



The San Francisco Bay Area Council
– Your partner in promoting
conferences, courses, webinars, and
more!



The IEEE SF BAC publishes announcements in our eGrid newsletter for chapter events, conferences, short courses, tutorial programs, and webinars, bringing them to the attention of a cross-section of our 32,500+ IEEE members and guests in the San Francisco Bay Area and Silicon Valley.

These appear in our **on-line** (<http://ewh.ieee.org/council/sfba/index.html>) **edition and our twice-monthly emailed eGrid newsletter**, with details about the dozens of monthly chapter meetings, courses, conferences and workshops. All ads featured in the eGrid have **a block ad** on the **main page** under an appropriate categorical heading, and that ad is repeated on a separate **hyperlinked page with conferences in that category** by themselves for a clutter-free look, on the **Google calendar**, and on the BayAreaTech, a searchable blog designed for **mobile access**. A color **logo** is included in the ad for eye-catching appeal. Your conference will also **appear in the conference schedule** with a few words about the conference which is similar to the chapter events, which is on the left side of the eGrid, where studies have shown people look when first looking at a website, and on a **separate conference planner page** for one year.

Engineering chapters, societies, and affinity groups in the SF Bay Area include:

* Antenna and Propagation * Circuits & Systems * Computer * Consultant's Network Affinity Group * Communications * Consumer Electronics * Control Systems * Components, IC Packaging, and Manufacturing Technologies * Engineering In Medicine & Biology * Electromagnetic Compatibility * Industry Applications * Instrumentation & Measurement * Life Members Affinity Group * Magnetics * MEMS & Sensors Council * Microwave Theory & Techniques * Nanotechnology Council * Nuclear & Plasma Sciences * Photonics * PhotoVoltaics * Power & Energy & Industry Applications * Product Safety Engineering * Reliability * Robotics & Automation * Signal Processing * Solid State Circuits * Technology and Engineering Management * Women In Engineering Affinity Group * Young Professionals Affinity Group

eGRID RATES	
2 months Call for Papers ad, 2 months conference ad	\$3,000
3 months of eGRID advertising. Can include a division for call for papers ad + conference.	\$2,500
2 months of eGRID advertising	\$2,100
1 month of eGRID advertising	\$1,650
Year-round rates, paid in six-month increments of \$2,400	\$4,800
Full page color ad on the hyperlinked page	+ \$500
Employment rates:	
Employment opportunities, per single emailed e-grid + on-line (\$300 for two e-grids, or one month) with highlights and website link	\$150
Employment opportunities, per single emailed e-grid + on-line with company logo	\$200
Employment opportunities for corporate accounts, emailed e-grid + on-line, ten positions per month, for two week periods each (5 for entire month, or some combination).	\$500

Smaller, locally-sponsored conferences receive discount.

We look forward to making our IEEE eGrid newsletter a centerpiece of your advertising campaign, and we wish you great success! Please contact me at:

Sandra Winkler, 1-650-299-9365, s.l.winkler@ieee.org

The screenshot displays the IEEE eGRID website interface. At the top, there's a navigation bar with the IEEE logo and the text "Advancing Technology for Humanity". Below this, a section titled "Upcoming Conferences, Call for Papers, Professional Development Courses, Engineering Services, and Volunteer Opportunities" is visible. The main content area is divided into several columns:

- PROFESSIONAL CONFERENCES:** Lists events such as the International Reliability Physics Symposium (IRPS) in Monterey, the Actualization of the Internet of Things, and the IEEE Symposium on Product Compliance Engineering (ISPC).
- CHAPTER EVENTS:** A detailed list of technical sessions, including topics like "Deep Learning in Siri", "Developing Technology for Autonomous Vehicles and Electric Cars", "Lithium Ion Batteries for Large UPS Applications", and "Safety Regulatory Approvals for Argentina, Brazil, and Mexico".
- 01011100 COMPUTING AND SEMICONDUCTORS 10100101:** Promotes the International Reliability Physics Symposium (IRPS) 2017, highlighting its focus on microelectronics reliability and listing various keynote talks and conference topics.
- ACTUALIZATION OF THE INTERNET OF THINGS:** Announces a cross-disciplinary meeting sponsored by the Forum on Industrial and Applied Physics, American Physical Society, and IEEE.
- CALL FOR PAPERS:** Provides information on upcoming submission deadlines for various conferences.
- ADDITIONAL EDUCATION:** Lists opportunities for professional development and training.

The bottom of the page features a banner for the "ISPCE 2017" conference, with the tagline "The IoT is transforming how computers, machines, and people interact, and will unleash new economic opportunities and industrial capabilities not yet imagined."