



## Top 100 IoT Influencers Award 2022 Press Kit

### Communications Kit and Instructions:

*Press release / blog post **cannot** be issued before Dec 6, 2022 at 8am pacific*

*Use the template below as a guide to create your press release/blog post*

*Don't forget to tag @cbtechinc and use the hashtag #IoT Awards*

### Press Release/ Blog Post

[City, State, Date] -- CBT announced their second annual Top 100 IoT Influencer Award Winners, naming [name, title, company] to the list of who to follow on social media. [Name] was selected based on [his/ her/ their] industry standing, reach, credentials, influence, engagement, and content all which stood out as shaping the direction of IoT.

The global Internet of Things (IoT) market size is forecasted to be \$478 billion in 2022, with an expected CAGR of 26.4% through 2029 according to Fortune Business Intelligence. IoT technologies function as the global infrastructure for our information society, enabling advanced services to interconnect things based on existing and evolving communication technologies.

CBT is an industry leader in implementing award-winning IoT solutions at scale. Based on CBT's experience they have curated a list of the Top IoT Influencers for 2022. The winners are among the pioneering influencers and practitioners, driving digital transformation in both the Consumer and Industrial settings.

"As a recognized industry advisor and thought leader for IoT, CBT is delighted to share our knowledge and expertise to create this award as a 'trustmark' for the Influencers that we believe are pushing technology forward and shaping the future," said Rob Schaeffer, President and COO of CBT. "On behalf of CBT, we congratulate and thank all of the winners of the second annual IoT Influencer Awards."

[Quote from You / Winner]

[Contact info—Your Press Team]



## [About Your Company]

### About CBT

CBT is a premier, woman-owned Domain Expert Integrator breaking the mold of traditional technology solution design. Our digital transformation strategies bridge the gap between information technology (IT) and operational technology (OT) to provide business outcomes across the entirety of an organization. From the CIO to the COO, to Digital Transformation Leadership and everyone in between, we deliver solutions that unite these unique business cultures for collective success in today's data-driven economy.

At CBT, we take our tagline to heart: Delivering Technology with a Human Touch. We put people at the center of our process, products, and technology solutions. With the focus areas of the Internet of Things, IT/OT Convergence, and HPC and Analytics, we're ready to take your innovation initiatives from ideas to execution. Learn more at [www.cbtechinc.com](http://www.cbtechinc.com).

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## Social Media Content and Examples

### Twitter:

I am honored to be named a Top 100 IoT Influencer for 2022. Thank you @cbtechinc for the recognition in the Internet of Things (IoT) space. Please follow me and my colleagues on this journey at [Your Twitter Handle]. Read the full release here [link to CBT's post]. #IoTAWards

Thank you @cbtechinc for the Top 100 IoT Influencer Award. It is an honor to join this elite list of Internet of Things (IoT) thought leaders. I encourage you to follow me and my colleagues on social media to learn more about IoT. Read the full release here [link to CBT's post]. #IoTAWards

### LinkedIn:

I am honored to be named Top 100 IoT Influencer for 2022, which recognizes the leaders who are shaping the future of technology and industry. Thank you to @cbtechinc for the recognition in the Internet of Things (IoT) space. Please follow me and my colleagues on this journey at [Your LinkedIn Handle]. Read the full release here [link to CBT's post]. #IoTAWards

Thank you @cbtechinc for nominating me in the Top 100 IoT Influencer Award for 2022. It is an honor to join this elite list of Internet of Things (IoT) thought leaders who are shaping the future of technology and industry. I encourage you to follow me and my colleagues on social media for all things IoT. Read the full release here [link to CBT's post]. #IoTAWards

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