



**12<sup>th</sup> International Symposium on  
Quality Electronic Design – ISQED 2011**

**Hyatt Regency, Santa Clara, California, USA**

**Conference Dates March 14-16, 2011**

**Exhibit date Tuesday March 15, 2011**

- Mailing address:** ISQED  
1149 Jamestown Dr.  
Sunnyvale, CA 94087
- Event Location:** Hyatt Regency Hotel  
Santa Clara, CA
- Contact:** Ali Iranmanesh, [isqed2011@isqed.org](mailto:isqed2011@isqed.org)
- Exhibit Theme** Leadership in Products & Solutions in Electronic Design for Quality
- Exhibit area:** TBA
- Exhibit registration:** Free. Online registration is done through ISQED web site.
- Registration hours:** On-line 24/7. Also can register at the registration desk in Hyatt Regency during the conference.
- Exhibit Hours:** Tuesday March 15, 2011: 9:00 AM – 6:00 PM
- Exhibit Fee:** \$2000. Free for sponsors at \$5K level or higher
- Setup and Dismantle Information:**
- |              |               |                   |
|--------------|---------------|-------------------|
| Installation | Monday, 3/14  | 5:30 PM – 8:30 PM |
| Dismantle:   | Tuesday, 3/15 | 6:00 PM – 7:30 PM |

**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 assign 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 in the middle of the exhibition ball rooms
5. There will be an embedded tutorial in conjunction with the Exhibits.
6. Refreshments will be served for exhibit attendees
7. Giving away Apple iPad. We are using a passport scheme where attendees need to visit at least 5 booths to qualify for drawings. Sponsors are needed for iPad at \$3K level. You can also bring your give-a-ways and include them in the drawings.
8. Give-a-way drawings are done at several stages to maximize the exhibit attendance

## **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:

Hyatt Regency, Santa Clara  
C/O: ISQED Event

- Collect leads at your exhibit\*\*
- Sponsor Apple iPad give-a-ways (\$3K)
- Sponsor exhibits refreshments (\$500)
- Sponsor panel discussions (\$2K, will include free booth) [Topic to be determined]

## **Please don't:**

- 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

# ISQED 2011 Exhibit Personnel Registration Form

**Company name** (as you would like to see it in the badges):

\_\_\_\_\_

Exhibit contact: \_\_\_\_\_ Phone # \_\_\_\_\_

e-mail: \_\_\_\_\_

**Conference badge (exhibitors 1, sponsors 2):**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Exhibitor badge:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Please complete this form and email or fax it back to Stacie Suter at (408) 516-8228 .

## ISQED 2011 Exhibitor Information

Company name \_\_\_\_\_

Exhibit contact: \_\_\_\_\_ Phone # \_\_\_\_\_

E-mail: \_\_\_\_\_

Invoice contact & billing info :

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please complete the following questions as this will help us finalize the floor plan for the pavilion.**

1. We will bring a pop-up booth            yes     no

2. We will need the 6' skirted table        yes     no

3. We will need power for \_\_\_\_\_ (please indicate need, for example lights, laptop etc.)

4. We will need an additional easel        yes     no

5. If you have any other questions, please contact Ali Iranmanesh, [isqed2011@isqed.org](mailto:isqed2011@isqed.org)

Please complete this form and email or fax it back to Stacie Suter at (408) 516-8228.