

ARM[®] 2008

DEVELOPERS' CONFERENCE

EXHIBITOR PARTICIPATION KIT



SELL

EDUCATE

reach the PRESS



STRENGTHEN
YOUR POSITION IN THE
DIGITAL WORLD

Santa Clara Convention Center
October 7-9
Santa Clara, California

SELL

EDUCATE

and Reach the PRESS

The ARM Developers' Conference is supported by the largest community in the embedded industry, and will affirm your company strong business development through 2009.

Located in Silicon Valley, the Conference draws from both local population and those from around the world who are dedicated to the ARM architecture. With prior year's attendance topping 2500, our expectation for 2008 continues to grow.

The ARM Developers' Conference offers you an array of opportunities to advance your company to this highly qualified audience.



Sell

Give your company the horse-power to reach its sales goals through direct contact with customers and prospects. Lead generation is key to generating revenue, but unlike most general purpose events, The **ARM Developers' Conference** is carefully designed to bring an elite and focused community of engineers together. Sales departments continue to seek strategic relationships that include participation in the design cycle from beginning to end. Full cycle relationships result in bigger opportunities with innate design locks that ward off the competition.

Educate

The **ARM Developers' Conference** give companies a unique vehicle to educate and connect with the engineering community at a hands-on, technical level.

Over 80 classes and hands-on labs featuring:

- **New ARM Technologies**
- **Design strategies and methodologies**
- **The latest SoC and EDA Solutions**
- **General purpose MCU's and Application Specific Processors**
- **Hardware and Software Development Tools**
- **Application Partners – both Hardware and Software**

Reach the Press

Throughout the years, the **ARM Developers' Conference** has solidified it's outstanding reputation by offering an unmatched level of technology that consistently attracts the world's premiere technical press. With over **60 Media Sources in attendance in 2007**, exhibiting vendors will again find easy access to both print and online media sources, which prove to be a major component to their continued success. Editors from the following media continue to use the

ARM Developers' Conference as their source of industry information:

- **Chip Design**
- **EDA Tech Forum Journal**
- **EE Times**
- **EG 3**
- **Embedded Systems Programming**
- **IQ Magazine**
- **Portable Design**
- **RTC magazine**
- **SD Times**

OPTIONS = OPPORTUNITY

This year we give you more options than ever to create that hand-shake relationship with your company's next client



ARM Developers' Conference Delivers

This year you can amplify your message along with tailoring your budget to affirm the maximum return and exposure for your company.

New for 2008

We're inviting those who wish to differentiate themselves from the competition to use their own booths. Take advantage of the strong messaging and booth design you've already developed.

...or

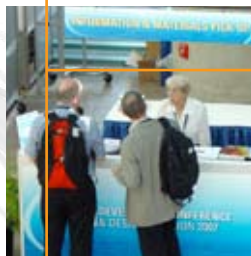
You are welcome to use our clean and efficient pre-built booths. Customizable graphics and several design options let you customize, even with event provided booths.

Insider Tip

Pre-Event Promotion is highly effective, yet often the most neglected area of conference participation. The **ARM Developers' Conference** attracts the best and brightest of the ARM community and offers promotions through a number of channels. Historically, we've been able to generate millions of impressions before the event. Let us show you how all that promotion can benefit you.

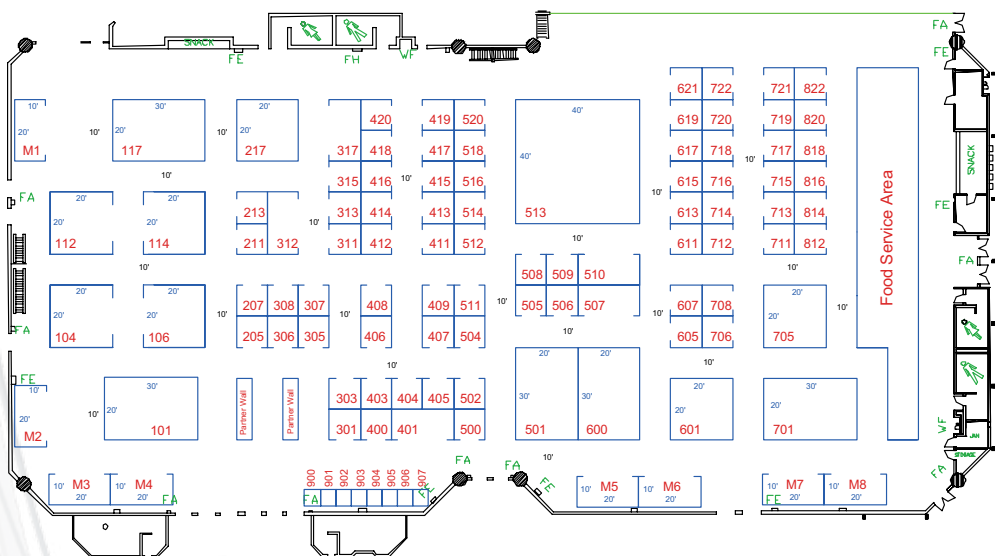
Sponsorship Opportunities

From Coffee Carts to Bags and from Belly Bands to Billboards, our sales people are experts at tailoring a program to your needs. In the following pages you will see sponsorships that we have done in the past. Don't let your competition capture the hearts and minds of your prospects!



ARM Developers' Conference]

The conference and exhibition that carries your information to the next level



ARM® 2008
DEVELOPERS' CONFERENCE

EXHIBITOR PRICING GUIDE

Exhibits

Select from the following participation options:

Note: **Value Paks** offer greater discounts and will **Maximize your ROI**.

Sponsorship packages will bring in additional customers and make your company stand out on the show floor!

Exhibit Sizes	Costs	Value Pak Options	Costs	Sponsorship Levels	Costs
5x5 (pre-built)	\$4500	1/4 page ad in show guide 1 conference pass	\$4900		
10x10 (space only)	\$5000	1/2 page ad in show guide 1 conference pass	\$6300	SILVER Sponsorship 1/2 page ad in show guide 1 conference pass logos on all pre-show promotion logos on selected show promotions 324 10-sec. spots on plasma screens in lobby 4x5 foot poster at entrance	\$11,000
10x20 (space only)	\$9000	full page ad in show guide 2 conference passes	\$11,000	GOLD Sponsorship 1/2 page ad in show guide 3 conference passes logos on all pre-show promotion logos on selected show promotions 648 10-sec. spots on plasma screens in lobby 8x5 foot poster at entrance	\$17,500
20x20 (space only)	\$17,000	full page ad in show guide 4 conference passes	\$19,500	PLATINUM Sponsorship 1 full page ad in show guide 4 conference passes logos on all pre-show promotion logos on selected show promotions 648 10-sec. spots on plasma screens in lobby 16x5 foot poster at entrance 1 conference bag stuffer	\$27,500
20x30 (space only)	\$20,500	full page ad in show guide 4 conference passes	\$23,500	PLATINUM PLUS Sponsorship 1 full page ad in show guide 4 conference passes logos on all pre-show promotion logos on selected show promotions 648 10-sec. spots on plasma screens in lobby 16x5 foot poster at entrance 1 conference bag stuffer	\$30,000

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[Meeting Rooms

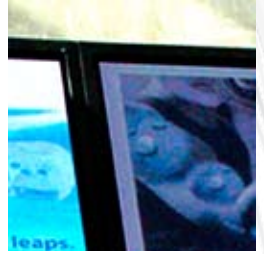
If you wish to hold meetings in private, we will be offering a limited amount of meeting rooms for press, partner or client meetings.



10'x10' Meeting Room availability:

Tuesday: 1/2 Day
Wednesday Full Day

Cost
1/2 Day **\$2000.00**
Full Conference: **\$5000.00**



[Plasma Screens

Opposite the Registration in the Main Lobby

Continous Loop. 20 Seconds every Minute for 3 days

This continues loop will allow you to present a message of your design throughout the day to all attendees and delegates. Each monitor is shared by 3 sponsors. 1/2 Day **\$1495.00**

Full Day **\$2400.00**



[Belly Band

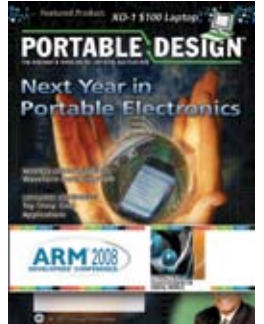
Special Event edition of IQ magazine

With a published circulation to 30,000 active engineers in the embedded industry and prominently displayed in literature bins throughout the **ARM Developers' Conference** **\$9800.00**

[Belly Band

Special Event edition of Portable Design magazine

With a published circulation to 25,000 active engineers in the embedded industry and prominently displayed in literature bins throughout the **ARM Developers' Conference** **\$7800.00**



SELL

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[Hanging Aisle Markers

Increase your company presence

Brand and promote your company through a series of Aisle markers. These directional signs will give you both reach and frequency as guests navigate through the event. **\$10000.00**



[Badge Cords / Lanyards

Make first contact

Guarantee your company's involvement by placing your logo around the neck of each and every person who attends. **\$8900.00**

[Coffee Cart

Everyone knows engineers live on coffee

This is an extremely popular and high profile promotional opportunity that will have a strong impact with each cup. **1 day \$2000.00**
3 days \$5500.00



[Conference Bag

Make a lasting impression

One of the best ways to further your company's exposure, well beyond the the event! **Sole Sponsorship: \$15,500.00**

1/2 Share \$8000.00

*actual bag may vary



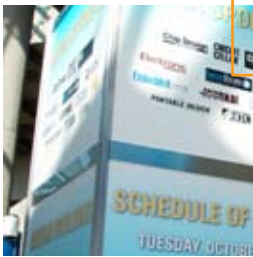
[Bag Stuffers

A great way to brand your company
Stuff your promotional data sheet, hat or T-shirt
into 500 conference bags! **\$1200/Item**

[Other Opportunities

Here are a few more suggestions

- WiFi Sponsorship
- Conference Lunch
- Cocktail party
- Product raffles and giveaways
- Coffee Cup Sleeves
- GOBO Lights



Please contact our Sales Associate to discuss your options and customize a program that meets your needs. Bundled and custom pricing available upon request.

Conference
Markus Levy- Conference Chair
Backdraft
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markus@eembc.com

Sales & Promotion
Vaughn Orchard
Convergence Promotions
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