



March 2011

Dear Vendor of EMC Related Products and/or Services:

We are pleased to inform you that the IEEE Electromagnetic Compatibility (EMC) Society Santa Clara Valley Chapter will be hosting "SCV EMC 2011 Mini Symposium" on May 19<sup>th</sup>, 2011. We are honored to have Dr. Eric Bogatin as our guest speaker. This year it is a one-day event with vendor exhibits.

A vendor menu of promotional opportunities and vendor registration form are included below for your reference. Please visit <http://ewh.ieee.org/r6/scv/emc/2011Mini-Symposium.html> to find out more about the technical session and the schedule.

As you know, if you have participated in these "tabletop" shows previously, these events present an ideal, low cost way of effectively reaching potential customers of your products or services! It is well known that only 20% of IEEE EMC Society members attend its annual EMC symposia. Thus, this EMC Colloquium and Exhibition will reach many of the local EMC engineers who will not make it out to Long Beach, CA to attend the 2010 IEEE EMC Symposium. The registration fee is a bargain given the quality of the program and speaker, not to mention the meals and tutorial record included in the registration fee. Over 80 engineers are expected to attend from the EMC industry. For reference, the event will be advertised to members of the IEEE in the San Francisco Bay area as well as in the INCompliance Magazine.

This Colloquium and Exhibition is a non-profit event sponsored by the IEEE EMC Society. Registration fees and vendor promotional opportunity costs are minimal to encourage participation. The EMC Society recognizes the need to provide a low cost career enhancement opportunity to its chapter members and others. Be a part of this unique one day event! Sign up now by completing the following vendor registration form and mailing this with your check as indicated on the form. If you wish to participate, do sign up early as tabletop space is limited and space will be assigned on a first come, first served basis!

If you have any questions or need further assistance, please feel free to contact me.

Sincerely,  
Eriko Yamato  
Tech-Dream, Inc.  
Exhibits Chair  
408-483-5413  
[eriko@tech-dream.com](mailto:eriko@tech-dream.com)

# VENDOR MENU OF PROMOTIONAL OPPORTUNITIES

**“SCV EMC 2011 Mini Symposium”**

**Thursday, May 19, 2011**

**Biltmore Hotel & Suites**

**2151 Larelwood Road**

**Santa Clara, CA 95054**

**408-988-8411**

**\$375.00**

## **SILVER: TABLE TOP DISPLAY**

Company listed as event sponsor in soft copy program (including full color logo ad)

Company name listed on SCV EMC events page

Company has tabletop display (30"W x 72"L) during exhibit hours

Company receives one complimentary registration

**GOLD: \$575.00**

## **TABLE TOP DISPLAY AND LUNCH SPONSOR**

Company listed as event sponsor in soft copy program (including full color logo and tag line ad)

Company name listed on SCV EMC events page

Company has tabletop display (30"W x 72"L) during exhibit hours

Company advertised with signage at event as sponsor of lunch

Company receives one complimentary registration

**PLATINUM: \$775.00**

## **TABLE TOP DISPLAY AND RECEPTION SPONSOR**

Company listed as event sponsor in soft copy program (including full color logo and product description ad)

Company has tabletop display (30"W x 72"L) during exhibit hours

Company name listed on SCV EMC events page as sponsor with logo

Company advertised with signage at event as sponsor of reception

Company receives one complimentary registration

## **ADDITIONAL PROMOTIONAL OPPORTUNITY**

There will be a reception immediately following the afternoon session at 5:00 PM. If you would like more exposure, please contribute raffle prizes for the reception.

### **NOTES:**

1. Space availability for vendor tabletop displays is limited. Space will be allocated in order received until space is no longer available.
2. Company advertisement will be included in the beginning of the speaker presentations which will be provided to all event participants.

**SILVER:** Company logo only

**GOLD:** Company logo and tag line

**PLATINUM:** Company logo and product description under 20 words.

Advertisements have to be provided in high resolution, 300 dpi. **Ads are due no later than Thursday, May 5th.**

Late ads will not be accepted! Ads should be emailed to Eriko Yamato, [eriko@tech-dream.com](mailto:eriko@tech-dream.com).

Promotional opportunities may be secured by issuing a check payable in full to " **IEEE SCVS 636911 EMC Society Chapter** " and sending to:

Attn: Eriko Yamato, Exhibits Chair  
TechDream, Inc.  
20085 Stevens Creek Blvd. #110  
Cupertino, CA 95014  
E-mail: [eriko@tech-dream.com](mailto:eriko@tech-dream.com)

You can also pay with PayPal. Please refer to the EMC SCV Chapter events page for instructions.

**Checks/payments and ads must be received prior to Thursday, May 5<sup>th</sup> in order that a company is included in the program.**

3. Tabletop displays will be open on May 19th during registration (7:00 to 8:00 AM), lunch (12:00 to 1:30 PM), all breaks and the reception (5:00 to 6:00 PM) following the technical presentations. It will be noted in the program that access to the tabletop displays is available during the presentations, but that the displays will not necessarily be staffed during that time.
4. Salespersons that are present to staff the tabletop displays only do not have to pay the registration fee. If a salesperson also wishes to participate in the meals offered (continental breakfast, lunch, refreshment breaks and the reception), the meals only fee of \$75.00 per person must be paid in advance.
5. The "tabletop show" organizing committee reserves the right to change or cancel the program at any time. In the event the program is canceled, refunds will be given. **No refunds will be given to vendors who cancel their participation after May 5<sup>th</sup>, 2011.**
6. The host venue (Biltmore Hotel & Suites) and the "tabletop show" organizing committee are not responsible for damage or loss of vendor tabletop displays or any items left in the center's function rooms.
7. Vendors can set up at the Biltmore Hotel & Suites Santa Clara from 6 AM on 5/19, the day of the event.
8. For those of you traveling from out of town, you can get a discounted rate at the Biltmore Hotel & Suites Santa Clara. It will be \$139.00 in a standard garden room or \$159.00 in a tower suite, with wireless internet access included. You make reservations at 800-255-9925, and refer to "IEEE SCVEMC Mini Symposium 2011" Or you can access the following link: [https://reservations.ihotelier.com/crs/g\\_reservation.cfm?groupID=563730&hotelID=13370](https://reservations.ihotelier.com/crs/g_reservation.cfm?groupID=563730&hotelID=13370)
9. Please keep in mind that this is a "tabletop" show. Therefore, **display material is limited to what may fit on the table.** No equipment may be displayed on the floor near the table. Signage is limited to that which is freestanding on the table. The tables can support 60 pounds maximum weight. No signage may be posted to the function room walls! Chairs will be provided. If you need power, remember to bring your own extension and power cords.
10. All exhibitors will get the full list of attendees. Please be considerate when sending emails and contacting symposium attendees.
11. You may ship your material in advance but the dock date has to be 5/17 or later. There is no extra cost for sending the material.
12. There is free parking at the Biltmore Hotel & Suites.

13. Bitlmore Hotel & Suites, the IEEE EMC Society, and the tabletop show organizing committee (including vendors/exhibitors and all participants in the tabletop show) each agree to defend, indemnify and hold harmless the other party from and against all claims, actions or causes of action, liabilities, including reasonable attorneys' fees, and costs arising from the defense of any claim, action, cause of action, or liabilities arising out of or resulting from any act taken or committed by (including vendors/exhibitors and all participants in the tabletop show) pursuant to the performance of each party's obligation for the event on May 19<sup>th</sup>, 2011 described herein.

I have read and hereby agree to abide by the terms and conditions stated above:

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Signature of Authorized Representative of Vendor Date

*(Please return this signed form with your check, vendor registration form as follows, and keep one copy for your files.)*

# “SCV EMC 2011 Mini Symposium”

## Thursday May 19<sup>th</sup>, 2011

### Vendor Registration Form

#### **PROMOTIONAL FEES**

I wish to participate as follows (refer to Vendor Menu of Promotional Opportunities):

	Table Top Display (Limit two per vendor)	\$375.00	
	Table Top Display and Lunch Sponsor	\$575.00	
	Table Top Display and Reception Sponsor	\$775.00	
	<b>TOTAL PROMOTIONAL FEE</b>		<b>\$</b>

#### **REGISTRATION FEES**

Note: One full registration is included in each promotional fee listed above. Use the information below for additional full registrations. Registration fees below include access to the technical presentations, continental breakfast, lunch, refreshment breaks, reception, and tutorial program.

\$250	IEEE member postmark prior to April 29	\$	
\$275	IEEE member postmark after April 29 (while space is available)	\$	
\$25	Non-member additional charge	\$	
\$100	Students and unemployed postmark prior to April 29		
\$125	Students and unemployed postmark after April 29		
N/C	Personnel for staffing table top display only (Presentations, program, and <u>meals NOT included</u> )	No charge	
\$75	Per person for personnel staffing table top displays only with <u>ALL meals included</u>	\$	
	<b>TOTAL REGISTRATION FEES</b>		<b>\$</b>

**GRAND TOTAL: PROMOTIONAL & REGISTRATION FEES** **\$**

Please make checks payable to: IEEE SCVS 636911 EMC Society Chapter

Mail check with this form to: Eriko Yamato, Exhibits Chair  
TechDream, Inc.  
20085 Stevens Creek Blvd #110  
Cupertino, CA 95014

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**COMPLIMENTARY REGISTRATION**

For those organizations paying \$375.00 or more in promotional fees, please identify the individual who will receive the full complimentary registration:

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Name (please print)	Company Name	Telephone/e-mail
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Street Address

**COMPANY INFORMATION**

Please refer to our company name as follows in all promotional materials used at the tabletop show:

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Please provide a brief (25 words or less) description of your company's products and/or services:

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Please contact the following representative from our company with any questions or for further assistance pertaining to participation in this tabletop show:

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Name (please print)	Telephone
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FAX	E-mail
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**REGISTRATIONS** Please list below the names and contact information for each individual attending the tabletop show. Please copy this page if you have additional names for registration.

Name \_\_\_\_\_ Company \_\_\_\_\_

Title \_\_\_\_\_ IEEE Member # \_\_\_\_\_

Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_

	Attending Show Technical Program	Staffing Tabletop Display Only, NO meals	Staffing Tabletop Display Only, WITH meals
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Name \_\_\_\_\_ Company \_\_\_\_\_

Title \_\_\_\_\_ IEEE Member # \_\_\_\_\_

Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_

	Attending Show Technical Program	Staffing Tabletop Display Only, NO meals	Staffing Tabletop Display Only, WITH meals
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Name \_\_\_\_\_ Company \_\_\_\_\_

Title \_\_\_\_\_ IEEE Member # \_\_\_\_\_

Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_

	Attending Show Technical Program	Staffing Tabletop Display Only, NO meals	Staffing Tabletop Display Only, WITH meals
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**PLEASE NOTE:** All three (3) pages of this registration form, your check, and a signed Vendor Menu of Promotional Opportunities form MUST be returned in order to reserve exhibit space. Artwork for ads must be submitted no later than May 5th. Please email artwork to Eriko Yamato, eriko@tech-dream.com

## SPREAD THE WORD!

Please print out and distribute the advance program/registration form for this tabletop show to your customers and colleagues.

E-mail the advance program/registration form to your database of customers and colleagues!

*Help us build attendance at the event!*

## ***SEE YOU THERE!***