

BOONDOGGLE?

Low Attendance?

Still TIME to Register?

Too EXPENSIVE?

# Are YOU undecided about attending the 2007 IEEE International Symposium on EMC?

*Perhaps the following EMC 2007 frequently asked questions and answers could help you decide!*

**1) For years I've been hearing that EMC 2007 is going to be a scaled back or smaller-than-usual event. Do paper submittal totals and/or registrations received support this early fear?**

No. Paper submissions were the highest ever in our EMC history which translated into a very strong and interesting over-all technical program from authors all over the world. Workshops and tutorials hit a record high both in their sheer numbers and also in their variety of subjects to choose from, exhibitor space and their other metric numbers are not significantly smaller than in other years, our headquarter hotel is sold out completely for the most popular dates - all data tends to show that this year's symposium will not be any smaller or otherwise different from the previous ones. If you were counting on skipping EMC 2007 this year, you will surely regret it because all numbers to date indicate it will be one of the most well attended symposiums ever.

**2) Is it myth or true that the cost in Hawaii is significantly higher than in other US cities where we usually have the EMC symposium?**

It is not really true. Actually, our hotel rates are equal to or lower than at the EMC 2003 symposium in Boston, for example, and that was five years ago! Certainly, travel from the East Coast or Europe might cost you slightly more - it actually depends on how early and carefully you shop around for your ticket. Note that airfares are significantly higher this last year compared to prices 3-4 years ago; planes are usually very full and it is generally speaking not a "travelers' market" but this would be true for any other US destination cities as well. On the other hand, travel from the Pacific Rim would be actually less expensive to Hawaii than to most any mainland US cities. Finally, as a great example for inexpensive food: the Headquarter Hotel, the Hilton Hawaiian Village, has an ABC store within property - and generally speaking very reasonable food prices can be found most everywhere in Waikiki if you're just willing to look around a bit.

**3) I always hesitated, but should I become an IEEE member now and take advantage of the reduced registration rates?**

Yes, you should. Not because (or not only because) with the IEEE rate all registration fees are significantly lower both during advance registration and on-site registration, but because you will also benefit handsomely from the membership in many other ways. Here is one extra tip: while you are at it, sign up and become a member of the EMC Society for just a few extra \$\$\$, as well. You will get connected

into the EMC Society of 4,000+ EMC/EMI/RFI experts instantaneously.

**4) My employer/company will still not send me to EMC 2007 because they consider it a boondoggle. How can I convince my boss that it isn't?**

Well, it is a tough one to change a settled employer's perceptions, good luck to you in trying it. However, perhaps the following true story from the MTT Society might further help your efforts (besides the detailed reasoning we gave already in answer #1 above). MTT held their annual symposium one year in Las Vegas. Many were saying the same thing about that particular MTT symposium, i.e. that people just wanted to get into the "Sin City" and enjoy life and gamble while at the symposium and all that. MTT symposium members actually had to cross the gambling floor with the dozens of Black Jack tables and hundreds of slot machines to get to their events, every day. The fact is MTT cannot go back to Las Vegas, ever - the city lost revenue on a group of engineers. Sorry to put it in this way, but the truth is that Las Vegas gambling or not, MTT engineers are apparently a "geek enough" group for they would not give up on their events at the symposium for some gambling joy! Now, at this year's EMC 2007, will some people take on the opportunity and actually enjoy Hawaii? Yes, but probably by means of extending their business trip and by adding a few extra days to the trip as a small vacation (many with families) instead. During the symposium, we expect the strong technical program and exhibition will keep the engineers at the Convention Center, not at the beach. It is not going to become a boondoggle at all! With engineers, you can count on it!

**5) Unfortunately, I did not start my EMC 2007 planning and travel arrangements until recently. Can I now create an ad-hoc trip and still attend?**

Yes. It is surprising this year that good airfares are not sold out (in mid May) and decent prices could still be found except for the most popular dates. So, if you are willing to be a bit flexible, one trick you could go with is to add a few extra days for a private or mini-vacation, before or after the symposium. Also, we've added an overflow hotel, the Ala Moana, so we have more hotel guest rooms reserved for our symposium attendees at a rate of \$169 plus tax, per night - while the room block lasts. We suggest you reserve your guest room as soon as you book your airfare and register to attend. You won't want to miss out on the special 50th Anniversary events being planned so register as soon as possible too.

## EXHIBITORS!

If you have not booked space, are you worried you'll miss out on the excitement and the opportunity to expose your company to the RECORD attendance at EMC 2007? **There is still time to book exhibit space at EMC 2007!** A 10' x 10' booth is priced at \$3,000 and includes one full registration. Call Sue Kingston at 310-937-1006 or send an e-mail to her at [s.kingston@ieee.org](mailto:s.kingston@ieee.org) to book your space. If you want to make it simple and save some money, consider purchasing tabletop space at just \$1,600. That way, you'll still be part of the action! See [www.emc2007.org](http://www.emc2007.org) for more information.

*Thanks to the IEEE MTT Society for sharing the "FAQs" about travel to Hawaii for IMS 2007 over June 3-8, 2007.*