

Learn today. Design tomorrow.



# **DESIGNCON<sup>®</sup> EAST**

## **SPONSORSHIP SELECTION GUIDE**

**ESC Boston 2011 and DesignCon East 2011**



CONFERENCE: SEPTEMBER 26-29, 2011 • EXPO: SEPTEMBER 27-28, 2011

**Hynes Convention Center | Boston, MA**

<http://esc.eetimes.com/boston/>



**UBM**  
Electronics

# You have signed up for an exhibit presence on the show floor.

## THAT'S A GREAT START. BUT STILL A START.

Signing up for an exhibit presence is like establishing an office. In order for customers to find your office, or your exhibit booth, you still have to invest in marketing to raise awareness about your company & location, so customers will contact you. Sponsorship at ESC and DesignCon East is that marketing. Your customers will be specifically attending the conference and exhibition to learn about and select products for their next design, so ask your account executive how sponsorship will help your customers find you!

### Likelihood of actions after a booth visit:

- **77%** DISCUSS PRODUCTS SEEN AT THE SHOW WITH THE PEERS
- **71%** VENDOR FOLLOW UP
- **71%** CONSIDER PRODUCTS FOR AN UPCOMING DESIGN
- **63%** SELECT AT LEAST ONE NEW PRODUCT FOR PURCHASE OR USE
- **40%** MORE WILLING TO USE THE EXHIBITORS' PRODUCTS THAN PRIOR TO THE EVENT

SOURCE: 2010 ESC BOSTON ATTENDEE SURVEY CONDUCTED BY MERRILL RESEARCH

## HOW DO YOU INCREASE THE CHANCES OF GETTING THESE HIGHLY QUALIFIED ATTENDEES TO STOP BY YOUR BOOTH?

### THE SOLUTION:

Strategic sponsorship opportunities included in this guide.

### SAMPLE OEM LIST:

3Com	EMC	iROBOT	PHILIPS HEALTHCARE
3M TOUCH SYSTEMS	EMERSON	JOHNSON & JOHNSON	RAYTHEON
ADVANCED INSTRUMENTS INC	FALMOUTH SCIENTIFIC	JUNIPER NETWORKS	RHYTHMIA MEDICAL
ALCATEL - LUCENT	FORD	KODAK	SAMSUNG
BAE SYSTEMS	GE	LOCKHEED MARTIN	SCHLUMBERGER
BAYER HEALTHCARE	GE AVIATION	LOGITECH	SEGWAY INC.
BOEING	GENERAL DYNAMICS	LUTRON ELECTRONICS	SIEMENS
BOVIDIEN	GENERAL MOTORS	MILLENNIUM PHARMACEUTICALS	SONY ERICSSON
CYBEX	HARMAN	MOTOROLA	SUN MICROSYSTEMS
DIGITAL ACOUSTICS	HONEYWELL	NEW BRUNSWICK SCIENTIFIC	TEAC
EASTMAN KODAK	HP	NOKIA	TELLABS
EDO-EVI	HUAWEI TECHNOLOGIES	OTIS ELEVATOR PARKER HANNIFIN	

# PACKAGE SPONSORSHIP OPTIONS

**Package sponsorships are available for each of the following combined**

**investment levels:** When your sponsorship totals the investment levels listed below you can take advantage of additional exposure! (investment levels do not include exhibit booth investment)

- Signature level: \$75K
- Platinum level: \$50K
- Gold level: \$30K

## SIGNATURE LEVEL

Signature level is THE premier level of sponsorship reserved for one exclusive sponsor. This signature sponsor will receive more exposure than any other exhibitor. Sponsor recognition and branding is interwoven with event marketing promotions:

- Prominent ad on the home page above
- Dedicated Page capturing all the event-based activities
- Sponsor logo on attendee facing emails and advertisements
- Sponsor name mentioned in press releases
- One (sponsor produced) banner in the rotunda area



## PLATINUM LEVEL

Platinum level sponsorship delivers high awareness and recognition pre-event, onsite and as a part of event marketing promotions.

- One (sponsor produced) banner in the rotunda area
- One floor graphic (selected from FG-02 to FG-10)
- Sponsor logo on attendee facing emails

**INVESTMENT: \$50K • LIMIT 2 • DEADLINES APPLY**

## GOLD LEVEL

Gold level sponsorship delivers increased recognition pre-event and onsite:

- Choice of one: (sponsor produced) banner in the rotunda area/one floor graphics (selected from FG-02 to FG-10)
- One conference bag insert

**INVESTMENT: \$30K • 2 LEFT • DEADLINES APPLY**

# OPPORTUNITIES

## BADGE CORDS/LANYARDS

Be the first to welcome the attendees by promoting your company name and logo on a two color lanyard to conference attendees, exhibit attendees, press, speakers, and exhibitors who register for the conference.

**INVESTMENT: \$20,000 (INCLUDES PRODUCTION)**

Four color available at additional costs

## ONLINE REGISTRATION

Your company logo will have maximum exposure in front of ESC pre-registered attendees. Banner ads on the registration page of the ESC website will be seen by every attendee.

**INVESTMENT: \$12,000**

## ONSITE REGISTRATION

Color GOBO projection near registration

Floor Graphics FG-01

Carpet logos CL-13 and CL-16

Sponsor logo on computer screens

**INVESTMENT: \$25,000**

## OFFICIAL CONFERENCE ATTENDEE BAGS

Your company logo will be carried all over the event and back to the office by hundreds of attendees. Free to conference attendees, press, and speakers, these bags carry essential educational materials and are used well beyond the event. Sponsor to produce bag. ESC must approve selected bag prior to production.

**INVESTMENT: \$15,000 (PLUS SPONSORS PRODUCTION COSTS)**

## ESC TRACK

There are 15 tracks, one exclusive sponsor per track.

- One conference attendee bag insert
- Track Signage including sponsor's logo
- Sponsor logo on the sponsor page in show guide (if print deadlines permit)
- Inclusion in post show email promoting conference proceedings with 150 word text ad, and logo (or tile 125 x 125).

**INVESTMENT: \$7,000/TRACK**

## 2011 INDUSTRY TRACKS:

- System Integration & Test
- Linux, Android, Open-Source
- Real-Time Systems
- Project Management
- Multicore
- Networking & Connectivity
- Safety & Security
- FPGAs in Embedded Systems
- Prototyping Embedded Systems
- Microcontrollers & SoCs
- Embedded I/O Systems
- Software Engineering
- Low-Power Design
- Military/Aerospace Design
- Design Reviews: Let's Talk About It

**EXHIBITS BAGS**

As a counterpart to the conference bag, this bag is free to all exhibit attendees, and can feature your logo (and booth number, if you choose). Sponsor produces bag. ESC to approve bag prior to production.

**INVESTMENT: \$5,000 (PLUS SPONSORS PRODUCTION COSTS)**

**MEDIA CENTER**

Your company name will dominate the room where press staff work at the event. Breakfast, snacks, and beverages provided. Media Center is open as part of sponsorship.

**INVESTMENT: \$15,000**

**TEARDOWN SPONSORSHIP**

PRE-EVENT:

- Promotion on the website
- Sponsor logo on the teardown page of the event website

ONSITE:

- Sponsor-produced banner display in the background during the teardown only
- Ability for one give-away (Sponsor's responsibility for the give-away. Subject to approval by UBM Electronics to show)
- Sponsor logo (shared) on onsite signage
- Sponsor logo on teardown sponsor listing page — show guide (if print deadlines permit)
- Access to contact information of attendees who attend the sponsored tear down
- 5 minute Introduction speech before the teardown
- Full page ad in the show guide (if print deadlines permit)

**ONE EXCLUSIVE SPONSOR FOR EACH TEARDOWN.**

**INVESTMENT: \$12,000 \*ONE AVAILABLE**

Teardown product subject to approval by UBM Electronics.

**ESC THEATER**

The ESC Theater is located on the ESC show floor and educational panel discussions and teardowns are held there. Open to all ESC attendees these sessions are popular and very well attended. Sponsor recognition and branding is interwoven with event marketing promotions:

- Promoted as co-sponsor of the theater on ESC website
- Promoted as co-sponsor of theater in Pre-Reg Email Campaigns prior to theater
- Sponsor produced banners in the theater during expo hours (specs to be delivered to client by ESC)
- Sponsor to receive contact information of all attendees who attended ESC Theater activities, one week after completion of the event

**INVESTMENT: \$10,000 \* LIMIT 2**

**ONE AVAILABLE**

**ESC eNEWSLETTER**

Sponsoring an ESC email is a powerful outreach opportunity to both prospective attendees and attendees. By partnering with our messaging, your company will be exposed to over 60,000+ professionals in the Embedded Industry.

- 150 word company or product description
- Inclusion of your logo (gif or jpeg file) and booth number
- Deadline is 1 week prior to scheduled deployment

**INVESTMENT: \$4,000 (ONE SPONSOR PER EMAIL)**

**OFFICIAL CONFERENCE ATTENDEE NOTEBOOK PAD**

These compact notebook pads are tremendously convenient for attendees. They are used to take notes throughout the conference, and well after the conference too. Your company name will be seen be in classrooms and company meetings, as it will be featured on the cover.

**INVESTMENT: \$15,000 \* LIMIT 1**

## STAND OUT FROM THE COMPETITION

### AISLE SIGNS

Hang a full-color sign with your artwork right below the prominent signs in each aisle. These signs help attendees navigate the exhibit as a dominant branding opportunity. ESC prints & installs, sponsor provides print ready artwork.

**INVESTMENT: \$5,000/AISLE**

### BANNERS

Splash your company name, logo, and message around with highly visible banners. Pricing varies by banner location and banner size. Sponsor provides banner. For banner location, sizing, and pricing, please refer to the MPO map found on page 9.

**INVESTMENT: DEPENDENT ON SIZE/LOCATION**

### CONFERENCE BAG INSERT

The Conference Attendees, Press, and Speakers at ESC & DesignCon East receive a complimentary conference bag. You can insert one piece of collateral, such as a post card, tri-fold, 9"x12" single page, USB, or CD/DVD. Sponsor responsible for delivery & production.

**INVESTMENT: \$5,000**

### FLOOR GRAPHICS

Maximize your brand exposure with floor graphics (up to 50 sq. ft.). Sponsor provides print ready artwork.

**INVESTMENT: \$5,000/5X10 GRAPHIC, PRINTING & INSTALLATION INCLUDED.**

**INVESTMENT: \$2,000/2X8 GRAPHIC, PRINTING & INSTALLATION INCLUDED**

### FOOT PRINTS

Foot Prints lead attendees directly to your booth!

Foot print sponsors are limited quantity, so act fast.

**INVESTMENT: CALL FOR PRICING**

**LIMIT: 3**

### METER BOARDS

Enhance brand awareness and promote your services and products by displaying signage in meter boards. Sponsor provides print ready artwork for the 38" wide x 84" tall meter board. ECS prints and installs.

**INVESTMENT: DOUBLE-SIDED METER BOARD: \$3,000  
SINGLE-SIDED METER BOARD: \$1,500**

## SPONSOR A NETWORKING BREAK

### COFFEE BREAKS

Your Coffee Break sponsorship will be listed on our website, onsite signage, and will include an insert into the Conference Attendee Bag (an additional \$5,000 value). Sponsor may also provide napkins and/or coffee mugs. Coffee is the number one refreshment attendees ask for onsite! There are a total of eight breaks scheduled from Monday through Thursday. One per day in the morning and one per day in the afternoon.

**INVESTMENT: CALL FOR PRICING**

## EXHIBIT MEETING ROOM (BOTH DAYS)

10' x 10' meeting room on the show floor with walls both days of the exhibition: round table, carpet, locking door, 4 chairs, trash can, and electrical outlet.

**INVESTMENT: \$5,000**

**NON-EXHIBITOR INVESTMENT: \$9,500**

## HOSPITALITY CARTS

Carts/tables will be set up in high traffic areas of the exhibit floor, with the option to placed within your booth!

Sponsorship will be highlighted on website, onsite.

Food Carts Available: Espresso, Popcorn, Ice Cream, and Pretzels

**INVESTMENT: CALL FOR PRICING**

## EDUCATE A TARGET AUDIENCE ON YOUR PRODUCTS/SERVICES

### SPONSORED INDUSTRY ADDRESS

The sponsored 45-minute Industry Address is open to all attendees. Setup for the Address (staging, sound, and lighting) will be comparable to the Event Keynote. Seating capacity for the Address will be discussed with Sponsor to ensure it is appropriate.

### PRE-EVENT PROMOTION

Promotion of Address on our website with our special events, including photo of the presenter alongside our panels and keynotes. The Address will be promoted in all email blasts where keynotes and panels are discussed. It is encouraged that the sponsoring company promote to its own customer/prospect base regarding the Address.

### ONSITE PROMOTION

Promotion of Industry Address in the Show Guide with our special events, including photo of the presenter alongside our panels and keynotes.

**INVESTMENT: \$25,000 \*ONE PER DAY \*ONE AVAILABLE**

Sponsor can add food and beverage or extra AV to the Address at an additional cost.

## SPONSORED TRAINING / 1-2 DAY FULL DAY

The opportunity exists within ESC Boston to host a series of your company's best training sessions. We provide the space and you can format and schedule the program to suit your needs. Your material will be integrated into our program offering and promoted alongside event content, ensuring reach into the best audience in the embedded space. Contact information for attendees will be provided 3 weeks prior, and 1 week prior. Act fast as space is limited.

**INVESTMENT: \$15,000/DAY/ROOM**

## 60 MINUTES

Sponsored training is intended as a platform for in-depth, high value education providing sponsors an opportunity to deliver product-specific training in a format that conference attendees value. Contact information for attendees will be provided 3 weeks prior, and 1 week prior.

**INVESTMENT: \$5,000/60 MINUTE SESSION**

## SHOW GUIDE AD

Advertise in the Show Guide and your ad will be seen by attendees and media onsite. May not be available after August 12. Check with Account Executive.

**INVESTMENT: \$3,000/FULL PAGE AD**

**\$2,000/HALF PAGE AD**

## INCREASE AWARENESS OF YOUR PRODUCTS AND SERVICES

### UBM ELECTRONICS – PRODUCTS & EXHIBITOR DIRECTORY

Our online Product & Exhibitor Directory\* is an interactive online event guide that allows attendees to connect with exhibitors before, during, and after the event. Our content management team will help you create your company listing, maximize your visibility to visitors, and highlight your products and services through a powerful search engine. All exhibitors get to publish the following information free of charge:

- Company Details
- Company Profile
- 3 Product Profiles
- 5 Industry Categories

\*See who is already listed at [www.guide.eetimesgroup.com](http://www.guide.eetimesgroup.com).

Upgraded packages can include your company logo, search key words, featured products, additional product profiles, links, video showcase, etc. depending on the package level.

**To update your current company listing, send all your company information to:**

CONTENT MANAGEMENT TEAM

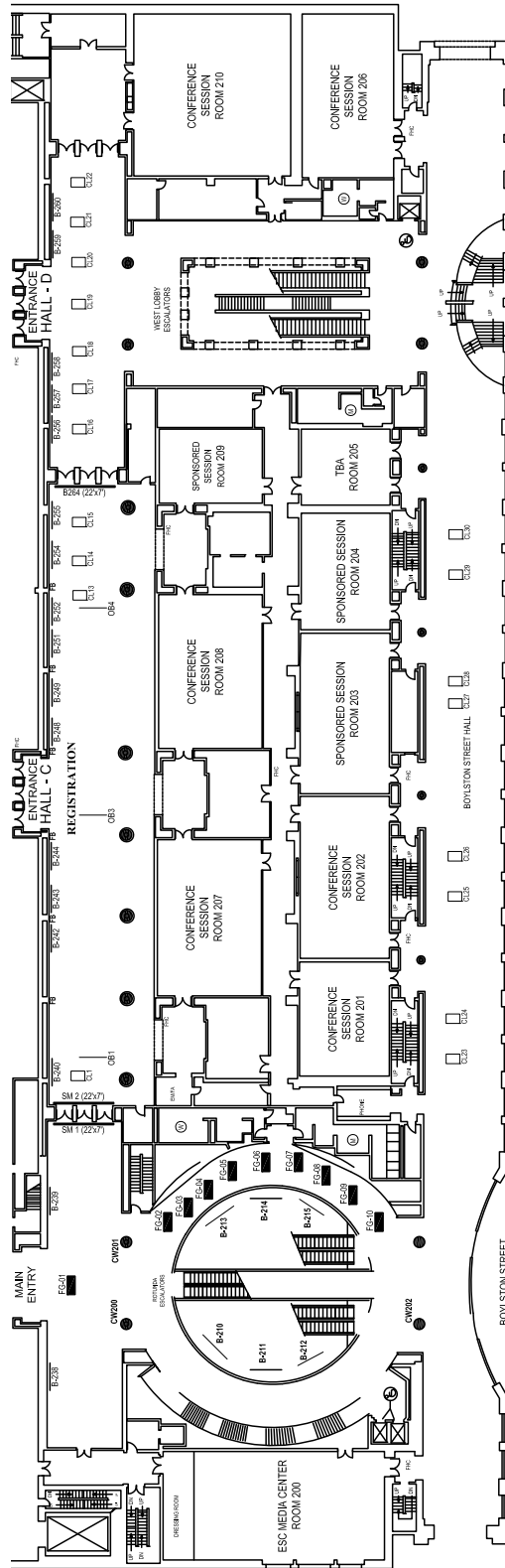
PHONE: 877-224-9752

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EMAIL: [CONTENT@EVENTSGUIDE.EETIMESGROUP.COM](mailto:CONTENT@EVENTSGUIDE.EETIMESGROUP.COM)

FOR INFORMATION ON UPGRADES CONTACT [MARKETING@EVENTSGUIDE.EETIMESGROUP.COM](mailto:MARKETING@EVENTSGUIDE.EETIMESGROUP.COM)

**ESC BOSTON 2011 & DESIGNCON EAST BANNER, COLUMN WRAP, & FLOOR GRAPHIC LOCATIONS**

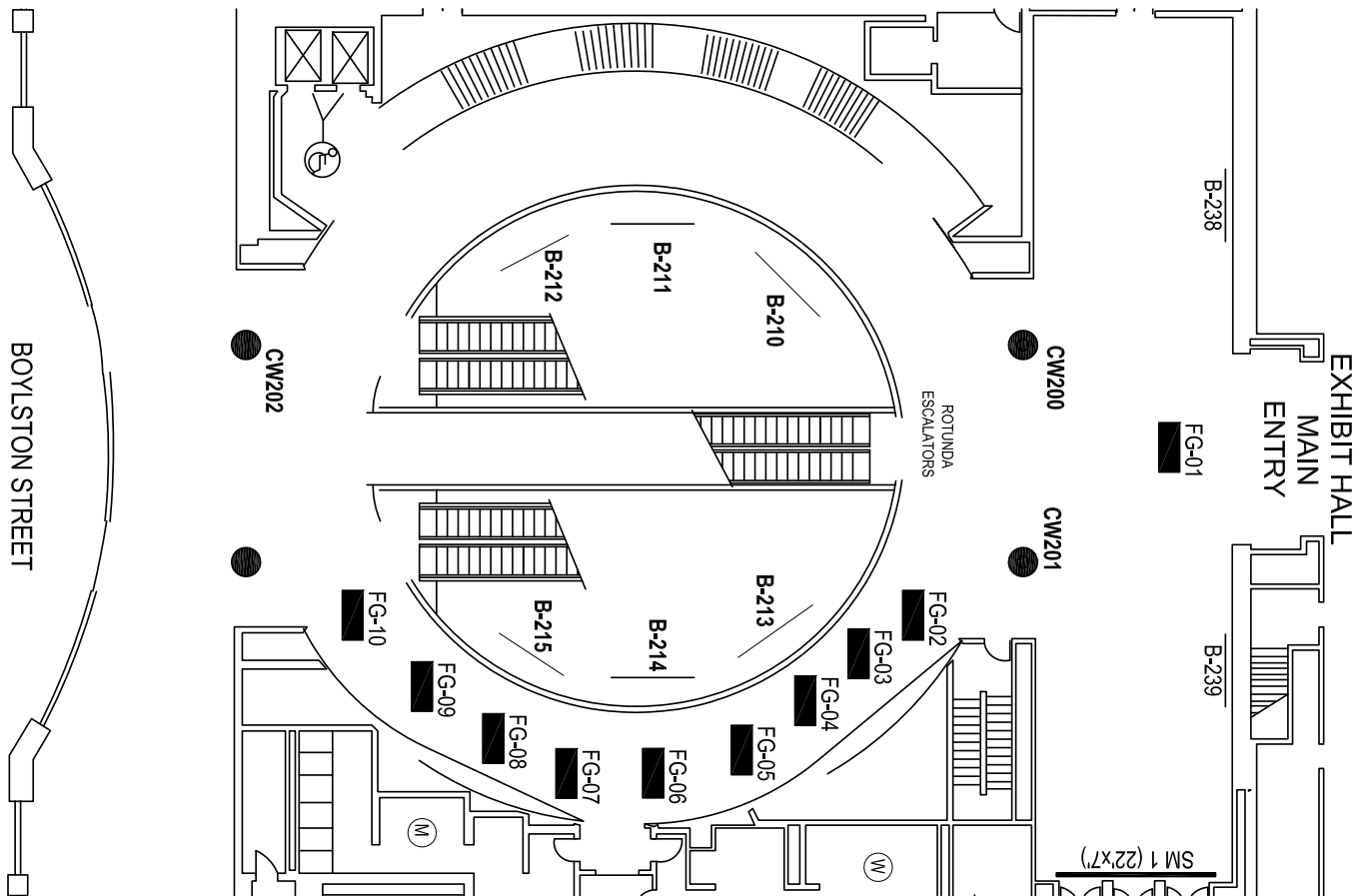


**EMBEDDED SYSTEMS CONFERENCE BOSTON**  
 JOHN B. HYNES VETERANS MEMORIAL CONVENTION CENTER  
 BOSTON, MASSACHUSETTS - SECOND LEVEL  
 CONFERENCE : SEPTEMBER 26-29, 2011  
 EXPO: SEPTEMBER 27-28, 2011

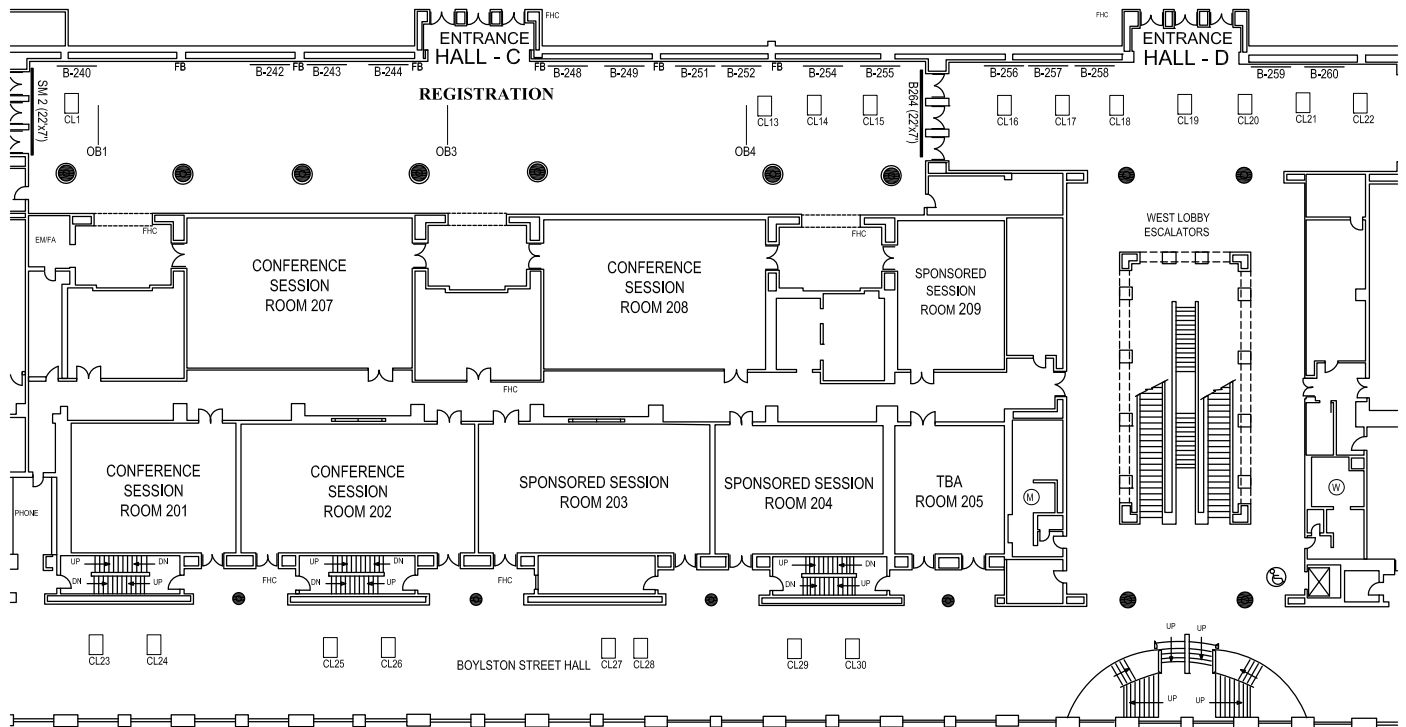
ESC BOSTON LOCATION	DESCRIPTION	LIST PRICE	PRODUCTION RESPONSIBILITY
B-201	CONFERENCE SESSION ROOM 201	\$5,000.00	ESC
B-202	CONFERENCE SESSION ROOM 202	\$5,000.00	ESC
B-203	SPONSORED SESSION ROOM 203	\$5,000.00	ESC
B-204	SPONSORED SESSION ROOM 204	\$5,000.00	ESC
B-205	TEA ROOM 205	\$5,000.00	ESC
B-206	CONFERENCE SESSION ROOM 206	\$5,000.00	ESC
B-207	CONFERENCE SESSION ROOM 207	\$5,000.00	ESC
B-208	CONFERENCE SESSION ROOM 208	\$5,000.00	ESC
B-209	SPONSORED SESSION ROOM 209	\$5,000.00	ESC
B-210	CONFERENCE SESSION ROOM 210	\$5,000.00	ESC

ESC BOSTON LOCATION	DESCRIPTION	LIST PRICE	PRODUCTION RESPONSIBILITY
B-200	ESC MEDIA CENTER ROOM 200	\$5,000.00	ESC
B-201	CONFERENCE SESSION ROOM 201	\$5,000.00	ESC
B-202	CONFERENCE SESSION ROOM 202	\$5,000.00	ESC
B-203	SPONSORED SESSION ROOM 203	\$5,000.00	ESC
B-204	SPONSORED SESSION ROOM 204	\$5,000.00	ESC
B-205	TEA ROOM 205	\$5,000.00	ESC
B-206	CONFERENCE SESSION ROOM 206	\$5,000.00	ESC
B-207	CONFERENCE SESSION ROOM 207	\$5,000.00	ESC
B-208	CONFERENCE SESSION ROOM 208	\$5,000.00	ESC
B-209	SPONSORED SESSION ROOM 209	\$5,000.00	ESC
B-210	CONFERENCE SESSION ROOM 210	\$5,000.00	ESC

■ **ESC BOSTON 2011 & DESIGNCON EAST  
CLOSE UP VIEW ROTUNDA AREA**



**ESC BOSTON 2011 & DESIGNCON EAST  
CLOSE UP VIEW HALLWAY AREAS**





**■ ESC BOSTON 2011 & DESIGNCON EAST  
BANNER, COLUMN WRAP, & FLOOR GRAPHICS  
PRICING LEGEND**

ESC BOSTON LOCATION	DESCRIPTION	LIST PRICE	PRODUCTION RESPONSIBILITY
BANNERS			
B 240-260 10'W X 5'H	HUNG OFF BLACK PIPE & DRAPE	\$5,000 EA	SPONSOR
B 264 22'W X 7'H		\$15,000 EA	SPONSOR
AUDITORIUM B 238-239 14'W X 10'H		\$12,000 EA	SPONSOR
ROTUNDA B 210-215 5'W X 10'H	VERTICAL	\$5,000 EA	SPONSOR
OVERHEAD OB1-4 8'W X 4'H		\$10,000 EA	SPONSOR

ESC BOSTON LOCATION	DESCRIPTION	LIST PRICE	PRODUCTION RESPONSIBILITY
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FLOOR GRAPHICS			
FLOOR GRAPHICS FG01-10 2' X 8'		\$2,000 EA	ESC

CARPET LOGOS/GRAPHICS			
CARPET LOGO CL1-30 10'W X 5'H		\$5,000 EA	ESC

COLUMN WRAPS			
CW200-201 10'6"W X 14'H		\$8,000 EA	ESC
CW202 10'6"W X 14'H		\$6,000 EA	ESC