



July 2013

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 2013 Mini Symposium" on October 17, 2013. We are honored to have Professor James Drewniak with Missouri University of Science and Technology and Lee Hill with SILENT as our guest speakers. It will be a one-day event with vendor exhibits.

A menu of promotional opportunities and vendor registration form are included below for your reference. Please visit <http://ewh.ieee.org/r6/scv/emc/> to find out more about the technical sessions 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 Mini-Symposium and Exhibition will reach many of the local EMC engineers who will not make it out to Denver, CO to attend the 2013 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. Close to 70 engineers are expected to attend from the local 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 or paying online via PayPal. We are expecting a larger number of vendor participation this year so do sign up early to secure as tabletop space. The space will be assigned on a first come, first served basis and based on sponsorship level.

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

Sincerely,
Giuseppe Selli

Cisco
Exhibits Chair
giselli@cisco.com
408 853 3997

VENDOR MENU OF PROMOTIONAL OPPORTUNITIES
"SCV EMC 2013 Mini Symposium"
Thursday, October 17, 2013

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 program (includes full color logo)
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 program (includes 8" W x 5" H half page advertisement)
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 lunch sponsor
Company receives one complimentary registration

PLATINUM: \$775.00

TABLE TOP DISPLAY AND RECEPTION SPONSOR

Company listed as event sponsor in soft copy program (includes 8.5" W x 11" H Full page advertisement)
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 reception sponsor
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:** 21 tabletops. Space will be allocated in order received and based on sponsorship level until space is no longer available.
2. **Company advertisement:** Included in the beginning of the speaker presentations which will be provided to all event participants.
SILVER: Company logo only
GOLD: 8" W x 5" H half page advertisement
PLATINUM: 8.5" W x 11" H Full page advertisement
Advertisements have to be provided in high resolution, 300 dpi. **Ads are due by September 19, 2013.** Late ads will not be accepted. Ads should be emailed to Giuseppe Selli, giselli@cisco.com.
3. **Secure your tabletop:** Pay online or issue a check payable to "IEEE SCVS 636911 EMC Society Chapter ."

Attn: Giuseppe Selli, Exhibits Chair
Cisco Systems, Inc.
3850 Zanker Road
SJC01 2nd floor
SAN JOSE, CALIFORNIA 95134
E-mail: giselli@cisco.com

We highly recommend paying by PayPal online as spaces will be secured as the payments are received. Please visit the EMC SCV Chapter events page for instructions. <http://ewh.ieee.org/r6/scv/emc/>. **Checks/payments must be received prior to Thursday, October 17, 2013 in order that a company is included in the exhibits.**

4. **Exhibits Hours:** 7:30 to 8:30 AM during registration, 12:00 to 1:30 PM during lunch, all breaks and 5:00 to 6:00 PM during the reception. 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.
5. **Booth staff:** No extra fee to man the tabletop displays. 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**. There is one full registration included for every level of sponsorship.
6. **Booth Set Up:** Vendors can set up at the Biltmore Hotel & Suites Santa Clara from 6 AM on 10/17/2013, the day of the event. If the event space is not being used the night before, you may be able to set up the night before. We will not know this until very close to the event date and will inform you once we find out.
7. **Discounted Hotel Rate:** 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 \$169.00 for a standard garden room or \$189.00 for a tower suite, with wireless internet access included. You can make reservations at 800-255-9925, and refer to "IEEE SCVEMC Mini Symposium 2013" Or you can access the following link: <https://bookings.ihotelier.com/Biltmore-Hotel-and-Suites/bookings.jsp?hotelId=13370&groupID=1071387>
8. **Attendee List:** All exhibitors will get the full list of attendees. You will get one hard copy on 10/17/13 and we will follow up with the complete list via email in Excel format. Please be considerate when sending emails and contacting symposium attendees.
9. **Shipping tabletop property:** You may ship your material in advance to the hotel but the dock date has to be 10/15 or later. There is no extra cost for sending the material. Send it to Biltmore Hotel with the event name "SCV EMC 2013 Mini-Symposium."
10. **Parking:** Free parking at the Biltmore Hotel & Suites.
11. **Special Audio/Visual requests:** Contact Amy Becker. amyb@hotelbiltmore.com, 408-346-4718
12. 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 October 3, 2013.**
13. 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.
14. 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 free standing on the table. The tables can support 60 pounds maximum weight. No signage may be posted to the function room walls. 2 chairs and power outlets will be provided. Free Wi-Fi will be available.
13. Biltmore 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 October 17, 2013 described herein.

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

Name of Authorized Representative of Vendor

Date

(Please email this form in PDF format to giselli@cisco.com.)

**“SCV EMC 2013 Mini Symposium”
Thursday October 17th, 2013**

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
	TOTAL PROMOTIONAL FEE	\$

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 September 27th	\$
\$275	IEEE member postmark after September 27th (while space is available)	\$
\$25	Non-member additional charge	\$
\$100	Students and unemployed postmark prior to September 27th	
\$125	Students and unemployed postmark after September 27th	
N/C	Personnel for staffing table top display only (Presentations, program, and meals NOT included)	No charge
\$75	Per person for personnel staffing table top displays only with <u>ALL</u> meals included	\$
	TOTAL REGISTRATION FEES	\$

GRAND TOTAL: PROMOTIONAL & REGISTRATION FEES

\$

Please send payment via PayPal or make checks payable to: IEEE SCVS 636911 EMC Society Chapter

Mail check with this form to:
Attn: Giuseppe Selli, Exhibits Chair
Cisco Systems, Inc.
3850 Zanker Road
SJC01 2nd floor
SAN JOSE, CALIFORNIA 95134
E-mail: giselli@cisco.com

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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:

Name	Company Name	Telephone/e-mail
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Street Address	City	Zip
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COMPANY INFORMATION

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

Please provide a brief (50 words or less) description of your company's products and/or services:

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

Name (please print)	Telephone
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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	Email

<input type="checkbox"/> Attending Show Technical Program	<input type="checkbox"/> Staffing Tabletop Display Only, NO meals	<input type="checkbox"/> Staffing Tabletop Display Only, WITH meals
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Name	Company
Title	IEEE Member #
Address	
Telephone	Email

<input type="checkbox"/> Attending Show Technical Program	<input type="checkbox"/> Staffing Tabletop Display Only, NO meals	<input type="checkbox"/> Staffing Tabletop Display Only, WITH meals
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Name	Company
Title	IEEE Member #
Address	
Telephone	Email

<input type="checkbox"/> Attending Show Technical Program	<input type="checkbox"/> Staffing Tabletop Display Only, NO meals	<input type="checkbox"/> Staffing Tabletop Display Only, WITH meals
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PLEASE NOTE: Please save pages 2 to 6 in PDF format and email to giselli@cisco.com. Ads are due by **September 19, 2013**