

Learn today. Design tomorrow.



Bengaluru • 18 - 20 July, 2012

EMBEDDED SYSTEMS CONFERENCE INDIA

18 – 20 July, 2012

NIMHANS Convention Centre, Bengaluru

www.esc-india.com

Organised by



Increase in diversity and globalization of talent base are the responsible factors for OEMs / ODMs to spread their design facilities throughout the world. Among the top markets such as North America, Europe, UK, Japan and Taiwan; now Bangalore has taken the position as the new growth market with a prominent role in the design and manufacturing of embedded systems. Considering crucial requirements such as capabilities and profitability; education to embedded systems is a must to achieve higher outcomes.

HOW ESC INDIA HELPS INDIAN ENGINEERS:

ESC India is the largest technical conference on embedded technologies on the Indian subcontinent—is uniquely positioned to provide high quality education and hands on training to systems level design engineers in India. ESC India was specifically created for embedded systems engineers and technical managers who are actively seeking to upgrade their design expertise, knowledge and skills as well as provide answers to their design challenges.

This event allows attendees to customize their learning through a choice of unique tracks, such as:

- Debugging, Test & Verification
- DSP & Multimedia
- Hardware
- FPGA
- Linux
- Multi-Core & Multi-Threaded Processors
- Networking & Communications
- Power Management & Microcontrollers
- Real-Time Development
- Software & Operating Systems
- Standards, Safety & Security
- System Design
- Wireless

MOVING UP THE VALUE CHAIN

The embedded systems industry in India is undergoing a gradual change from a software-driven outsourcing model to one increasingly focused on growth and development of the domestic market. Indian companies are migrating from being centres of resource augmentation to product innovation and design centres.

MARKET SIZE AND FORECASTS

According to an ISA-Frost & Sullivan report published earlier, the semiconductor and embedded design industry (including chip design, hardware board design and embedded software) in India generated revenues of \$3.25 billion in 2005, and could reach \$14.42 billion by 2010, and further to \$43 billion by 2015, growing at a compounded annual growth rate (CAGR) of 30 per cent during the forecast period.

WHAT ADVANTAGES DOES INDIA OFFER?

A growing phenomenon is that of companies either investing in new design operations in India or significantly expanding their existing facilities. This will contribute to the further expansion of the talent pool and maturation of skill sets in Indian design companies, which will be a true differentiator in the long run.

DEMONSTRATE YOUR INDUSTRY LEADERSHIP

ESC India has already made a name for itself as a global technical conference that brings together the world's leading technology experts from North America, Europe, and Asia. It provides in-depth technical training for engineers relatively new to embedded design, all the way up to courses on cutting-edge technology applications and solutions for the most experienced designers and their managers.

BUILD YOUR BRAND AND FILL YOUR SALES PIPELINE

ESC India 2012 is your best sales and marketing opportunity. Here, you will meet with the decision makers and make the connections you need to fill your sales pipeline.

OPPORTUNITIES TO EXPAND YOUR GLOBAL PRESENCE AND MAXIMIZE PENETRATION

ESC India 2012 is the best opportunity for you to reach one of the fastest growing segments of the global embedded market.

PLATINUM SPONSOR

Limit: 3

Investment: INR 14,00,000 / USD 32,000

Pre-event Benefits:

- Branding in all pre-event promotions as a "Platinum Sponsor."
- Sponsor's logo and "Platinum Sponsor" acknowledgement on all promotion material.
- Company description on event web site in the sponsor area—200 words.
- One promotional piece sent direct mail via UBM or 3rd party to pre-registered attendees.
- One dedicated email blast to pre-registered attendees (Sponsor to deliver content and UBM to send email blast).
- Customized exhibit pass highlighting company as Platinum Sponsor—electronic version.

Post-event Benefits:

- Inclusion in the thank you email to attendees.

On-site Benefits:

- Sponsor logo to appear on cover of event guide.
- 6m x 6m exhibit space, prime location on the event floor (location on a first-come, first-served basis).
- One 30-minute General Session Industry Address/keynote (time slot on a first-come, first-served basis).
- One 50-minute Sponsored Speaking slot (UBM will provide access to room and standard A/V; UBM will promote sponsored sessions to attendees during registration, and in promotional material catalog (deadlines apply)).
- Promoted as a Platinum Sponsor at the event.
- 10 complimentary conference passes to Sponsor's employees or clients.
- Verbal acknowledgement during the opening ceremony.
- Sponsor's logo featured in all event print materials. (Subject to printing deadlines).
- Inclusion of one piece of collateral in conference attendee bag (corporate or product information).
- Sponsor logos on conference attendee bag and registration area.
- Two full-page ads in the event guide.
- Recognition on the Sponsor page in the event guide.
- Sponsor logo and 200-word company description in the event guide.

GOLD SPONSOR

Limit: 6

Investment: INR 7,50,000 / USD 18,000

Pre-event Benefits:

- Branding in select pre-event promotions as a "Gold Sponsor."
- Sponsor's logo and "Gold Sponsor" acknowledgement on all promotion material.
- Company description on event web site in the sponsor area—100 words.
- One dedicated email blast to pre-registered attendees (Sponsor to deliver content and UBM to send email blast).
- Customized exhibit pass highlighting company as Gold Sponsor—electronic version.

Post-event Benefits:

- Inclusion in the thank you email to attendees.

On-site Benefits:

- 6m x 3m booth space on the show floor (location on a first-come, first-served basis).
- One 50-minute Sponsored Speaking slot (UBM will provide access to room and standard A/V; UBM will promote sponsored session to attendees during registration, and in promotional material catalog (deadlines apply)).
- Promoted as a Gold Sponsor at the event.
- 5 complimentary conference passes to Sponsor's employees or clients.
- Verbal acknowledgement during the opening ceremony.
- Sponsor's logo featured in all event print materials. (subject to printing deadlines).
- Inclusion of one piece of collateral in conference attendee bag (corporate or product information).
- One full-page ad in the event guide.
- Recognition on the Sponsor page in the event guide.
- Sponsor logo and 100-word company description in the event guide.

SILVER SPONSOR

Limit: 8

Investment: INR 5,00,000 / USD 11,000

Pre-event Benefits:

- Branding in select pre-event promotions as a "Silver Sponsor."
- Sponsor's logo and "Silver Sponsor" acknowledgement on all promotion material.
- Company description on event web site in the sponsor area—50 words.
- Customized exhibit pass highlighting company as Silver Sponsor—electronic version.

Onsite Benefits:

- 3m x 3m booth space on the show floor (location on a first-come, first-served basis).
- Promoted as a Silver Sponsor at the event.
- 2 complimentary conference passes to Sponsor's employees or clients.
- Sponsor's logo featured in all event print materials. (Subject to printing deadlines).
- Inclusion of one piece of collateral in conference attendee bag (corporate or product information).
- Recognition on the Sponsor page in the event guide.
- Sponsor logo and 50-word company description in the event guide.

EXHIBITOR

Investment: INR 2,00,000 / USD 4,600

Pre-event Benefits:

- Branding in all pre-event promotions as an "Exhibitor."
- Listing on the web site as an Exhibitor.
- Access to pre-event sponsorship opportunities.
- 50-word company description on the event web site.

Onsite Benefits:

- 3mx3m booth.
- Access to sponsorship opportunities.
- Exhibitor logo and 50-word company description in the event guide.

**ADDITIONAL SPONSORSHIP OPPORTUNITIES

Networking Lunch Sponsor	INR 5,00,000 / USD 11,000
Cocktail Reception	INR 6,50,000 / USD 14,500
Badge & Lanyard Sponsor	INR 3,00,000 / USD 7,000
Registration Sponsorship	INR 7,00,000 / USD 16,000
Opt-In Email Sponsorship	INR 90,000 / USD 2,000
ESC Map Sponsorship	INR 1,35,000 / USD 3,000
Conference Bag Insert	INR 45,000 / USD 1,000
*Meeting Room	INR 3,500 / USD 80

Sponsored Sessions	
50 minute sessions	INR 2,00,000 / USD 4,600

*Per 1 hour and conditions apply

**Must purchase the main sponsorship package to avail these opportunities

Please add 10.3% service tax to all sponsorship & exhibiting fees above.

Event Guide Advertising

• Full Page	INR 45,000 / USD 1,000
• Back Page	INR 67,500 / USD 1,500
• Inside Front	INR 60,750 / USD 1,350
• Inside Back	INR 54,000 / USD 1,200

BE A PART OF THE GOLD STANDARD IN EMBEDDED TRAINING AND TECHNICAL DEVELOPMENT

Twenty years in the making, the Embedded Systems Conferences have surpassed all others to become the largest global brand in the world to connect electronics engineers and vendor companies in three major markets—North America, China, Taiwan and now India. Widely acclaimed as the gold standard in embedded training and technical development, ESC India provides high-quality content delivered by the industry's most experienced and respected experts.

**Secure your influence and take an active role in the embedded market in India:
Reserve your sponsorship level today for ESC India 2012!**

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