

2010 ARM Technology Conference

The Core of Your Future

Sponsor or Exhibit at the Only Conference Dedicated Exclusively to ARM Technology

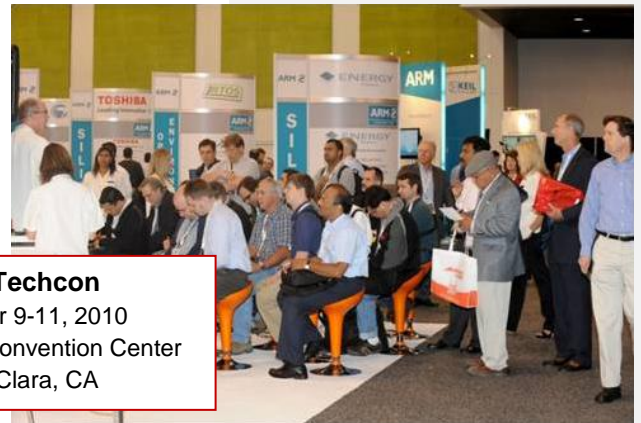
ARM Technology is experiencing tremendous growth and user adoption. As an event sponsor, you'll benefit from the marketing power of EE Times & ARM.

Connect with decision-makers in an educational environment. Build relationships that will shorten your sales cycles. Position yourself and your company as an expert in the market and a thought leader in the industry.

A New Experience in 2010-Two Conferences in One!

UBM Electronics and ARM will deliver a new experience in 2010. The Conference and Exhibition will be clearly delineated based on attendees specific roles and educational needs. Reach your target audience in an educational hands-on environment.

- November 9-Chip Design Conference**
 One day intensive conference for chip design teams working with ARM Silicon IP and tools. Tabletop exhibits will help chip designers to evaluate available support tools and technologies.
- November 10-11-Systems & Software Design Conference**
 Two days of courses and exhibits or systems developers employing the ARM Architecture. The expanded show floor will have theatre sessions, and showcase the hottest new products to support the entire ARM ecosystem.



ARM Techcon
 November 9-11, 2010
 Santa Clara Convention Center
 Santa Clara, CA

Who Should Sponsor:

Whether your company is implementing ARM on leading edge silicon or embedded the technology in ARM-based systems, this conference presents a unique opportunity for sponsors and exhibitors. Today ARM technology is used in more than 95% of the world's mobile handsets and over one-quarter of all electronic devices.

Additionally, with the expansion of ARM into new markets such as smart grid, servers, tablets, there are numerous opportunities for silicon and software vendors.

Why ARM Techcon?

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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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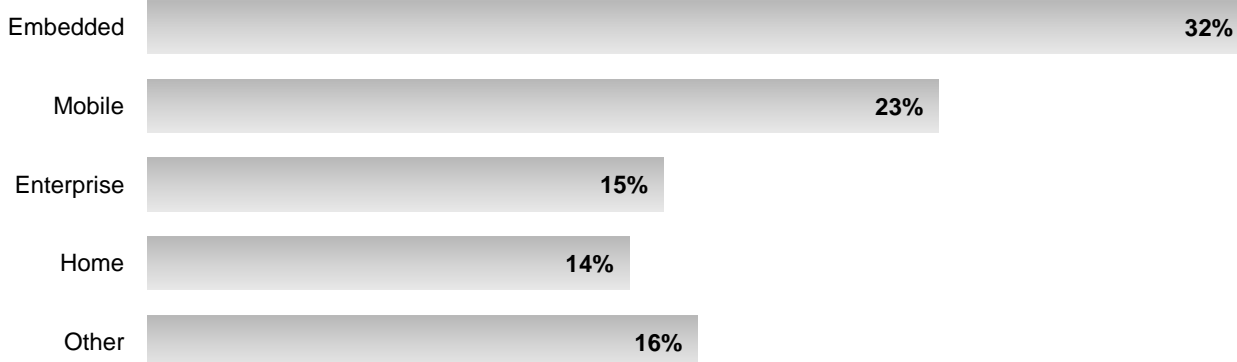
ARM is one of the most vital and important processor architectures to emerge in the current computing environment, which requires low power, multi core, connected devices. ARM is the enabling technology behind the rich displays and wireless connectivity, epitomized by the IPAD.

Meet with a multitude of systems designers, who are involved in all phases of the product development cycle, from hardware design through software and application development

Previous Attendees Include:

- Design & Development Engineer/Manager
- Research & Development Engineer/Manager
- Technical Manager (CTO, CIO, Director of Engineering, System Architect, VP of Engineering)
- Firmware/Software Engineering Management
- Design & Development Engineering
- Research & Development Engineer
- Test Engineer Systems Engineer
- Hardware Engineer Firmware/Software Engineer

Attendee Market Applications:



Source: 2009 attendee data

For more information about ARM Technology Conference sponsorship and exhibitor opportunities, contact your UBM Electronics sales representative or
Sean Raman, Sales Director, Events (415) 947-6622 Sean.Raman@ubm.com

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Marketing Solutions that Power the Global Electronics Market

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