

# Startups



## Industry/exhibit areas

### ALPHA 1

Advertising, content & marketing  
Enterprise software solutions  
Entertainment & media  
Social media & networking  
Telecommunications & utilities

### ALPHA 3

Big data & analytics  
Gaming, VR & AR  
FinTech  
Security  
Education  
HR & recruitment  
Venture capital & private equity

### ALPHA 2

eCommerce & retail  
Consumer goods  
Lifestyle & fashion  
Sports, fitness & wellness  
Travel & hospitality  
Philanthropy & social good

### ALPHA 4

AutoTech  
Environment, energy & clean tech  
AI & machine learning  
Hardware & IoT  
Politics, government & international trade  
Legal & consultancy  
MedTech & pharma

All areas highlighted in orange should be noted

**COLLISION**

**VENUE MAP**