

16th International Symposium on **Quality Electronic Design – ISQED'14 China**

Hangzhou, China

Conference Dates Oct. 27-29 Exhibit date Oct. 28-29

ISQED'14 China Exhibit Kit and Form

Mailing address: ISQED

P.O.Box 607

Los Altos, CA 94023-0607 USA

Event Location: Hangzhou Wenhui Hotel

Hangzhou, China

Contact: Lana Dunn: lanad@svpti.com

Exhibit Theme General Theme: Leading Innovation and Quality in Electronic Design

2014 Theme: Security in a Connected World

Exhibit area: Hangzhou Wenhui Hotel (Exact location to be announced later)

Exhibit registration: Free. Online registration is done through ISQED web site.

Registration hours: On-line 24/7. Also can register at the registration desk at the conference.

Exhibit Hours: Tuesday Oct. 28: 10AM – 5:00 PM

Wednesday Oct. 29: 10 AM-5:00 PM

Exhibit Fee: \$1000. Free for sponsors at \$3K level or higher

Setup and Dismantle Information:

Installation Monday, Oct. 27 5:30 PM - 8:30 PM, and/or

Tuesday, Oct. 28 8:00AM - 10:00 AM Wednesday, Oct. 29 7:00 PM - 7:30 PM And if exhibiting on Wednesday dismantle: 6:30PM - 7:30 PM

Shipping to Hotel

Dismantle:

If you need to ship exhibit and promotional materials to Convention Center please mark them ISQED to C/O tba.

V10 - ISQED 2014 Page 1 of 5



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www.isqea.org

Booth package*

- 1. Each 10 x 8 booth space will have the following:
 - 6' skirted table (optional)
 - 2 chairs
 - 1 easel
 - 1 power outlet
- 2. Listing in the show schedule as an exhibitor
- 3. One complimentary conference pass (no tutorials)
- 4. One piece of product literature inserted in conference tote bag.
- * Pipe and drape is included in the package. ISQED has the right to assigns and revise the booth locations at any time.

Exhibit Promotions

ISQED will promote exhibits in several ways:

- 1. Bi-weekly Email blasts
- 2. Web Banners
- 3. New releases (you are highly encouraged to do your own new releases as well to promote the exhibits)
- 4. ISQED poster session is held beside the exhibition space
- 5. Refreshments will be served for exhibit attendees

Please do:

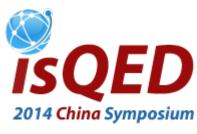
- Promote the exhibit through your organization by issuing press release, email blast, banners, etc.
- Encourage the employees within your organization to register and attend ISQED conference and exhibits.
- Bring your own pop-up (you can wheel it in, we do not have general contractor for this event)
- Organize your own set-up and dismantle
- Complete exhibitor badge form and Exhibitor information form
- If you like your literature to be included in the conference tote-bag mail them 3-5 days prior to the event to:

ADDRESS TBA C/O: ISQED Event

- Collect leads at your exhibit**
- Sponsor Apple iPAD give-a-ways (\$2K)
- Sponsor exhibits refreshments (\$500)
- Sponsor panel discussions (\$2K, will include free booth) [Topic to be determined]

Please don't:

V10 – ISQED 2014 Page 2 of 5



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- Ship anything in advance to the Hotel, there is no storage space
- Attach anything on the ballroom walls
- Leave your exhibit after the event we have limited time for dismantling

Badges: Please complete the attached badge form for your company. Please indicate in the form, which individual is going to be also attending the conference

** ISQED policy does not allow sharing the attendee list with partners

V10 – ISQED 2014 Page 3 of 5



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ISQED 2014 Exhibit Personnel Registration Form

| Exhibit contact: | Phone # | |
|---------------------------|----------------------|--|
| e-mail: | | |
| Conference badge (exhibit | cors 1, sponsors 2): | |
| Name: | Title: | |
| Name: | Title: | |
| Exhibitor badge: | | |
| Name: | Title: | |
| Name: | Title: | |
| Name: | Title: | |

V10 – ISQED 2014 Page 4 of 5



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ISQED 2014 Exhibitor Information

| Company name | | | |
|---|-----------------|------------------------|---------------------------------------|
| Exhibit contact: | Phone # _ | | |
| E-mail: | | | |
| Invoice contact & billing info: | | | |
| - | | | |
| | | | |
| | | | |
| | | | |
| Please complete the following ques pavilion. | tions as this w | vill help us fina | lize the floor plan for the |
| 1. We will need the 6' skirted table | yes 🗆 | no 🗆 | |
| 2. We will need power forexample lights, laptop etc.) | | | (please indicate need, for |
| 3. We will need an additional easel | yes \square | no 🗆 | |
| 4. If you have any other questions, ple | ase contact Lar | na Dunn: <u>lanad@</u> | svpti.com |
| Please complete this form and email to La | ana Dunn: lanad | @svpti.com or fa | x it back to ISQED at (408) 516-8228. |

V10 – ISQED 2014 Page 5 of 5