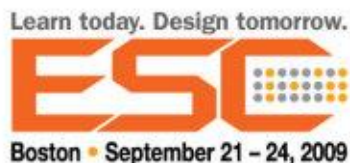


Embedded Systems Conference Boston 2009



EVENT AUDIT



DATES OF EVENT:

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

LOCATION:

Hynes Convention Center, Boston MA

EVENT PRODUCER/MANAGER:

Company Name: TechInsights
Address: 600 Harrison Street
Phone: San Francisco, CA 94107
(415) 947-6626
Website (Show): <http://esc-boston.techinsightsevents.com>

REGISTRATION COMPANY:

ITN International Inc.

YEAR EVENT ESTABLISHED:

1989

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: September 20 - 23, 2010
Exhibits: September 21 - 22, 2010
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

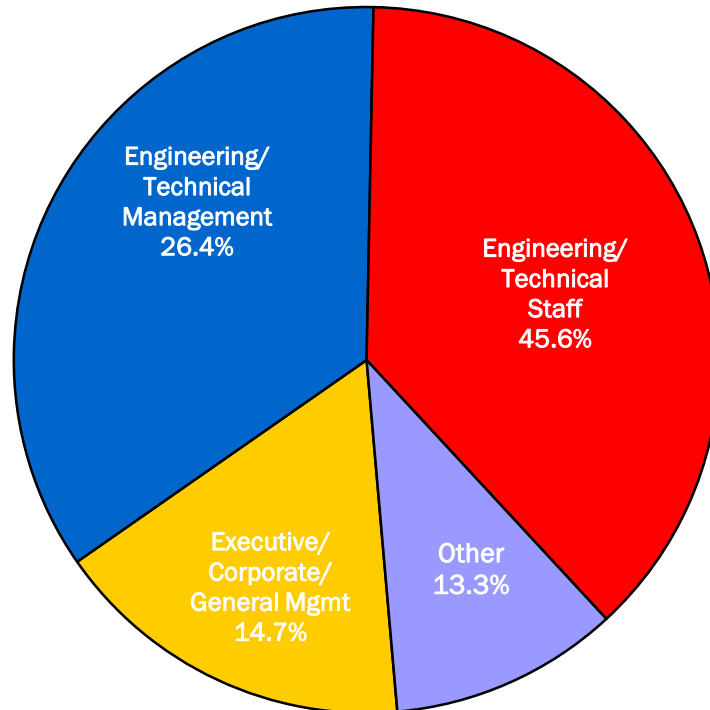
Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Software Development Best Practices Attendee Cross-Over	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2009	Boston	349	1,580	--	1,929	94	38	759	2,820
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 MANAGEMENT (TOTAL)	490	25.4	26.4
Design & Development Engineering Management	231	12.0	12.5
Research & Development Engineering Management	88	4.6	4.7
Technical Management (CTO, CIO, Director of Engineering, System Architect, VP of Engineering)	118	6.1	6.4
Firmware/Software Engineering Management	53	2.7	2.8
ENGINEERING/TECHNICAL STAFF (TOTAL)	844	43.8	45.6
Design & Development Engineering	345	17.9	18.6
Research & Development Engineering	132	6.8	7.1
Test Engineering	46	2.4	2.5
Systems Engineer	65	3.4	3.5
Hardware Engineer	51	2.7	2.8
Firmware/Software Engineer	205	10.6	11.1
EXECUTIVE/CORPORATE/GENERAL MANAGEMENT	273	14.2	14.7
OTHER	246	12.7	13.3
Total Conference and Exhibit Only Attendees Identified by Job Function	1,853	96.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	76	3.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	1,929	100.0	100.0

26.4% of the Attendees Have Engineering/Technical Management Job Functions

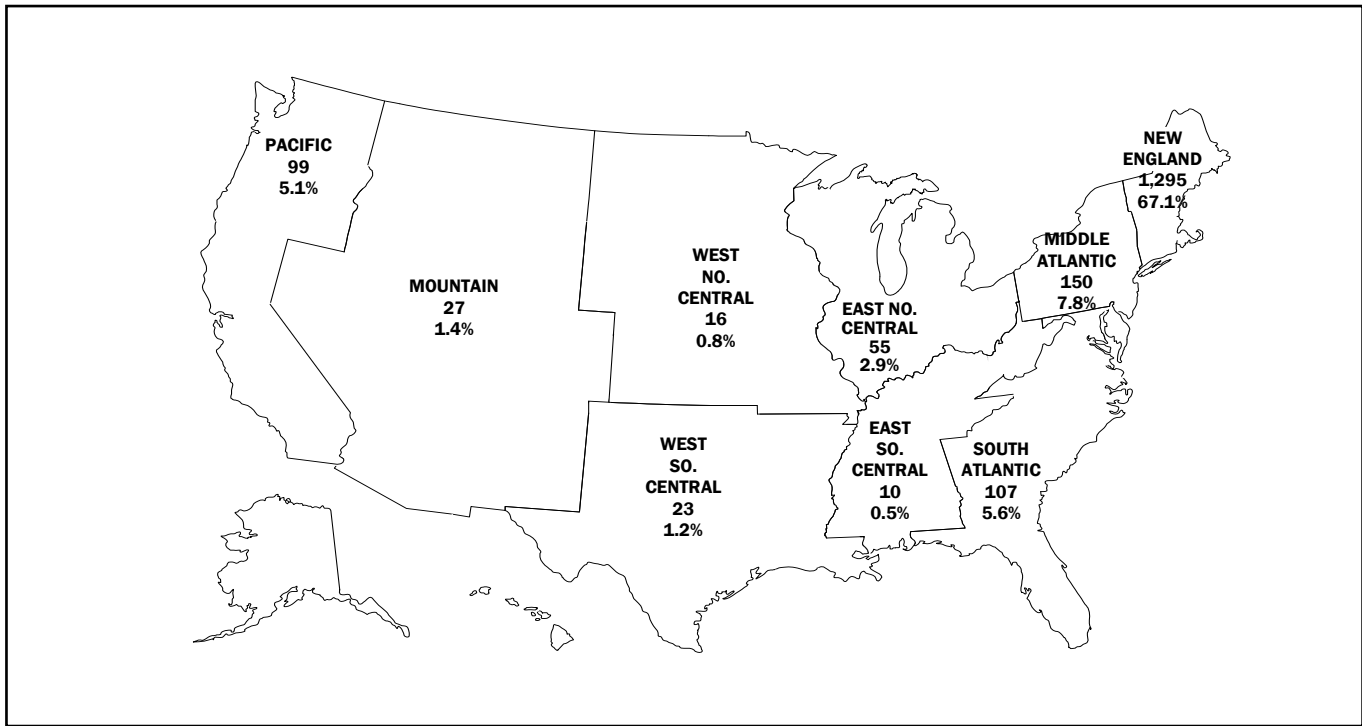


5a. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	1,295	67.1
Maine	15	
New Hampshire	137	
Vermont	14	
Massachusetts	1,007	
Rhode Island	42	
Connecticut	80	
MIDDLE ATLANTIC	150	7.8
New York	84	
New Jersey	39	
Pennsylvania	27	
EAST NO. CENTRAL	55	2.9
Ohio	9	
Indiana	11	
Illinois	17	
Michigan	14	
Wisconsin	4	
WEST NO. CENTRAL	16	0.8
Minnesota	13	
Iowa	1	
Missouri	1	
North Dakota	-	
South Dakota	-	
Nebraska	-	
Kansas	1	
SOUTH ATLANTIC	107	5.6
Delaware	-	
Maryland	25	
Washington, DC	1	
Virginia	21	
West Virginia	-	
North Carolina	11	
South Carolina	8	
Georgia	15	
Florida	26	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	10	0.5
Kentucky	-	
Tennessee	4	
Alabama	5	
Mississippi	1	
WEST SO. CENTRAL	23	1.2
Arkansas	-	
Louisiana	-	
Oklahoma	-	
Texas	23	
MOUNTAIN	27	1.4
Montana	-	
Idaho	1	
Wyoming	-	
Colorado	8	
New Mexico	7	
Arizona	5	
Utah	5	
Nevada	1	
PACIFIC	99	5.1
Alaska	-	
Washington	7	
Oregon	1	
California	91	
Hawaii	-	
Not Identified United States	18	0.9
UNITED STATES	1,800	93.3
INTERNATIONAL*	129	6.7
Total Conference & Exhibit Attendees	1,929	100.0

* All International Countries are listed on the next page.



5b. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES	
COUNTRY	TOTAL
Argentina	3
Australia	1
Austria	1
Brazil	13
Canada	55
China	3
Denmark	2
Ecuador	1
Ethiopia	1
Finland	1
France	1
India	7
Ireland	1
Israel	5
Italy	1
Japan	3
Korea, South	3
Liberia	1
Mexico	3
Pakistan	2
Romania	1
Spain	2
Switzerland	3
Taiwan	2
Thailand	2
Turkey	4
United Kingdom	7
TOTAL INTERNATIONAL	129 (6.7%)



Register Today

STEP 1 :: HOW TO REGISTER

BY FAX Submit form to:
(415) 947-6011

BY EMAIL Submit form to:
esc@techinsights.com

BY MAIL Submit form to:
TechInsights Events Registration Department
ESC Boston 2009
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 _____

TechInsights respects your privacy. By registering for this event we may contact you regarding your event registration and other relevant TechInsights products and services such as Webinars, research publications and events. Additionally, if you sign up for a sponsored session your contact information will be shared with the sponsor. Please read United Business Media's Privacy Policy (<http://ubmtechnology.com/united-business-media-llc-privacy-statement>) for further details.

Priority Code
You may qualify for special pricing or discounts. Please enter the priority code from your ESC Boston 2009 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 before processing. This information helps 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?

- A) Colleague/Friend B) Catalog C) Email D) Direct Mail E) Exhibiting Company F) Radio Spots G) Banners H) Print Ads I) Other

2. Have you ever attended ESC Boston?

- A) Yes, I attended ESC Boston last year (2008)
 B) Yes, but not last year _____
 (please indicate years of past attendance)
 C) No, this is my first time

3. What are your primary reasons for visiting ESC Boston?

- A) Learn the latest design solutions by attending classes in the technical conference.
- B) Evaluate products/select vendors
- C) Meet with vendors to get answers to questions about specific products.
- D) Learn more about what is going on in the embedded industry.

4. What is your principal job function?

- A) Design & Development Engineering Mgt
- B) Research & Development Engineering Mgt
- C) Technical Management (CTO, CIO, Director of Engineering, System Architect, VP of Engineering)
- D) Firmware/Software Engineering Mgt
- E) Design & Development Engineering
- F) Research & Development Engineering
- G) Test Engineering
- H) Systems Engineer
- I) Hardware Engineer
- J) Firmware/Software Engineer
- K) Executive/Corporate/General Mgt
- L) Other

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

- A) Microcontrollers/Microprocessors
- B) Digital Signal Processors
- C) Flash
- D) Analog/Mixed Signal Chips
- E) CPLDs/FPGAs
- F) System-on-Chip (SOC)
- G) Hardware IP/Cores
- H) Single Board Computers
- I) PCI Boards
- J) VME Boards
- K) cPCI Boards
- L) Embedded PCs
- M) DSP Boards
- N) Real-Time Operating Systems/Kernels
- O) Compilers/Cross Compilers
- P) Software Debuggers
- Q) Embedded Web/Internet Tools
- R) Embedded Databases
- S) Open Source Tools
- T) Java Tools
- U) Software Testing Tools
- V) Integrated Development Environments (IDEs)
- W) Linux Embedded Tools
- X) Security/Encryption Software
- Y) Test Instruments
- Z) Communications/Test Equipment

6. Please select all the vertical markets segments that you are designing products for (select all that apply);

- A) Computers/Systems/Peripherals
- B) Communication Systems
- C) Industrial Controls
- D) Test & Design Equipment
- E) Medical Equipment
- F) Automotive/Transportation & Equipment
- G) Consumer Electronics/Appliances
- H) Avionics/Government/Military Electronics

7. Please select ALL of the operating systems you are currently using

- A) Wind River (Vxworks)
- B) Microsoft (Windows CE)
- C) Microsoft (Embedded Standard)
- D) Lynux Works (LynxOS)
- E) Red Hat (IX Linux)
- F) QNX
- G) Monta Vista (MV Linux)
- H) Micrium (uCOS)
- I) Green Hills (Integrity)
- J) Express Logic (ThreadX)
- K) Mentor Graphics (Nucleus)
- L) Other

8. What is your purchasing authority for embedded products?

- A) Final decision maker
- B) Significant influencer
- C) Recommend new products
- D) Other

9. Do you intend to evaluate products at ESC Boston for purchase?

- A) within 3 months
- B) in 3-6 months
- C) in 6-12 months
- D) more than a year away
- E) I do not intend to evaluate products for purchase

10. If you register for a sponsored session, your name and e-mail address will be shared with that sponsor. As an added benefit, would you like to receive other 3rd party offers for relevant new products, services, and discounted offers via e-mail?

- A) Yes
- B) No

11. Do you wish to receive/continue to receive Embedded Systems Design magazine? For digital version system requirements, click here.

- A) Yes, in print.
- B) Yes, in digital format*
- C) No

* 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.

STEP 3 :: ESC PACKAGES FOR 2009

Package	Early Bird (Before July 17)	Advanced (Before Sept. 16)	Onsite (Sept 21-24)
All Access with BYOES Hardware	\$1645	\$1945	\$2145
All Access Pass	\$1495	\$1795	\$1995
Build Your Own Pass (Includes Hardware)	\$1495	\$1795	\$1995
ESC 3-Day Pass	\$1195	\$1495	\$1695
ESC 1-Day Pass	\$595	\$695	\$795
ESC 1-Class Pass	\$195	\$195	\$250
Exhibits Plus Pass	\$295	\$295	N/A
Exhibits Pass	FREE	FREE	FREE

BEST VALUE (See pricing details below)

All-Access Pass with Hardware includes:

- ALL ESC classes and tutorials Monday through Thursday
 - ESC Exhibition 9/22/09 - 9/23/09
 - Opening Night Reception
 - Keynote and Industry Addresses
 - Opportunity to receive the Free Engineer Survival Kit
 - Special Events & Networking
 - Access to all ESC Theater events (Product Teardowns, Panels)
 - Daily Lunch Monday through Thursday
 - Sponsored Sessions and Seminars
 - Build Your Own Embedded System (BYOES) kit; Intel Atom Based Box
- **Please note that there is a limit of one per person.**

All-Access Pass:

- ALL ESC classes and tutorials Monday through Thursday
- ESC Exhibition 9/22/09 - 9/23/09

- Opening Night Reception
- Keynote and Industry Addresses
- Opportunity to receive the Free Engineer Survival Kit
- Special Events & Networking
- Access to all ESC Theater events (Product Teardowns, Panels)
- Daily Lunch Monday through Thursday
- Sponsored Sessions and Seminars

Build Your Own Embedded Pass

- Access to BYOES sessions Monday and Tuesday
- ESC Exhibition 9/22/09 - 9/23/09
- Opening Night Reception
- Keynote and Industry Addresses
- Opportunity to receive the Free Engineer Survival Kit
- Special Events & Networking
- Access to all ESC Theater events (Product Teardowns, Panels)
- Daily Lunch Monday through Thursday
- Sponsored Sessions and Seminars
- Build Your Own Embedded System (BYOES) kit; Intel Atom Based Kit

ESC 3-Day Pass Includes:

- ESC classes Monday through Wednesday or Tuesday through Thursday
- Downloadable class notes
- ESC Exhibition 9/22/09 - 9/23/09
- Opening Night Reception
- Keynote and Industry Addresses
- Opportunity to receive the Free Engineer Survival Kit
- Special Events & Networking
- Access to all ESC Theater events (Product Teardowns, Panels)
- Daily Lunch on the days you have selected to attend
- Sponsored Sessions and Seminars
- Option to purchase the Build Your Own Embedded System (BYOES) kit; The specific kit is TBD. More information available June 2009. **Please note that there is a limit of one per person.**

ESC 1-Day Pass Includes:

- Your choice of attending ESC classes one day (Monday, Tuesday, Wednesday or Thursday)
- Downloadable class notes
- ESC Exhibition 9/22/09 - 9/23/09
- Opening Night Reception
- Keynote and Industry Addresses
- Opportunity to receive the Free Engineer Survival Kit
- Special Events & Networking
- Access to all ESC Theater events (Product Teardowns, Panels)
- Lunch on the day you have selected to attend
- Sponsored Sessions and Seminars
- Option to purchase the Build Your Own Embedded System (BYOES) kit; The specific kit is TBD. More information available in June 2009. **Please note that there is a limit of one per person.**

ESC 1-Class Pass Includes:

- Your choice of attending ESC classes one day (Monday, Tuesday, Wednesday or Thursday)
- Downloadable class notes
- ESC Exhibition 9/22/09 - 9/23/09
- Opening Night Reception
- Keynote and Industry Addresses
- Opportunity to receive the Free Engineer Survival Kit
- Special Events & Networking
- Access to all ESC Theater events (Product Teardowns, Panels)
- Lunch on the day you have selected to attend
- Sponsored Sessions and Seminars
- Option to purchase the Build Your Own Embedded System (BYOES) kit; The specific kit is TBD. More information available in June 2009. **Please note that there is a limit of one per person.**

ESC Tutorial Pass Includes:

- ESC Boston Monday Tutorial
- Lunch on the day of attendance
- ESC Exhibition 9/22/09 - 9/23/09

- Opening Night Reception
- Opportunity to receive the Free Engineer Survival Kit
- Special events & networking
- Access to all ESC Theater events (Product Teardowns, Panels)
- Keynote and Industry Addresses
- Access to the ESC Boston exhibit floor
- Sponsored Sessions and Seminars
- Option to purchase the Build Your Own Embedded System (BYOES) kit; The specific kit is TBD. More information available in June 2009. **Please note that there is a limit of one per person.**

Exhibits Plus Pass Includes:

Please note Exhibits Plus Pass is not offered onsite

Must be purchased in advance.

- ESC Exhibition 9/22/09 - 9/23/09
- ESC Conference Proceedings
- ESC Registration Bag
- Opening Night Reception
- Opportunity to receive the Free Engineer Survival Kit
- Special events & networking
- Access to all ESC Theater events (Product Teardowns, Panels)
- Keynote and Industry Addresses
- Sponsored Sessions and Seminars
- Option to purchase 1-Class Pass **Please note that there is a limit of three 1-Class Passes per person.

Exhibits Pass Includes:

- ESC Exhibition 9/22/09 - 9/23/09
- Opening Night Reception
- Opportunity to receive the Free Engineer Survival Kit
- Special events & networking
- Access to all ESC Theater events (Product Teardowns, Panels)
- Keynote and Industry Addresses
- Access to the ESC Boston exhibit floor
- Sponsored Sessions and Seminars

ESC Boston offers the best pricing if you register early. Early Bird special promotion discount will be applied to the registration in effect at time of registration, provided registration is complete and paid in full by 4pm P.S.T. of the pricing deadline. If you have any questions, please contact the registration department at 800.441.8826 or 415.947.6130 for assistance.

TechInsights respects your privacy. By registering for this event we may contact you regarding your event registration and other relevant TechInsights products and services such as Webinars, research publications and events. Additionally, if you sign up for a sponsored session your contact information will be shared with the sponsor. Please read United Business Media's Privacy Policy: (<http://ubmtechnology.com/united-business-media-llc-privacy-statement>) for further details.

Registration Policies

If you need to cancel your ESC Boston Conference registration, you may do so for a full refund, less a \$250.00 service charge until September 14, 2009. Attendees who register prior to or after the deadline date, who do not cancel in writing by the deadline date are liable for the pass cost and will be charged for the full registration fee. Sorry, no refunds are available for no-shows. If you are unable to attend the event, we recommend that you send a substitution in your place. You may download the Registration Change Form for cancellations, substitutions or changes and fax it to (415) 947-6011 for processing or mail your request to:


TechInsights Events Registration Department

ESC Boston 2009

600 Harrison Street, 6th Floor

San Francisco, CA 94107

If you have any questions please call (415) 947-6918 or (866) 535-8993 or email James Boatright at Jboatright@ubm-us.com.

Upgrade pass requests must be submitted in writing along with payment information for the difference in value. TechInsights reserves the  5

right to rescind any registration and in that event will return 100% of the registration fee. All dates and times of the ESC Boston 2009 program are subject to change.

If you have a disability and require special assistance, please call us at (866) 535-8993.

ESC attendees must be 18 years of age or older.

Event is open only to trade participants and is not open to the public.

ESC Boston 2009 reserves the right to make changes to the program and speakers, or to cancel sessions if enrollment criteria are not met, or when conditions beyond its control prevail. All sessions are filled on a first come, first seated basis. Arrive early to ensure a seat! Recording devices and cameras, still or video, are prohibited. Due to safety concerns, no one under the age of 18 (including infants in strollers) will be permitted on the premises at any time during ESC Boston 2009.

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.

Payment Policies

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 for that specified pricing.

International Bank Transfers

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

TechInsights/Embedded Systems Conference

Chase Manhattan Bank

55 Water Street

New York, NY 10041

A copy of the bank transfer must accompany the registration form and mailed to the address listed in the "CANCELLATIONS, SUBSTITUTIONS, DOWNGRADES AND UPGRADES" section of this confirmation letter.

Account Name: TechInsights

Account Number: 097031291

ABA #: 021000021

Please reference the name of the registrants as well as the following "ESC BOSTON 60-520-5400-21580-0909" on the transfer, and include a copy of the bank transfer document with your faxed or mailed registration form.

Taxpayer ID Number

The tax ID number for ESC Boston is 11-2240940. Please fax your W-9 requests to Registration Customer Service at (415) 947-6011 for completion.

Mailing Lists

Please notify us if any of the following occur: Change of address: If you're moving, or if your conference guide (or other print collateral piece) is addressed incorrectly, please fax your corrections to (415) 947-6011, Attn: ESC Boston List Correction to make corrections on your mailing address with your corrections. You may also mail any corrections to us at:

TechInsights Events Registration Department
ESC Boston 2009
600 Harrison Street, 6th Floor
San Francisco, CA 94107

Duplicate Conference guides & Removal from Mailing List:

If you're receiving duplicate copies of our conference guides (or other print collateral pieces), please enclose the address area from each duplicate print piece you'd like to be removed from and mail or fax to the above address/fax. To be removed from the mailing list, please fax or mail your address area from your printed piece with instructions to be removed from the mailing list.

Privacy Policy

TechInsights respects your privacy. By registering for this event we may contact you regarding your event registration and other relevant TechInsights products and services such as Webinars, research publications and events. Additionally, if you sign up for a sponsored session your contact information will be shared with the sponsor. Please read United Business Media's Privacy Policy: (<http://ubmtechnology.com/united-business-media-llc-privacy-statement>) for further details.

7 Hendrickson Avenue
Red Bank, NJ 07701
Phone: +1 800.224.3170
Fax: +1 732.741.5704
www.exhibitsurveys.com



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