and new leads when your company directly participates in our many activities and events.

Free Certification Testing Tools

The LoRaWAN Certification Test Tool (LCTT) is free to all members. The LCTT saves time and money by allowing hardware manufacturers to debug and finalize designs in their own labs significantly reducing development errors, time at test house lab time, and time to market.

No Licensing Fees

The LoRaWAN Certified^{CM} Test Certificates and the LoRaWAN Certified^{CM} Mark are free as part of your benefits package. (You still need to work directly with an Authorized Test House to complete certification.)

PARTICIPATE. COLLABORATE. GROW YOUR BUSINESS!

JOIN THE **LARGEST LoRaWAN® ECOSYSTEM**

LoRa ALLIANCE® MEMBERSHIP LEVELS	ADOPTER \$6K (\$3K START UP)	CONTRIBUTOR \$20K	SPONSOR \$50K	INSTITUTIONAL FREE
MEMBERSHIP BENEFITS				
Net ID Allocation	Type 6	Type 3, 6	Type 0, 3	Type 6
License additional NetIDs to enable non member Roaming		✓		
Right to be nominated for Board Director Seat			✓	
Vote for Board Director Seats			✓	
Represent the LoRa Alliance as a LoRaWAN Ambassador for events, webinars, interviews		✓	✓	
Attend Committee Meetings (Teleconference and In-Person)		✓	✓	✓
Voting Rights at Committee Meetings		✓	✓	✓
Committee, Working Group, or Task Force Leadership Positions (Chair)		✓	✓	
Create New Working Groups or Task Forces		✓	✓	
Attend Working Group and Task Force Meetings (In-Person)		✓	✓	✓
Attend One Committee Meeting in Person as Observer	✓			
Attend Working Group & Task Force Meetings (Teleconference)	✓	✓	✓	✓
Free Copy of the LoRaWAN Certification Test Tool	✓	✓	✓	✓
Regulatory Support by Region	✓	✓	✓	✓
Contribute to Draft Deliverables	✓	✓	✓	✓
LoRaWAN Device Certification & Free Test Certificate from LoRa Alliance (Note: test house certification is not included in membership)	✓	✓	✓	✓
Access Final & Publicly Released Deliverables	✓	✓	✓	✓
MARKETING BENEFITS				
Products Featured in the LoRaWAN Showcase (Online catalog)	✓	✓	✓	✓
Link your online marketplace site to the LoRaWAN Showcase	✓	✓	✓	✓
LoRaWAN Certified Product Spotlight (Rotating)	✓	✓	✓	✓
Member Directory listing on LoRa Alliance website	✓	✓	✓	✓
PR Support: CEO quotes, promotion on LoRa Alliance website and social media channels	✓	✓	✓	✓
Receive leads from marketing activities in which your company directly participates	✓	✓	✓	✓
Feature your news on our website/inclusion within our PRs as appropriate	✓	✓	✓	✓
Event participation: demo or attend LoRa Alliance funded/hosted booths at in-person or virtual vertical and horizontal tradeshows	✓	✓	✓	✓
Digital marketing promotion: promote your solution, case studies, use cases via participating in LoRa Alliance branded webinars, white papers and other marketing collateral	✓	✓	✓	✓
Attend members meeting networking events	✓	✓	✓	✓
Promote your company through our Marketplace during LoRaWAN Live Events	✓	✓	✓	✓
Access to ongoing communications about the LoRa Alliance, its activities and latest developments regarding the standard (e.g., LoRaWAN protocol)	✓	✓	✓	✓
Company-wide access to "members-only" portal for key ecosystem information	✓	✓	✓	✓
LoRaWAN marketing and educational resources - to include market data and insights reports where available	✓	✓	✓	✓
Participate in seminars and webinars	✓	✓	✓	✓
Exclusive use of LoRa Alliance Member logos and word marks, and LoRaWAN word mark	✓	✓	✓	✓
Access to marketing assets (digital promotional kits)	✓	✓	✓	✓
2021 NEW MARKETING BENEFITS - Coming Soon to All Members	Adopter	Contributor	Sponsor	Institutional
Participate in Business Opportunity Matchmaking Platform to grow your LoRaWAN business. Includes System Integrator RFP and Public Tender Information	✓	✓	✓	✓
Can Issue and Respond to RFPs on Matchmaking Platform	✓	✓	✓	✓
System Integrator Education Spotlight	✓	✓	✓	✓
Participate in LoRa Alliance website section for System Integrators	✓	✓	✓	✓
Participate in LoRa Alliance website section for Business Infrastructure Providers	✓	✓	✓	✓
Participate in LoRa Alliance website section for End Users	✓	✓	✓	✓
Access training and deployment advice/assistance	✓	✓	✓	✓
Create User Groups: Commercial, Operational, Technical, etc.	✓	✓	✓	✓
Join Commercial and Operational User Groups	✓	✓	✓	✓

BONUS BENEFITS

CORPORATE MEMBERSHIP

Membership is on a company basis, not paid per individual. As a member company, all employees are welcome to participate.

ADDED REGULATORY SUPPORT

Through full-time regulatory consultants and additional regional experts, we work on everyone's behalf to ensure the LoRaWAN standard is available for commercial deployments globally.

CAREER DEVELOPMENT

As an alliance, we are a working group of members. That means we need talented people to serve on committees and task forces, any of which provide opportunities to develop skills and gain new experiences, all while building relationships and moving LoRaWAN and the IoT industry forward.



APPLY NOW!