

# UBM Electronics | Virtual Event Solutions

Connect, collaborate and drive deeper engagements with design decision makers



## EE Times and Design News virtual event

# INDUSTRIAL CONTROL

Presented by: Design News and EE Times  
 Live Date: Thursday, April 21, 2011, 11amET – 6pmET  
 On-Demand: April 22, 2011 – October 22, 2011  
 URL: <http://e.ubmelectronics.com/industrialcontrol>  
 (live 3/10/11)

Conference co-chairs: David Greenfield, Editorial Director, Design News  
 Carolyn Mathas, Site Editor Industrial Control Designline  
 and CommsDesign  
 Al Presher, Contributing Editor, Automation & Control,  
 Design News

### Industrial Control: The Network Becomes the Center of Industrial Control Safety and Connectivity

The focus of this event on the network becoming the center of industrial control technology through a focus on advancing sensing, safety and connectivity capabilities and requirements for the systems designer. Attendees will take away:

- A greater understanding of how safety is moving away from hardwired separate networks and onto the same network as the control system with equal, if not greater, levels of redundancy and fail safe capability.
- How and when to incorporate USB connectivity on devices to supplant or replace serial connector options.
- When and where wireless networks are being used to supplant Ethernet and other wired networks and where it's being tested.
- Advances in capacitive sensing and where this technology is best applied in industrial control

### Who Will Participate

- Design engineers at industrial machine, device, and instrumentation OEMs
- Embedded system designers with industrial control and instrumentation providers
- System integrators – both at the embedded and systems level

### About the Technical Program

The Design News and EE Times Virtual Event: Industrial Control will offer a series of **panel discussions**, with opportunities for sponsor participation, alongside **technical workshops** and a **keynote address** with a speaker to be identified shortly. Opportunities exist for **sponsored webinars** that will run within the technical program.

### Why Virtual Events?

Attendees of UBM Electronics Virtual Events learn from and interact directly with industry experts and technology providers via keynote speeches, webinars, moderated discussion panels, and live interactive chats, and gain access to a comprehensive collection of educational material and resources on the topic.

### Sponsor Benefits

Reach your target audience through a highly interactive platform and receive:

- Targeted, global access to focused design decision makers
- Alignment with award winning editorial content
- Attendee tracking and reporting
- Advanced platform to promote your rich media assets
- Immediate interaction with customers and prospects

Targeted leads with detailed demographic data.

### About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics, OEM and EOEM global 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, nextgen marketing services built around industry-leading editorial content.

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## Panel Discussions:

A combination of sponsored and editorially selected panelists will participate in the sessions listed below.

### *Networked Safety – Why It's a Viable Option*

Safety systems have historically been hard-wired, separate systems to ensure ever-present safety. Four industry trends are beginning to change this hard-wired perception:

- Explosion of disparate smart devices for industrial control systems;
- Increasing connectivity of control systems to enterprise networks;
- Pending regulation mandating that machine safety become the OEM's responsibility rather than the end user; and
- Release and adoption of network-centric solutions for machine, motion control and/or robotics safety, such as OpenSAFETY and Safe Motion.

### *Incorporating USB in Industrial Control – Where it Makes the Most Sense*

Want to replace serial connectors in industrial designs with more user-friendly USB connectors? Here's what the embedded designer needs to know about the USB:

- Protocol
- Software
- MCUs
- Complexity and cost compared to serial alternatives

## Technical workshops

### *Capacitive Sensing tutorial*

Capacitive sensing is an art that designers of any system should know and understand. As a more reliable and elegant replacement for mechanical buttons and switches, it is used in everything from consumer electronics to white goods and industrial systems. This tutorial will show you the art capacitive sensing, including how to layout the board, how to overcome the challenge of system noise and other interference, and how to tune your design to ensure flawless performance in the field.

### *Wireless Sensing and Control*

For years only hardwired 4-20mA connections were an acceptable network option for industrial control. Over the past decade, Ethernet connections have replaced large segments of those 4-20mA connections. Now wireless, which was thought to be too unreliable for the requirements of industrial control is increasingly being deployed. In this tutorial you learn where it's been proven to work, where it doesn't work well, and where the adventurous industrial control systems designers are testing it.

Sponsorship pricing opportunities on next page ▶

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## UBM Electronics Virtual Events

	Exclusive platinum sponsorship	Gold [limit 2]	Silver [unlimited]
<b>Branding Elements</b>			
Recognition as exclusive platinum sponsor of event	Yes	N/A	N/A
Logo: registration page and confirmation emails	Yes	Yes	N/A
Logo: Event advertising	~1 million impressions	~1 million impressions	~1 million impressions
Logo: Post event materials	Yes	Yes	Yes
Logo: Plaza Greeting	Yes (fixed placement)	Yes	Yes
Booth	<ul style="list-style-type: none"> <li>• Preferred central location</li> <li>• 8 tabs, 40 pieces of content</li> <li>• In booth marquee message</li> <li>• 3 clickable custom graphics</li> <li>• 2 clickable marquee message</li> </ul>	<ul style="list-style-type: none"> <li>• 6 tabs, 30 pieces of content</li> <li>• In booth marquee message</li> <li>• 2 clickable custom graphics</li> <li>• 1 clickable marquee message</li> </ul>	<ul style="list-style-type: none"> <li>• 4 tabs, 20 pieces of content</li> <li>• In booth marquee message</li> <li>• 1 clickable marquee message</li> </ul>
Audience briefcase	2 pieces of content	1 piece of content	1 piece of content
<b>Thought Leadership</b>			
Keynote	30 second promotional video	N/A	N/A
Editorial panel participation	Option to participate in both panels	Option to participate in 1 panel	N/A
Content Pavilion participation	10 pieces of content and co-host invitation	5 pieces of content and co-host invitation	N/A
Attendee interaction: Chat and email	Yes	Yes	Yes
<b>Lead Generation</b>			
Leads: live and archive	Leads from all event registrants, associated booth, webinars, and pavilion area, as well as leads from resource center, and engagement with reps outside the booth	Leads from associated booth, webinars, pavilion, and scheduled chat, as well as leads from resource center, and engagement with reps outside the booth	Booth, as well as leads from resource center, and engagement with reps outside the booth
Webinar	<ul style="list-style-type: none"> <li>• 60 minutes live audio</li> <li>• Post session, direct-to-booth</li> </ul>	N/A	N/A
Scheduled Chat	N/A	Yes	N/A
Prize giveaways	Yes	Yes	Yes
Surveys	Yes	Yes	Yes
<b>Price:</b>	\$29,500	\$15,000	\$7,500
A la carte webinar		• 60 minutes live audio	• 60 minutes live audio
<b>Price:</b>	n/a	\$8,000	\$10,000
<b>Recommended Sponsor commitment deadline:</b>	ASAP	6 weeks out from event	3 weeks out from event

All prices are net.

[ubmelectronics.com/mediakit](http://ubmelectronics.com/mediakit)

Marketing Solutions that Power the Global Design Engineering Market

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