

Learn today. Design tomorrow.



Bangalore • 21 - 23 July, 2010

EMBEDDED SYSTEMS CONFERENCE INDIA

21 – 23 July 2010

NIMHANS Convention Centre
Bangalore

Produced by



Organised by



Globalisation and increasing diversity of talent base are forcing OEM/ODM companies to spread their design centers across the globe. While Silicon Valley is still hot in the electronics market, many regions across the globe are taking a prominent role in the design and manufacturing of embedded systems. Bangalore has taken the center stage among these new growth markets.

EDUCATION IS PLAYING A CENTRAL ROLE IN HELPING INDIAN ENGINEERS GET UP TO SPEED.

ESC India—the largest technical conference on embedded technologies on the Indian subcontinent—is uniquely positioned to provide high quality education and hands on training to systems level design engineers in India. ESC India was specifically created for embedded systems engineers and technical managers who are actively seeking to upgrade their design expertise, knowledge and skills as well as provide answers to their design challenges.

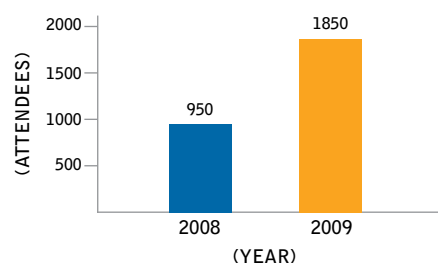
It's all about customer face time!

ESC India has already made a name for itself as a global technical conference that brings together the world's leading technology experts from North America, Europe, and Asia. It provides in-depth technical training for engineers relatively new to embedded design, all the way up to courses on cutting-edge technology applications and solutions for the most experienced designers and their managers.

This event allows attendees to customize their learning through a choice of unique tracks, such as:

- Debugging, Test & Verification
- DSP & Multimedia
- Hardware
- FPGA
- Linux
- Multi-Core & Multi-Threaded Processors
- Networking & Communications
- Power Management & Microcontrollers
- Real-Time Development
- Software & Operating Systems
- Standards, Safety & Security
- System Design
- Wireless

Despite the global melt-down, ESC Bangalore 2009 saw a **95%** increase in attendance while maintaining the same high quality of attendees.



ESC INDIA ATTENDEES ARE:

Attendees play key roles at their company

Experienced

59% manage projects and people

38% answer technical questions/solve technical problems of their co-workers

29% train/coach other embedded engineers

25% sit on technical committees within their company

Very involved in selecting products

59% identify new products and technologies

31% identify new design techniques

INDUSTRY-LEADING ATTENDEE COMPANIES REPRESENTED AT ESC INDIA 2009 INCLUDED:

Alcatel Lucent	HCL	NVidia
American Power Conversion	Hitachi Data Systems	Patni
B.E.L	Honeywell	Qualcomm
Beceem Communications	Horner Engineering	Robert Bosch
Bharat Electronics	HP	Samsung
Broadcom	Infosys	Sasken
Conexant	Ingersoll Rand	Satyam
Defense Electronics Application Labs	John Deere	Schneider Electric
Dell	KPIT Cummins	Symbian
Delphi Automotive Systems	Larson & Toubro Infotech	Tata Consultancy Services
Electronics Corporation of India	Mind Tree	Tata Elxsi
Emerson Design Engineering Center	Motorola	Tata Motors
GE Healthcare	Mphasis	Thomson
GE Transportation	Multitech	Trident Infosol
HAL	Nordson	Tyco Electronics
	Novellus	Wipro
	Nuclear Power Corporation of India	

BUILD YOUR BRAND AND FILL YOUR SALES PIPELINE

ESC India 2010, in its fourth year, will be the largest embedded event in India and be the one place where you can be assured of reaching these decision makers and designers driving India's fast-growing embedded systems design developments.

OPPORTUNITIES TO EXPAND YOUR GLOBAL PRESENCE AND MAXIMIZE PENETRATION

ESC India 2010 is the best opportunity for you to reach one of the fastest growing segments of the global embedded market.

PLATINUM SPONSOR

Limit: 3

Investment: INR 14,00,000 / USD 28,000

Pre-event Benefits:

- Branding in all pre-event promotions as a "Platinum Sponsor."
- Sponsor's logo and "Platinum Sponsor" acknowledgement on all promotion material.
- Company description on event web site in the sponsor area—200 words.
- One promotional piece sent direct mail via UBM or 3rd party to pre-registered attendees.
- One dedicated email blast to pre-registered attendees (Sponsor to deliver content and UBM to send email blast).
- Customized exhibit pass highlighting company as Platinum Sponsor—electronic version.

Post-event Benefits:

- Inclusion in the thank you email to attendees.

On-site Benefits:

- Sponsor logo to appear on cover of event guide.
- 6m x 6m exhibit space, prime location on the event floor (location on a first-come, first-served basis).
- One general session Industry Address/ keynote (time slot on a first-come, first-served basis).
- One 50-minute speaker slot (UBM will provide access to room and standard A/V; UBM will promote sponsored sessions to attendees during registration, and in promotional material catalog (deadlines apply)).
- Promoted as a Platinum Sponsor at the event.
- 10 complimentary conference passes to Sponsor's employees or clients.
- Verbal acknowledgement during the opening ceremony.
- Sponsor's logo featured in all event print materials. (Subject to printing deadlines).
- Inclusion of one piece of collateral in conference attendee bag (corporate or product information).
- Two full-page ads in the event guide.
- Recognition on the Sponsor page in the event guide.
- Sponsor logo and 200-word company description in the event guide.



GOLD SPONSOR

Limit: 6

Investment: INR 7,50,000 / USD 15,000

Pre-event Benefits:

- Branding in select pre-event promotions as a "Gold Sponsor."
- Sponsor's logo and "Gold Sponsor" acknowledgement on all promotion material.
- Company description on event web site in the sponsor area—100 words.
- One dedicated email blast to pre-registered attendees (Sponsor to deliver content and UBM to send email blast).
- Customized exhibit pass highlighting company as Gold Sponsor—electronic version.

Post-event Benefits:

- Inclusion in the thank you email to attendees.

On-site Benefits:

- 6m x 3m booth space on the show floor (location on a first-come, first-served basis).
- One 50-minute speaker slot (UBM will provide access to room and standard A/V; UBM will promote sponsored session to attendees during registration, and in promotional material catalog (deadlines apply)).
- Promoted as a Gold Sponsor at the event.
- 5 complimentary conference passes to Sponsor's employees or clients.
- Verbal acknowledgement during the opening ceremony.
- Sponsor's logo featured in all event print materials. (subject to printing deadlines).
- Inclusion of one piece of collateral in conference attendee bag (corporate or product information).
- One full-page ad in the event guide.
- Recognition on the Sponsor page in the event guide.
- Sponsor logo and 100-word company description in the event guide.



SILVER SPONSOR

Limit: 8

Investment: INR 5,00,000 / USD 10,000

Pre-event Benefits:

- Branding in select pre-event promotions as a "Silver Sponsor."
- Sponsor's logo and "Silver Sponsor" acknowledgement on all promotion material.
- Company description on event web site in the sponsor area—50 words.
- Customized exhibit pass highlighting company as Silver Sponsor—electronic version.

Onsite Benefits:

- 3m x 3m booth space on the show floor (location on a first-come, first-served basis).
- Promoted as a Silver Sponsor at the event.
- 2 complimentary conference passes to Sponsor's employees or clients.
- Sponsor's logo featured in all event print materials. (subject to printing deadlines).
- Inclusion of one piece of collateral in conference attendee bag (corporate or product information).
- Recognition on the Sponsor page in the event guide.
- Sponsor logo and 50-word company description in the event guide.

EXHIBITOR

Investment: INR 2,00,000 / USD 4,000

Pre-event Benefits:

- Branding in all pre-event promotions as an "Exhibitor."
- Listing on the web site as an Exhibitor.
- Access to pre-event sponsorship opportunities.
- 50-word company description on the event web site.

Onsite Benefits:

- 3mx3m booth.
- Access to sponsorship opportunities.
- Exhibitor logo and 50-word company description in the event guide.

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

(Must purchase the above main sponsorship package to avail these opportunities)

Networking Lunch Sponsor	INR 5,00,000 / USD 10,000
Cocktail Reception	INR 6,50,000 / USD 13,000
Badge & Lanyard Sponsor	INR 2,50,000 / USD 5,000
Registration Sponsorship	INR 7,00,000 / USD 14,000
Opt-In Email Sponsorship	INR 90,000 / USD 1,800
ESC Map Sponsorship	INR 135,000 / USD 2,700
Conference Bag Insert	INR 45,000 / USD 900
*Meeting Room	INR 3,500 / USD 70
Attendee Bag Sponsorship	INR 4,50,000 / USD 9,000
Water Bottle Sponsorship	INR 1,50,000 / USD 3,000

Event Guide Advertising

• Full Page	INR 45,000 / USD 900
• Back Page	INR 67,500 / USD 1,350
• Inside Front	INR 60,750 / USD 1,215
• Inside Back	INR 54,000 / USD 1,080

*Per 1 hour and conditions apply

Please add 10.3% service charge to all sponsorship fees above.

BE A PART OF THE GOLD STANDARD IN EMBEDDED TRAINING AND TECHNICAL DEVELOPMENT

Twenty years in the making, the Embedded Systems Conferences have surpassed all others to become the largest global brand in the world to connect electronics engineers and vendor companies in three major markets—North America, China, Taiwan and now India. Widely acclaimed as the gold standard in embedded training and technical development, ESC India provides high-quality content delivered by the industry's most experienced and respected experts.

Secure your influence and take an active role in the embedded market in India:
Reserve your sponsorship level today for ESC India 2010!

Contact details:

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