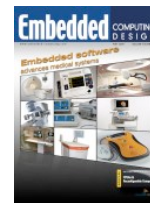


Distributed to  
more than  
37,000  
engineers in  
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# 2009 Embedded Resource Guide PRODUCT PROFILE & TAB SPONSOR RESERVATION FORM



Deadline June 29th

**Reserve Product Profiles and \*TABS\***

**\*TAB CATEGORIES INDICATED IN BLUE—Include Cover Photo**

### Applications

- Automotive Infotainment
- Industrial Systems
- Medical systems

### Board Level

- Form: Embedded / PC motherboards
- Form: Mezzanine/daughter modules
- Form: PICMG: COM Express, CompactPCI, AdvancedTCA, MicroTCA
- Form: VITA: VME/VXS/VPX
- Form: Blades and boards - other
- Function: Communications/network controllers
- Function: Data Acquisition - A/D:D/A
- Function: Graphics & Imaging Boards
- Function: I/O Peripheral
- Function: PCI Express
- Function: Single board computers

### Interconnection / Packaging

- Backplanes
- Cabinets, Enclosures, Hardware
- Connectors/sockets/cabling/etc.
- Cooling Devices (Heat sinks, Thermoelectric Coolers, Motors, Fans)
- Power

### Computing systems

- Configured computing systems for embedded applications
- High performance Systems

### Microcontrollers and Processors

- 32/64/128-bit microcontrollers and microprocessors
- 4/8/16-bit microcontrollers and microprocessors
- Audio signal processors
- Digital Signal Processing (DSP)
- Imaging processors
- Low Power processors
- Media processors
- Mobile multimedia processors
- Multicore Processors
- Network processors
- Security processors
- System in Package (SiP)
- System On Chip (SoC)

### FPGAs, reconfigurable processors

- ASICs, Cell Based
- ASICs, Structured
- Customer Specific ICs
- FPGAs / PLDs
- Intellectual Property

### Sensors

- Motion, Optical
- RF

### Software, Application

- BIOS
- Data Servers
- Diagnostic Utilities
- Distributed Application & Web Servers
- Drivers
- Embedded databases
- Embedded Linux
- Embedded Windows
- IPMI and Remote Management
- Java
- Libraries
- Protocol stacks, middleware
- RTOS
- UEFI/EFI Firmware
- Virtualization: OS & IO

### Services

- Design Services, Outsourcing
- Distributor Services
- Intellectual Property

### Storage solutions

- CompactFLASH
- SD Memory
- Rugged drives
- Solid State Drives

### Wireless Chipsets/Devices

- RFID
- Wi-Fi
- Zigbee

### Software, Development

- Analysis, Modeling
- Change Configuration & Rel Mgt
- Cluster tools
- Compilers / Interpreters
- Development Tools/Kits
- EDA
- Emulators / Debuggers
- ESL
- Integrated Development Environments (IDEs)
- Mission Critical
- Multicore Software
- Process, Project & Portfolio Management
- Product Lifecycle Management
- Productivity Tools
- Programming languages
- Requirement Management
- Security Compliance
- Software Quality Management
- Test
- Verification

### Test & Measurement

- Board / Card Testers
- Communications / network analyzers
- Logic Analyzers / Waveform
- Oscilloscopes/ analyzers

## Reservation Form (circle sponsorship level)

### **Premium Sponsor**

- 5-10 Product Profiles**
- \$1200 full pg advertisers
- \$1300 full pg non-advertisers
- \$650 1/2 pg advertisers
- \$700 1/2 pg non-advertisers

### **Sponsor**

- 2-4 Product Profiles**
- \$1300 full pg advertisers
- \$1400 full pg non-advertisers
- \$700 1/2 pg advertisers
- \$750 1/2 pg non-advertisers

### **Single Product Profile**

- 1 Product Profile**
- \$1400 full pg advertisers
- \$1500 full pg non-advertisers
- \$750 1/2 pg advertisers
- \$800 1/2 pg non-advertisers

Please reserve a \_\_\_\_\_ TAB in the *Embedded Resource Guide* (\$4950- Cover photo included)

Please reserve \_\_\_\_\_ full page(s), \_\_\_\_\_ half page(s) in the above checked categories

Company Name \_\_\_\_\_ PO # \_\_\_\_\_

Contact \_\_\_\_\_ E-mail address \_\_\_\_\_

**Complete form / Return fax to 586-415-4882**