

Embedded Systems Conference Boston 2008



EVENT AUDIT



DATES OF EVENT:

Conference: October 26 - 30, 2008
Exhibits: October 27 - 30, 2008

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:

ITN International Inc.

YEAR EVENT ESTABLISHED:

1989

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 21 - 24, 2009
Exhibits: September 22 - 23, 2009
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, 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.

2. STATEMENT OF VERIFICATION METHODOLOGY:

All conference, expo only and exhibitor booth staff registrants who registered pre show were required to pick up their badge and badge holder on-site before attending any conferences or visiting the exhibit hall. When a badge and badge holder was picked up the registrant was marked as verified.

3. AUDITED ATTENDEE ANALYSIS

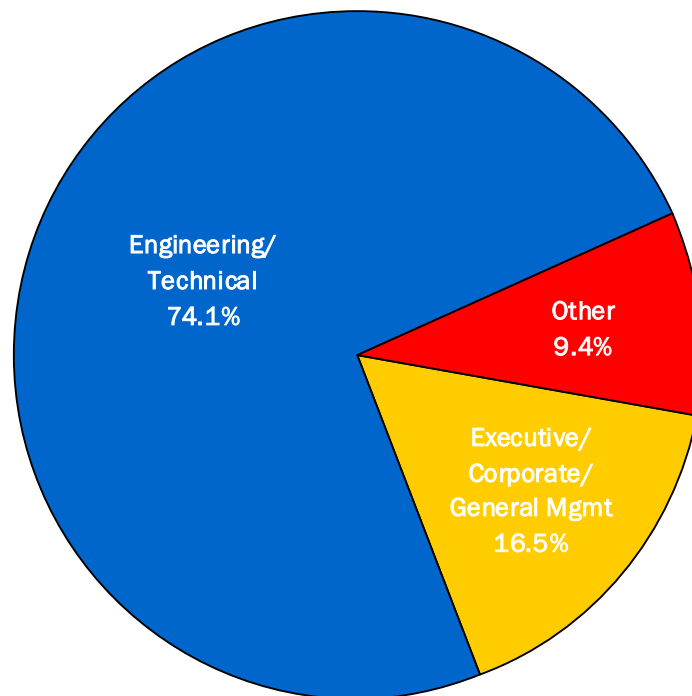
Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Software Development Best Practices Attendee Cross-Over	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2008	Boston	567	1,492	410	2,469	72	60	872	3,473
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.



4. JOB FUNCTION			
JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
ENGINEERING/TECHNICAL	1,474	59.7	74.1
Design & Development Engineering Management	248	10.0	12.5
Research & Development Engineering Management	85	3.4	4.3
Technical Management (CTO, CIO, Director of Engineering, System Architect, VP of Engineering)	106	4.3	5.3
Firmware/Software Engineering Management	59	2.4	3.0
Design & Development Engineering	382	15.5	19.2
Research & Development Engineering	190	7.7	9.5
Test Engineering	24	1.0	1.2
Systems Engineer	87	3.5	4.4
Hardware Engineer	64	2.6	3.2
Firmware/Software Engineer	229	9.3	11.5
EXECUTIVE/CORPORATE/GENERAL MANAGEMENT	328	13.3	16.5
OTHER	188	7.6	9.4
Total Conference and Exhibit Only Attendees Identified by Job Function	1,990	80.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	69	2.8	--
Software Development Best Practices Cross-Over Attendees/Exhibitors	410	16.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,469	100.0	100.0

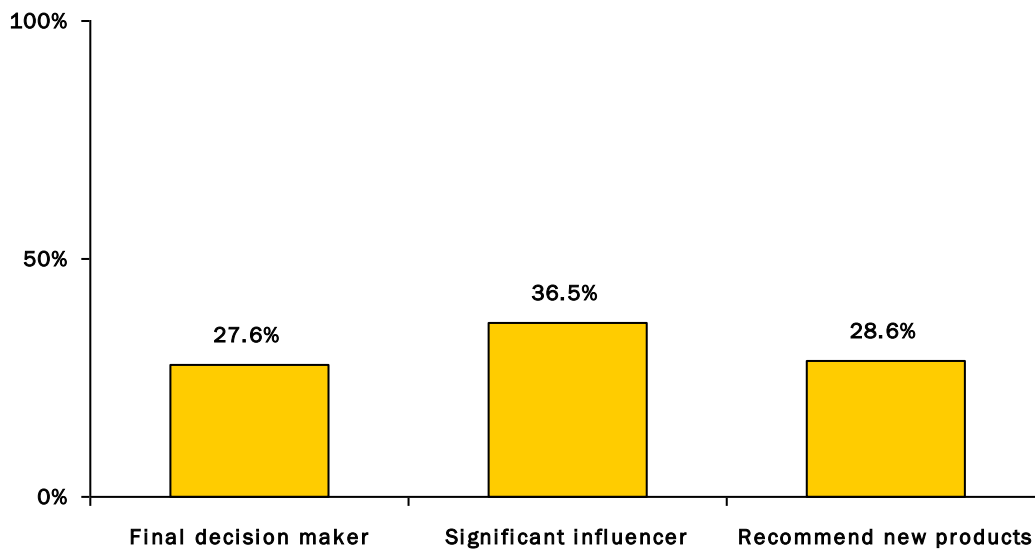
74.1% of the Attendees Have Engineering/Technical Job Functions



5. PURCHASING AUTHORITY FOR EMBEDDED PRODUCTS			
PURCHASING AUTHORITY FOR EMBEDDED PRODUCTS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASING AUTHORITY
NET INFLUENCES	1,696	68.7	83.5
Final decision maker	561	22.7	27.6
Significant influencer	741	30.0	36.5
Recommend new products	582	23.6	28.6
Other	336	13.6	16.5
Total Conference and Exhibit Only Attendees Identified by Purchasing Authority	2,032	82.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Purchasing Authority	27	1.1	--
Software Development Best Practices Cross-Over Attendees/Exhibitors	410	16.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,469	100.0	100.0

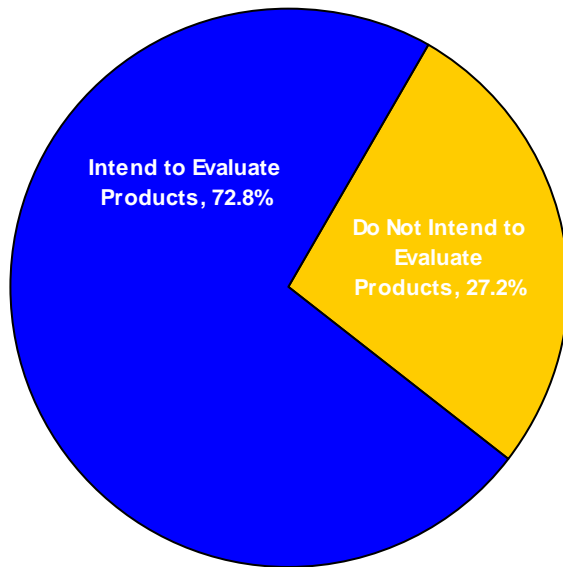
The above counts and percentages are based on 2,469 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

83.5% of the Attendees Influence the Purchase of Embedded Products



6. 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	1,238	50.1	62.1
Within 3 months	444	18.0	22.3
In 3 - 6 months	410	16.6	20.6
In 6 - 12 months	384	15.5	19.2
More than a year away	213	8.6	10.7
I do not intend to evaluate products for purchase	542	22.0	27.2
Total Conference and Exhibit Only Attendees Identified by Intent	1,993	80.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Intent	66	2.7	--
Software Development Best Practices Cross-Over Attendees/Exhibitors	410	16.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	2,469	100.0	100.0

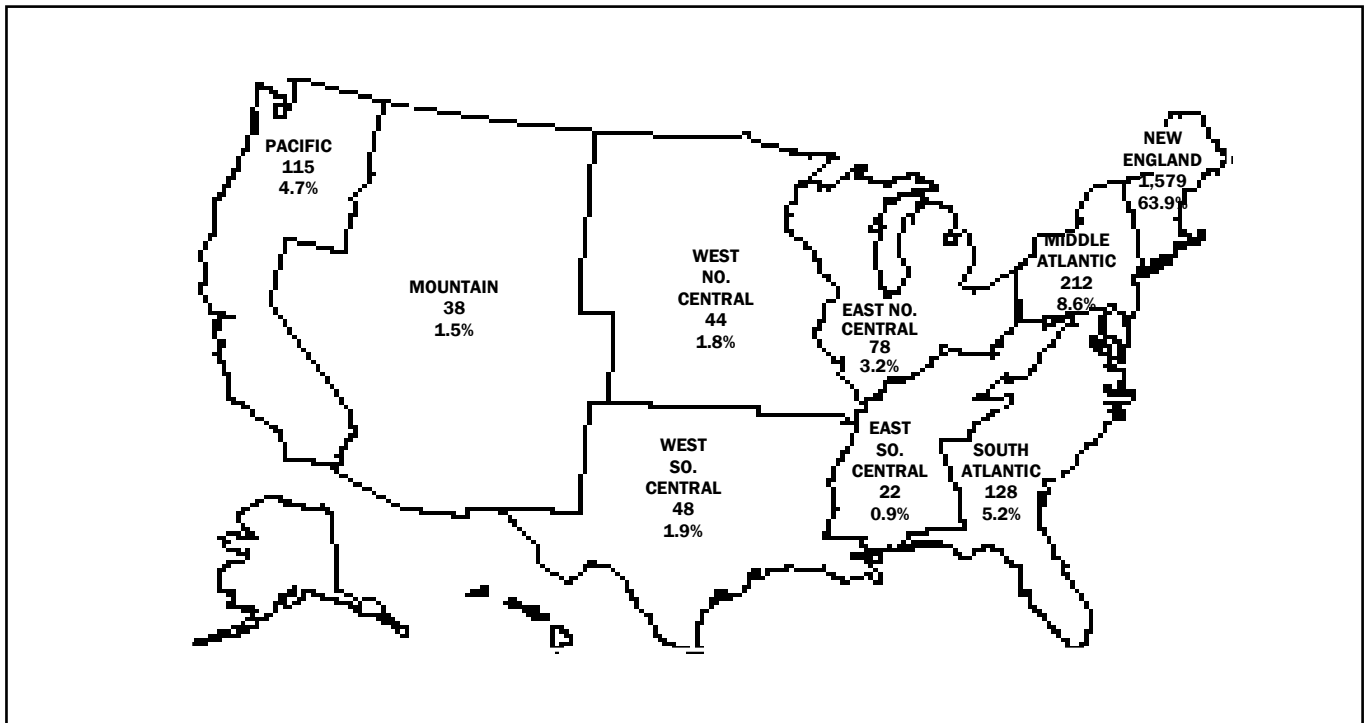
72.8% of the Attendees Intend to Evaluate Products for Future Purchase



7. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	1,579	63.9
Maine	12	
New Hampshire	135	
Vermont	18	
Massachusetts	1,299	
Rhode Island	46	
Connecticut	69	
MIDDLE ATLANTIC	212	8.6
New York	101	
New Jersey	54	
Pennsylvania	57	
EAST NO. CENTRAL	78	3.2
Ohio	26	
Indiana	12	
Illinois	29	
Michigan	4	
Wisconsin	7	
WEST NO. CENTRAL	44	1.8
Minnesota	24	
Iowa	9	
Missouri	7	
North Dakota	-	
South Dakota	-	
Nebraska	-	
Kansas	4	
SOUTH ATLANTIC	128	5.2
Delaware	2	
Maryland	44	
Washington, DC	-	
Virginia	26	
West Virginia	1	
North Carolina	19	
South Carolina	5	
Georgia	7	
Florida	24	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	22	0.9
Kentucky	1	
Tennessee	8	
Alabama	13	
Mississippi	-	
WEST SO. CENTRAL	48	1.9
Arkansas	1	
Louisiana	1	
Oklahoma	6	
Texas	40	
MOUNTAIN	38	1.5
Montana	1	
Idaho	1	
Wyoming	-	
Colorado	17	
New Mexico	4	
Arizona	6	
Utah	7	
Nevada	2	
PACIFIC	115	4.7
Alaska	4	
Washington	21	
Oregon	8	
California	78	
Hawaii	4	
UNITED STATES	2,264	91.7
INTERNATIONAL	205	8.3
Canada	73	
Mexico	3	
Other International	129	
Total Conference & Exhibit Attendees	2,469	100.0





How To Register:

- 1) Register online today.
- 2) By Fax: Submit form to (415) 947-6011
- 3) By Mail: Submit form to:

CMP Events Registration Department
 ESC Boston 2008
 600 Harrison Street, 6th Floor
 San Francisco, CA 94107

First Name Last Name
 Job Title Company
 Address Suite/Floor/Mailstop
 City State/Region Zip/Postal Code Country
 Telephone Fax
 Email

PAYMENT

Credit Card Number MC VISA AMEX
 Expiration Date / Name on Card
 Signature

UBM respects your privacy. By registering for this event we may contact you regarding your event registration and other relevant Technisight products and services such as NetSemin 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 Technisight 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 ESC Boston 2008 event mailer label or invitations from print advertisements, web banners, email newsletters, or any other item.

Enter Priority Code Here:

Approving Mgr. Name Approving Mgr. 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 that apply to you to complete your registration. All fields marked () are required.

1) **If you did not enter a priority code, how did you hear about the event?**

- 1 Colleague/Friend 2 Catalog 3 Email
 4 Exhibits Pass 5 Product Pass 6 Other

2) **What are your primary reasons for visiting ESC Boston?**

- 1 Learn the latest design solutions by attending classes in the technical conference.
- 2 Evaluate products/select vendors.
- 3 Meet with vendors to get answers to questions about specific products.
- 4 Learn more about what is going on in the embedded industry.
- 5 Attend vendor-sponsored session/s.
- 6 All of the above.
- 7 Other (Please Specify) _____

3) What is your principal job function?

- | | |
|---|---|
| 1 Design & Development Engineering Mgmt | 2 Research & Development Engineering Mgmt |
| 3 Technical Management (CTO, CIO, Director Of Engineering, System Architect, VP of Engineering) | 4 Firmware/Software Engineering Mgmt |
| 5 Design & Development Engineering | 6 Research & Development Engineering |
| 7 Test Engineering | 8 Systems Engineer |
| 9 Hardware Engineer | 10 Firmware/Software Engineer |
| 11 Executive/Corporate/General Mgmt | 12 Other (Please Specify)_____ |

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

- | | |
|-------------------------------|------------------------------------|
| 1 ICS & Semiconductors | 2 Microcontrollers/Microprocessors |
| 3 System Boards | 4 Computer Systems |
| 5 Software | 6 Design Tools/Test Equipment |
| 7 Operating Systems | 8 Debugging Hardware/Software |
| 9 Real-Time Systems | 10 Software/Firmware |
| 11 Design Automation | 12 RF/Wireless/Microwave |
| 13 Power & Thermal Management | |

5) What is the primary end product or service performed at your location? (Select One):

- | | |
|-----------------------------------|--|
| 1 Computers/Systems/Peripherals | 2 Communication Systems |
| 3 Industrial Controls | 4 Test & Design Equipment |
| 5 Medical Equipment | 6 Automotive/Transportation & Equipment |
| 7 Consumer Electronics/Appliances | 8 Avionics/Government/Military Electronics |
| 9 Design Services | 10 Wireless |
| 11 Other (Please Specify)_____ | |

6) What industry segments do you design products for? Check all that apply:

- | | |
|-----------------------------------|--|
| 1 Computers/Systems/Peripherals | 2 Communication Systems |
| 3 Industrial Controls | 4 Test & Design Equipment |
| 5 Medical Equipment | 6 Automotive/Transportation & Equipment |
| 7 Consumer Electronics/Appliances | 8 Avionics/Government/Military Electronics |
| 9 Design Services | 10 Wireless |
| 11 Other (Please Specify)_____ | |

7) What is your purchasing authority for embedded products?

- | | |
|--------------------------|-------------------------------|
| 1 Final decision maker | 2 Significant influencer |
| 3 Recommend new products | 4 Other (Please Specify)_____ |

8) Do you intend to evaluate products at ESC for purchase?

- 1 within 3 months
- 2 in 3-6 months
- 3 in 6-12 months
- 4 more than a year away
- 5 I do not intend to evaluate products for purchase

9) As an added benefit, would you like to receive relevant 3rd party offers about new products/services and discounted offers via email?

- 1 Yes
- 2 No

10) Do you wish to receive/continue to receive Embedded Systems Design magazine?

- 1 Yes-- in print.
- 2 Yes, in digital format. The digital edition is now in a new web browser version with additional features such as advanced search, bookmarks, and numerous user enhancements. You can also download an offline version in its entirety.
- 3 No

11) Do you wish to receive/continue to receive EE Times Newsweekly magazine

- 1 Yes-- in print.
- 2 Yes, in digital format. The digital edition is now in a new web browser version with additional features such as advanced search, bookmarks, and numerous user enhancements. You can also download an offline version in its entirety.
- 3 No

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-served basis onsite.

Packages & Pricing

Package	Early Bird Before 8/22/08	Advanced Rate By 9/19/08	On-site Price By April 9, 2008	
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1 - All Access Pass (5 days ESC & SD) \$2,295 \$2,595 \$2,795

BEST VALUE. All access pass includes C++ tutorial, all ESC Boston tutorials and classes, Tuesday and Sunday tutorials, Access to Build Your Own Embedded Courses & Development toolkit, downloadable class notes, proceedings CD-Rom, Conference Bag, Casino Night/Attendee Party, Exhibit Floor Access to ESC Boston and SD Best Practices (Tuesday & Wednesday), MyESC Portal, Opening Night Exhibits Floor reception, Preferred access to sponsored sessions/seminars, lunch for all five days.

2 - ESC 5 Day Conference Pass \$1,495 \$1,795 \$2,095

All ESC Boston tutorials and classes, Tuesday and Sunday tutorials, Access to Build Your Own Embedded System Courses & Development toolkit, downloadable class notes, proceedings CD Rom, Conference Bag, Casino Night/Attendee Party, Exhibit Floor Access to ESC Boston and SD Best Practices (Tuesday & Wednesday), MyESC Portal, Opening Night Exhibits Floor Reception, Preferred access to sponsored sessions/seminars, Lunch for all five days.

3- ESC 3 Day Pass \$1,195 \$1,345 \$1,545

(Must select Sun-Tues, Mon-Wed or Tues-Thurs options)- Includes classes, tutorials, Exhibits floor access to ESC and SD, Sponsored Sessions, lunch, downloadable class notes, proceedings on CD Rom, Conference Bag, Opening night exhibits reception, Casino Night/Attendee Party
DOES NOT INCLUDE: Sunday OR Thursday tutorials, Access to Build your Own Embedded Sytem Courses or development kit

4- ESC 1 Day Pass \$495 \$595 \$695

(Must Select classes on Monday, Tuesday, Wednesday or Thursday) - Lunch included on the day you choose, Exhibit Floor Access ESC & SD, MyESC Portal, Opening night exhibits reception, Access to sponsored sessions, downloadable class notes
DOES NOT INCLUDE: Sunday OR Thursday tutorials, Access to Build your Own Embedded Sytem Courses or development kit, Casino Night/Attendee party, conference bag.

5- ESC Boston Tutorial Pass \$695 \$795 \$835

ESC Boston Sunday or Thursday Tutorial, lunch, exhibit floor access ESC & SD, My ESC Portal, Sponsored Sessions, Class Notes, Conference Bag

6- Exhibits Only FREE FREE \$95

Exhibit Hall access to ESC and SD, MyESC Portal, Attendee Bag, Access to sponsored sessions/seminars, Casino Night Party

7- Exhibits Plus \$150 \$150 \$150

All the benefits of the Exhibits Only Pass, Access to everything included in the Exhibits Pass + the conference proceedings.

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 Fax: +1 203.447.2900
www.bpaww.com



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Exhibit Surveys

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