

UBM Electronics | Virtual Event Solutions

Connect, Collaborate and Drive Deeper Engagements with Design Decision Makers.



Presented by:	ARM TechCon 2011
Live Date:	Wednesday & Thursday, November 16-17, 2011 8am PT– 3pm PT
On-Demand:	November 17, 2011 – May 27, 2011
URL:	www.e.ubmelectronics.com/ARMTechConVC
Conference Chair:	Colin Holland, Editor: MCU Designline & EDN Processor-Based Design

ARM TechCon 2011: Join the Community Defining the Future

ARM TechCon attracts chip and systems designers as well as the software and firmware engineers who enable a complete solution. This virtual companion event provides access to key technical content and ARM solution providers. During this two-day event attendees can access leading strategies for designing with the ARM architecture. Day 1 will be dedicated to Chip Design and manufacturing and Day 2 will focus on Systems & Software Design.

Who Participates?

- Design engineers from dozens of countries around the world, representing all of the key industries and OEMs
- Embedded system designers
- Hardware Designers
- Software Designers
- System integrators – at both the embedded and systems level

Why Virtual Events?

Attendees of UBM Electronics Virtual Events learn from and interact directly with industry experts and technology providers. Keynote addresses, webinars, discussion panels, and live interactive chats, provide attendees with a comprehensive collection of educational materials and resources on the featured topics.

Sponsor Benefits

Reach your target audience through a highly interactive platform while aligning your brand with respected expert content. Sponsors receive:

- Targeted, global access to sought after design decision makers
- Real-time interaction with customers and prospects
- A robust platform in which to feature your rich media assets
- Extensive reporting and tracking on attendee activity and engagement
- Targeted leads including 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 1.6 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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About the Technical Program: The Best of ARM TechCon and More

The ARM TechCon Virtual Conference will present core general session content and technical presentations from the live ARM TechCon held in Santa Clara on October 25-27, 2011.

The two-day virtual conference will include the three keynote addresses presented at ARM TechCon - full details regarding these industry luminaries will be revealed in the coming weeks and made public on www.armtechcon.com.

Accompanying the keynote addresses will be key sessions based on the face to face ARM TechCon program's Chip Design (November 16) as well as Software and Systems (November 17) tracks. Technical sessions will be in PowerPoint with audio commentary by the author and followed by a live chat-based Q&A with the presenter. A full program for the virtual event will be announced shortly.

Highlights of this year's *Software & Systems* section are sure to include updates to sessions that proved very popular last year's ARM TechCon such as Android and Open Source, Low Power Designs and Efficient Software Designs. To these will be added Computing Platforms, Microcontroller Designs and Human Interface Designs. A conference track explaining the Fundamentals of the ARM has also been added this year to explain the basics from core/device selection to commercial requirements such as licenses and royalties. *The Chip Design* section will cover all the aspects of the specification, design, verification and manufacture of Systems-on-Chips based on ARM IP.

Sponsors of the virtual ARM TechCon will have the opportunity to associate themselves with these technical sessions in the form of branding and leads (session selection on a first-come, first-serve basis). Sponsors have an additional opportunity to create their own presentation to be presented alongside the technical program.

Sponsored presentations will complement the technical program and will be promoted alongside them in marketing materials.

NOTE: ALL sponsors for this event MUST have exhibited at the live ARM TechCon on October 26-28, 2011.

Further details about sponsorship opportunities and pricing are on the last page →

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A Natural Face-to-Face Event Extension

No matter how organized or well-intentioned event attendees are, they will undoubtedly miss out or forget something important. And then there are the scores of people who are unable to attend the face-to-face conference due to scheduling, travel or expense barriers.

Participation in this companion event stretches your event sponsorship dollars even further with a much broader reach and a very long tail.

What to Expect

UBM Electronics has the experience and expertise to maximize your ROI. We will walk you through the entire process and give you tips for achieving best results along the way or **even build your booth for you!** We will:

- Show you how to optimize the live virtual experience through audience interaction
- Guide you through building your booth and hosting your assets
- Teach you how to access your data portal to vet your top leads
- Optional booth-building service for you with the assets you provide

Attendance

Electronics industry professionals and executives from around the globe attend our Virtual Events

- United States
- Canada
- United Kingdom
- India
- Germany
- France
- Russian Federation
- Egypt
- Spain
- Brazil
- Japan

Attendees are active participants

- Visit exhibitor booths
- Engage in chat sessions
- Send emails
- Exchange V-cards
- Download assets
- Attend content sessions

Event Lobby

Enter the lobby to navigate to booths, auditorium, networking lounge & more.



Auditorium - Directory

Attend presentations in the Auditorium.



Auditorium – Presentation



Exhibitor Booth

Visit Exhibitor booths & chat with Staffers.



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ARM TechCon Virtual Conference Sponsorship Packages

	Lead Sponsorship (6 Available)	Exhibitor [unlimited]
Branding Elements		
Recognition as Exclusive Platinum Sponsor of Event	N/A	N/A
Logo: Registration Page and Confirmation Emails	Yes	N/A
Logo: Event Advertising	~1 million impressions	~1 million impressions
Logo: Post Event Materials	Yes	Yes
Logo: Plaza Greeting	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 • Optional full-service booth building available 	<ul style="list-style-type: none"> • 4 tabs, 20 pieces of content • In booth marquee message • Optional full-service booth building available
Audience briefcase	2 piece of content	N/A
Thought Leadership		
Technical Session Sponsorship	Branding and leads associated with 1 technical session	N/A
Attendee Interaction: Chat and Email	Yes	Yes
Sponsor Produced Session	1 sponsored presentation repurposed from ARM TechCon or brand new content (45 min + 15 min Q&A) with branding, and leads	
Lead Generation		
Leads: Live and Archive	Leads from associated booth, sponsored technical session, and sponsor produced session	Leads from booth only
Webinar	N/A	N/A
Scheduled Chat	Yes	N/A
Prize Giveaways	Yes	Yes
Surveys	Yes	Yes
Price:	\$20,000/\$24,000 if you didn't sponsor a session at the live ARM TechCon	\$2,500
A La Carte Webinar		• Audio + PPT
Price:	N/A	\$10,000
Recommended Sponsor commitment deadline:	ASAP	October 27 th , 2011

*Topic choice for sponsored technical sessions are first come first serve—**Contact your UBM Electronics sales representative for a list of available topics**

ubmelectronics.com/mediakit

Marketing Solutions that Power the Global Design Engineering Market

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