

# ARM-based Embedded System Design

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June 25, 2013 - Sindelfingen/Germany

This 1-day technical conference with table-top exhibition will focus on ARM-based embedded system design

**Conference focuses on the following topics:**

- ✓ ARM architectures: overview and outlook
- ✓ ARM-based microcontrollers & processors
- ✓ ARM-based boards & modules
- ✓ Software support & development tools

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## Objective:

- ✓ Provide an overview about technologies, products and applications relevant for ARM-based embedded systems design

## Date & Location

- ✓ June 25, 2013 in Sindelfingen near Stuttgart

## Audience

- ✓ in total we expect 150+ conference delegates
- ✓ the target audience are hardware & software designers, engineering managers, system integrators, project and product managers

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## Conference Content

### Keynotes

Overview and outlook about the trends with ARM architectures, technologies and markets

### Main Sponsors Panel

Leading chip, boards and tools vendors introduce their ARM strategy

### Chips Session

ARM-based microcontrollers, microprocessor, FPGAs, SoCs ... - products and technologies overview

### Boards & Modules Sessions

ARM-based embedded computing - technologies, products & applications

### Tools & Software Session

HW/SW development tools, RTOS & more for ARM-based embedded systems design systems

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## Organisation & Marketing

The conference is organised by ICC Media and its partner company InVents. ICC and InVents will perform extensive delegates marketing activities which include:

- Advertisements in print and online media
- Conference homepage
- Postal mailing of conference program flyer
- E-mailings about the conference
- Telephone marketing to generate delegates

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## Sponsoring Packages I

### **Gold Sponsor: EUR 5.000.-**

- Speaker at the panel discussion
- 2x 20-minutes speaking slot in the boards, chips or tools session
- Prominent size and position of company logo
- Double size stand at the exhibition
- 10 special guest tickets for the conference

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## Sponsoring Packages II

### **Silver Sponsor: EUR 2.500.-**

- 20-minutes speaking slot in the boards, chips or tools session
- Company logo in print and online adverts, conference homepage, e-mailings, etc.
- Table-top stand
- 5 special guest tickets for the conference

### **Bronze Sponsor: EUR 1.750.-**

- Table-top stand
- Company name in print and online adverts, conference homepage, e-mailings, etc.
- 3 special guest tickets for the conference

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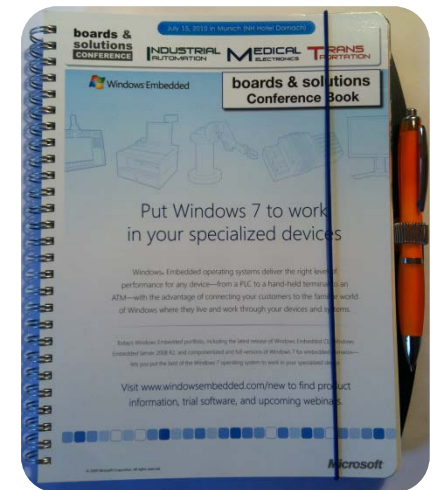
## Additional Sponsoring Opportunities for Exhibitors

### 1) Conference Book

This conference book will include the conference programme, floor plan and other useful information and will be **put into the delegate bag** at the show. All sponsors and exhibitors can run an advertisement in this conference book for only **495 Euro**.

- Size: 17 cm x 24 cm, 100 pages (A4 downscale!)
- All advertisements and official information (floorplan, conference programme, advertisements etc.) will be placed at the beginning of the conference book
- All other pages will have lines for notes (80 pages) and are supposed to be used from the engineers for a longer period
- All pages will be in 4 colours, we offer only full page advertisements

**Special rate for a full page 4c is 495 Euro**



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## Additional Sponsoring Opportunities for Exhibitors

### 2) Lanyards Sponsoring

You can sponsor the lanyards for all badges used for the exhibition and conference. Sponsoring information will appear in the conference book. Additional to the sponsoring fee you need to provide around 300 lanyards.

**Net rate for lanyard sponsoring: 1500 Euro**



### 3) Prize Draw Sponsoring

You can sponsor the official prize draw which will be at the end of the conference day. All registered delegates will attend to the prize draw. This sponsoring includes a sponsoring panel at the prize draw table, your logo with sponsoring information in the conference book and the 3 prizes (e.g. iPad3, Kindle, iPhone5, Galaxy S3 etc. - the organizer takes care about buying the prizes).

**Net rate for prize draw sponsoring (prices included!): 1250 Euro**



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## Additional Sponsoring Opportunities for Exhibitors

### 4) Coffee Break Sponsoring

You can sponsor the 2 coffee breaks. This sponsoring includes a sponsoring panel at the 2 coffee tables and sponsoring information in the conference book. The panels will be produced by the organizer.

***Net rate for coffee break sponsoring: 950 Euro***

### 5) Lunch Sponsoring

You can sponsor the lunch at our conference. This sponsoring includes 2 sponsoring panels at the lunch tables, napkins with your logo and sponsoring information in the conference book. Panels and napkins will be produced by the organizer.

***Net rate for lunch sponsoring: 950 Euro***

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## Contact us:

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