

UBM Electronics | Sensors in Design | March 28-29, 2012

CONNECTING TECHNOLOGY, APPLICATIONS AND EDUCATION

Exhibit at the Premier Event for Sensor Applications



UBM's *Sensors in Design 2012* will provide design engineers with actionable expertise on cutting-edge smart sensor solutions. Our program tracks will showcase how-to technical presentations on the application of sensor technology in real-world products. Attendees will learn about the latest

smart sensor products and technology and see reference designs and product exhibits spotlighting applications ranging from robots and automotive to consumer electronics, industrial, and factory and process automation.

Why Sensors in Design is Unique

Sensors in Design 2012 is unique in many ways.

Here are the top 4 reasons:

1. It is the first event to spotlight cutting-edge designs and provide actionable application information
2. Sensors are widely used in Electronics and Mechanical Systems and their adoption is increasing. This is the **ONLY** event that brings design engineers from both sides and presents a 'Best of Both Worlds' scenario
3. It is the **ONLY** event supported by leading publications such as Design News, EE Times, EDN, Embedded.com, and Test & Measurements World
4. The Sensors in Design event will be co-located with the ESC Silicon Valley, the largest embedded event in North America.

Why Exhibit?

Sensors in Design Exhibits will display sensors in action, covering the spectrum from electronics to mechanical to embedded applications. Leveraging the strength of the co-located with *ESC Silicon Valley* conference and expo -- the largest embedded event in North America -- this event provides a unique forum for you to get your solutions in front of 1,000's of engineers and technical manager from across the globe. You cannot afford to miss it!

Sensors in Design exhibit floor will have turnkey exhibits that portray a community look & feel. This arrangement, along with a theater, will be engaging and invite attendees to interact with exhibiting companies. Stay tuned for more details!

Sensors in Design 2012
Co-located at ESC SV
McEnery Convention Center
San Jose, CA
March 28-29, 2012



About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics and design engineering 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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Who Should Exhibit?

- Companies who have Sensors/MEMS related products
- Microcontroller Vendors
- Analog and Mixed Signal Chip Vendors
- Board level vendors
- Other Vendors who are targeting design engineers incorporating sensors in system designs

Who Will Attend?

Engineers and technical managers from around the globe will attend *Sensors in Design 2012* to learn about the latest smart sensor products and technology and cutting-edge smart sensor solutions. Attendees will include:

- Systems Level Design Engineers designing sensors in systems
- Engineering Managers & Executives
- Mechanical Design and Electro-Mechanical Design engineers designing sensors in Mechanical Systems

Sensors in Design 2012: Conference Tracks

Covering the following topics:

- Rough Duty: Sensors in Harsh Factory & Field Environments
- Sensors in Your Pocket: The Mobile Multi-sensor Challenge
- Cost Effective Wireless Sensing Solutions
- Homeland Protection: Emerging Opportunities in Airport, Chemical, and Perimeter Protection
- Tablets & Laptops: 3D Placement & Packaging
- MEMS Application & Integration
- Condition Based Monitor for Factories & Automation
- Migration to Sensors from Electro Mechanical Tech
- Geographically Dispersed (Internet) Sensor Networks



Showcases

- MEMS in Automotive
- Toward the Tricorder: Sensors in Portable Medical Devices

Keynote

Sensors in Real-World Apps: Best Practices & Design Pitfalls

Moderator: Alex Wolfe, Content Director, Design News and Sensors in Design 2012

Panelists: Industry Executives and Notable Luminaries

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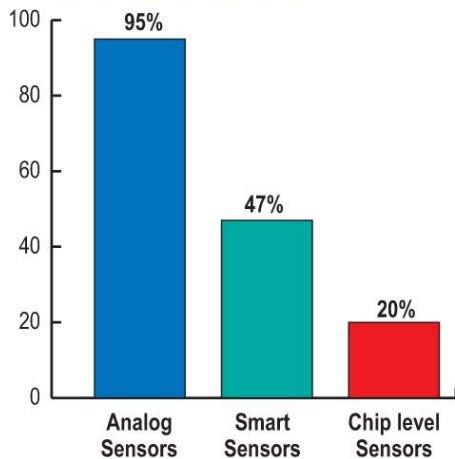
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UBM Electronics Sensors Market Study (October 2011)

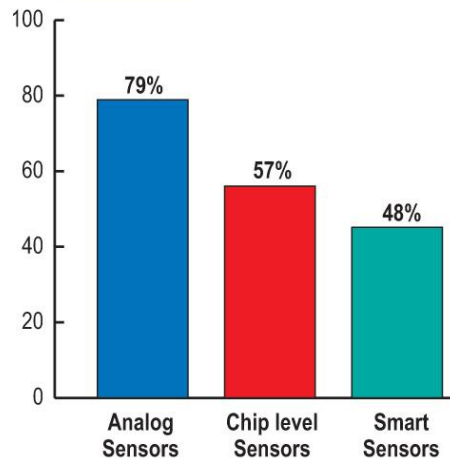
Differences and Similarities between Design News and ESC audiences

TYPE OF SENSORS RECOMMENDED/SPECIFIED/UTILIZED

DESIGN NEWS:



ESC:

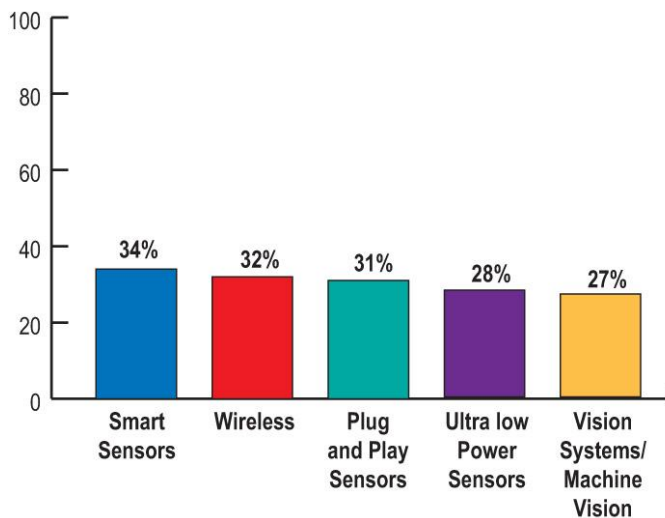


CHANGE IN IMPORTANCE OF SENSOR CATEGORIES FOR THE NEXT 12 MONTHS

(Responses below are only those who have selected 'More importance'. Same or less importance responses not listed.)

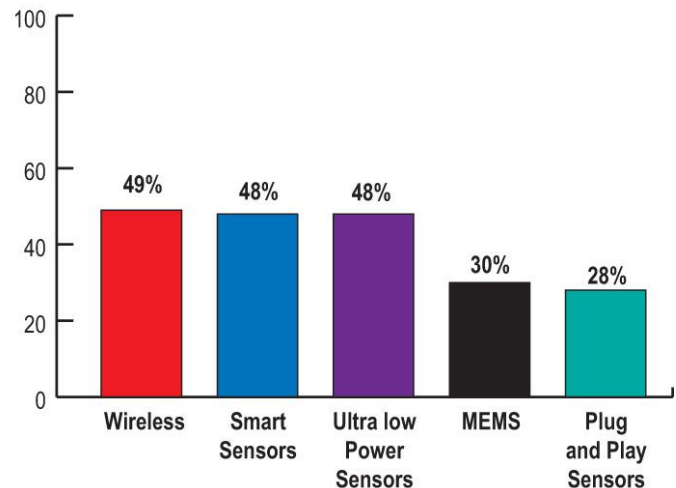
DESIGN NEWS:

(top 5 responses only)



ESC:

(top 5 responses only)



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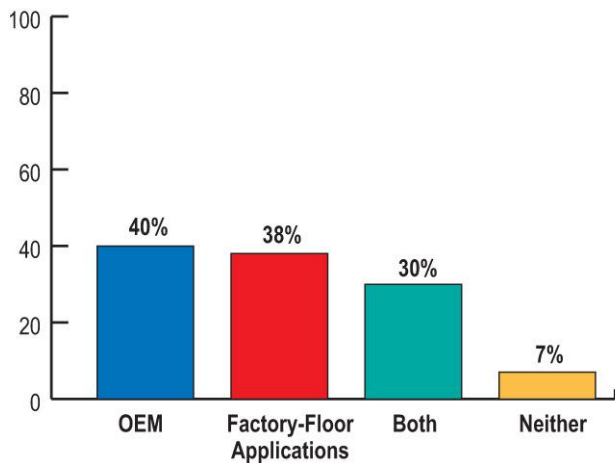
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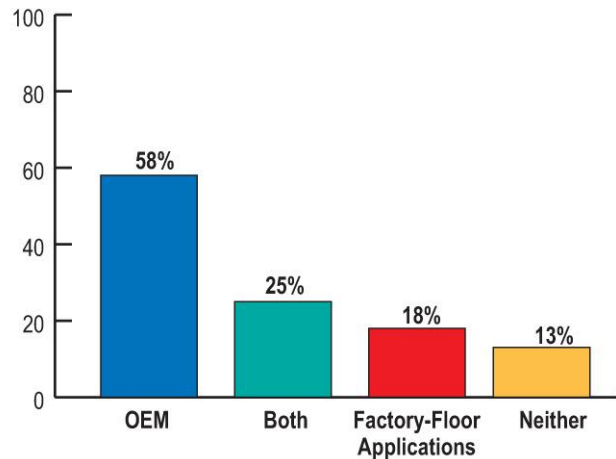
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APPLICATION OF SENSOR TECHNOLOGY

DESIGN NEWS:



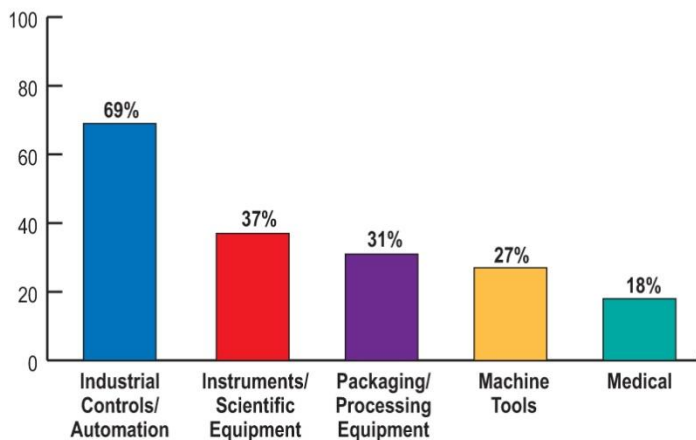
ESC:



APPLICATIONS/MARKETS SENSORS CURRENTLY BEING USED OR PLAN TO USE

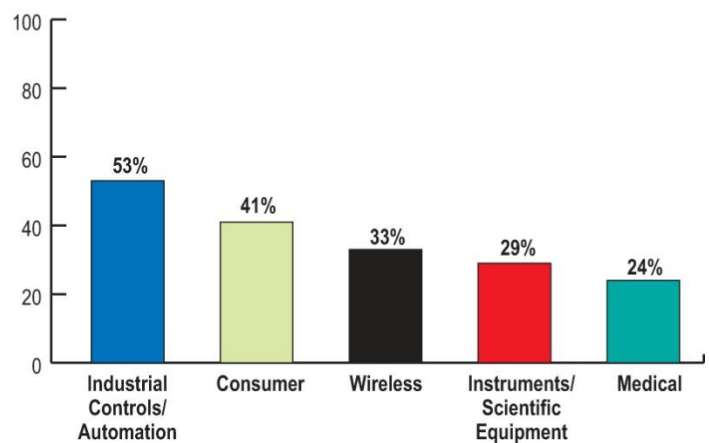
DESIGN NEWS:

(top 5 responses only)



ESC:

(top 5 responses only)



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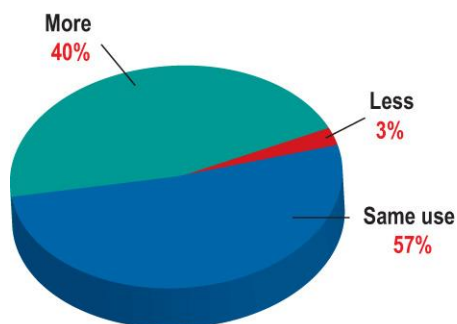
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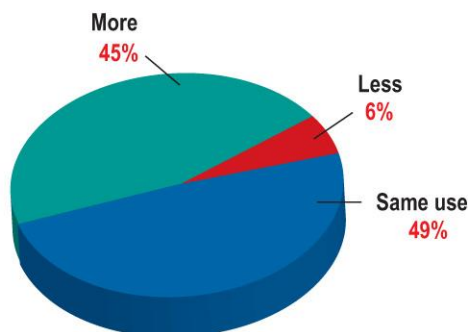
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CHANGE IN THE USE OF SENSORS IN DESIGN OVER THE NEXT 24 MONTHS

DESIGN NEWS:

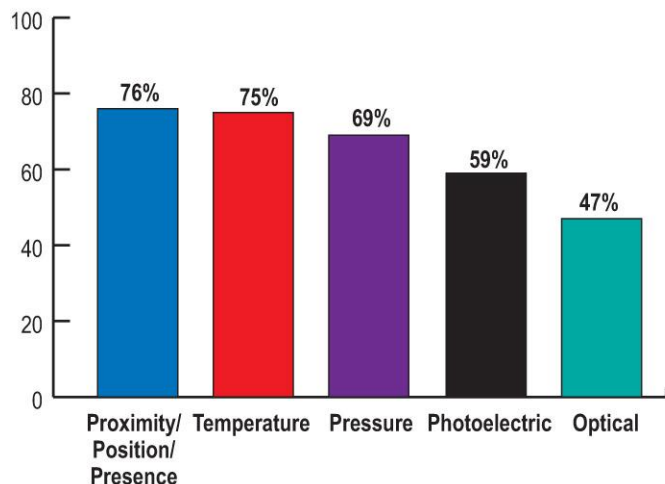


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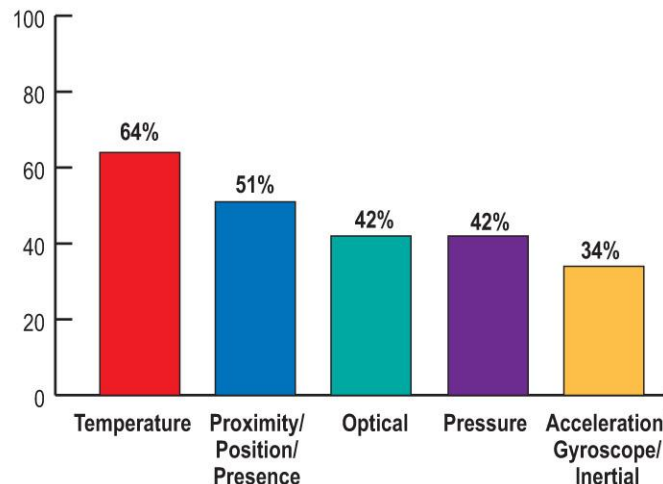


TYPE OF SENSORS BUY/SPECIFY/APPROVE/INFLUENCE THE PURCHASE:

DESIGN NEWS:



ESC:



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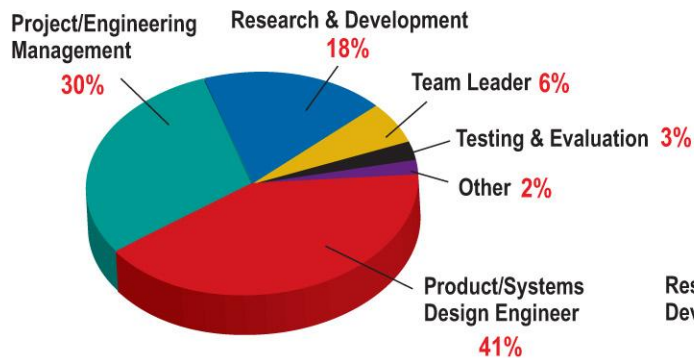
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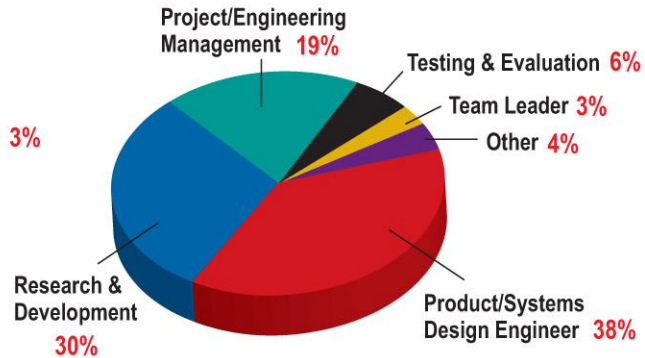
Differences and Similarities between Design News and ESC audiences

JOB FUNCTION

DESIGN NEWS:



ESC:



Sponsorship Opportunity

Exhibit Participation Fee: \$4800/ Pod station

Includes the following*:

- Turnkey exhibit station with company logo and area for messaging
- Carpeting
- Electricity, 5 amps
- Basic lead retrieval system
- 100 lbs drayage (material handling)
- 1 stool
- 1 waste basket

**Exhibitor responsible to deliver artwork and UBM responsible to produce and install*

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Turnkey Rendering



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EDN

Test & MEASUREMENT

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For more information on *Sensors In Design 2012* contact your UBM Electronics Sales Representative or

Sean Raman, Sales Director, Events (415) 947-6622 sean.raman@ubm.com

Al Schmidt, Brand Director, Design News (972) 980-8810 al.schmidt@ubm.com

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