

Embedded Systems Conference Boston 2006



EVENT AUDIT



DATES OF EVENT:

Conference: September 25 – 28, 2006
Exhibits: September 26 – 27, 2006

LOCATION:

Hynes Convention Center, Boston, MA

EVENT PRODUCER/MANAGER:

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

REGISTRATION COMPANY:

bCard Registration

YEAR EVENT ESTABLISHED:

1989

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 18 – 21, 2007
Exhibits: September 20 – 21, 2007
LOCATION: Hynes Convention Center, Boston, MA

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 include engineers 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:

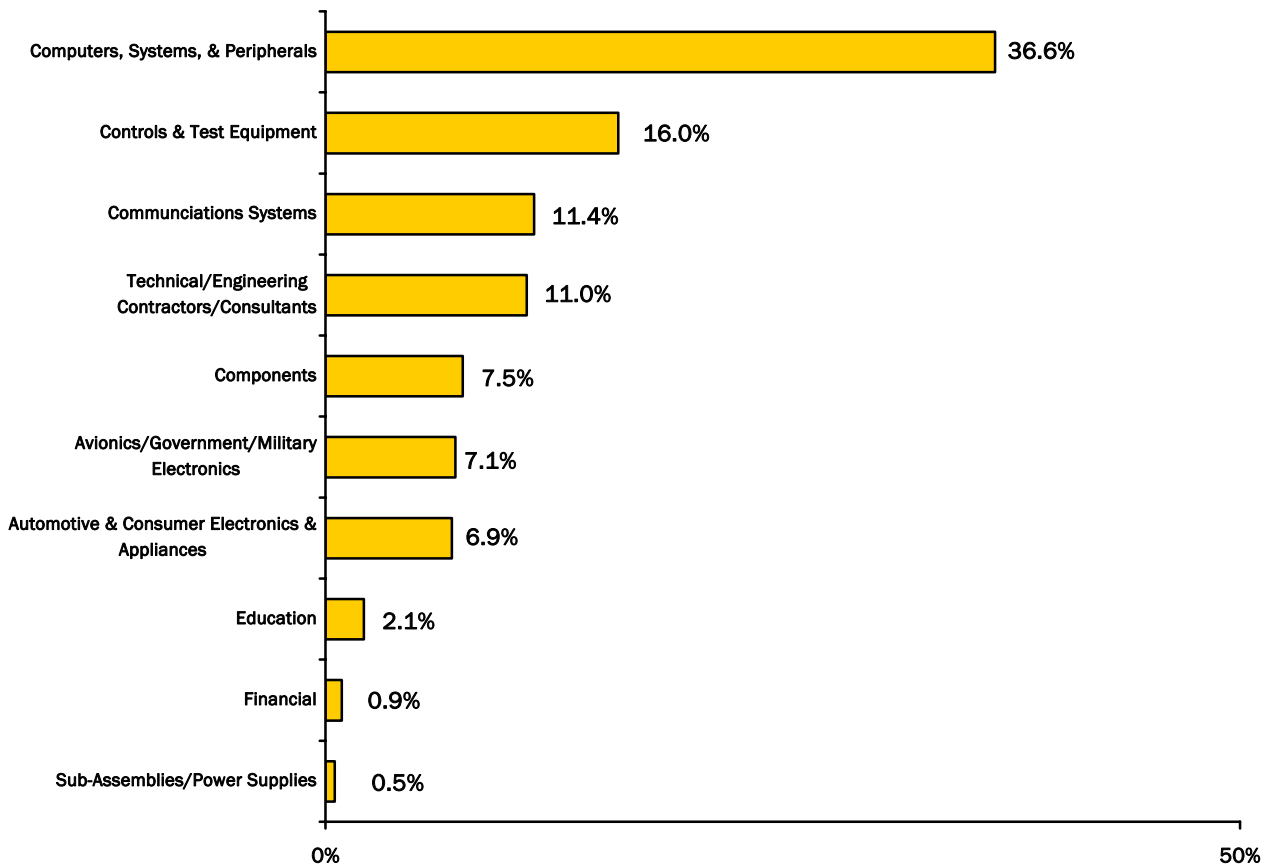
All conference, expo only and exhibitor booth staff registrants who registered before September 7 were required to pick up their badge holder on-site before attending any conferences or visiting the exhibit hall. All other conference and expo only registrants picked up their badge and badge holder on-site. 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	Boston	551	1,792	2,343	65	64	814	3,286
2005	Boston	615	1,391	2,006	74	45	820	2,945

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

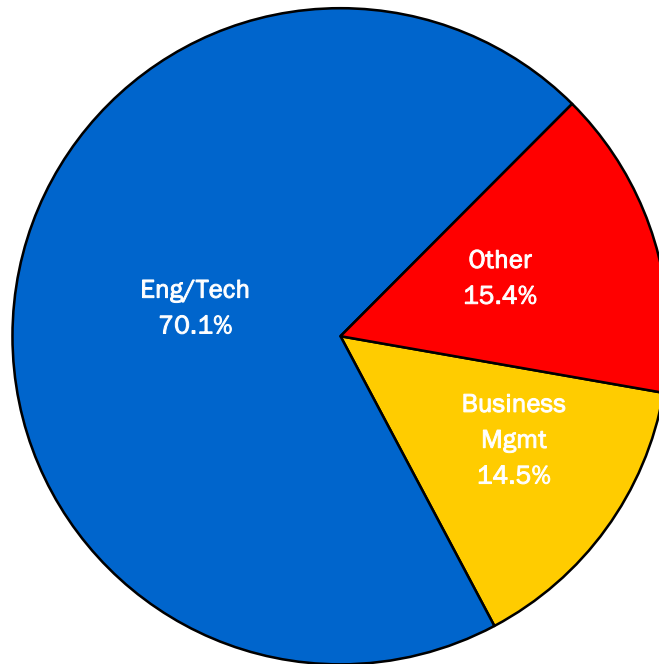
4a. PRIMARY END PRODUCT OR SERVICE PERFORMED AT LOCATION			
PRIMARY END PRODUCT - SUMMARY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY END PRODUCT
COMPUTERS, SYSTEMS, & PERIPHERALS	771	32.9	36.6
COMMUNICATIONS SYSTEMS	240	10.3	11.4
AUTOMOTIVE & CONSUMER ELECTRONICS & APPLIANCES	145	6.2	6.9
CONTROLS & TEST EQUIPMENT	337	14.4	16.0
AVIONICS/GOVERNMENT/MILITARY ELECTRONICS:	150	6.4	7.1
COMPONENTS	159	6.8	7.5
SUB-ASSEMBLIES/POWER SUPPLIES	11	0.5	0.5
FINANCIAL	19	0.8	0.9
EDUCATION	45	1.9	2.1
TECHNICAL/ENGINEERING CONTRACTORS/CONSULTANTS	231	9.8	11.0
Total Conference and Exhibit Only Attendees Identified by Primary End Product	2,108	90.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary End Product	235	10.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,343	100.0	100.0



4b. 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	771	32.9	36.6
PCs, Workstations, Servers	126	5.4	6.0
Mobile Computers/Notebooks/Tablets	38	1.6	1.8
Displays/Copiers/Printers/Office Machines	30	1.3	1.4
Embedded Computer Systems	306	13.1	14.5
Storage	27	1.2	1.3
Software Development (Custom & Commercial Market)	143	6.1	6.8
Computer System Integrator	41	1.7	1.9
Other Computer Systems	60	2.5	2.9
COMMUNICATIONS SYSTEMS	240	10.3	11.4
Voice/Data (VOIP) Systems/Software	40	1.7	1.9
Internetworking Equipment/Routers/Packet Switches	51	2.2	2.4
Wireless & Microwave Systems (Including RFID)	47	2.0	2.2
Cellular/Consumer Phones, PCS	14	0.6	0.7
TV/Satellite/Radio/Broadcasting Equipment	25	1.1	1.2
Fiber Optic/Broadband	18	0.8	0.9
Wireless	45	1.9	2.1
AUTOMOTIVE & CONSUMER ELECTRONICS & APPLIANCES	145	6.2	6.9
Automotive & Other Ground Vehicles	56	2.4	2.7
Consumer Electronic Devices	60	2.5	2.8
Appliances	18	0.8	0.9
Home Automation/Security	11	0.5	0.5
CONTROLS & TEST EQUIPMENT	337	14.4	16.0
Industrial Controls, Systems, Equipment & Robotics	159	6.8	7.5
Electronic Instruments, ATE, Test & Design Equipment	92	3.9	4.4
Medical Electronics Equipment	86	3.7	4.1
AVIONICS/GOVERNMENT/MILITARY ELECTRONICS:	150	6.4	7.1
Avionics, Marine, Space Electronics	102	4.4	4.9
Government: Office/Agencies	22	0.9	1.0
Government: Owned/Contracted Labs	26	1.1	1.2
COMPONENTS	159	6.8	7.5
Semiconductor Equipment/Systems	19	0.8	0.9
ICs & Semiconductors	101	4.3	4.8
IP/Cores	12	0.5	0.5
Other Components, Boards, Materials, Hardware & Supplies	27	1.2	1.3
SUB-ASSEMBLIES/POWER SUPPLIES	11	0.5	0.5
Sub-assemblies (Boards, Modules, Hybrids)	6	0.3	0.3
Power Supplies	5	0.2	0.2
FINANCIAL	19	0.8	0.9
Financial Research	10	0.4	0.5
Venture Capitalist	4	0.2	0.2
Investment Firm	5	0.2	0.2
EDUCATION	45	1.9	2.1
Academic/Universities/Colleges	45	1.9	2.1
TECHNICAL/ENGINEERING CONTRACTORS/CONSULTANTS	231	9.8	11.0
Contractors/Consultants	174	7.4	8.3
Other	57	2.4	2.7
Total Conference and Exhibit Only Attendees Identified by Primary End Product	2,108	90.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary End Product	235	10.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,343	100.0	100.0

5a. JOB FUNCTION			
JOB FUNCTION - SUMMARY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
Engineering/Technical	1,491	63.6	70.1
Business Management	309	13.2	14.5
Other	326	13.9	15.4
Total Conference and Exhibit Only Attendees Identified by Job Function	2,126	90.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	217	9.3	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,343	100.0	100.0

70.1% of the Attendees Have Engineering/Technical Job Functions

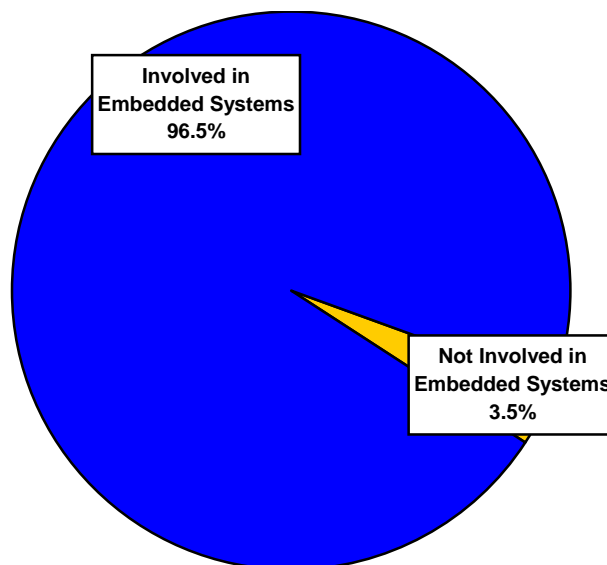


5b. JOB FUNCTION			
JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
ENGINEERING/TECHNICAL	1,491	63.6	70.1
Design & Development Engineering Management	214	9.1	10.1
Research & Development Engineering Management	79	3.4	3.7
Technical Management (CTO, CIO, System Architect)	73	3.1	3.4
Firmware/Software Engineering Management	65	2.8	3.1
Design & Development Engineering	286	12.2	13.5
Research & Development Engineering	147	6.3	6.9
Test Engineering	47	2.0	2.2
Systems Engineer	105	4.5	4.9
Hardware Engineer	81	3.4	3.8
Firmware/Software Engineer	238	10.1	11.2
Engineering Services	32	1.4	1.5
Software Development	124	5.3	5.8
BUSINESS MANAGEMENT	309	13.2	14.5
Executive/Corporate/General Management	171	7.3	8.0
Purchasing/Procurement/Materials Management	21	0.9	1.0
Product Marketing Management	84	3.6	4.0
Financial Management	9	0.4	0.4
Manufacturing/Production Management	15	0.6	0.7
Logistics/Supply Chain Management	9	0.4	0.4
OTHER	326	13.9	15.4
Buyer/Agent/Planner/Analyst	17	0.7	0.8
Financial Analyst	14	0.6	0.7
Financial/Investment Banker	5	0.2	0.2
Product Marketing	61	2.6	2.9
Technical Consultant	59	2.5	2.8
Academic/Professor/Student	43	1.8	2.0
Patent Lawyer	9	0.4	0.4
Other	118	5.1	5.6
Total Conference and Exhibit Only Attendees Identified by Job Function	2,126	90.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	217	9.3	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,343	100.0	100.0

5c. EMBEDDED SYSTEMS INVOLVED IN/MANAGE/CONSULT			
EMBEDDED SYSTEMS INVOLVED IN/MANAGE/CONSULT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INVOLVED IN/MANAGE/CONSULT
Writing software/firmware	1,264	53.9	63.5
Debugging software/firmware	1,077	46.0	54.1
Testing software/firmware	989	42.2	49.6
Designing hardware	804	34.3	40.4
Debugging hardware	719	30.7	36.1
Testing hardware	714	30.5	35.8
Hardware/software integration	1,099	46.9	55.2
System design	1,029	43.9	51.7
Device programming	673	28.7	33.8
Prototype testing	704	30.0	35.3
Board design/layout	466	19.9	23.4
SoC or FPGA design	319	13.6	16.0
Hardware/software codesign	513	21.9	25.8
Hardware/software coverification	350	14.9	17.6
Connected device design	246	10.5	12.3
Project management	623	26.6	31.3
Other	23	1.0	1.2
I'm not involved in embedded systems in any way	70	3.0	3.5
Total Conference and Exhibit Only Attendees Identified by Involved In/Manage/Consult	1,992	85.0	-
Total Conference and Exhibit Only Attendees Not Identified by Involved In/Manage/Consult	351	15.0	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,343	100.0	-

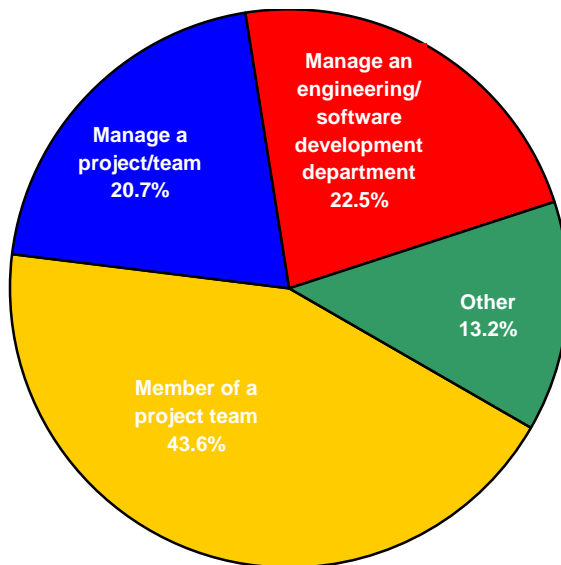
The above counts and percentages are based on 2,343 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

96.5% of the Attendees are Involved in /Manage /Consult Embedded Systems



5d. ENGINEERING/DEVELOPMENT RESPONSIBILITY			
ENGINEERING/DEVELOPMENT RESPONSIBILITY	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY ENGINEERING/DEVELOPMENT RESPONSIBILITY
Manage Department/Project/Team	917	39.2	43.2
I manage an engineering or software development department	477	20.4	22.5
I manage a project/team	440	18.8	20.7
I am a member of a project team	924	39.4	43.6
Other	281	12.0	13.2
Total Conference and Exhibit Only Attendees Identified by Engineering/Development Responsibility	2,122	90.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Engineering/Development Responsibility	221	9.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,343	100.0	100.0

43.2% of the Attendees Manage a Department, Project or Team



6a. PRODUCTS AND/OR SERVICES ATTENDEES SPECIFY, RECOMMEND, AUTHORIZE, PURCHASE, OR INFLUENCE THE PURCHASE OF			
PRODUCTS AND/OR SERVICES ATTENDEES SPECIFY, RECOMMEND, AUTHORIZE, PURCHASE, OR INFLUENCE THE PURCHASE OF	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING INFLUENCE
ICs & SEMICONDUCTORS	1,479	63.1	69.6
Microcontrollers/Microprocessors	964	41.1	45.4
4/8-bit uC/uP	469	20.0	22.1
16-bit uC/uP	541	23.1	25.5
32-bit uC/uP	708	30.2	33.3
64-bit uC/uP	248	10.6	11.7
Digital Signal Processors	530	22.6	25.0
EPROM/EEPROM	567	24.2	26.7
Flash	734	31.3	34.6
DRAM/SRAM	538	23.0	25.3
Analog/Mixed Signal Chips	488	20.8	23.0
Communication ICs	529	22.6	24.9
Network Processors	347	14.8	16.3
Graphics Processors	236	10.1	11.1
CPLDs/FPGAs	436	18.6	20.5
System-on-Chip (SOC)	360	15.4	16.9
MCU Peripheral Chips	314	13.4	14.8
Hardware IP/Cores	294	12.5	13.8
Sensors/Actuators	385	16.4	18.1
ASICs	186	7.9	8.8
SYSTEM BOARDS	1,048	44.7	49.3
Single Board Computers	694	29.6	32.7
VME Boards	166	7.1	7.8
Embedded PCs	563	24.0	26.5
PCI Boards	360	15.4	16.9
cPCI Boards	155	6.6	7.3
DSP Boards	290	12.4	13.7
Liquid Crystal Displays (LCDs)	391	16.7	18.4
Flat Panel Displays	337	14.4	15.9
COMPUTER SYSTEMS	849	36.2	40.0
PCs	804	34.3	37.9
Workstations	390	16.6	18.4
SOFTWARE	1,406	60.0	66.2
Real-Time Operating Systems/Kernels	947	40.4	44.6
Compilers/Cross Compilers	840	35.9	39.5
Software Debuggers	767	32.7	36.1
Object-Oriented Design Tools	466	19.9	21.9
Simulators/Modeling Tools	474	20.2	22.3
Version/Change Control Software	435	18.6	20.5
Communications Software/Protocols	468	20.0	22.0
BIOS	223	9.5	10.5
Embedded Web/Internet Tools	378	16.1	17.8
ROMable DOS Tools	85	3.6	4.0
Device Driver Tools	362	15.5	17.0
Embedded Databases	243	10.4	11.4
GUI Development Tools	359	15.3	16.9
Open Source Tools	418	17.8	19.7
Java Tools	237	10.1	11.2
Software Testing Tools	372	15.9	17.5
Integrated Development Environments (IDEs)	486	20.7	22.9
Linux Embedded Tools	396	16.9	18.6
Security/Encryption Software	229	9.8	10.8
Code Generation Tools	265	11.3	12.5
Source Code Analysis Tools	306	13.1	14.4
Co-Verification Tools	119	5.1	5.6

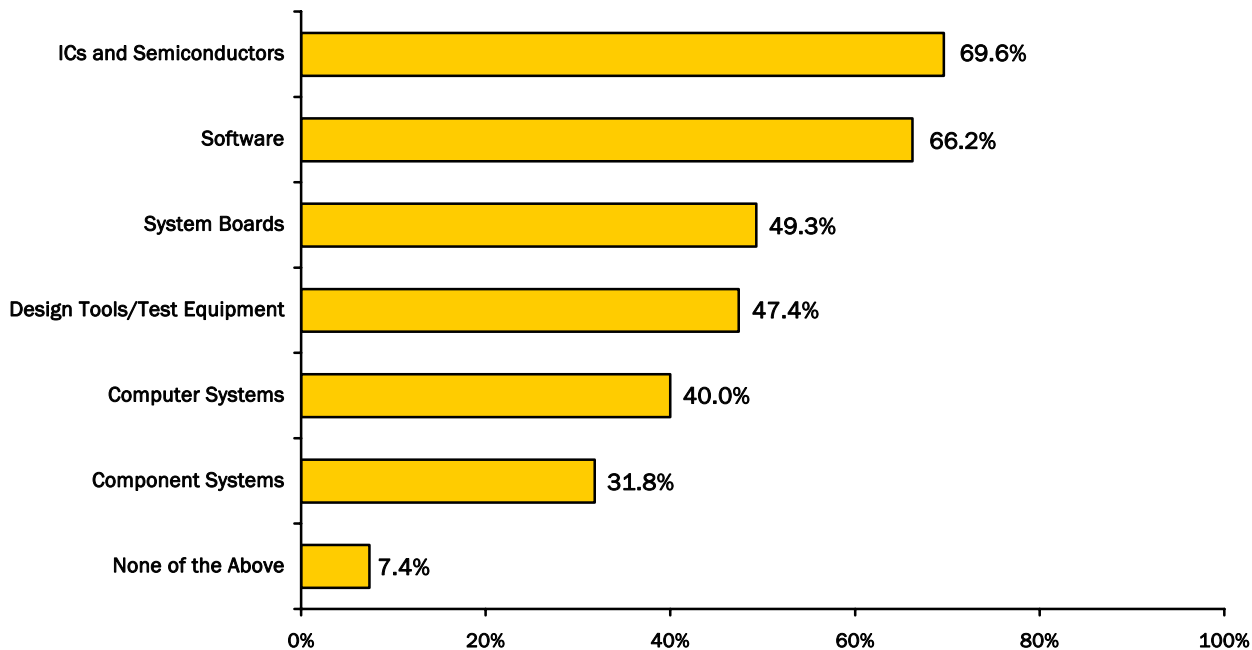
The above counts and percentages are based on 2,343 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

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6a. PRODUCTS AND/OR SERVICES ATTENDEES SPECIFY, RECOMMEND, APPROVE, PURCHASE, OR INFLUENCE THE PURCHASE OF			
PRODUCTS AND/OR SERVICES ATTENDEES SPECIFY, RECOMMEND, APPROVE, PURCHASE, OR INFLUENCE THE PURCHASE OF	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING INFLUENCE
DESIGN TOOLS/TEST EQUIPMENT	1,007	43.0	47.4
In-Circuit Emulators	593	25.3	27.9
Logic Analyzers	548	23.4	25.8
Oscilloscopes	594	25.4	28.0
Data Acquisition Equipment	410	17.5	19.3
Device Programmers	454	19.4	21.4
Hardware/Software Co-Design Tools	270	11.5	12.7
Hardware/Software Co-Verification Tools	195	8.3	9.2
Design Methodology/EDA Tools	193	8.2	9.1
Test Instruments	441	18.8	20.8
Communications/Test Equipment	324	13.8	15.3
COMPONENTS/SYSTEMS	676	28.9	31.8
Components other than ICs	389	16.6	18.3
Contract Services- Design/Manufacturing/Test	260	11.1	12.2
Interconnection Devices	317	13.5	14.9
Packaging /Enclosures	325	13.9	15.3
Power Sources	394	16.8	18.5
Any Multicore Processor	159	6.8	7.5
NONE OF THE ABOVE	157	6.7	7.4
Total Conference and Exhibit Only Attendees Identified by Purchasing Influence	2,124	90.7	-
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Influence	219	9.3	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,343	100.0	-

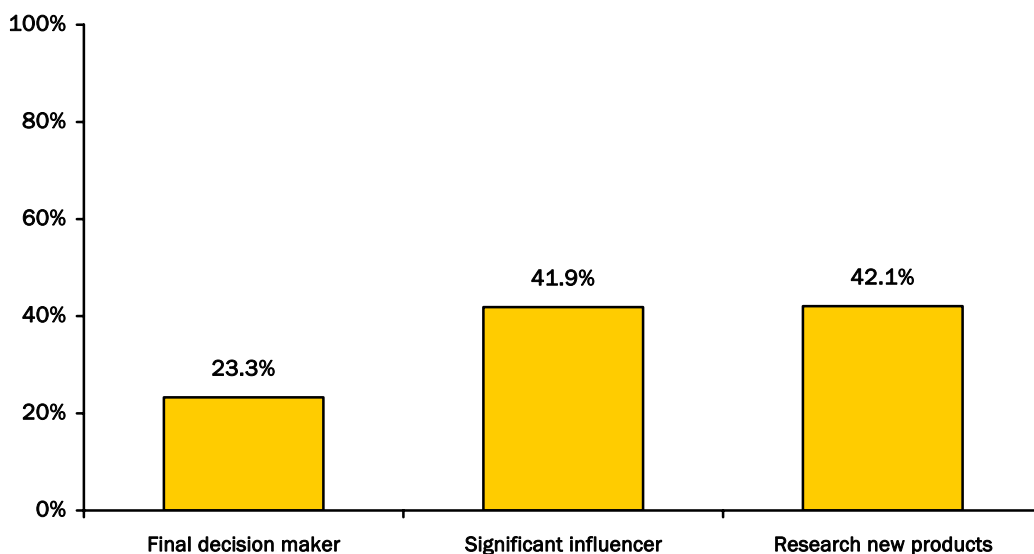
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6b. PURCHASING AUTHORITY FOR EMBEDDED TOOLS		
PURCHASING AUTHORITY FOR EMBEDDED TOOLS	TOTAL ATTENDEES	PERCENT OF TOTAL
NET INFLUENCES	1,886	80.5
Final decision maker	547	23.3
Significant influencer	982	41.9
Research new products	987	42.1
Total Conference and Exhibit Only Attendees Identified by Purchasing Authority for Embedded Tools	1,886	80.5
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Authority for Embedded Tools	457	19.5
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,343	100.0

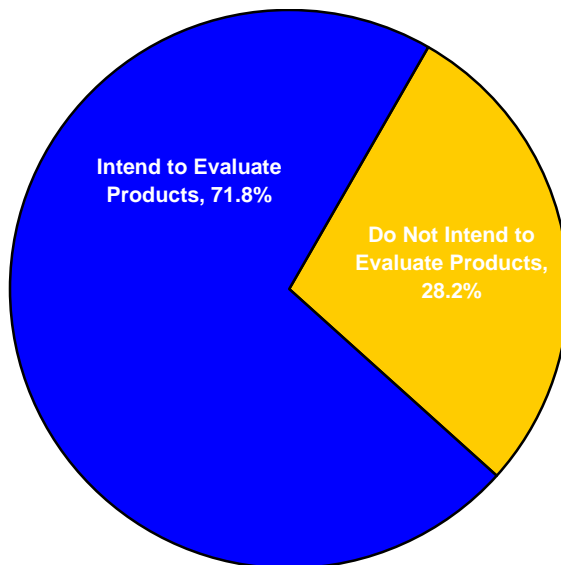
The above counts and percentages are based on 2,343 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

80.5% 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	1,270	54.2	59.9
Within 3 months	416	17.7	19.6
In 3 - 6 months	426	18.2	20.1
In 6 - 12 months	428	18.3	20.2
More than a year away	252	10.8	11.9
I do not intend to evaluate products for purchase	600	25.6	28.2
Total Conference and Exhibit Only Attendees Identified by Intent	2,122	90.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Intent	221	9.4	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,343	100.0	100.0

71.8% of the Attendees Intend to Evaluate Products for Future Purchase

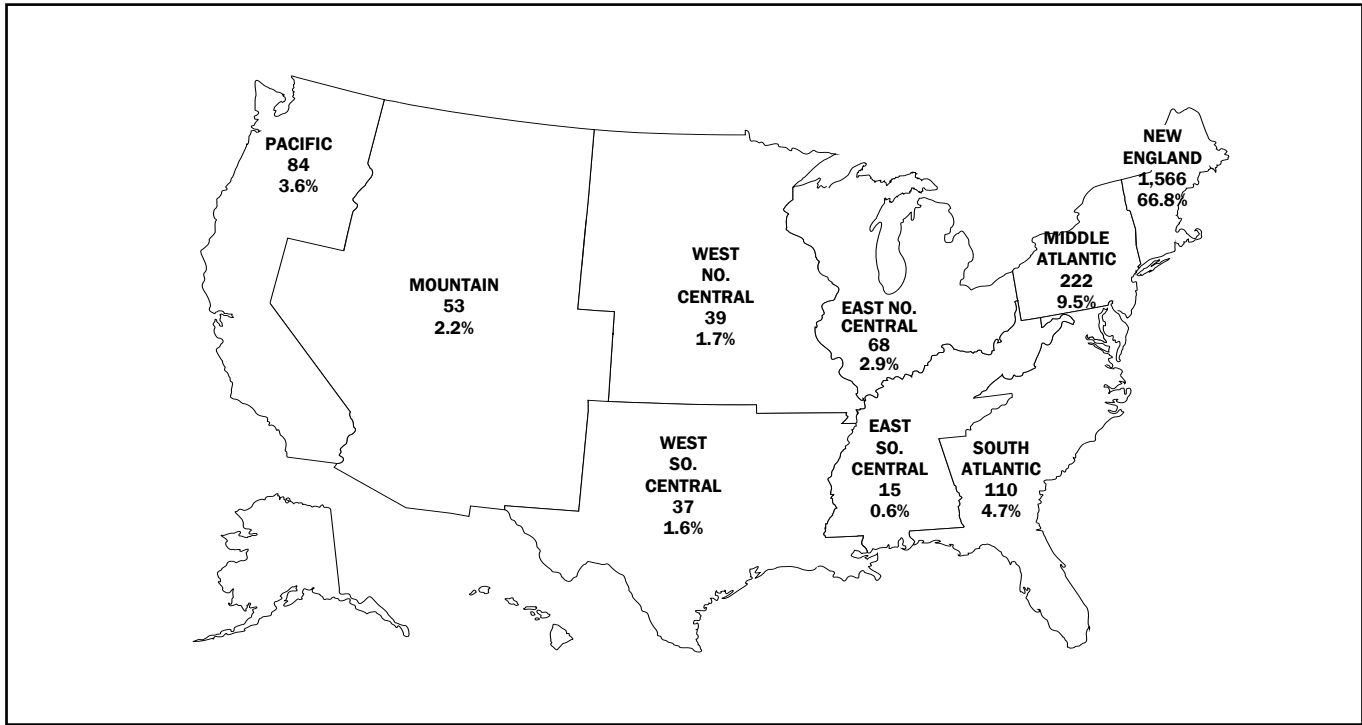


7b. DEPARTMENT'S AVAILABLE BUDGET FOR NEXT YEAR			
DEPARTMENT'S AVAILABLE BUDGET FOR NEXT YEAR	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY AVAILABLE BUDGET
\$500,000 plus	436	18.6	20.6
\$250,000-\$499,999	157	6.7	7.4
\$100,000-\$249,999	252	10.8	11.9
\$50,000-\$99,999	199	8.5	9.4
\$25,000-\$49,999	205	8.8	9.7
\$1-\$24,999	329	14.0	15.5
None	542	23.1	25.5
Total Conference and Exhibit Only Attendees Identified by Available Budget	2,120	90.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Available Budget	223	9.5	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,343	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	1,566	66.8
Maine	21	
New Hampshire	157	
Vermont	17	
Massachusetts	1,213	
Rhode Island	52	
Connecticut	106	
MIDDLE ATLANTIC	222	9.5
New York	107	
New Jersey	60	
Pennsylvania	55	
EAST NO. CENTRAL	68	2.9
Ohio	11	
Indiana	4	
Illinois	24	
Michigan	22	
Wisconsin	7	
WEST NO. CENTRAL	39	1.7
Minnesota	20	
Iowa	11	
Missouri	6	
North Dakota	-	
South Dakota	2	
Nebraska	-	
Kansas	-	
SOUTH ATLANTIC	110	4.7
Delaware	-	
Maryland	39	
Washington, DC	-	
Virginia	15	
West Virginia	4	
North Carolina	14	
South Carolina	5	
Georgia	5	
Florida	28	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	15	0.6
Kentucky	1	
Tennessee	6	
Alabama	8	
Mississippi	-	
WEST SO. CENTRAL	37	1.6
Arkansas	-	
Louisiana	-	
Oklahoma	-	
Texas	37	
MOUNTAIN	53	2.2
Montana	-	
Idaho	1	
Wyoming	3	
Colorado	24	
New Mexico	12	
Arizona	11	
Utah	2	
Nevada	-	
PACIFIC	84	3.6
Alaska	-	
Washington	10	
Oregon	4	
California	70	
Hawaii	-	
UNITED STATES	2,194	93.6
INTERNATIONAL	149	6.4
Canada	37	
Mexico	3	
Other International	109	
Total Conference & Exhibit Attendees	2,343	100.0





Register Today!

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

4) Mail: ESC Boston
 Registration Department
 600 Harrison Street, 6th Floor
 San Francisco, CA 94107

Step 1: Your Information

First Name* _____ Last Name* _____
 Job Title* (occupation) _____ Company* _____
 Address* _____
 City* _____ State/Region* _____ Zip/Postal Code* _____ Country* _____
 Telephone* _____ Fax _____
 Email* _____

Payment

Check Number _____ _____Mastercard _____Visa _____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 Boston 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 circle your answers on the questions that apply to you to complete your registration. All fields marked (*) are required.

1 How did you hear about the event?*

- | | | |
|----------------------|-------------------------------|----------------------|
| 01 Article | 02 Colleague/Friend | 03 Catalog |
| 04 Email | 05 eNewsletter Ad | 06 Exhibits Pass |
| 07 Industry Event | 08 Industry/Trade Association | 09 Local Advertising |
| 10 Magazine Ad | 11 Press Release | 12 Search Engine |
| 13 Sponsor/Exhibitor | 14 Telemarketer | 15 Web Banner |
| 16 Web site | 17 Other | |

2 What is your primary reason for visiting ESC Boston?

- | | |
|---|-------------------------------------|
| 01 Desire to get the latest education | 02 Evaluate products/select vendors |
| 03 Meet with vendors to learn more about their products | |

3 "I am involved in, manage, or consult on (choose all that apply):"

- | | | |
|----------------------------------|-------------------------------------|--|
| 01 Writing software/firmware | 02 Debugging software/firmware | 03 Testing software/firmware |
| 04 Designing hardware | 05 Debugging hardware | 06 Testing hardware |
| 07 Hardware/software integration | 08 System design | 09 Device programming |
| 10 Prototype testing | 11 Board design/layout | 12 SoC or FPGA design |
| 13 Hardware/software codesign | 14 Hardware/software coverification | 15 Connected device design |
| 16 Project management | 17 Other (please specify) _____ | 18 I'm not involved in embedded systems in any way |



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 3) Phone: 800.441.8826
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4) Mail: ESC Boston
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 600 Harrison Street, 6th Floor
 San Francisco, CA 94107

4 What is your principal job function?*

ENGINEERING/TECHNICAL MGMT

- | | |
|--|--|
| 01 Design & Development Engineering Mgmt | 02 Research & Development Engineering Mgmt |
| 03 Technical Management (CTO, CIO, System Architect) | 04 Firmware/Software Engineering Mgmt |
| 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 Mgmt | 15 Purchasing/Procurement/Materials Mgmt |
| 16 Product Marketing Mgmt | 17 Financial Mgmt |
| 18 Manufacturing/Production Management | 19 Logistics/Supply Chain Mgmt |

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) _____ | |

5 Please check all products which you currently or plan to specify, recommend, authorize, purchase or influence the purchase of.*

ICs & SEMICONDUCTORS

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

SYSTEM BOARDS

- | | | |
|-----------------------------------|------------------------|---------------|
| 20 Single Board Computers | 23 PCI Boards | 21 VME Boards |
| 24 cPCI Boards | 22 Embedded PCs | 25 DSP Boards |
| 26 Liquid Crystal Displays (LCDs) | 27 Flat Panel Displays | |

COMPUTER SYSTEMS

- | | |
|--------|-----------------|
| 28 PCs | 29 Workstations |
|--------|-----------------|

SOFTWARE

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

DESIGN TOOLS/TEST EQUIPMENT

- | | | |
|--|---------------------------------|--------------------------------------|
| 52 In-Circuit Emulators | 53 Logic Analyzers | 54 Oscilloscopes |
| 55 Data Acquisition Equipment | 56 Device Programmers | 57 Hardware/Software Co-Design Tools |
| 58 Hardware/Software Co-Verification Tools | 59 Design Methodology/EDA Tools | 60 Test Instruments |
| 61 Communications/Test Equipment | | |

COMPONENTS/SYSTEMS

- | | | |
|------------------------------|---|------------------|
| 63 Components other than Ics | 64 Contract Services- Design/Manufacturing/Test | |
| 65 Interconnection Devices | 66 Packaging /Enclosures | 67 Power Sources |
| 68 Any Multicore Processor | 62 None of the Above | |



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6 What is the primary end product or service performed at your location?*

COMPUTERS, SYSTEMS, & PERIPHERALS

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

COMMUNICATIONS SYSTEMS

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

AUTOMOTIVE & CONSUMER ELECTRONICS & APPLIANCES

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

CONTROLS & TEST EQUIPMENT

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

AVIONICS/GOVERNMENT/MILITARY ELECTRONICS

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

COMPONENTS

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

SUB-ASSEMBLIES/POWER SUPPLIES

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

FINANCIAL

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

EDUCATION

- 36 Academic/Universities/Colleges

TECHNICAL/ENGINEERING CONTRACTORS/CONSULTANTS

- 37 Contractors/Consultants
- 38 Other

7 What is your engineering/development responsibility?*

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

8 What is your department's available budget for next year?*

- 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

9 What is your purchasing authority for embedded tools?

- 01 Final decision maker
- 02 Significant influencer
- 03 Research new products

10 Do you intend to evaluate products at the Embedded Systems Conference Boston for purchase?*

- 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

11 What types of design are you involved in?* (Select all applicable)

- 01 Analog Design
- 02 Digital Design
- 03 Software Design
- 04 Systems Design
- 05 Communication Design
- 06 Automotive Electronics Design
- 07 Embedded Systems Design
- 08 Other



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12 What is your level of responsibility?*

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

13 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

14 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?*

- 01 Yes
- 02 No

15 Do you wish to receive/continue to receive *Embedded Systems Design* magazine?*

- 01 Yes
- 02 No

If yes, without the availability of a signature, our audit bureau requires that we ask a personal identifying question. This information is used solely for the purpose of auditing your request.

Please indicate your eye color. _____

16 I would like to receive my *Embedded Systems Design* magazine subscription in the following format:*

- 01 Print
- 02 Digital: full electronic version of the newspaper, available in Adobe Acrobat PDF format download."
- 03 Does not apply

17 Do you wish to receive/continue to receive *EE Times* magazine?*

- 01 Yes
- 02 No

If yes, without the availability of a signature, our audit bureau requires that we ask a personal identifying question. This information is used solely for the purpose of auditing your request.

Please indicate your eye color. _____

18 Would you like to subscribe to the following FREE email newsletters? Check all that apply.

- 01 Embedded.com newsletter
- 02 CommsDesign newsletter
- 03 EETimes newsletter
- 04 Automotive DesignLine
- 05 Wireless Net DesignLine
- 06 Power Management DesignLine
- 07 Video/Imaging DesignLine
- 08 DSP DesignLine
- 09 Audio DesignLine
- 10 Digital TV DesignLine
- 11 Programmable Logic DesignLine
- 12 Mobile Handset DesignLine
- 13 Network Systems DesignLine
- 14 Industrial Control DesignLine
- 15 Green SupplyLine

19 What do you get at ESC Boston that is of importance to you that you do not get in print or online?

- 01 Ability to compare and select vendors and/or products
- 02 Face to face interactions with leading vendors
- 03 Technology/product education



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Step 3: Choose a Package

Registration packages for every budget and schedule- For best conference rates, early registration is encouraged. No need to decide in advance which sessions you would like to attend. Admission to all sessions is on a first-come, first-serve basis onsite.

1) ESC Boston All Access Conference Pass M-TH

- All ESC Boston sessions Mon, Tues, Wed, and Thur
- Exhibit floor reception
- Exhibitor sponsored training sessions
- Downloadable class notes
- Conference bag
- Attendee Casino Night Party, Wed. 9/27 6pm-8pm (\$95 value - Circle above if you plan to attend. There will be no additional cost to you.)
- Exhibition 9/26-9/27
- MyESC portal-online networking system
- Special events
- Proceedings CD-ROM
- Lunch M-Th

Register by:	July 25	Aug 29	Sept 21	Onsite
Price:	\$1095	\$1295	\$1695	\$1995
Savings	\$900	\$700	\$300	

2) ESC Boston 3-Day Pass T-TH

- ESC Boston classes Tues, Wed, and Thur
- Exhibit floor reception
- Exhibitor sponsored training sessions
- Downloadable class notes
- Conference bag
- Exhibition 9/26-9/27
- MyESC portal-online networking system
- Special events (excludes Attendee Casino Night Party)
- Proceedings CD-ROM
- Lunch T-Th

Register by:	July 25	Aug 29	Sept 21	Onsite
Price:	\$950	\$1150	\$1395	\$1650
Savings	\$700	\$500	\$255	

3) ESC Boston 1-Day Pass T,W, or TH

- ESC Boston classes Tues, Wed, or Thur (Circle the day you will attend above)
- Exhibit floor reception
- Exhibitor sponsored training sessions
- Downloadable class notes
- Conference bag
- Exhibition 9/26-9/27
- MyESC portal-online networking system
- Special events (excludes Attendee Casino Night Party)
- Proceedings CD-ROM
- Lunch on day included in pass

Register by:	July 25	Aug 29	Sept 21	Onsite
Price:	\$495	\$595	\$695	\$795
Savings	\$300	\$200	\$100	

4) ESC Boston Monday Tutorial Only Pass M

- ESC Boston Monday tutorials
- Exhibit floor reception
- Exhibitor sponsored training sessions
- Downloadable class notes
- Conference bag
- Exhibition 9/26-9/27
- MyESC portal-online networking system
- Special events (excludes Attendee Casino Night Party)
- Proceedings CD-ROM
- Lunch Monday

Register by:	July 25	Aug 29	Sept 21	Onsite
Price:	\$695	\$795	\$895	\$995
Savings	\$300	\$200	\$100	

5) ESC Boston 1-Class Pass

- Choice onsite of ONE ESC Boston class Tue, Wed, or Thur (Class pass will be distributed at on-site registration at the Hynes Convention Center and will be collected at the class you decide to attend. Please note that this package does not include lunch, downloadable notes, proceedings CD, or conference bag.)
- Exhibition 9/26-9/27
- Exhibit floor reception
- MyESC portal-online networking system
- Exhibitor sponsored training sessions
- Special events (excludes Attendee Casino Night Party)

Register by:	July 25	Aug 29	Sept 21	Onsite
Price:	\$150	\$150	\$150	\$195
Savings	\$45	\$45	\$45	

6) Exhibits Plus Pass

- **Please note Exhibits Plus Pass is not offered onsite**
Must be purchased in advance. CD-ROM must be picked up onsite.
- Exhibit floor reception
- Exhibitor sponsored training sessions
- Conference bag
- Attendee Casino Night Party, Wed. 9/27 6pm-8pm (\$95 value - Circle above if you plan to attend. There will be no additional cost to you.)
- Exhibition 9/26-9/27
- MyESC portal-online networking system
- Special events
- Proceedings CD-ROM

Register by:	July 25	Aug 29	Sept 21	Onsite
Price:	\$195	\$195	\$195	n/a

7) Exhibits Pass

- Exhibit floor reception
- Exhibitor sponsored training sessions
- Special events (excludes Attendee Casino Night Party)
- Exhibition 9/26-9/27
- MyESC portal-online networking system

Register by:	July 25	Aug 29	Sept 21	Onsite
Price:	\$0	\$0	\$0	\$50
Savings	\$50	\$50	\$50	

8) Attendee Casino Night

Join us for snacks, drinks, poker, and the opportunity to mingle with your peers. Add the ESC Attendee Casino Night Party to any

Register by:	July 25	Aug 29	Sept 21	Onsite
Price:	\$65	\$65	\$65	\$95
Savings	\$30	\$30	\$30	



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package when you register for \$65 in advance or \$95 onsite (add it at no cost to the All-Access Conference Pass or Exhibits Plus Pass).

Group Discount Offer:

Bring your whole team to compare products and find solutions to their current projects! The more people you bring, the more you save. Please note: One registration form must be completed for each registrant. Group registrations must be faxed in together to qualify for group rates. Forms can be faxed to 415.947.6020.

Groups of 4 - 9 people receive a 15% discount off any tutorial or conference package

Groups of 10 - 14 people receive a 25% discount off any tutorial or conference package

Groups of 15 or more people receive a 35% discount off any tutorial or conference package

For questions, call the registration team at 800-441-8826 or 415-947-6130 (M - F from 9:00am - 4:00pm PST).

Pre-registration will be open until September 21, 2006 at 1 pm PST. After September 21st, you may register onsite at the Hynes Convention Center in Boston on September 25-28, 2006. See website for updates on registration.

Onsite Check-in and Registration Hours:

Monday, September 25 7:30am — 5:00pm

Tuesday, September 26 7:30am — 8:00pm

Wednesday, September 27 7:30am — 7:00pm

Thursday, September 28 7:30am — 1:00pm

Hynes Convention Center · 900 Boylston Street · Boston, MA 02115

Step 4: Method of Payment and Policies

Payment Policies

Full payment of conference and tutorial registration fees must accompany your completed registration form. Checks, travelers 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. U.S. Federal Government purchase orders will be accepted. To qualify for early registration discounts, registration form and payment must be received on or before the cut-off date. Checks should reference the names of the registrants as well as "ESC Boston - 5400-23167-0609" and can be sent to the Registration Department mailing address on this form.

Cancellation and Substitutions

There are no refunds for cancellation. Substitution requests must be made in writing and faxed to the attention of the Registration Department, 415-947-6020. Substitutions are allowed only with the written consent of the original registrant.

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 Boston - 5400-23167-0609" on the transfer, and include a copy of the bank transfer document with your faxed or mailed registration form. transfer document with your faxed or mailed registration form. A copy of the bank transfer must accompany the registration form.

Registration Mailing Address:
 Embedded Systems Conference Boston
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Program Changes

The Embedded Systems Conference Boston event management reserves the right to make changes in the program and speakers, or to cancel sessions if conditions beyond its control prevail. Consult this website for the most current information.

Class Selection

The Embedded Systems Conference cannot accommodate reservations for specific sessions within the technical programs. Admission to all sessions is on a first-come, first-serve basis. While classrooms are large enough to ensure that there is very rarely a session that reaches full capacity, attendees are encouraged to arrive 5-10 minutes early for any "must-attend" classes.

Registering For More Than One Package

Please contact the registration department to purchase more than one package. Please note you will be issued two conference badges if you register for more than one package.

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Fax: +1 203.447.2900
www.bpaww.com



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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