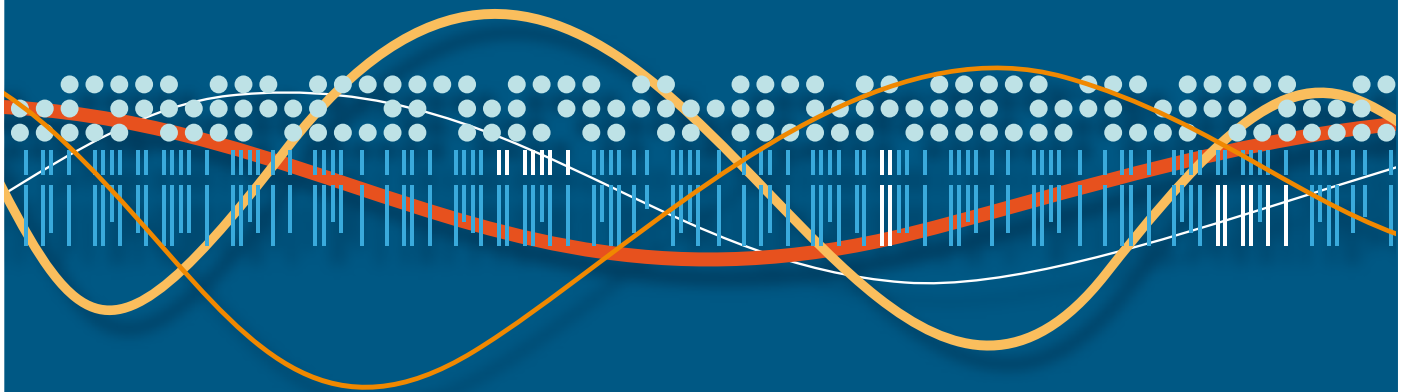


Connect with the leading electronics design innovators

16-18 June 2009 London Earls Court 2



**Electronics
Weekly**live

electronicsweekly.com/live

The event for the UK electronic design community

Electronics Weekly is creating an electronics technology focused conference and exhibition to including major semiconductor technology along with hardware and software technologies running alongside National Electronics Week.

Electronics Weekly LIVE at National Electronics Week is taking place on 16-18 June 2009 at Earls Court 2 London.

A practical approach to design workshops

A practical "how to" seminar programme and exhibition will showcase the leading design innovations within the electronic industry. It will provide a technical marketing platform for semiconductor, hardware and software suppliers, distributors and test firms to present new product technologies and key design methodologies to an audience of development engineers. The audience will represent the most active market sectors including wireless, consumer, security, transportation, medical and defence.

Visitor acquisition

The event will be extensively promoted by Electronics Weekly through advertising and editorial, as well as a dedicated event site, e-marketing and telemarketing promotions. Electronics Weekly has a loyal user base of over 130,000 design engineers and technical management.

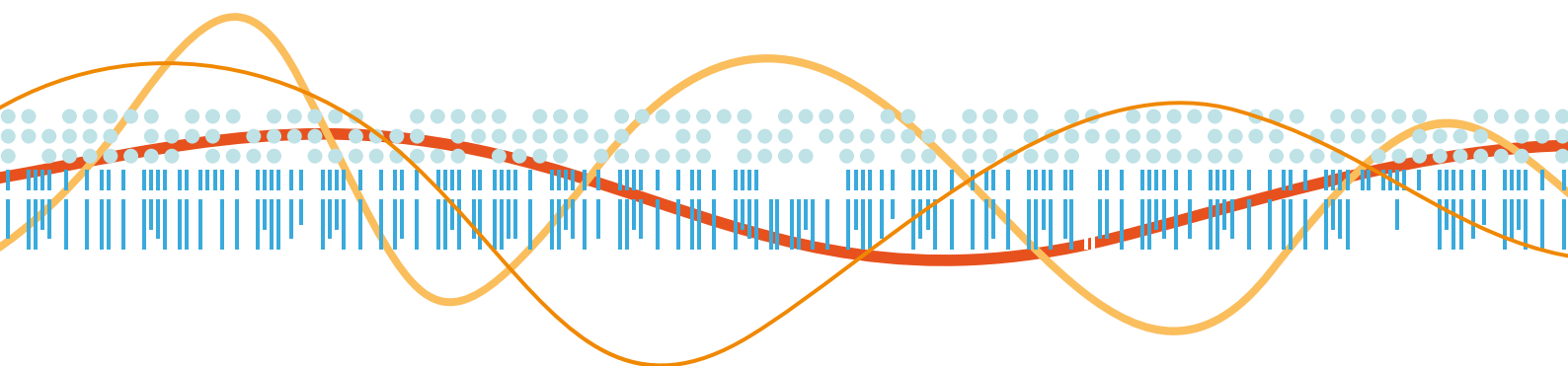
An all encompassing event for the electronics industry

Electronics Weekly Live/National Electronics Week is the only UK event that encompasses the entire electronics process from R&D, design, test and manufacturing process. The event will provide a showcase for the latest technologies and applications available to today's electronics engineers, designers and technology management. The inaugural event National Electronics Week 2008 attracted over 2,000 visitors, 31% who had an interest in electronics semiconductor design.

An integrated approach to exhibition marketing

Electronics Weekly will be offering exhibition and sponsor packages with the additional benefit of print and on-line pre-event marketing. Packages include: e-Update show special mailings, editorial profile in show issue, editorial within ew.com events channel and a kick-start package – including catalogue entry, dedicated parking, PR support, exhibitor welcome pack for your stand. All at a highly cost effective price.

This is a unique opportunity to get face to face with key UK design engineers and management, backed by the UK leading electronics information provider – Electronics Weekly.



UK Electronics Strength in Design

The UK has Europe's largest independent semiconductor design industry, with about half the market in application-specific integrated circuit design.

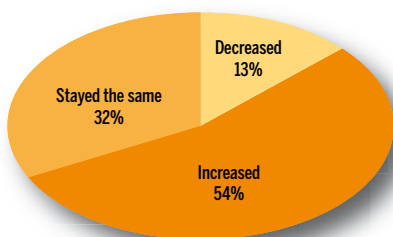
It is also home to Europe's largest concentration of electronics systems design houses, and many UK companies are leaders in their fields.

Most of the world's major semiconductor companies have a UK design and support operation and many manufacture in the UK. Those that have built design operations in the UK include Alcatel, Analog Devices, Cypress, Dialog Semiconductor, Fujitsu, Infineon, Lattice Semiconductor, LSI Logic, Motorola, NEC, Philips, Renesas, Sony, ST Microelectronics and Texas Instruments.

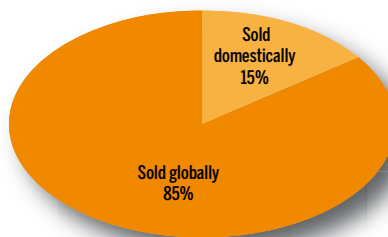
The UK's particular strength in the design of RF systems has enabled a number of companies to become world players in advanced telecommunications.

Source: ELECTRONICS SYSTEMS DESIGN IN THE UK: A guide to UK capability 2006/7 Edition

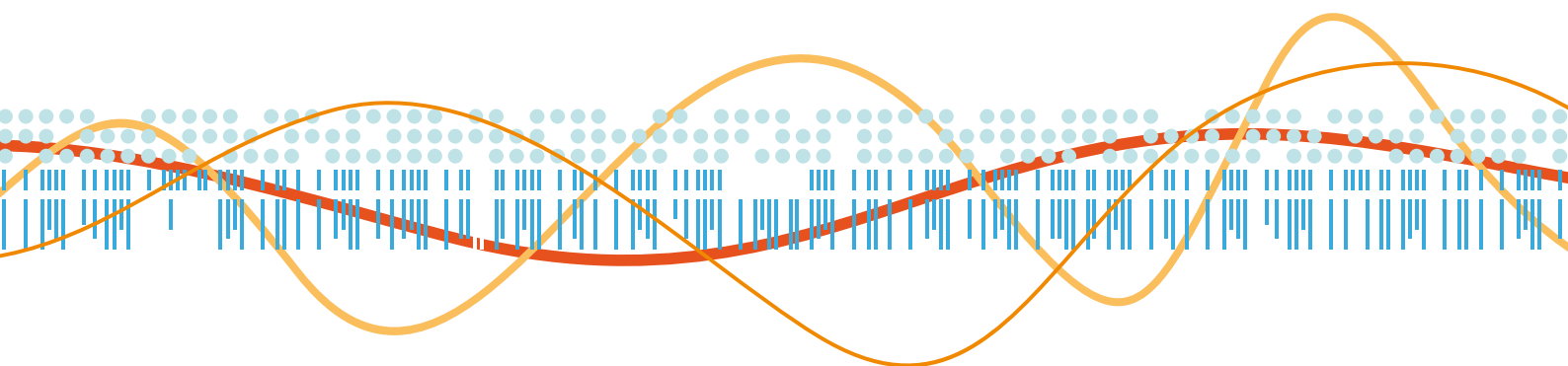
In 2007 research was conducted amongst senior managers (17% of the sample) who work for companies that design end products in the UK and some of the findings were as follows:



Change in the number of design projects carried out over the last two years.



Proportion of electronics products designed in the UK that are sold globally.



EXHIBITOR PACKAGES

Package A

9 metre square meter shell package
£3,000

Includes:

- 1 x E-Update show special mailing slot
- Editorial profile in show issue
- Editorial within electronicsweekly.com events channel
- Kick-start package – including catalogue entry, dedicated parking, PR support, exhibitor welcome pack for your stand.

Package B

12 metre square meter shell package
£4,300

Includes:

- 2 x E-Update show special mailing slots
- ¼ page advertisement in show special Electronics Weekly
- Editorial profile in show issue
- Editorial within electronicsweekly.com events channel
- Kick-start package – including catalogue entry, dedicated parking, PR support, exhibitor welcome pack for your stand.

Package C

15 metre square meter shell package
£5,500

Includes:

- Solus E-Update show special announcement
- ½ page advertisement in show special Electronics Weekly
- Editorial profile in show issue
- Editorial within electronicsweekly.com events channel
- Kick-start package – including catalogue entry, dedicated parking, PR support, exhibitor welcome pack for your stand.

Package D

20 metre square meter shell package
£7,600

Includes:

- Solus E-Update show special announcement
- Full page advertisement in show special Electronics Weekly
- Editorial profile in show issue
- Editorial within electronicsweekly.com events channel
- Kick-start package – including catalogue entry, dedicated parking, PR support, exhibitor welcome pack for your stand.

Shell scheme pricing includes:

2 x low voltage spotlights every 9m booked, 1 x 3 pin socket with 500w voltage. In addition each stand will receive a furniture package.

Non package costs

Space only – £185
Tri-lite – £240 up to 50m
Tri-lite – £225-50m up
Shell up to 20m-£230
Shell over 21m-£210

Additional Sponsor Packages

Gold – £3,000

- Prime Presentation slot
– Design Workshop Theatre
- Branding in Design Theatre
- Branding on print and on-line marketing
- Branding on event channel
– EW Live page with live link
- Page company profile in show special
– Electronics Weekly
- Sponsor slot on Event E-Update newsletter

Silver – £2,000

- Presentation slot
– Design Workshop Theatre
- Branding in Design Theatre
- Branding on print and on-line marketing
- Branding on event channel
– EW Live page with live link
- Sponsor slot on Event E-Update newsletter

Bronze – £1,000

- Branding on print and on-line marketing
- Branding on event channel
– EW Live page with live link
- Sponsor slot on Event E-Update newsletter

Additional branding opportunities including lanyards, delegate bags, memory sticks are available on request.

Contact Information

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Electronics Weekly **live**

electronicsweekly.com/live

