

UBM Electronics | ESC Boston

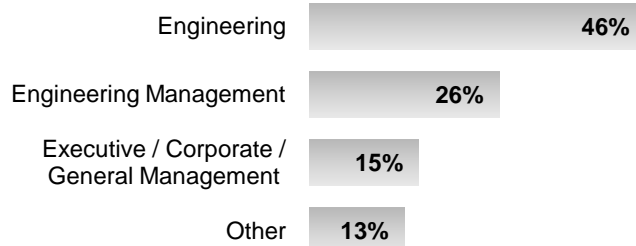
The biggest and best embedded events. The most strategic locations.

Exhibit at the Fastest Growing Embedded Systems Event in North America

ESC Boston 2010 saw a 10% increase* in expo attendance. With cutting edge product demonstrations, visionary speeches and hundreds of essential technical training classes and accreditation opportunities, ESC Boston is the ideal venue for the design engineering community to learn, collaborate and recognize excellence. In addition, ESC Boston celebrates decades of unique local electronics industry culture, innovation and significant contributions to the global technology industry.

* ESC Boston 2010 Audit by Exhibit Surveys

2010 ESC Boston Attendee Job Functions:



Source: 2010 ESC Boston audit

ESC Boston 2011 Delivers:

Promotions designed to connect you with the right buyers:

- Telemarketing & local promotions to drive attendance from OEMs
- Outreach to Financial/Wall Street press and to mainstream press
- Expanded outreach to vertical industry press
- Increased promotion of exhibitor activities
- Aggressively promote vendor announcements

New programs on the ESC show floor:

- ESC Theaters
- Thousands of FREE Tech Totes given away
- Meet the experts from exhibiting companies

Even more quality content to attract high quality attendees, including:

- Hands-on labs
- Vertical industry tracks
- Exciting keynoters
- Professional Development Workshops for OEM's

Why ESC?

- Close business
- Change perceptions
- Reach media and analysts



ESC Boston

September 26-29, 2011
Hynes Convention
Center
Boston, MA

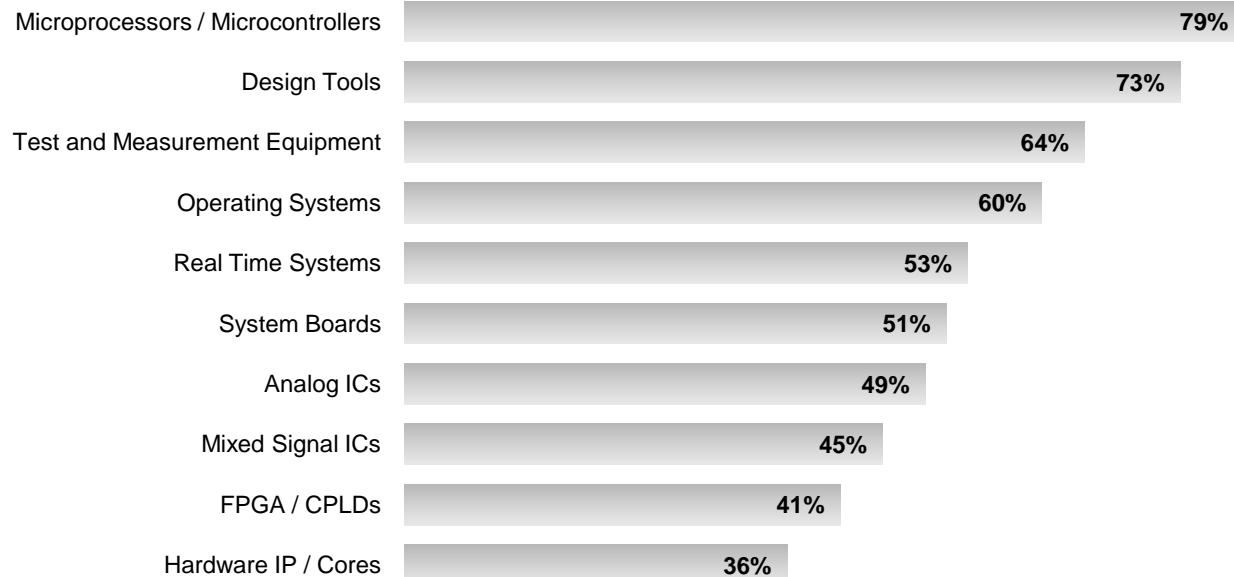
About UBM Electronics

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



Attendees at ESC Boston:



Source: 2010 ESC Boston audit









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Reach OEMs from Key Industries at ESC Boston

ESC Boston brings together the largest number of system architects, design engineers, 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 OEM's on your target list.

ESC Boston 2010 OEM List

3Com	Endress + Hauser	New Brunswick Scientific
3M Touch Systems	Ericsson	Nokia
Advanced Instruments Inc	Falmouth Scientific	Nortel
Advanced Metrology Systems	Fisher	
AFL Telecommunications	Price	
Alcatel - Lucent	Flight	Alcatel-Lucent 
Alps	Landata	
Amega Scientific Corp	; Inc.	
American Medical Systems	Ford	
Aspect Medical Systems; Inc.	GE	
AusTek Inc.	GE	
Axya Medical	Aviation	
BAE Systems	GE Energy	
Bayer HealthCare	GE Sensing	
Boeing	General Dynamics	
Bombardier	General Motors	
Bosch Security Systems; Inc.	Gerber Scientific	
Bose	Goodrich	
Boston Scientific	Harman	
CIENA	Honeywell	
Cisco Systems	HP	
Concord Medical Products	Huawei Technologies	
Concord Scientific	Hughes	
CooperSurgical; Inc.	IBM	
Covidien	iRobot	
Cybex	ITT Space Systems Division	
Denso Corporation	Jabil Inc.	
Digital Acoustics	Johnson & Johnson	
Draeger Medical; Inc.	Juniper Networks	
Draper	Kodak	
E INK CORPORATION	Kollmorgen	
Earth Turbines	Lockheed Martin	
Eastman Kodak	Logitech	
EDO-EVI	Lutron Electronics	
EMC	MiMillennium Pharmaceuticals	
Emerson	Motorola	
		Northrop Grumman
		Nova Biomedical
		Olivetti
		Osram Sylvania
		Otis Elevator
		Panasonic
		Parker Hannifin
		Philips Healthcare
		Pitney Bowes
		Pratt & Whitney
		Raytheon
		Rhythmia Medical
		Rockwell Collins
		RSA
		Samsung
		Schlumberger
		Segway Inc.
		Siemens
		Sony Ericsson
		Stringer
		Sun Microsystems
		TEAC
		Tellabs
		Thayer Scale

Contact your UBM Electronics sales representative or
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