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Connect, collaborate and drive deeper engagements with design decision makers



Presented by: EE Times
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On-Demand: March 25, 2011 – September 24, 2011
URL: <http://vc.ubmelectronics/multicore> (live 2/17)
Conference Co-Chairs: Rick Merritt, Editor at large, EE Times
 Jim Turley, Principal Analyst, Silicon Insider

Multicore Virtual Conference: Making Multicore Work for You

Multicore processors are forcing a rethink of hardware design as well as programming practices. Do you want multiple identical CPU cores or a mix of difference CPU cores for each task? What's the best way to harness all this horsepower? And do multicore chips really reduce power consumption or are they just performance overkill? Whatever the answers, multicore isn't going away. It's a design reality. Whether you're an engineer, a manager, or a programmer, a few intensive hours spent here will pay off now and down the road.

Who Will Participate

- System designers
- High-performance system designers
- Software developers
- Programmers
- Future, hesitant and curious Multicore developers

About the Technical Program:

A combination of sponsored and editorially selected panelists will participate in the sessions listed below. Additional sessions in the program include a keynote address and one or more sponsored webinars.

Panel Discussion:

High-End Multicore Chips: How Much Performance Can You Get?

From Intel and AMD to Tilera and Applied Micro, many companies are making high-end microprocessor chips with as many as 100 CPU cores. How can you harness this power, and what would it take to make it work for you? In this hour we examine a number of high-end multicore chips and weigh the pros and cons of using them in consumer, computer, and communications applications. What are the hardware tradeoffs and how do these chips affect your programming environment? And how can massively multicore chips paradoxically reduce power consumption? We talk to the experts, and you're invited.

Panel Discussion: Simple Matter of Programming: Software for Multicore

Why Virtual Events?

Attendees of EE Times Virtual Conferences 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 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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Multicore programming is more complicated than just writing two programs at once. You need to make tasks and/or threads cooperate, and that can be harder than it sounds. How much can your operating system help, or hurt, your efforts? What role does your compiler play? And how do you debug a dozen separate code threads all running at once on a multicore processor? In this session we dissect the software and EDA landscape as it applies to multicore programming, picking up the best habits and practices from our panel of experts.

Panel Discussion: Highly Integrated Multicore Chips: Balancing Power, Price, and Peripherals

Even a \$2 microcontroller can be multicore, as many of today's chips prove. Multicore has its place in low-end devices, too, with separate CPU cores dedicated to peripheral I/O, encryption, networking, graphics, power management, and more. See and hear how low-cost, highly integrated multicore chips can be used to simplify embedded design without adding cost or busting the power budget. This session helps designers and managers sort through the many options, locating the most practical and cost-effective solutions.

Sponsorship pricing opportunities on next page ▶

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EE Times Virtual Events

	Exclusive platinum sponsorship	Gold [limit 4]	Silver [unlimited]
Branding Elements			
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	N/A
Logo: Post event materials	Yes	Yes	Yes
Logo: Plaza Greeting	Yes	Yes	N/A
Booth	<ul style="list-style-type: none"> • Preferred central location • 8 tabs, 40 pieces of content • In booth marquee message • 3 clickable custom graphics • 2 clickable marquee message 	<ul style="list-style-type: none"> • 6 tabs, 30 pieces of content • In booth marquee message • 2 clickable custom graphics • 1 clickable marquee message 	<ul style="list-style-type: none"> • 4 tabs, 20 pieces of content • In booth marquee message
Audience briefcase	2 pieces of content	1 piece of content	N/A
Thought Leadership			
Keynote	30 second promotional video	N/A	N/A
Editorial panel participation	Option to participate in 2 of 3 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
Lead Generation			
Leads: live and archive	Leads from all event registrants, associated booth, webinars, and pavilion areas	Leads from associated booth, webinars, pavilion, and scheduled chat	Booth only
Webinar	<ul style="list-style-type: none"> • 60 minutes live audio • Post session, direct-to-booth 	N/A	N/A
Scheduled Chat	N/A	Yes	N/A
Prize giveaways	Yes	Yes	Yes
Surveys	Yes	Yes	Yes
Price:	\$29,500	\$15,000	\$7,500
A la carte webinar		• 60 minutes live audio	• 60 minutes live audio
Price:	n/a	\$8,000	\$10,000
Recommended Sponsor commitment deadline:	ASAP	6 weeks out from event	3 weeks out from event