

UBM Electronics | DesignCon

The BRIGHTEST Minds in Electronics Design

Meet Your Target at DesignCon

Do your current industry events provide the targeted attendance that you are looking for? **DesignCon** is the most anticipated semiconductor and electronic design engineering event in the industry today, providing a focused event designed to maximize your ROI.

Each year, industry decision makers mark their calendars for this first major industry program of the year to find the newest technologies on the market. Our strong, 4-day conference program attracts a high caliber audience to the exhibition floor providing the targeted audience that you need to meet and conduct business with.

Why Exhibit?

DesignCon provides the quality leads you are looking for. **DesignCon's** targeted conference programming coupled with its strategic marketing campaign ensures that exhibitors will meet a high quality audience of electronic design professionals.

Each year, exhibitors tell us that **DesignCon** is the best place to find the superior leads that they are looking for. By streamlining the event's focus, exhibitors can effortlessly concentrate on meeting the decision makers they are looking for.



DesignCon

January 31-February 3, 2011
Santa Clara Convention Center
Santa Clara, CA

DesignCon Provides Programming for Targeted Industry Segments

DesignCon includes featured events in selected technology areas designed to attract your target market by coupling special conference programming with technology demonstrations by key industry leaders on the exhibition floor.

Featured Technologies Include the Following:

- Design verification tools
- Interconnect technologies and components
- Semiconductor components and ICs
- System modeling and simulation tools
- Test and measurement equipment
- IC design tools
- PCB design tools and technologies
- Semiconductor IP
- EDA software and solutions
- RF and signal integrity solutions...and more!

Why DesignCon?

- First major industry event of the year
- Focused event designed to maximize ROI
- Reach high caliber, key decision makers

About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, next-gen marketing services built around industry-leading editorial content.

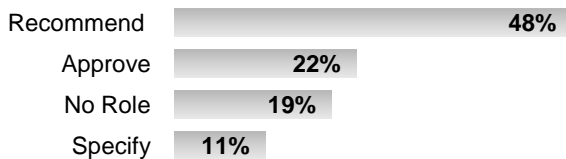
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DesignCon Provides the High Caliber Audience you Need to Meet:

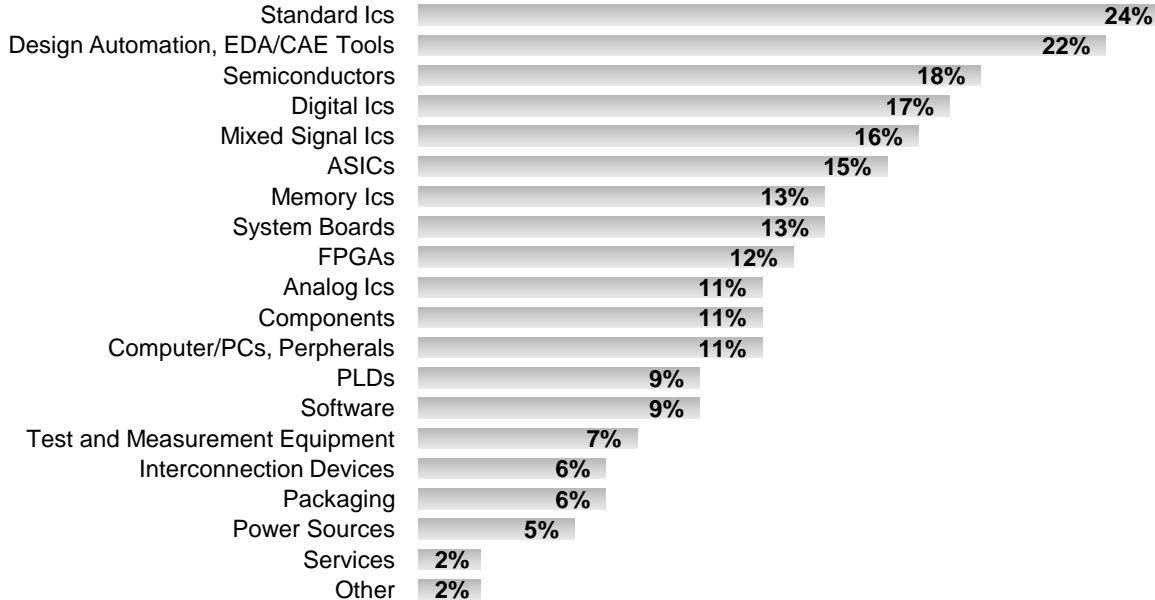
With 81% of attendees playing a key role in purchasing decisions, DesignCon attracts the buyers you need to meet.

Attendee Purchasing Role:



Source: 2009 Attendee Data

Specifications OR Purchasing of Products



Source: 2009 attendee data

Contact your UBM Electronics sales representative or
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Marketing Solutions that Power the Global Electronics Market