

ESC Silicon Valley

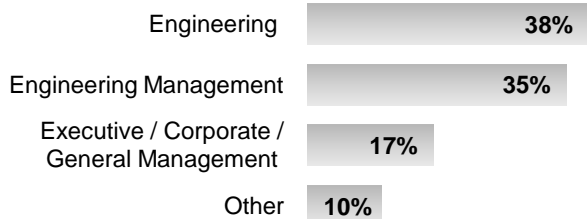
The biggest and best embedded events. The most strategic locations.

Don't Miss the Largest Embedded Systems Event in North America

ESC Silicon Valley brings together system architects, design engineers, suppliers, analysts and media from across the globe, including Asia and the Pacific Rim. With 10,000+ total attendees, it's the largest and most prestigious annual engineering event in America, providing attendees with an unsurpassed opportunity to find the solutions they need for their design challenges.

If you sell to systems architects and design engineers, you need to be at ESC, where the embedded community meets to identify solutions to immediate design challenges and to find the parts they need for their next project.

2010 ESC Silicon Valley Attendee Job Functions:



Source: 2010 ESC Silicon Valley audit

Meet Qualified Prospects—When They're Looking for Solutions

ESC Silicon Valley attracts attendees who are qualified buyers—and they are looking for solutions to specific design challenges. In fact, two-thirds say they came to ESC to evaluate products for purchase, with more than half planning to purchase in the next 12 months.

These buyers know that ESC Silicon Valley will give them all the answers they need. The conference program includes nearly 130 classes across 8 tracks, more than at any other embedded event in the world, along with opportunities for attendees to get hands-on experience and solve real design challenges. The show floor features more than 200 exhibitors, offering buyers an opportunity to explore a comprehensive range of hardware and software solutions. So if you're looking to connect with engineers, make sure you're in the one place they go to connect

**Contact your UBM Electronics sales representative or
Sean Raman, Sales Director, Events (415) 947-6622 Sean.Raman@ubm.com**

Why ESC?

- Launch new products
- Generate leads from interested buyers
- Make industry announcements
- Meet industry partners and build new business relationships



ESC
ESC Silicon Valley
May 2-5, 2011
McEnergy Convention
Center
San Jose, CA

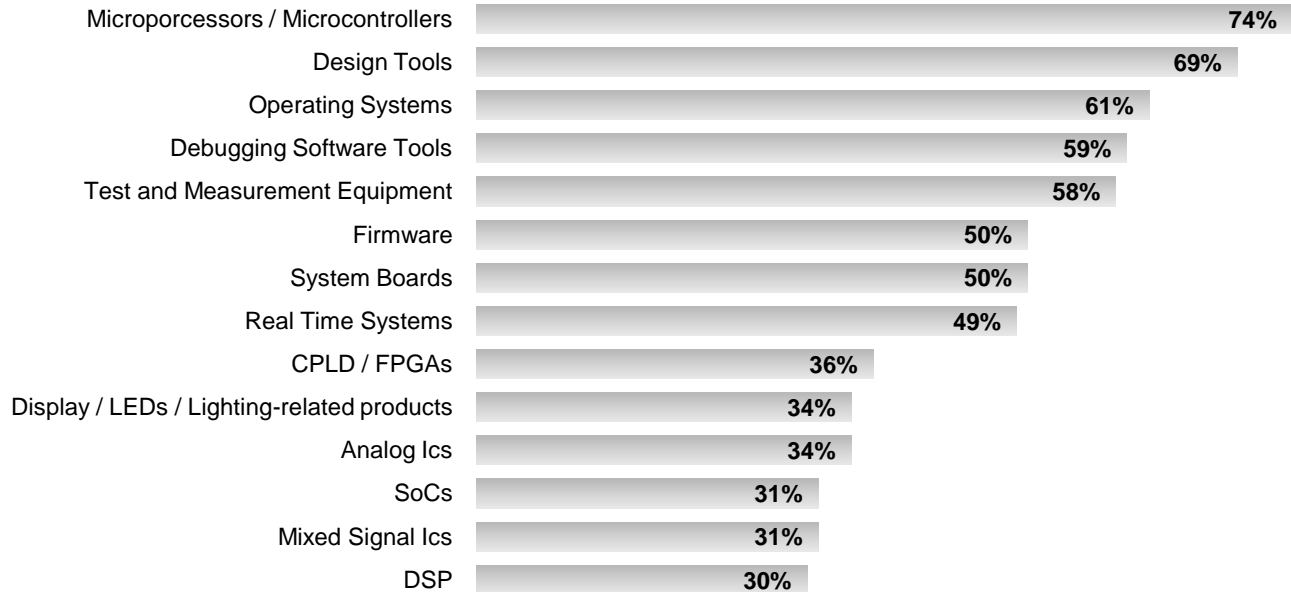
About UBM Electronics

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.

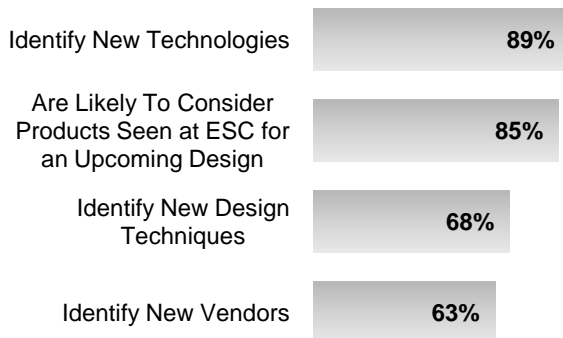
ESC Silicon Valley

The biggest and best embedded events. The most strategic locations.

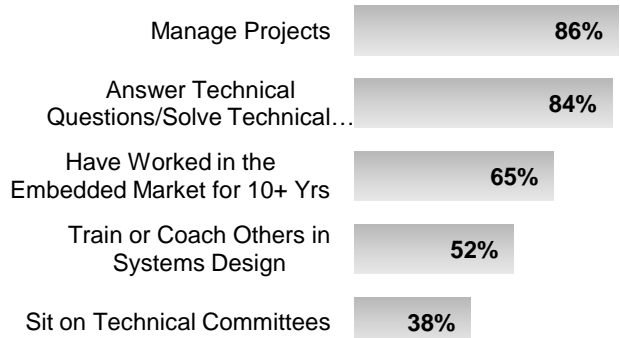
Products ESC Silicon Valley Attendees Currently / Plan to Specify, Recommend or Influence the Purchase of:



Attendees--and ESC--Are Highly Influential:



ESC Attendees Are Senior-Level Decision Makers:



Source, all data: 2010 ESC Silicon Valley audit

Contact your UBM Electronics sales representative or
Sean Raman, Sales Director, Events (415) 947-6622 Sean.Raman@ubm.com

ESC Silicon Valley

The biggest and best embedded events. The most strategic locations.

Reach OEMs from Key Industries at ESC Silicon Valley

ESC Silicon Valley brings together the largest number of system architects, design engineers, and analysts in America. Our attendees come from dozens of countries around the world, represent all of the key industries, and allow you to reach some of the most important *Source: 2010 ESC Silicon Valley audit*



Attendees Design Products For All Vertical Market Segments:

Computers / Systems / Peripherals	39%
Communications	38%
Consumer Electronics / Appliances	35%
Controls / Automation	28%
Medical Equipment / Devices	27%
Military / Aerospace	24%
Automotive / Transportation	15%

ESC Silicon Valley 2010 Attendees Came From Leading Companies Such As:

3M Touch Systems
ABIOMED Inc.
AFL Telecommunications
Alps Electric (USA)
American Power Conversion
Aspect Medical Systems
Astro-Med, Inc.
Avedro, Inc.
BAE Systems
Bechtel Bettis Inc.
Beckman Coulter Inc.
BENSERON
Booz Allen Hamilton
Bosch Securit Systems Inc.
Bose Corporation
Boston Dynamics
Boston Scientific
Cambridge Viscosity
Cardiopulmonary Corp.
Ciena
Cisco Systems
Cobham DES M/A-COM
Codman (Johnson & Johnson)
Concord Scientific
Cybex Intl.

Cytonome/ST
Dalsa Corp.
Danatronics Corp.
Delsys Inc.
Dept of Defense
Diehl Controls N.A.
Dodona Bio-It
Dräger Medical Systems
Draper Laboratory
Eaton-Peabody Laboratory
EMC
Emerson
Epson Electronics
Ericsson
Telecomunicazioni S.p.A.
Fairbanks Scales
Flight Landata, INC.
Fujitec
Fujitsu
GE
GE Healthcare Systems
Ge Security
Genband
General Digital
General Dynamics
Gerber Technology
GOIMOD / US TACOM

Goodrich
Haemonetics Corp.
Harris Corp.
HARRIS-INTRAPLEX
Heat-Timer Corp.
Hewlett Packard
Honeywell
Hospira
Hughes Communications, Inc.
Identech
Integra Radionics
Integrated Command Systems, Inc.
Integrated Spectronics
iRobot
Ivy Biomedical
Jefferson Audio Video Systems
Juniper Networks
KARL STORZ
Kidde-Fenwal
KOSO America
L - 3 Communications
Locator Systems
Lockheed Martin
Medtronic MiniMed
Megger

Meteksan Defence Inc.
Mettler-Toledo Thornton
MGP Instruments
Microline Surgical Inc.
Midtronics, Inc.
Mitre
Mitsubishi Electric
Moog Inc.
Motorola
Nokia Siemens Networks
Nortel
Northrop Grumman
NovAtel Inc.
Noyes
Olympus
Osram Sylvania
Otis Elevator
Parker Hannifin, Energy Systems
PARKER HANNIFIN-AEROSPACE-ESD
PerkinElmer
Philips
Philips Healthcare
Philips Research
Pitney Bowes
Pratt & Whitney
Proton Energy System

Raytheon
Regal Beloit
Renco Corporation
Research In Motion
Rockwell Automation
Rockwell Collins Inc
RSA, The Security Division of EMC
Samsung Electronics
Schneider Electric
Siemens Energy, Inc.
Sperian
Teleflex Medical
Teradyne
Terascala
Thayer Scale
Thermo Fisher
Thiele Kaolin Company
TomoTherapy
Toshiba
Wescam
Western Digital
Westinghouse
Zoll Medical
Zoran Corporation

**Contact your UBM Electronics sales representative or
Sean Raman, Sales Director, Events (415) 947-6622 Sean.Raman@ubm.com**

ESC Silicon Valley

The biggest and best embedded events. The most strategic locations.

Use ESC Silicon Valley to Launch Products and Make Announcements

Sample 2010 ESC Silicon Valley international press and analyst attendees:

Advantage Business Media	EE Times	Global Press	
Product Design & Development Magazine	EE Times Europe	Connection	
Aktuel Elektronik	EETrend.com	Goldman Sachs	
Appliance Design	eg3.com	Grace Assoc	
ATC A Newsletter	Electronic Component News (ECN)	Greentechmedia	
Automobil-Elektronik	Electronic Design	ICC Media	
BDTI	Electronic Design & Application World	IDC	
bite	Electronic Engineering & Product World	Impress Watch	
Blue Sky Communications	Electronic Parts and Components Monthly	IMS Research	
China Computerworld Weekly	Electronic Product News	India Electronic News	
Chip Design Magazine	Electronic Products China	InsideChips.com	
Circuit Cellar Magazine	Electronic Products Magazine	Insight 64	
Citi Investment Research	Electronic Science	Internet Journal	
Coda Group; Inc.	Electronic Trend Publications	Intune.Network	
Communication Components Magazine	Electronics Supply & Manufacturing (ESM)	KembyTV	
Components in Electronics	Electronics Weekly	La Tribune	
Components Times	Electronique International	Lexmark	
CompoTech Asia	ELEKTROnet	machine design magazine	
Control Engineering/Reed Business Information	Elektronik	Markt & Technik	
COTS Journal	Elektronik Informationen	Medical Electronics	
Creative Strategies	Elektronikpraxis	Manufacturing	
DIGDIA	Elektroniktidningen	Meltwater News	
Digital Storage Tech. Review	Embedded Market Forecasters	Metro Newspapers	
DSP DesignLine	Embedded Systems	Microprocessor Report	
ECN and Wireless Design & Development	Design/Embedded.com	Military & Aerospace Electronics magazine	
EDA Tech Forum	Embedded Technology Magazine	Mocana	
EDA Weekly	EONews	New Electronic Products	
EDN	Extension Media	New Electronics	
EDN China	Gartner	Nikkei Electronics Asia - Taiwan	
EDN Korea	Gary Smith	Objective Analysis	
EDN Magazine	Global 3C Newsletters/Topology	OpenSystems Media	
EDN Worldwide		Penton Media/Electronic Design	
		Portable Design	
		Portable Design China	
		Prossori Magazine	
		Reed Business Information	
		RTC Magazine	
		Semicast	
		Semiconductor International	
		Semiconductor Network	
		Semiconportal	
		SFExaminer.com	
		Silicon Insider	
		Slezione Di Elettronica	
		Strategy Sanity	
		System Verification Blog	
		System-Level Design	
		Target Spot Network	
		Techfocus Media	
		TechInsights	
		The French News Agency	
		The Linley Group	
		The Semiconductor News	
		Trish Tunney Photographer	
		VDC Research Group	
		WDD Asia	
		West Technology Research Solutions; LLC	
		Wilson Research Group	
		WTRS	
		www.imexresearch.com	



**Contact your UBM Electronics sales representative or
Sean Raman, Sales Director, Events (415) 947-6622 Sean.Raman@ubm.com**

ubmelectronics.com/mediakit

Marketing Solutions that Power the Global Electronics Market

UBME2010_E02_ESCSV_0406.docx pg 4. © 2011 UBM Electronics, a division of United Business Media, LLC. All Rights Reserved.

