

Embedded Systems Conference Silicon Valley 2010



EVENT AUDIT

Learn today. Design tomorrow.



Silicon Valley • April 26 - 29, 2010

DATES OF EVENT:

Conference: April 26 – 29, 2010
Exhibits: April 27 – 29, 2010

LOCATION:

McEnry Convention Center, San Jose, CA

EVENT PRODUCER/MANAGER:

Company Name: EE Times Group Events / UBM
Address: 600 Harrison Street
Phone: San Francisco, CA 94107
(415) 947-6626
Website (Show): <http://esc-sv10.techinsightsevents.com/>

REGISTRATION COMPANY:

UBM Events Registration

YEAR EVENT ESTABLISHED:

1989

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: May 2 – 5, 2011
Exhibits: May 3 – 5, 2011
LOCATION: McEnry Convention Center, San Jose, CA

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.

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

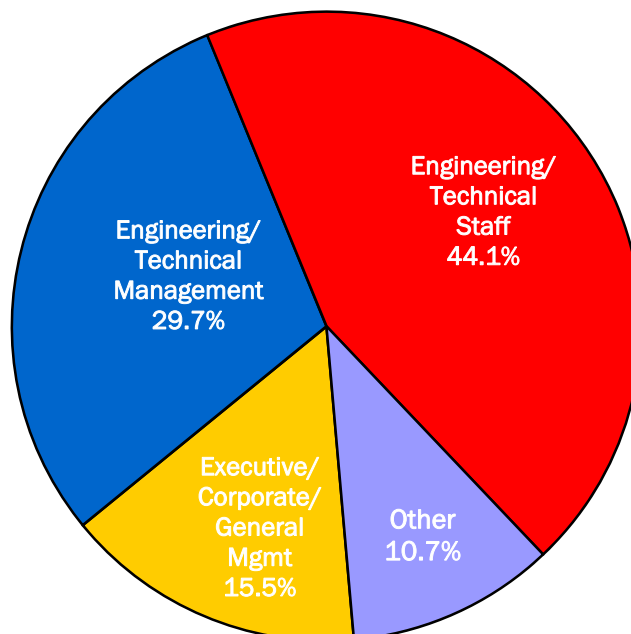
Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Intellectual Property Symposium Attendee Cross-Over	Sub-Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2010	San Jose	767	5,473	--	6,240	144	119	2,423	8,926
2009	San Jose	550	5,024	37	5,611	94	154	2,142	8,001
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.



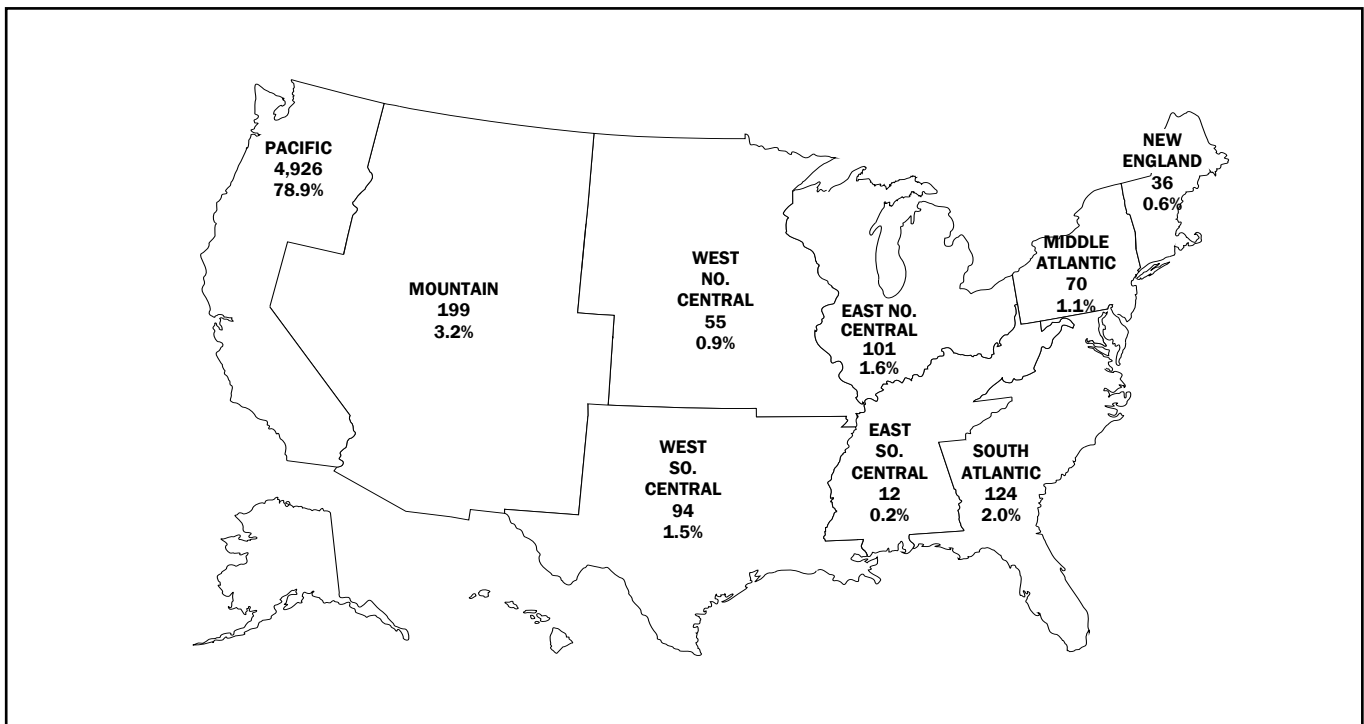
4. JOB FUNCTION			
JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB FUNCTION
ENGINEERING TECHNICAL MANAGEMENT (TOTAL)	1,686	27.0	29.7
Design & Development Engineering Management	690	11.1	12.2
Research & Development Engineering Management	296	4.7	5.2
Technical Management (CTO, CIO, Director of Engineering, System Architect, VP of Engineering)	538	8.6	9.5
Firmware/Software Engineering Management	162	2.6	2.8
ENGINEERING TECHNICAL STAFF (TOTAL)	2,499	40.0	44.1
Design & Development Engineering	847	13.6	14.9
Research & Development Engineering	453	7.3	8.0
Test Engineering	140	2.2	2.5
Systems Engineer	213	3.4	3.8
Hardware Engineer	202	3.2	3.6
Firmware/Software Engineer	603	9.7	10.6
Applications Engineer	25	0.4	0.4
Technical Support/Technical/Systems Administrator	16	0.2	0.3
EXECUTIVE/CORPORATE/GENERAL MANAGEMENT	878	14.1	15.5
OTHER (TOTAL)	610	9.8	10.7
Sales/Marketing/Business Development	305	4.9	5.4
Student	86	1.4	1.5
Education/Training	21	0.3	0.4
Consulting	30	0.5	0.5
Project Manager	10	0.2	0.2
Financial	8	0.1	0.1
Buyer/Procurement	13	0.2	0.2
Other	137	2.2	2.4
Total Conference and Exhibit Only Attendees Identified by Job Function	5,673	90.9	100.0
Total Conference and Exhibit Only Attendees Not Identified by Job Function	567	9.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,240	100.0	100.0

29.7% of the Attendees Have Engineering/Technical Management Job Functions



5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES			5. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES		
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	36	0.6	EAST SO. CENTRAL	12	0.2
Maine	-		Kentucky	2	
New Hampshire	4		Tennessee	-	
Vermont	-		Alabama	10	
Massachusetts	31		Mississippi	-	
Rhode Island	-		WEST SO. CENTRAL	94	1.5
Connecticut	1		Arkansas	2	
MIDDLE ATLANTIC	70	1.1	Louisiana	-	
New York	39		Oklahoma	-	
New Jersey	14		Texas	92	
Pennsylvania	17		MOUNTAIN	199	3.2
EAST NO. CENTRAL	101	1.6	Montana	-	
Ohio	17		Idaho	20	
Indiana	13		Wyoming	-	
Illinois	27		Colorado	54	
Michigan	34		New Mexico	16	
Wisconsin	10		Arizona	52	
WEST NO. CENTRAL	55	0.9	Utah	28	
Minnesota	28		Nevada	29	
Iowa	18		PACIFIC	4,926	78.9
Missouri	4		Alaska	-	
North Dakota	-		Washington	69	
South Dakota	2		Oregon	72	
Nebraska	-		California	4,784	
Kansas	3		Hawaii	1	
SOUTH ATLANTIC	124	2.0	UNITED STATES	5,617	90.0
Delaware	1		INTERNATIONAL*	416	6.7
Maryland	44		NOT IDENTIFIED	207	3.3
Washington, DC	1		Total Conference & Exhibit Attendees	6,240	100.0
Virginia	31				
West Virginia	-				
North Carolina	9				
South Carolina	1				
Georgia	10				
Florida	27				

* All International Countries are listed on the next page.



5. INTERNATIONAL BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES	
COUNTRY	TOTAL
Albania	2
Algeria	1
American Samoa	3
Andorra	1
Angola	2
Antarctica	1
Argentina	6
Australia	5
Austria	3
Azerbaijan	1
Azores	2
Bahamas	4
Bahrain	5
Bangladesh	3
Brazil	19
Bulgaria	1
Cambodia	1
Canada	70
China	17
Costa Rica	1
Czech Republic	1
Denmark	1
Egypt	2
Estonia	1
Finland	4
France	14
Germany	10
Great Britain	1
Hong Kong	1
India	31
Iran	1
Ireland	2
Israel	17
Italy	2
Japan	18
Malaysia	1
Marshall Islands	1
Mexico	14
Morocco	1
Netherlands	2
New Zealand	4
Non US/ Canada	4
Norway	5
Pakistan	1
Peru	1
Philippines	1
Poland	2
Republic of Korea	24
Romania	1
Russia	2
Saudi Arabia	3
Singapore	6
South Africa	4
Sweden	16
Switzerland	4
Taiwan	15
Tunisia	1
Turkey	27
Ukraine	1
United Kingdom	20
Viet Nam	1
TOTAL INTERNATIONAL	416 (6.7%)



Register Today

STEP 1 :: HOW TO REGISTER

BY FAX Submit form to:
415.947.6011

BY MAIL Submit form to:
EE Times Group Events Registration Department
ESC Silicon Valley 2010
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 VIS AM

Expiration Date _____ Name on Card _____

Signature _____

EE Times Group respects your privacy. By registering for this event we may contact you regarding your event registration and other relevant EE Times Group 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.

Promo Code
You may qualify for special pricing or discounts. Please enter the promo code from your ESC Silicon Valley 2010 event mailer label or invitations from print advertisements, web banners, email newsletters, or any other item.

Enter Promo 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. How did you hear about the event?

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

2. Have you ever attended ESC Silicon Valley?

- A) Yes, I attended ESC Silicon Valley last year (2009)
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 Silicon Valley?

- 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.
- E) All of the above
- F) Other

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 ICs
- 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
- AA) Power Semis ICs
- AB) Mixed Signal ICs
- AC) Sensors

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) Medical
- E) Automotive/Transportation & Equipment
- F) Consumer Electronics/Appliances
- G) Mil/Aero

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) Micro Digital (SMX)
- M) 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 Silicon Valley 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

12. If ESC provided shuttles, would you use them to take you from your office (local only) to The ESC Event?

- A) Yes
- B) No

11. Do you wish to receive/continue to receive Embedded Systems Design magazine?

- A) Yes, in digital format*
- B) 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.

Package	Early Bird Before Feb. 19, 2010	Early Before March 18, 2010	Regular Price by Before April 23, 2010	Onsite
All Access Pass	\$2,195	\$2,395	\$2,595	\$2,795

↑ BEST VALUE. Includes access to ALL ESC and Multicore Expo classes and tutorials (Monday – Thursday), access to the ESC Exhibits Floor (Tuesday - Thursday), Daily Lunches (Monday - Thursday), Downloadable Class Notes and Conference Proceedings, and printed classnotes for the full day tutorials that you attend. Access to the Keynotes, Industry Addresses, Sponsored Technical Sessions, Opening Night Reception and ESC Connect Social Networking. Please read the Multicore Expo Privacy Policy.

EE Times Group respects your privacy. By registering for the Multicore Expo we may contact you regarding your event registration and other relevant EE Times Group products and services such as webinars, research publications and events. Please read United Business Media's [Privacy Policy](#) for further details.

ESC 4-Day Conference Pass	\$1,595	\$1,795	\$1,995	\$2,195
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↑ Includes access to ALL ESC classes and tutorials (Monday – Thursday), access to the ESC Exhibits Floor (Tuesday - Thursday), Daily Lunches (Monday - Thursday), Downloadable Class Notes and Conference Proceedings, printed classnotes for the full day tutorials that you attend. Access to the Keynotes, Industry Addresses, Sponsored Technical Sessions, Opening Night Reception and ESC Connect Social Networking. This package **DOES NOT** include access to the Multicore Expo sessions.

ESC 3-Day Conference Pass	\$1,295	\$1,495	\$1,695	\$1,895
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↑ Attend any ESC sessions (Monday – Wednesday or Tuesday - Thursday; registrant must make selection of days at point of registration), ESC Exhibits Floor (Tuesday - Thursday), Daily Lunches on days of attendance, Opening Night Reception, and Downloadable Class Notes and Conference Proceedings. Access to the Keynotes, Industry Addresses, Sponsored Technical Sessions, Opening Night Reception and ESC Connect Social Networking. This package does not include access to the Multicore Expo sessions. This package **DOES NOT** include access to the Multicore Expo sessions.

Multicore Expo 3-Day Pass	\$795	\$895	\$995	\$795
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↑ Includes access to all the Multicore Expo sessions (Tuesday - Thursday), Opening Night Reception, ESC Exhibits Floor (Tuesday - Thursday), Keynotes, Industry Addresses, Sponsored Technical Sessions, Opening Night Reception and ESC Connect Social Networking. This package **DOES NOT** include access to the ESC sessions. Please read the Multicore Expo [Privacy Policy](#).

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ESC 1-Day Pass	\$495	\$595	\$695	\$795
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↑ Includes access to one full day of ESC sessions or one full day tutorial (registrant is required to select the day he or she wishes to attend), Opening Night Reception, ESC Connect Social Networking, ESC Exhibits Floor (Tuesday - Thursday), Keynotes, Industry Addresses, Sponsored Technical Sessions, Opening Night Reception and ESC Connect Social Networking. This package **DOES NOT** include access to the Multicore Expo Sessions.

Multicore Expo 1-Day Pass	\$495	\$595	\$695	\$795
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↑ Includes access to one full day of sessions of the Multicore Expo (registrant is required to select the day he or she wishes to attend), Opening Night Reception, ESC Connect Social Networking, ESC Exhibits Floor (Tuesday - Thursday), Keynotes, Industry Addresses, Sponsored Technical Sessions, Opening Night Reception and ESC Connect Social Networking. This package **DOES NOT** include access to ESC Sessions. Please read the Multicore Expo [Privacy Policy](#).

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Exhibits Pass	FREE	FREE	FREE	FREE
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↑ Access to the three-day Exhibit (April 27 - 29). Plus Keynotes, Industry Addresses, Sponsored Technical Sessions, Teardowns, Opening Night Reception and ESC Connect Social Networking.

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Group Discounts

ESC Silicon Valley 2010 offers group discounts if you register 4 or more people from your company. Group discounts are valid only on the All Access Passes ESC 4-Day Pass and ESC 3-Day Pass. All group discount registrations must be submitted from the same company, at the same time (within 24 hours), and paid in full. To register your group, please complete one registration form per attendee, and fax to: 415.947.6011. Each attendee must complete and submit a separate registration form. Group discounts cannot be combined with any other offers.

Groups of 4 - 10: save 20% off of current registration pricing

Groups of 11 or more: save 25% off of current registration pricing

ESC Silicon Valley 2010 offers the best pricing if you register early. Group discounts will be applied to the registration in effect at time of registration, provided registration is complete and paid in full by 4pm PST of the pricing deadline (i.e. early bird pricing expires on February 19, 2010 – to receive a group discount off of the early bird pricing all registration must be completed and paid in full by 4pm PST on February 19, 2010). If you have any questions, please contact the registration department at: 866.535.8993 or 415.947.6918 for assistance.

Downgrades

Written requests for a downgraded pass must be received no later than April 9, 2010 for a full refund on the difference of registration fees between the value of the original and downgraded pass.

Upgrades

Upgrade pass requests should be submitted in writing and faxed to 415-947-6020 along with payment information for the difference in value.

Registration Policies

If you need to cancel your ESC Silicon Valley 2010 Conference registration, you may do so for a full refund, less a \$250.00 service charge until April 12, 2010. 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:

EE Times Group Registration Department

UBM Events Registration Department

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 james.boatright@ubm.com.

Written requests for a downgraded pass must be received no later than April 12, 2010 for a full refund on the difference of registration fees between the value of the original and downgraded pass. Sorry, requests received after April 12, 2010 cannot be accommodated. Upgrade pass requests must be submitted in writing along with payment information for the difference in value. EE Times Group reserves the right to rescind any registration and in that event will return 100% of the registration fee. All dates and times of the ESC Silicon Valley 2010 program are subject to change.

If you have a disability and require special assistance, please call us at: (800) 441-8826.

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 Silicon Valley 2010 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 Silicon Valley 2010.

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:

EE Times Group/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: EE Times Group

Account Number: 097031291

ABA #: 021000021

Please reference the name of the registrants as well as the following "ESC SV 60-520-5400-21580-0604" 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 Silicon Valley is 11-2240940. Please fax your W-9 requests to Registration Customer Service at: (415)947-6020 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)947-6020, Attn: ESC Silicon Valley List Correction to make corrections on your mailing address with your corrections. You may also mail any corrections to us at:

ESC Silicon Valley**UBM Events Registration Department**

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.

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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 Embedded Systems Conference Silicon Valley 2010 held April 26 – 29 at the McEnry Convention Center in San Jose, CA 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