

Embedded Systems Conference Silicon Valley



EVENT AUDIT



DATES OF EVENT:

Conference: April 3 – 7, 2006
Exhibits: April 4 – 6, 2006

LOCATION:

McEnery Convention Center, San Jose

EVENT PRODUCER/MANAGER:

Company Name: CMP Media LLC
Address: 600 Harrison Street
San Francisco, CA 94107
Phone: (415) 947-6626
Website (Show): www.embedded.com/esc/sv

REGISTRATION COMPANY:

bCard Registration

YEAR EVENT ESTABLISHED:

1989

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: April 1 – 5, 2007
Exhibits: April 3 – 5, 2007
LOCATION: McEnery Convention Center, San Jose

1. STATEMENT OF MARKET SERVED

Embedded Systems Conference serves the electronics systems design market and is dedicated to hardware, software, components, tools, and services. The conference and exhibition offer solutions for the entire system design process including improved design, writing more efficient code, real-time development, integrating networking and communication capabilities, Internet appliance design, and more effective project management strategies.

Qualified attendees are primarily engineering and technical management, executive and other business management, and design and development engineers. Other attendees include industry and financial analysts, consultants, product marketers, and investment banking/venture capital firms. Attendees represent such end markets as communications, consumer electronics, computers and peripherals, industrial controls, medical, automotive, government/military, design services, and components.

2. STATEMENT OF VERIFICATION METHODOLOGY

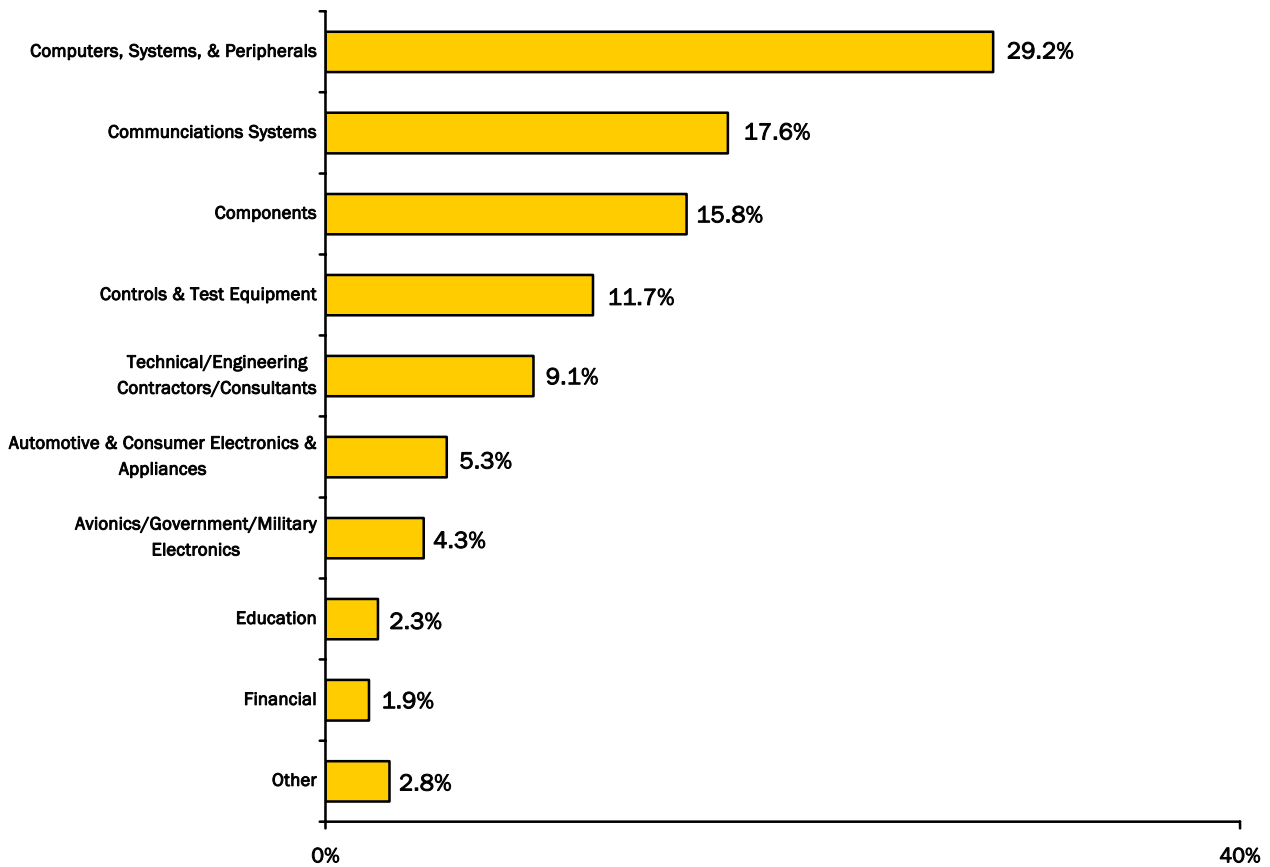
All conference registrants who registered before March 30th were required to pick up their badge holder on-site before attending any conferences or visiting the exhibit hall. All other conference registrants picked up their badge and badge holder on-site. All exhibit only registrants were required to pick up their badge and badge holder on-site before they could enter the exhibit hall. When a badge or badge holder was picked up the registrant was marked as verified.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2006	San Jose	957	5,404	6,361	205	167	3,225	9,958
2005	San Francisco	1,301	5,242	6,543	279*	187*	3,145	10,154

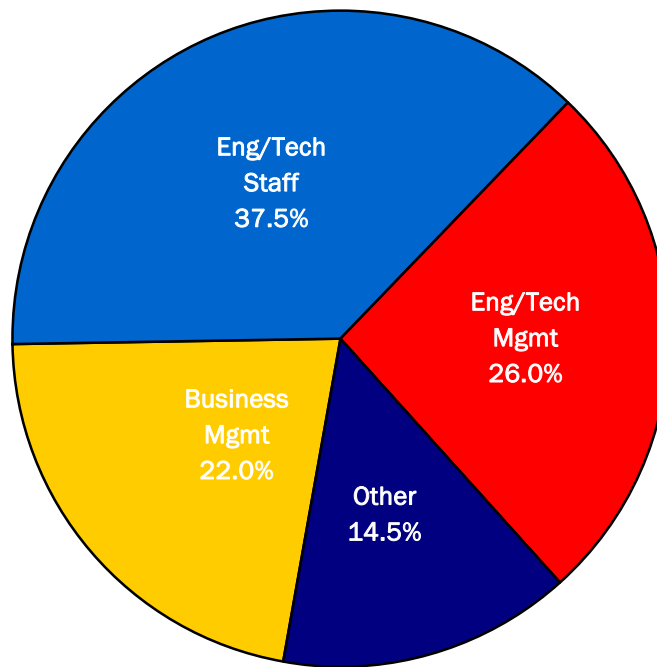
* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

4. PRIMARY END PRODUCT OR SERVICE PERFORMED AT LOCATION			
PRIMARY END PRODUCT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY END PRODUCT
Computers, Systems, & Peripherals	1,625	25.6	29.2
Communications Systems	981	15.4	17.6
Automotive & Consumer Electronics & Appliances	294	4.6	5.3
Controls & Test Equipment	653	10.3	11.7
Avionics/Government/Military Electronics	242	3.8	4.3
Components	880	13.8	15.8
Sub-Assemblies/Power Supplies	25	0.4	0.5
Financial	103	1.6	1.9
Education	130	2.0	2.3
Technical/Engineering Contractors/Consultants	507	8.0	9.1
Other	125	2.0	2.3
Total Conference and Exhibit Only Attendees Identified by Primary End Product	5,565	87.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary End Product	796	12.5	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,361	100.0	100.0



5a. JOB FUNCTION			
JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
Engineering/Technical Management	1,331	20.9	26.0
Engineering/Technical Staff	1,916	30.1	37.5
Business Management	1,124	17.7	22.0
Other	738	11.6	14.5
Total Conference and Exhibit Only Attendees Identified by Job Function	5,109	80.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	1,252	19.7	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,361	100.0	100.0

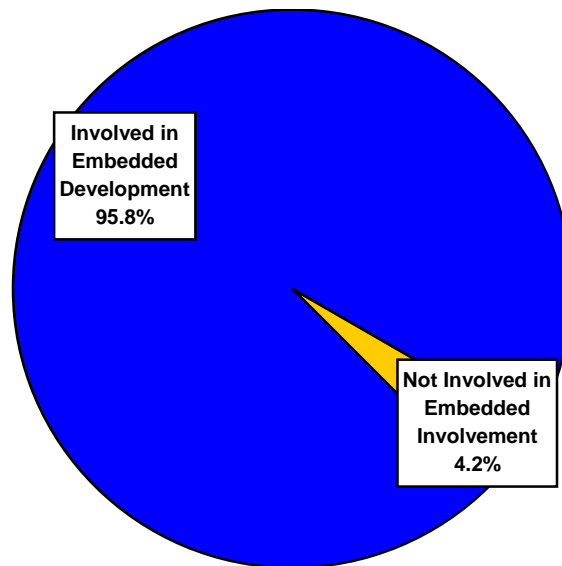
63.5% of the Attendees Have Engineering/Technical Job Functions



5b. EMBEDDED DEVELOPMENT INVOLVED IN/MANAGE/CONSULT			
EMBEDDED DEVELOPMENT INVOLVED IN/MANAGE/CONSULT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INVOLVED IN/MANAGE/CONSULT
Hardware/Software Integration	2,920	45.9	48.4
Architecture Selection/Specification	2,796	44.0	46.4
Writing Firmware/Software for Embedded Systems	2,608	41.0	43.2
Debugging Firmware/Software	2,579	40.5	42.8
Project Management	2,275	35.8	37.7
Debugging Hardware	2,046	32.2	33.9
Firmware/Software Design or Analysis	2,041	32.1	33.8
System Design	1,957	30.8	32.4
Prototype Testing	1,946	30.6	32.3
Device Programming	1,941	30.5	32.2
Designing Hardware for Embedded Systems	1,715	27.0	28.4
Firmware/Software Testing	1,643	25.8	27.2
Hardware/Software Co-Design	1,330	20.9	22.1
Board Layout/Design	1,285	20.2	21.3
Hardware/Software Co-Verification	1,012	15.9	16.8
SoC (System-on-Chip) Design	869	13.7	14.4
Connected Device Design	583	9.2	9.7
Other	439	6.9	7.3
I'm not involved in Embedded Development in any way	254	4.0	4.2
Total Conference and Exhibit Only Attendees Identified by Involved In/Manage/Consult	6,043	95.0	-
Total Conference and Exhibit Only Attendees Not Identified by Involved In/Manage/Consult	318	5.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,361	100.0	-

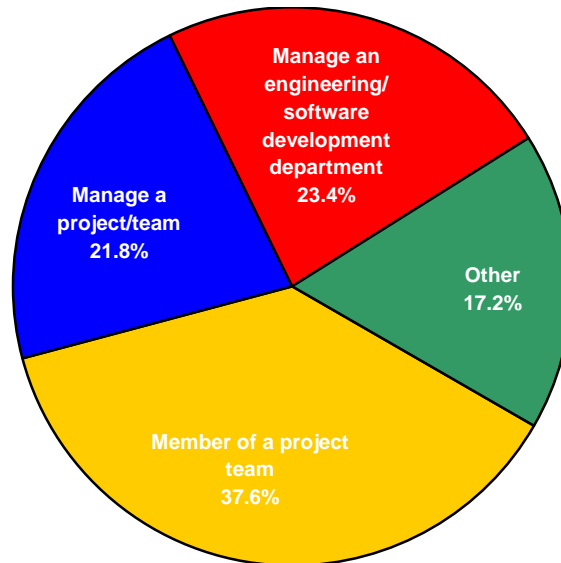
The above counts and percentages are based on 6,361 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

95.8% of the Attendees are Involved In Doing /Manage /Consult Embedded Development



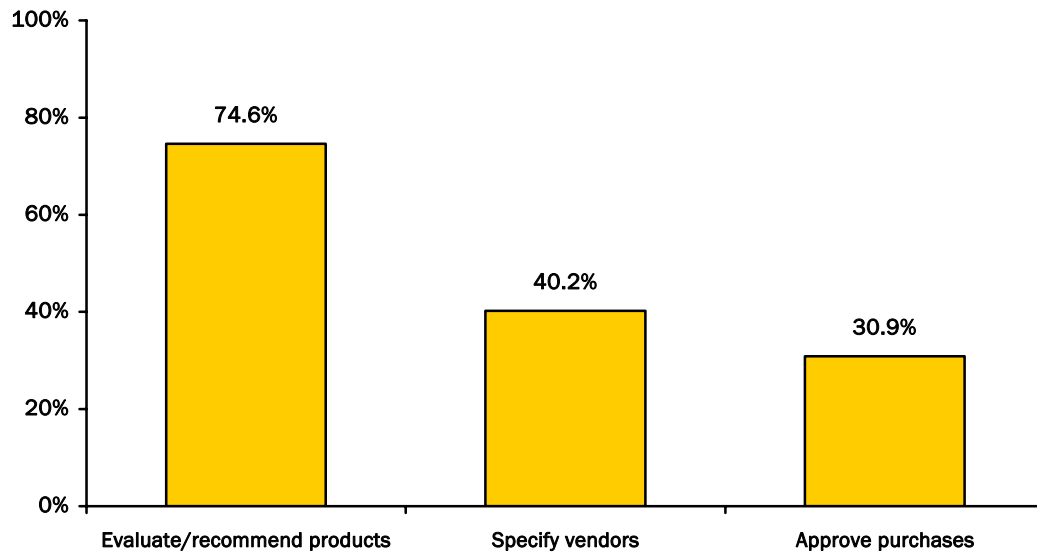
5c. ENGINEERING/DEVELOPMENT RESPONSIBILITY			
ENGINEERING/DEVELOPMENT RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ENGINEERING/DEVELOPMENT RESPONSIBILITY
Manage Department/Project/Team	2,817	44.3	45.2
I manage an engineering or software development department	1,461	23.0	23.4
I manage a project/team	1,356	21.3	21.8
I am a member of a project team	2,344	36.9	37.6
Other	1,071	16.8	17.2
Total Conference and Exhibit Only Attendees Identified by Engineering/Development Responsibility	6,232	98.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Engineering/Development Responsibility	129	2.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,361	100.0	100.0

45.2% of the Attendees Manage a Department, Project or Team



6. PURCHASING AUTHORITY FOR EMBEDDED TOOLS		
PURCHASING AUTHORITY FOR EMBEDDED TOOLS	TOTAL ATTENDEES	PERCENT OF TOTAL
NET INFLUENCES	5,953	93.6
Evaluate/recommend products	4,747	74.6
Specify vendors	2,554	40.2
Approve purchases	1,965	30.9
Total Conference and Exhibit Only Attendees Identified by Purchasing Authority for Embedded Tools	5,953	93.6
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Authority for Embedded Tools	408	6.4
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,361	100.0

93.6% of the Attendees Influence the Purchase of Embedded Tools



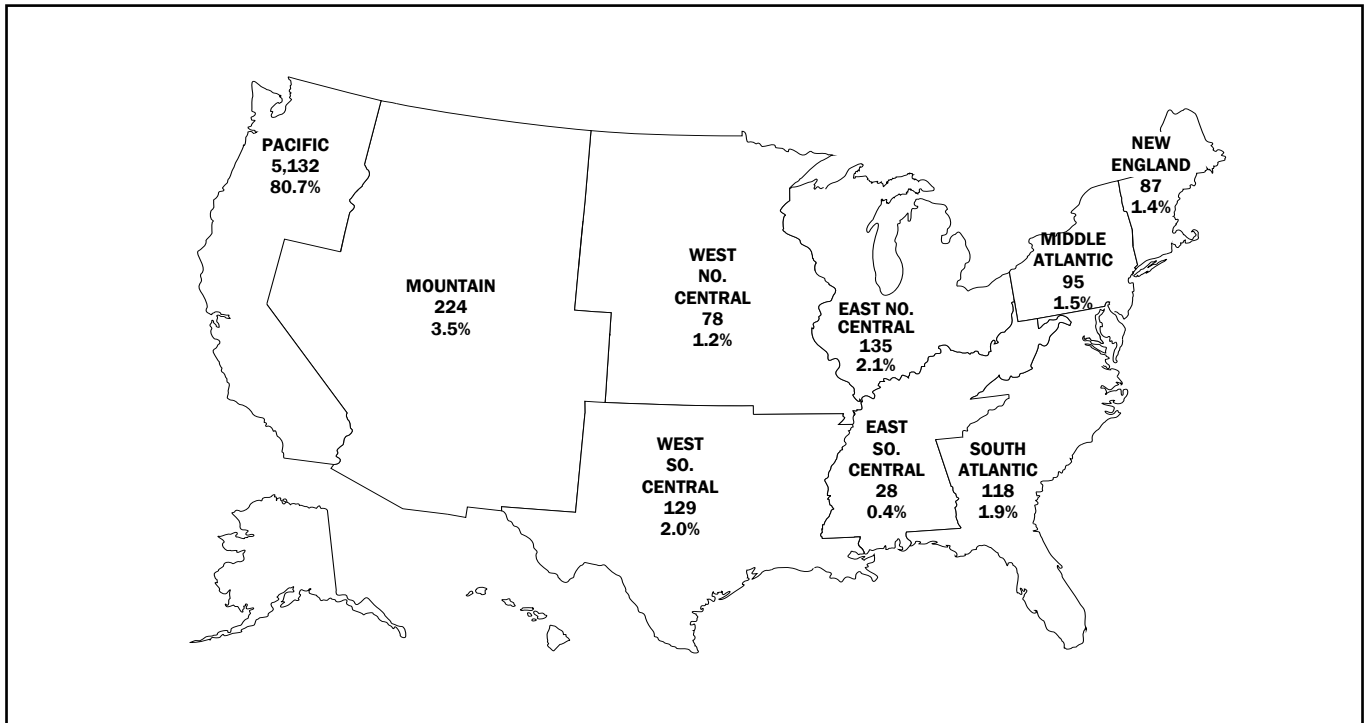
7a. INTENT TO EVALUATE PRODUCTS AT EMBEDDED SYSTEMS CONFERENCE FOR PURCHASE			
INTENT TO EVALUATE PRODUCTS AT EMBEDDED SYSTEMS CONFERENCE FOR PURCHASE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INTENT TO EVALUATE PRODUCTS
Within 12 Months	3,681	57.9	59.1
Within 3 months	1,320	20.8	21.2
In 3 - 6 months	1,195	18.8	19.2
In 6 - 12 months	1,166	18.3	18.7
More than a year away	639	10.0	10.2
I do not intend to evaluate products for purchase	1,912	30.1	30.7
Total Conference and Exhibit Only Attendees Identified by Intent	6,232	98.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Intent	129	2.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,361	100.0	100.0

7b. DEPARTMENT'S AVAILABLE BUDGET FOR NEXT YEAR			
DEPARTMENT'S AVAILABLE BUDGET FOR NEXT YEAR	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY AVAILABLE BUDGET
\$500,000 plus	1,436	22.6	23.0
\$250,000-\$499,999	513	8.1	8.2
\$100,000-\$249,999	785	12.3	12.6
\$50,000-\$99,999	545	8.6	8.8
\$25,000-\$49,999	553	8.7	8.9
\$1-\$24,999	925	14.5	14.8
None	1,475	23.2	23.7
Total Conference and Exhibit Only Attendees Identified by Available Budget	6,232	98.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Available Budget	129	2.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,361	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

State	TOTAL	PERCENT
NEW ENGLAND	87	1.4
Maine	--	
New Hampshire	8	
Vermont	5	
Massachusetts	52	
Rhode Island	7	
Connecticut	15	
MIDDLE ATLANTIC	95	1.5
New York	50	
New Jersey	17	
Pennsylvania	28	
EAST NO. CENTRAL	135	2.1
Ohio	33	
Indiana	8	
Illinois	48	
Michigan	28	
Wisconsin	18	
WEST NO. CENTRAL	78	1.2
Minnesota	36	
Iowa	25	
Missouri	11	
North Dakota	2	
South Dakota	1	
Nebraska	1	
Kansas	2	
SOUTH ATLANTIC	118	1.9
Delaware	--	
Maryland	21	
Washington, DC	5	
Virginia	14	
West Virginia	--	
North Carolina	11	
South Carolina	4	
Georgia	29	
Florida	34	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	28	0.4
Kentucky	5	
Tennessee	11	
Alabama	9	
Mississippi	3	
WEST SO. CENTRAL	129	2.0
Arkansas	3	
Louisiana	--	
Oklahoma	4	
Texas	122	
MOUNTAIN	224	3.5
Montana	--	
Idaho	13	
Wyoming	--	
Colorado	46	
New Mexico	18	
Arizona	82	
Utah	29	
Nevada	36	
PACIFIC	5,132	80.7
Alaska	1	
Washington	92	
Oregon	69	
California	4,968	
Hawaii	2	
UNITED STATES	6,026	94.7
INTERNATIONAL	335	5.3
Canada	73	
Mexico	8	
Other International	254	
Total Conference & Exhibit Attendees	6,361	100.0





Register Today!

- 1) Online: www.embedded.com/esc/sv
- 2) Fax: 415.947.6020
- 3) Phone: 800.441.8826
- 415.947.6130 outside US
- (m-f 9am-4pm pacific time)

Step 1: Your Information

First Name* _____		Last Name* _____	
Job Title* (occupation) _____		Company* _____	
Address* _____			
City* _____	State/Region* _____	Zip/Postal Code* _____	Country* _____
Telephone* _____		Fax _____	
Email* _____		<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> American Express	
Card Number _____		Expiration Date _____	
Card Member Name _____		Signature* _____	

CMP respects your privacy. By registering for this event we may contact you regarding your event registration and other relevant CMP Electronics Group products and services such as: NetSeminars, research publications and events. Additionally, if you sign up for a sponsored session your contact information will be shared with the sponsor. Please read the CMP privacy statement at www.cmpnet.com/delivery/privacy.html for further details.

Priority Code

You may qualify for special pricing or discounts. Please enter the priority code from your Embedded Systems Conference Silicon Valley 2006 event mailer label or invitations from print advertisements, web banners, email newsletters, or any other item.

Enter Priority Code Here: _____

Approving Manager Name _____

Approving Manager Email _____

Step 2: Attendee Demographics/Subscription Information (must be completed for processing)

This information helps to determine the content of our events. Please answer the questions that apply to you to complete your registration. All fields marked (*) are required.

1. How did you hear about the event*? (select only one)

- | | | |
|---|--|---|
| <input type="checkbox"/> 01 Article | <input type="checkbox"/> 02 Colleague/Friend | <input type="checkbox"/> 03 Catalog |
| <input type="checkbox"/> 04 Email | <input type="checkbox"/> 05 eNewsletter Ad | <input type="checkbox"/> 06 Exhibits Pass |
| <input type="checkbox"/> 07 Industry Event | <input type="checkbox"/> 08 Industry/Trade Association | <input type="checkbox"/> 09 Local Advertising |
| <input type="checkbox"/> 10 Magazine Ad | <input type="checkbox"/> 11 Press Release | <input type="checkbox"/> 12 Search Engine |
| <input type="checkbox"/> 13 Sponsor/Exhibitor | <input type="checkbox"/> 14 Telemarketer | <input type="checkbox"/> 15 Web Banner |
| <input type="checkbox"/> 16 Website | <input type="checkbox"/> 17 Other (please specify) _____ | |

2. Check all of the following that you are involved in doing or managing at your company, or at those companies to whom you consult*. (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> 01 Architecture Selection/Specification | <input type="checkbox"/> 02 Writing Firmware/Software for Embedded Systems |
| <input type="checkbox"/> 03 Debugging Firmware/Software | <input type="checkbox"/> 04 Debugging Hardware |
| <input type="checkbox"/> 05 Hardware/Software Integration | <input type="checkbox"/> 06 Device Programming |
| <input type="checkbox"/> 07 Project Management | <input type="checkbox"/> 08 Firmware/Software Design or Analysis |
| <input type="checkbox"/> 09 Prototype Testing | <input type="checkbox"/> 10 Designing Hardware for Embedded Systems |
| <input type="checkbox"/> 11 Board Layout/Design | <input type="checkbox"/> 12 SoC (System-on-Chip) Design |
| <input type="checkbox"/> 13 Hardware/Software Co-Design | <input type="checkbox"/> 14 Hardware/Software Co-Verification |
| <input type="checkbox"/> 15 Firmware/Software Testing | <input type="checkbox"/> 16 Connected Device Design |
| <input type="checkbox"/> 17 System Design | <input type="checkbox"/> 20 Other (please specify) _____ |
| <input type="checkbox"/> 21 I'm not involved in Embedded Development in any way | |





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3. What is your principal job function*? (select only one)

Engineering/Technical Management

- 01 Design & Development Engineering Mgmt
- 02 Research & Development Engineering Management
- 03 Technical Management
(CTO, System Architect, Engineering Team Leader)
- 04 Firmware/Software Engineering Management
- 05 Other Engineering Mgmt

Engineering/Technical Staff

- 06 Design & Development Engineering
- 07 Research & Development Engineering
- 08 Test Engineering
- 09 Systems Engineer
- 10 Hardware Engineer
- 11 Firmware/Software Engineer
- 12 Engineering Services
- 13 Software Development

Business Management

- 14 Executive/Corporate/General Management
- 15 Purchasing/Procurement/Materials Management
- 16 Product Marketing Management
- 17 Financial Mgmt
- 18 Manufacturing/Production Management
- 19 Logistics/Supply Chain Management

Other

- 20 Buyer/Agent/Planner/Analyst
- 21 Financial Analyst
- 22 Financial/Investment Banker
- 23 Product Marketing
- 24 Technical Consultant
- 25 Academic/Professor/Student
- 26 Patent Lawyer
- 27 Other (please specify) _____

4. Please check all products which you currently or plan to specify, recommend, authorize, purchase or influence the purchase of*. (select all that apply)

ICs and Semiconductors

- | | | |
|--|---|---|
| <input type="checkbox"/> 01 Microcontrollers/Microprocessors | <input type="checkbox"/> 02 4/8-bit uC/uP | <input type="checkbox"/> 03 16-bit uC/uP |
| <input type="checkbox"/> 04 32-bit uC/uP | <input type="checkbox"/> 05 64-bit uC/uP | <input type="checkbox"/> 06 Digital Signal Processors |
| <input type="checkbox"/> 07 EPROM/EEPROM | <input type="checkbox"/> 08 Flash | <input type="checkbox"/> 09 DRAM/SRAM |
| <input type="checkbox"/> 10 Analog/Mixed Signal Chips | <input type="checkbox"/> 11 Communication ICs | <input type="checkbox"/> 12 Network Processors |
| <input type="checkbox"/> 13 Graphics Processors | <input type="checkbox"/> 14 CPLDs/FPGAs | <input type="checkbox"/> 15 System-on-Chip (SOC) |
| <input type="checkbox"/> 16 MCU Peripheral Chips | <input type="checkbox"/> 17 Hardware IP/Cores | <input type="checkbox"/> 18 Sensors/Actuators |
| <input type="checkbox"/> 19 ASICs | | |

System Boards

- | | | |
|--|---|--|
| <input type="checkbox"/> 20 Single Board Computers | <input type="checkbox"/> 21 VME Boards | <input type="checkbox"/> 22 Embedded PCs |
| <input type="checkbox"/> 23 PCI Boards | <input type="checkbox"/> 24 cPCI Boards | <input type="checkbox"/> 25 DSP Boards |
| <input type="checkbox"/> 26 Liquid Crystal Displays (LCDs) | <input type="checkbox"/> 27 Flat Panel Displays | |

Computer Systems

- | | |
|---------------------------------|--|
| <input type="checkbox"/> 28 PCs | <input type="checkbox"/> 29 Workstations |
|---------------------------------|--|

Software

- | | | |
|---|---|---|
| <input type="checkbox"/> 30 Real-time Operating Systems/Kernels | <input type="checkbox"/> 31 Compilers/Cross Compilers | <input type="checkbox"/> 32 Software Debuggers |
| <input type="checkbox"/> 33 Object-Oriented Design Tools | <input type="checkbox"/> 34 Simulators/Modeling Tools | <input type="checkbox"/> 35 Version/Change Control Software |
| <input type="checkbox"/> 36 Communications Software/Protocols | <input type="checkbox"/> 37 BIOS | <input type="checkbox"/> 38 Embedded Web/Internet Tools |
| <input type="checkbox"/> 39 ROMable DOS Tools | <input type="checkbox"/> 40 Device Driver Tools | <input type="checkbox"/> 41 Embedded Databases |
| <input type="checkbox"/> 42 GUI Development Tools | <input type="checkbox"/> 43 Open Source Tools | <input type="checkbox"/> 44 Java Tools |
| <input type="checkbox"/> 45 Software Testing Tools | <input type="checkbox"/> 46 Integrated Development
Environments (IDEs) | <input type="checkbox"/> 47 Linux Embedded Tools |
| <input type="checkbox"/> 48 Security/Encryption Software | <input type="checkbox"/> 50 Source Code Analysis Tools | <input type="checkbox"/> 51 Co-Verification Tools |
| <input type="checkbox"/> 49 Code Generation Tools | | |

Design Tools/Test Equipment

- | | | |
|---|--|---|
| <input type="checkbox"/> 52 In-Circuit Emulators | <input type="checkbox"/> 53 Logic Analyzers | <input type="checkbox"/> 54 Oscilloscopes |
| <input type="checkbox"/> 55 Data Acquisition Equipment | <input type="checkbox"/> 56 Device Programmers | <input type="checkbox"/> 57 Hardware/Software Co-Design Tools |
| <input type="checkbox"/> 58 Hardware/Software Co-Verification Tools | <input type="checkbox"/> 59 Design Methodology/EDA Tools | <input type="checkbox"/> 60 Test Instruments |
| <input type="checkbox"/> 61 Communications/Test Equipment | <input type="checkbox"/> 62 None of the above | |



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Components/Systems

- 63 Components other than Ics
- 64 Contract Services- Design/Manufacturing/Test
- 65 Interconnection Devices
- 66 Packaging /Enclosures
- 67 Power Sources
- 62 None of the Above

5. What is the primary end product or service performed at your location*? (select only one)

Computers, Systems & Peripherals

- 01 Mainframes /Super Computers
- 03 Mobile Computers/Notebooks/Tablets
- 05 Embedded Computer Systems
- 07 Software Development (Custom & Commercial Market)
- 09 Other Computer Systems
- 02 PCs, Workstations, Servers
- 04 Displays/Copiers/Printers/Office Machines
- 06 Disk/Tape Drives & Other Mass Storage Devices
- 08 Computer System Integrator

Communications Systems

- 10 Voice/Data (VOIP) Systems/Software
- 12 Wireless & Microwave Systems (Including RFID)
- 14 TV/Satellite/Radio/Broadcasting Equipment
- 16 Wireless
- 11 Internetworking Equipment/Routers/Packet Switches
- 13 Cellular/Consumer Phones, PCS
- 15 Fiber Optic/Broadband

Automotive & Consumer Electronics & Appliances

- 17 Automotive and Other Ground Vehicles
- 19 Appliances
- 18 Consumer Electronic Devices
- 20 Home Automation/Security

Controls & Test Equipment

- 21 Industrial Controls, Systems, Equipment & Robotics
- 23 Medical Electronics Equipment
- 22 Electronic Instruments, ATE, Test & Design Equipment

Avionics/Government/Military Electronics

- 24 Avionics, Marine, Space Electronics
- 26 Gov't. Owned/Contracted Labs
- 25 Gov't. Office/Agencies

Components

- 27 Semiconductor Equipment/Systems
- 29 IP/Cores
- 28 ICs & Semiconductors
- 30 Other Components, Boards, Materials, Hardware & Supplies

Sub-Assemblies/Power Supplies

- 31 Sub-assemblies (Boards, Modules, Hybrids)
- 32 Power Supplies

Financial

- 33 Financial Research
- 35 Investment Firm
- 34 Venture Capitalist

Education

- 36 Academic/Universities/Colleges

Technical/Engineering Contractors/Consultants

- 37 Contractors/Consultants
- 38 Other (please specify) _____

6. What is your engineering/development responsibility*? (select only one)

- 01 I manage an engineering or software development department
- 03 I am a member of a project team
- 02 I manage a project/team
- 04 Other (please specify) _____



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7. What is your department's available budget for next year? (select only one)

- 01 \$500,000 plus
- 02 \$250,000 - \$499,999
- 03 \$100,000 - \$249,999
- 04 \$50,000 - \$99,999
- 05 \$25,000 - \$49,999
- 06 \$1 - \$24,999
- 07 None

8. What is your purchasing authority for embedded tools? (select all that apply)

- 01 Evaluate/recommend products
- 02 Specify vendors
- 03 Approve purchases

9. Do you intend to evaluate products at Embedded Systems Conference for purchase*: (select only one)

- 01 within 3 months
- 02 in 3-6 months
- 03 in 6-12 months
- 04 more than a year away
- 05 I do not intend to evaluate products for purchase

10. Do you wish to receive/continue to receive Embedded Systems Design*?

- 01 Yes
- 02 No



Signature: _____ Date: _____

Audit Verification requires that you provide the state in which you were born with this subscription application _____

10a. If yes, I would like to receive my subscription in the following format:

- Print
- Digital

11. Do you wish to receive/continue to receive EE Times*?

- 01 Yes
- 02 No



Signature: _____ Date: _____

Audit Verification requires that you provide the state in which you were born with this subscription application _____

If you wish to receive EE Times please answer questions 12 thru 14.

12. I am involved in using or approving the latest technologies in our systems design? (select only one)

- 01 Yes
- 02 No

13. What is your level of responsibility? (select only one)

- 01 President, CEO, COO, CIO, Partner
- 02 Vice President, Executive VP, Senior VP
- 03 Director/Manager
- 04 Engineering/Technical Staff
- 05 Other (please specify) _____

14. From which region is Design Engineering at your company led?

- 01 North America
- 02 Europe
- 03 Japan
- 04 Asia (Excluding Japan)
- 05 Rest of the World

15. Would you like to subscribe to the following FREE email newsletters? (select all that apply)

- Embedded.com - Weekly updates on technology news, downloadable code, technical design articles, software and hardware design tools and new product news for embedded developers.
- EETimes.com - Breaking technical and business news, expert analysis and opinion for electronics engineers and technical managers.
- CommsDesign.com - News, analysis and new product information for engineers involved in the design of communications systems and equipment.
- Wireless Net DesignLine - weekly e-mail guide dedicated to the needs of EEs designing wireless networks.
- Video Imaging DesignLine - a weekly e-mail guide dedicated to the needs of EEs designing video imaging systems and equipment.

16. Would you like to receive occasional free software and hardware demos, the latest new product information and other announcements via email from leading vendors in the electronics industry*? (select only one)

- 01 Yes
- 02 No



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Step 3: Choose a Package

For best conference rates early registration is encouraged, no need to decide now which sessions you would like to attend. Please circle your pass and price.

More Options Than Ever Before.

Conference Packages Include:

- ESC & D2M Exhibitions 4/4 - 4/6
- Exhibit Floor Receptions
- Sponsored Sessions
- Special Events & Networking
- Downloadable Class Notes
- Proceedings CD-ROM
- Lunch
- Conference Bag
- EEQuorum Portal
- Embedded.com Subscription

Exhibition Packages Include:

- ESC & D2M Exhibitions 4/4 - 4/6
- Exhibit Floor Receptions
- Sponsored Sessions
- Special Events & Networking

D2M Conference Packages Include:

- D2M & ESC Exhibitions 4/4 - 4/6
- Exhibit Floor Receptions
- Special Events & Networking
- D2M Proceedings CD-ROM
- Lunch
- EEQuorum Portal

Package Options	Description	Reg by 2/7	Reg by 3/7	Reg by 3/30	Onsite Pricing
1 ePass (Best Value) M - F	Conference Package, Plus... • Access to ALL ESC classes and tutorials, Design Seminars, Microprocessor Summit and D2M Conference and the Attendee Casino Night Reception	\$1,895 Save \$400	\$2,095 Save \$200	\$2,195 Save \$100	\$2,295
2 ESC 5-Day Pass M - F	Conference Package, Plus... • Access to all ESC classes and tutorials	\$1,895 Save \$300	\$1,795 Save \$200	\$1,895 Save \$100	\$1,995
3 ESC 3-Day Pass T - TH	Conference Package, Plus... • Access to all ESC classes	\$1,395 Save \$300	\$1,495 Save \$200	\$1,595 Save \$100	\$1,695
4 ESC 1-Day Tutorial Pass M or F	Conference Package, Plus... • Access to Monday or Friday ESC tutorials	\$695 Save \$300	\$795 Save \$200	\$895 Save \$100	\$995
5 ESC Design Seminar 1-Day Pass	Conference Package, Plus... Choose one: • Analog • DSP Performance • Linux • Power Management • Wireless Networking • Consumer Video	\$345 Save \$300	\$445 Save \$200	\$545 Save \$100	\$645
7 Exhibits Plus Pass T - TH	Exhibition Package, Plus... • Attendee Casino Night • Exhibition pass • EEQuorum Portal • Proceedings CD-ROM • Conference bag	\$295 Save \$50	\$295 Save \$50	\$295 Save \$50	N/A
8 Exhibits Pass T - TH	Exhibition Package, Plus... • EEQuorum Portal	\$0 Save \$50	\$0 Save \$50	\$0 Save \$50	\$95
6 Microprocessor Summit Pass M	• Access to all Microprocessor Summit sessions, Exhibition 4/4-4/6, Exhibit Floor Receptions, Special Events & Networking, Sponsored Sessions, Proceedings Binder, Lunch and the Conference Bag	\$595 Save \$300	\$695 Save \$200	\$795 Save \$100	\$895
7 Attendee Casino Night W	Can Be Added to Any Package • Access to the Casino Night Reception at the Imperial Ballroom in the Fairmont Hotel, San Jose, April 5, 7:00pm-10:00pm	\$65 Save \$30	\$65 Save \$30	\$65 Save \$30	\$95
8 ACE Awards M	Can Be Added to Any Package • Access to the ACE Awards at the Imperial Ballroom in the Fairmont Hotel, San Jose, April 4, 6:00pm-10:00pm	\$225 Save \$30	\$225 Save \$30	\$225 Save \$30	\$225
9 D2M Conference 3-Day Pass	D2M Conference Package, Plus... • Access to all D2M Seminars	\$895 Save \$300	\$995 Save \$200	\$1095 Save \$100	\$1195
10 D2M Seminar 1-Day Pass	D2M Conference Package, Plus... Choose one: • Power Electronics • ROHS Environmental Issues • Design for Manufacturing • Test & Measurement • Emerging & Enabling Technology	\$345 Save \$300	\$445 Save \$200	\$545 Save \$100	\$645

Group Discount Offer Bring your whole team! The more people you bring, the more you save. Discounts range from 15% to 35%. Go online to download the registration PDF form. Please note: One registration form must be completed for each registrant. For questions, call the registration team at 800-441-8826 or 415-947-6130.



**Register Today!**

- 1) Online: www.embedded.com/esc/sv
- 2) Fax: 415.947.6020
- 3) Phone: 800.441.8826
415.947.6130 outside US
(m-f 9am-4pm pacific time)

Pre-registration will be open until March 30, 2006 at 1 pm PST. After March 30, you may register onsite at the McEnry Convention Center in San Jose on April 3 – 7, 2006. See web site for updates on registration.

Onsite Check-in and registration hours:

Monday, April 3	7:30 am – 4:00 pm
Tuesday, April 4	7:30 am – 7:00 pm
Wednesday, April 5	7:30 am – 7:00 pm
Thursday, April 6	7:30 am – 4:00 pm
Friday, April 7	7:30 am - 4:00 pm

Step 4: Method of Payment and Polices

Payment Polices

Full payment of conference and tutorial registration fees must accompany your completed registration form. Checks, traveler's checks, money orders, VISA, MasterCard and American Express are accepted for payment in U.S. funds only. International attendees may also pay via bank transfer. Sorry, Purchase Orders are not accepted for this event. To qualify for early registration discounts, registration form and payment must be received on or before the cut-off date.

International Bank Transfers

All fees payable in U.S. Dollars only. FEDWIRE and SWIFTWIRE transfer should be directed to:

CMP Media Inc/Embedded Systems Conference
Chase Manhattan Bank
55 Water Street
New York, NY 10041

Account Name: CMP Media, Inc.
Account Number: 097031291
ABA #: 021000021

Please reference the name of the registrants as well as the following "ESC SV - 5400-21580-0604" on the transfer, and include a copy of the bank transfer document with your faxed or mailed registration form.

A copy of the bank transfer must accompany the registration form.

***CANCELLATIONS & SUBSTITUTIONS**

Sorry, no refunds or letters of credit are available should you need to cancel. Substitutions are allowed only with the written permission of the original registrant. If you are unable to attend the event, we recommend that you transfer your registration to a colleague. Please fax your substitution request to (415) 947-6020, or mail your request to

CMP Events Registration Department
CMP Media LLC
600 Harrison Street, 6th Floor
San Francisco, CA 94107

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
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Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY EXHIBIT SURVEYS, INC.

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this Exhibit Surveys, Inc. Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary.

Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

Exhibit Surveys, Inc.
Red Bank, NJ
May 31, 2006