



**13th International Symposium on
Quality Electronic Design – ISQED 2012**

Techmart Center, Santa Clara, California, USA

**Conference Dates March 19-21, 2012
Exhibit date Tuesday March 20, 2012**

ISQED 2012 Exhibit Kit and Form

Mailing address: ISQED
P.O.Box 607
Los Altos, CA 94023-0607 USA

Event Location: Techmart Center
Santa Clara, CA

Contact: Stacie Suter, stacie@isqed.com

Exhibit Theme Leading Innovations and Quality in Electronic Design

Exhibit area: Techmart, Santa Clara, Atrium

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 Techmart Center during the conference.

Exhibit Hours: Tuesday March 20, 2012: 3:00PM – 6:30 PM
Wednesday March 21:00PM – 6:00 PM (SensorsCon)

Exhibit Fee: \$1500. Free for sponsors at \$5K level or higher

Setup and Dismantle Information:

Installation	Monday, 3/19	5:30 PM – 8:30 PM, and/or
	Tuesday, 3/20	8:00AM – 2:30 AM
Dismantle:	Tuesday, 3/20	6:30 PM – 7:30 PM
And if exhibiting on Wednesday dismantle:		6:00PM – 7:00 PM

Shipping to Hotel

If you need to ship exhibit and promotional materials to Techmart please mark them ISQED to C/O Jennifer Brock.



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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 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:

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



www.isqed.org

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-
- 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



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ISQED 2012 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 to Stacie@isqed.com or fax it back to Stacie Suter at (408) 516-8228 .



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ISQED 2012 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, ali@isqed.org

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