

# UBM Electronics | The Embedded Systems Conferences

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

## About Embedded Systems Conferences

With more than 10,000 attendees each year, the Embedded Systems Conferences are the premier live engineering events for designers and business managers in the embedded space. The majority of attendees come to the Embedded System Conferences to meet suppliers face-to-face, evaluate new products and learn about new products and design techniques from industry experts.

The worldwide ESC events are an unsurpassed opportunity for designers to meet their peers and get the information they need to solve their toughest problems.

And they is an unsurpassed opportunity for suppliers to meet with their customers —on the show floor, in the classroom and at events held around the conference.

## Meet New Customers—Worldwide

### ESC Silicon Valley

May 2-5, 2011  
McEnery Convention  
Center  
San Jose, CA

### ESC Chicago

June 6-8, 2011  
Donald E. Stephens  
Convention Center  
Chicago, IL

### ESC India

July 20-22, 2011  
NIMHANS Convention  
Center  
Bangalore, India

### ESC Boston

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

### ESC Brazil

May 24-25, 2011  
Sao Paulo Novotel  
Center Norte

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.

## Build Awareness and Generate Leads from Interested Prospects

Each year, Embedded Systems Conferences bring together the largest audience of systems-level design engineers worldwide. ESC attendees are looking for solutions to immediate design challenges—which allows you to connect with engineers and developers who have buying power and buying intentions.

As an ESC exhibitor, you'll get exposure for your brand with millions of impressions in ESC's pre- and post-show marketing programs. More than 100 international journalists and media outlets attend and cover the Conferences each year, making them the perfect stage for you to break news and introduce new products.

Contact your UBM Electronics sales representative or Sean Raman, Sales Director, Events (415) 947-6622  
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## Why ESC?

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



## 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.