<table>
<thead>
<tr>
<th>Service</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>2</td>
</tr>
<tr>
<td>Lead Generation</td>
<td>3</td>
</tr>
<tr>
<td>Webcasts</td>
<td>4</td>
</tr>
<tr>
<td>Embedded University</td>
<td>5</td>
</tr>
<tr>
<td>Print Advertising</td>
<td>6</td>
</tr>
<tr>
<td>Banner Advertising</td>
<td>7</td>
</tr>
<tr>
<td>Tradeshow Promotions</td>
<td>8</td>
</tr>
<tr>
<td>Podcasting and Video</td>
<td>9</td>
</tr>
<tr>
<td>Best in Show Awards</td>
<td>10</td>
</tr>
<tr>
<td>Content Creation, Marketing Creation</td>
<td>11</td>
</tr>
<tr>
<td>Live Events</td>
<td>12</td>
</tr>
<tr>
<td>Moderation Services</td>
<td>13</td>
</tr>
<tr>
<td>New Product Campaigns</td>
<td>14</td>
</tr>
<tr>
<td>Dev Kit Weekly</td>
<td>15</td>
</tr>
<tr>
<td>IoT Device Security Conference</td>
<td>16 - 17</td>
</tr>
<tr>
<td>Embedded World Packages</td>
<td>18 - 21</td>
</tr>
<tr>
<td>Embedded World Opportunities</td>
<td>22</td>
</tr>
<tr>
<td>Contacts</td>
<td>23</td>
</tr>
</tbody>
</table>

Our goal is to make our clients incredibly successful!
Native Ads/Sponsored Online Content – Native ads featured across OSM sites, E-newsletters, Facebook, Twitter and ad words. 15,000 impressions included.

$2,000

Social Media – Promote your message across OpenSystems Media social channels. Custom consulting is also available on Facebook, Twitter, LinkedIn and Instagram.

$650
Lead Generation

Email Blast with Leads
Send a custom email to our segmented database. Content should include a datasheet, video, case study, executive brief, white paper, infographic or other resource. You can also include a “Buy it Now” link. Leads are provided. $4,900

Custom Email E-newsletters
Includes 6 pieces of content (video, articles, blogs, white papers) plus a 300 x 250 banner ad, sent to our custom database based on your demographics. $5,500

Survey
Your survey includes up to 10 questions plus a giveaway. It will be emailed to our segment audience plus it will be featured on Facebook and Twitter. All lead and data will be provided. $5,500

White Paper Posting

<table>
<thead>
<tr>
<th>Tier</th>
<th>Description</th>
<th>Term Options</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Posting online, home page coverage, 1 monthly E-mail blast with other vendors, E-newsletter coverage, social media, tracking and lead reporting.</td>
<td>6 months</td>
<td>$2,000</td>
</tr>
<tr>
<td>2</td>
<td>Tier 1 plus promotion in a custom email blast to your selected database, $1,500 charge per additional list.</td>
<td>6 months</td>
<td>$5,250</td>
</tr>
</tbody>
</table>

Rates effective 8/1/2019
## Webcasts

<table>
<thead>
<tr>
<th>Price</th>
<th>Solo</th>
<th>Partner (Pricing is per partner)</th>
<th>Panel Discussion (Pricing is per sponsor)</th>
<th>Co-sponsored event (Pricing is per sponsor)</th>
<th>Webcast Series (3 or More Solo Webcasts on related topics)</th>
<th>Executive Editorial Webcast (co-sponsored with Industry Expert)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$9,400 per webcast</td>
<td>$4,500</td>
</tr>
<tr>
<td>2-5x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Turnkey webcast - OSM provides expert speaker. Client does not provider speaker.**

- Registration + $1,000
- Archive 1 yr
- Logo branding
- Leads delivery
- Webcast manager facilitating the event
- Live event with Q&A
- OSM moderator
- MP3 (Podcast) available after archive

**Time allotted per speaker**

- Approximately 25-35 slides/speaker
- Approximately 13-18 slides/speaker
- OpenSystems Media moderator creates all slides
- Approximately 9-12 slides/speaker
- Approximately 25-35 slides/speaker

**Event posted on E-cast home page**

- Approximately 40 minutes
- 11-19 minutes
- Round-table format
- Varies
- 40 minutes
- 5-8 co-sponsorship

**Approximately 25-35 slides/speaker**

- Event posted on E-cast home page
- Targeted E-mail invitations
- Web Ads on OSM sites
- Promotion in OSM Newsletters
- Social media promotion (Facebook, Twitter, LinkedIn)
- E-mail to non-attendees
- Pick your partner

**Optional add-ons**

- Video Clip Playback during broadcast
- Audience Polling Questions during broadcast
- Exit interview survey after breakfast
- Pre-recorded Webcast
- Early broadcast time for EMEA/APAC audience
- E-cast, Webcast transcript
- Rush-Cast - Webcast hosted with 2 or 3 weeks advance notice
- 30 minute TechCast
- Wide-screen slides and player console
- Screen-share demo in Webcast

### Contact Us for Pricing

*Note: OpenSystems Media reserves the right to pass on up to 50% of the cost for international phone charges that exceed OpenSystems Media standard rates negotiated with their service provider. The client will be notified by OpenSystems Media prior to the event if the originating country is disclosed and a surcharge fee applies.*
Embedded University

The only on-line educational program developed specifically for engineers working in the embedded and IoT application areas.

<table>
<thead>
<tr>
<th>Embedded University – $18,000 for 3 consecutive days</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Three online professional classes</td>
<td>Instructors supplied and compensated by OpenSystems Media. Email sent by OpenSystems Media, driving registration to classes and assets. Follow-up to registrants, highlighting sponsor and assets. Classes promoted via OpenSystems Media’s social media Channels</td>
</tr>
<tr>
<td>• Pre-class E-mail Campaigns</td>
<td></td>
</tr>
<tr>
<td>• Post-class E-mail Campaigns</td>
<td></td>
</tr>
<tr>
<td>• Social Media Promotions</td>
<td></td>
</tr>
<tr>
<td>• Banners</td>
<td></td>
</tr>
</tbody>
</table>

Deliverables

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three-day online class</td>
<td>Expert instructors supplied and compensated by OpenSystems Media</td>
</tr>
<tr>
<td>Pre-class email campaigns</td>
<td>Created by OpenSystems Media, driving registration to classes and assets</td>
</tr>
<tr>
<td>Downloadable assets</td>
<td>Your opportunity to place your white papers in front of all attendees</td>
</tr>
<tr>
<td>Social media promotions</td>
<td>Classes promoted via OpenSystems Media’s social media channels</td>
</tr>
<tr>
<td>Ads on sites and newsletters</td>
<td>25,000 impressions across OpenSystems Media for the month of your course</td>
</tr>
<tr>
<td>E-newsletter coverage</td>
<td>Highlighted in OpenSystems Media newsletters, including Embedded Daily</td>
</tr>
</tbody>
</table>

Previous Sponsors
# Print Advertising

<table>
<thead>
<tr>
<th>Size</th>
<th>Publication</th>
<th>1x</th>
<th>2-3x</th>
<th>4-5x</th>
<th>6-9x</th>
<th>10+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full page</strong></td>
<td>Embedded Computing Design</td>
<td>$4,950</td>
<td>$4,455</td>
<td>$4,010</td>
<td>$3,610</td>
<td>$3,250</td>
</tr>
<tr>
<td></td>
<td>IoT Design, Industrial AI, SFF, VITA, PICMG</td>
<td>$4,000</td>
<td>$3,600</td>
<td>$3,240</td>
<td>$2,850</td>
<td>$2,625</td>
</tr>
<tr>
<td><strong>1/2 page</strong></td>
<td>Embedded Computing Design</td>
<td>$2,600</td>
<td>$2,340</td>
<td>$2,125</td>
<td>$1,975</td>
<td>$1,875</td>
</tr>
<tr>
<td></td>
<td>IoT Design, Industrial AI, SFF, VITA, PICMG</td>
<td>$2,275</td>
<td>$2,050</td>
<td>$1,845</td>
<td>$1,660</td>
<td>$1,495</td>
</tr>
<tr>
<td><strong>1/3 page</strong></td>
<td>Embedded Computing Design</td>
<td>$1,825</td>
<td>$1,750</td>
<td>$1,675</td>
<td>$1,575</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>IoT Design, Industrial AI, SFF, VITA, PICMG</td>
<td>$1,700</td>
<td>$1,530</td>
<td>$1,450</td>
<td>$1,375</td>
<td>$1,250</td>
</tr>
<tr>
<td><strong>1/4 page</strong></td>
<td>Embedded Computing Design</td>
<td>$1,500</td>
<td>$1,450</td>
<td>$1,400</td>
<td>$1,350</td>
<td>$1,300</td>
</tr>
<tr>
<td></td>
<td>IoT Design, Industrial AI, SFF, VITA, PICMG</td>
<td>$1,375</td>
<td>$1,275</td>
<td>$1,200</td>
<td>$1,150</td>
<td>$1,100</td>
</tr>
<tr>
<td><strong>Resource Guide Product Profile</strong></td>
<td>Full-page</td>
<td>Available for all publications</td>
<td>$1,400</td>
<td>$1,375</td>
<td>$1,350</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Half-page</td>
<td>$900</td>
<td>$850</td>
<td>$825</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| **Cover Photo with Half-page Profile** | Embedded Computing Design, Industrial AI, Industrial, SFF, VITA and PICMG Technologies, IoT Design, and PICMG | $2,825 – No Frequency |

<table>
<thead>
<tr>
<th><strong>Full-Page Advertorial – $1,750 – No frequency</strong></th>
<th><strong>Half-Page Advertorial – $1,000 – No frequency</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 photo and 600 words</td>
<td>1 photo and 300 words</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>1/16th – Product Spotlight</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print Spotlight</strong></td>
</tr>
<tr>
<td>– 6 bullet points, logo, and photo</td>
</tr>
<tr>
<td><strong>Print &amp; Web Spotlight</strong></td>
</tr>
<tr>
<td>– 6 bullet points, logo, photo, web banner of your spotlight / 2,000 impressions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Full-Page Advertorial – $1,750 – No frequency</strong></th>
<th><strong>Half-Page Advertorial – $1,050 – No frequency</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 photo and 600 words</td>
<td>1 photo and 300 words</td>
</tr>
</tbody>
</table>

**Rate Combinations**
Insertions can be combined for the maximum discount.

**High-Impact Ads**
OpenSystems Media has a variety of high-impact advertising options for your next marketing campaign: *Inserts and outserts, Belly Bands, Gate Folds, Post-its, Tabs and Mini-tabs, Products on cover, Cover peel backs, and Polybags*. Contact your account manager for specifications.

**Deadlines**
Insertion schedules cancelable only by written notice when received 10 days prior to the closing date of advertising forms. If the new ad is not received by the material due date, OpenSystems Media reserves

**2-Page Spread**
2-page spreads are available please contact your sales rep for pricing.

**Positioning**
Covers 2, 3, or 4, and center spreads are available for an extra charge. Rates include up to 4-color process.

**Commission**
15% commission to recognized advertising agencies on display advertising; net 30 days. No commission allowed on tipping-in or other production charges. Invoiced date of issue.
Banner Advertising

(all sizes below in pixels)

*Combine several banner ad sizes for maximum exposure and best pricing
*Ad retargeting is available, contact tom.varcie@opensystemsmedia.com

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size Details</th>
<th>Price per Week</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Leader Board Banner</td>
<td>(2000 x 200 and 800 x 400)</td>
<td>$2,500</td>
<td>Ad unit will be featured inside of relevant content. 125 x 125 image link</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>and 25-100 words.</td>
</tr>
<tr>
<td>Wallpaper Banners</td>
<td>(Multiple Banners)</td>
<td>$2,500</td>
<td>728 x 90 at top</td>
</tr>
<tr>
<td></td>
<td>Two 140 x 900 banners on left and right side</td>
<td></td>
<td>$2,500 per week</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$150 CPM</td>
<td>468 x 60</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2 banners on left and right side</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>$150 CPM</td>
<td>$2,500 per week</td>
</tr>
<tr>
<td>Native Ads/Sponsored Online Content</td>
<td>Native ads featured across OSM sites, E-newsletters, Facebook, Twitter and ad words. 15,000 impressions included.</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>Sponsorship Call to Action</td>
<td>250 x 300 (Embedded only)</td>
<td>$1,000</td>
<td>Send 25 words, image and link. Banner is static on home page.</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>$100 CPM</td>
<td>$1,000 per week</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>$150 CPM</td>
<td>$2,500 per week</td>
</tr>
</tbody>
</table>

Native Ads/Sponsored Online Content – Native ads featured across OSM sites, E-newsletters, Facebook, Twitter and ad words. 15,000 impressions included.

Sponsorship Call to Action
250 x 300 (Embedded only)
Send 25 words, image and link. Banner is static on home page.
$1,000 per week

Native Ads/Sponsored Online Content – Native ads featured across OSM sites, E-newsletters, Facebook, Twitter and ad words. 15,000 impressions included.

Text Banner – Ad unit will be featured inside of relevant content. 125 x 125 image link and 25-100 words.

$2,000
2020 Event Coverage includes: Embedded World, electronica, CES, IMS, Sensors Expo, Embedded Technologies Conference and Expo, IoT World, SPS Drives, Power Drive, EDrive, pcim, OpenEdge Symposium, DAC, Computex, Industrial IoT USA, and ARM TechCon.

### Trade Show Promotions

| Top Things to See | $1,200 | In-booth Videos from the Show Floor Shoot video and post on Twitter | $1,000 |
| Reserve both the Top Things to See and In-Booth Video | $2,000 | Shoot video, plus bumper and promotions (YouTube, E-newsletters, Twitter, and Embedded-Computing.com) | $2,200 |
| Social Media promotion plus boosted post on Facebook | $1,600 | Shoot video, plus bumper and promotions (YouTube, E-newsletters, Twitter, Embedded-Computing.com and Email Blast) | $4,000 |
| | | Shoot video, plus bumper and promotions (YouTube, E-newsletters, Twitter, Embedded-Computing.com and Email Blast with leads) | $5,500 |

### Vendor Specific Events

Interested in having OpenSystems Media be a media sponsor of your event? We can provide dedicated email campaigns, E-newsletter coverage, keynote/speakers, blogging, moderation service and podcasts.
Podcasting and Video

Embedded Insiders with Rich Nass, Brandon Lewis, Laura Dolan, and Alex Paultre

This podcast brings our editorial team together with an occasional guest in an informative weekly podcast discussing the hottest trends and topics in the electronics industry.

Custom Client Podcast

Interested in creating a custom podcast with our editorial team and your management team? All podcasts will be featured on embedded-computing.com, the Embedded Daily E-newsletter, Facebook, Twitter, and LinkedIn.

People and Products Podcast with Alex Paultre

The podcast brings engineers and product managers into a talk-show formatted discussion on their products and/or services.

<table>
<thead>
<tr>
<th>Embedded Insiders</th>
<th>Custom Podcast/People and Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Podcast</td>
<td>5 – 15 minutes, sponsorship message</td>
</tr>
<tr>
<td>Featured on embedded-computing.com</td>
<td>✔</td>
</tr>
<tr>
<td>Featured on Facebook, Twitter, LinkedIn Ad Words, Apple Podcasts, Google Podcasts, Stitcher, iHeartRadio, Tunein and Alexa</td>
<td>✔</td>
</tr>
<tr>
<td>Reporting</td>
<td>Impressions, listens</td>
</tr>
<tr>
<td>Featured for one week in the Embedded Daily</td>
<td>✔</td>
</tr>
<tr>
<td>Custom e-mail campaign</td>
<td>$1,000 includes 15 words as podcast sponsor at the beginning of podcast</td>
</tr>
<tr>
<td>Sponsorship Cost</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Product Videos

Video package includes paid speaker discussing your product’s highlights, 1-2 minute presentation with product images, professional design and layout. Video will be featured on YouTube Channel, featured on web site, E-newsletter coverage and promoted on our social platforms (Facebook and Twitter).

$3,500

Deploy an email campaign for added exposure and leads.

$7,000
Best in Show Awards

Are you launching an innovative new solution at one of these industry events?

- CES 1/7-1/10
- Embedded World 2/25-2/27
- IoT Device Security Conference 3/26
- IoT World 4/6-4/9
- Computex 6/2-6/6
- Sensors Expo 6/9-6/11
- ARM TechCon
- electronica 11/10-11/13

Embedded Computing Design’s Best in Show Awards provide an ideal complement to your product launch activities by recognizing the latest accomplishments in embedded, IoT, and electronics engineering.

All submissions to the Best in Show Awards will be promoted on the www.embedded-computing.com website, the Embedded Daily E-newsletter, and social media channels to more than 500,000 engineers, product managers, and influencers. Embedded Computing Design’s esteemed industry advisory board will select up to three winners in each category, which are announced on the first day of the show.

Submit your entries here: https://bestinshow.embedded-computing.com/
Note: Entry fee $650
OpenSystems Media can provide the following services:

- Custom Content (blogs, design articles, white papers, press releases, industry reports and webcast material)
- Web sites/portals
- Custom E-newsletters (including template design and list segmentation)
- Graphics (including ads, infographics, banners)
- Video (including bumpers)
- Print magazines and catalogs
- Event coordination and support
- Social media campaigns (amplification/expansion campaigns, paid promotion and management)
- Market Research
- Tear Downs
- Contests
- Multi-language capabilities

### Survey

Your survey includes up to 10 questions plus a give-away. It will be emailed to our segment audience plus it will be featured on Facebook and Twitter. All leads and all data will be provided. $5,500

### Content Creation

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Paper (2 pages)</td>
<td>$2,500 (1,500 words)</td>
</tr>
<tr>
<td>Blogs</td>
<td>$1,200 (400 – 700 words)</td>
</tr>
<tr>
<td>Design Articles</td>
<td>$2,500 (1,500 words)</td>
</tr>
<tr>
<td>Video</td>
<td>Email your account manager for details</td>
</tr>
<tr>
<td>Press Releases</td>
<td>$1,200</td>
</tr>
<tr>
<td>Industrial Reports</td>
<td>$3,000</td>
</tr>
<tr>
<td>Webcast Presentations</td>
<td>Email your account manager for details</td>
</tr>
</tbody>
</table>
“Working with OpenSystems Media on our events this year has been amazing! Great leads, awesome presentations”
– Judith F

• Need to secure-long term client loyalty or new clients to grow your market share?
• Struggling to maintain invaluable personal relationships in an increasingly electronic age?

Vendor specific events, such as DevCons, allow a vendor to engage in a personal, one-on-one relationship with existing and new clients in a way that traditional exhibitions simply can’t. However, organizing such intimate events may be beyond your core competency, and attempting to do this alone will only dilute what you’re really good at and restrict success to your own pool of engineers.

OpenSystems Media produces local and global events for vendors large and small. The events are equally scalable from single city, intimate, hands-on DevCons to global seminar events, all bringing engineers/developers together with your FAE and other technical staff. As the biggest media company in the embedded space, no other company can come close to our global reach and proven experience of successful events.

Events can include:
• OSM Expert speaker Bureau to present on market trends
• Microsite creation and online community
• Full promotion across our E-newsletters, email campaigns, and welcome banners
• Logistics (location, AV, food, and beverage)
• Pre- and post-event follow-up and lead nurturing
• Online education components through our Embedded University Program
• Videos of key executives and product demos
• Arrange keynotes and speakers
• Create content including blogs and podcasts
• Social media maintenance, boosts and promotions across Twitter, Facebook, LinkedIn, Medium, Instagram and YouTube
• Language assistance
• Registration
Do you need a moderator or other assistance with a company or industry event? We can help.

Here are our packages:

**Basic Moderator Package**
- Editor for one full day to moderate an event
- Two social media posts live during event to more than 20,000 engineers
- Blog around the event hosted on embedded-computing.com and featured on Embedded Daily eNewsletter

Email Patrick Hopper at patrick.hopper@opensysmedia.com for details

**Premium Moderator Package**
Includes BASIC MODERATOR PACKAGE plus:
- Three videos shot live at the event and shared on YouTube and on our social platforms to more than 20,000 engineers
- Email blast featuring videos, blog, and other content (distribution 25,000)

Email Patrick Hopper at patrick.hopper@opensysmedia.com for details.

Looking for additional options?
Contact Patrick Hopper at patrick.hopper@opensysmedia.com for a custom package created just for you.
New Product Campaigns

New Product and News Submissions (always complimentary)
Submit your new product at http://embedded-computing.com/content-submission/. Your new product submissions can include text, bullet points, an image and links. New products are also featured on the Embedded Daily and on the home page!

Support your product with content!
Content is one of the most important things you can do to drive awareness to new products. You can submit blogs, white papers, native ads and design articles, and there's no charge.

Need help writing? That's what we do best! Let us help. Spend 15 minutes on the phone with us and we can craft a blog, white paper or design article.

Video
The engineering community is hungry for video content. Our production team can demo your latest product in a short or long video.

Leads
We can help drive leads to your latest product as well. We can either promote your new product with our Email to Lead program or produce a white paper and drive leads through an outbound email campaign.

Get your Message Out!
We have lots of E-newsletters to drive awareness! You can feature your products in our Embedded Daily E-newsletters, Embedded E-letter, IoT Weekly E-newsletter, and Automotive Embedded Systems.

Post to Social Media
You also can post your products to our Twitter feed at @embedded_comp or our Facebook page at https://www.facebook.com/Embedded.Computing.Design/ We have 5,100 followers on Facebook and reach 21,000 people on Twitter. Try it with your next press release.

For more details contact Tom Varcie at tom.varcie@opensystemsmedia.com
Brandon Lewis, Editor-in-Chief, hosts our NEW Dev Kit Weekly. This recurring segment covers the latest Dev Kits in video format. Vendors are invited to send us their latest Dev Kit and datasheet for our editors to review. All Dev Kits are then raffled off to our engineering community.

A la carte options include: 1) lead generation 2) tradeshow giveaway 3) survey giveaway 4) custom blog to accompany video.

Submit Your Development Kit at opensysmedia.formstack.com/forms/dev_kit_weekly_vendor_submission_form

Questions: Contact Brandon Lewis brandon.lewis@opensysmedia.com for Dev Kit details or Patrick Hopper patrick.hopper@opensysmedia.com for promotional opportunities.

The editorial team has sole discretion on which Dev Kits will be featured. Dev Kits and any other relevant collateral should be mailed to: Brandon Lewis, Embedded Computing Design, 1505 N Hayden Rd #105, Scottsdale, AZ 85257-3770 | Phone 480-967-5581
IOT Device Security Conference

Conference overview


Sponsors of previous events included Arm, Cisco, Data I/O, Gyrfalcon Technology, Infineon, Inside Secure, Mentor, Mouser, Rubicon Labs, Samsung Artik, Synopsys, and other vendors focused on security issues in IoT, AI, and Machine Learning devices. Those events averaged more than 300-500 registered design-focused attendees.

Track 1: Industrial, Part 1

- Hardware Security for Critical Systems
- Data Leakage/Loss from Unexpected Sources (Power Failures, etc.)
- Writing Small, Fast, and Secure Industrial Code
- Using Artificial Intelligence to Detect Security Anomalies
- Counterfeit Chip Detection

Panel Session 1: Securing Industrial Environments (specific topic TBD)

Track 2: Automotive

- Locking Down Automotive ECUs and Endpoints
- Secure Development in Mixed-Criticality Environments
- Maintaining Integrity of In-Vehicle Networks
- Securing Real-Time V2X connections
- Cloud-based Device Management for Connected Vehicles
- ISO 26262 Update

Panel Session 2: Securing Automotive Platforms (specific topic TBD)

Track 3: Industrial, Part 2

- Dealing with Workload Consolidation in Industrial Environments
- Integrating Enterprise and Field Network Security
- Robust On-Premise Industrial Device Management
- Securing Retail Networks
- Security Standards for Industrial Applications

Panel Session 3: Securing Industrial Environments (specific topic TBD)

Track 4: Consumer/Mass Market

- Low-Cost Hardware/MPU Protection for Consumer Devices
- Developing Robust, Secure Firmware and Software in Tight Timeframes
- Low-Overhead Encryption for Resource-Constrained Systems
- Device Management at Massive Scale
- What’s “Good Enough” For Consumer Applications?
- Recognizing and Remediating Vulnerabilities Post Deployment

Panel Session 4: Securing Mass-Market/Consumer Products (specific topic TBD)
Sponsorship Packages

**Platinum Keynote Package $25,000 (2 available)**
- Exclusive Keynote Address
- Registration list of attendees
- Prominent exhibit space (Tabletop, with power and basic wireless Internet)
- Top Things to See at IoT Device Security Conference
- In-Booth Video with Editorial Team, hosted on ECD, featured in Embedded Daily and pushed out on social media
- Social media coverage
- Press release written and featured on embedded-computing.com, featured in the Embedded Daily eNL
- Platinum sponsor logo featured on all print signage and mailers, online and email campaigns

**Gold Panel/Booth Package $12,000**
- Panel session participation
- Registration list of attendees
- Exhibit space
- Top Things to See at IoT Device Security Conference
- In-Booth Video with Editorial Team, hosted on ECD, featured in Embedded Daily and pushed out on social media
- Social media coverage
- Gold sponsor logo featured on all print signage and mailers, online and email campaigns

**Silver Panel/Booth Package $8,000**
- Panel session participation
- Exhibit space
- Top Things to See at IoT Device Security Conference
- In-Booth Video with Editorial Team, hosted on ECD, featured in Embedded Daily and pushed out on social media
- Social media coverage
- Silver sponsor logo featured on all print signage and mailers, online and email campaigns

**Bronze Booth Package $5,000**
- Exhibit space
- Top Things to See at IoT Device Security Conference
- Bronze sponsor logo featured on all print signage and mailers, online and email campaigns

**Ala carte options**
- Panel participation only $4,000
- Dev Kit Give-away to first 100 registrants $5,000
- Dev Kit raffle $3,000 – we will raffle five Dev Kits
- Lanyard sponsor $3,500 (includes cost of lanyards)
- Bag sponsor with one insert $3,500 (includes cost of bags)

**Lunch/Booth Package $8,000**
- Recognized as Exclusive Lunch sponsor
- Exhibit space
- Top Things to See at IoT Device Security Conference
- Logos on all pre-show and post-show promotions

**Coffee Break Package $8,000**
- Recognized as Exclusive Coffee Break sponsor
- Exhibit space
- Top Things to See at IoT Device Security Conference
- Logos on all pre-show and post-show promotions

**Cocktail Reception/Booth Package $8,000**
- Panel session participation
- Exhibit space
- Top Things to See at IoT Device Security Conference
- In-Booth Video with Editorial Team, hosted on ECD, featured in Embedded Daily and pushed out on social media
- Social media coverage
- Silver sponsor logo featured on all print signage and mailers, online and email campaigns

**Demographics**

**Registrations by Type of Business:**
- IP/Integrated Circuits: 29.7%
- Software Provider: 35.6%
- System Integrator: 34.1%
- OEM: 39.1%
- IoT Systems Developer: 59.7%
- Consultancy: 12.1%
- Other: 7.8%

**Registrations by Job Title:**
- President/CEO: 17.4%
- COO/CO: 4.8%
- EVP/SVP/VP/Director Engineering/Research/Technology: 7.7%
- Engineering VP/VP Operations: 11.8%
- Engineering Director/Manager/Supervisor: 27.4%
- Engineer/Designer/Programmer/Researcher: 26.2%
- Consultant/Other: 4.7%

Interested in a pre-con before, after or during event? Email patrick.hopper@opensysmedia.com for details.
## EMBEDDED WORLD 2020 PACKAGES

Pre- During - Post Embedded World Campaign

<table>
<thead>
<tr>
<th>Package</th>
<th>Pre</th>
<th>During</th>
<th>Post</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM</td>
<td>Sneak Peek Email (Deployed 2/21) Ghost written blog Embedded Daily Banner (Week of 2/17) Best in Show</td>
<td>Embedded World speaking Opportunity Embedded World Survey Top Things to See (Email) In-booth video Social Push</td>
<td>Top Things Missed Native ad Post Event Survey Promotion</td>
<td>$15,990</td>
</tr>
<tr>
<td>PREMIUM</td>
<td>Sneak Peek Email (Deployed 2/21) Ghost written blog Embedded Daily Banner (Week of 2/17) Best in Show</td>
<td>Embedded World speaking Opportunity Top Things to See (Email) In-booth video Social Push</td>
<td>Top Things Missed (Deployed 3/6)</td>
<td>$10,990</td>
</tr>
<tr>
<td>BASIC</td>
<td>Sneak Peek Email (Deployed 2/21) In-booth video Social Push</td>
<td>Top Things Missed (Deployed 3/6)</td>
<td></td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Rates effective 8/1/2019
Embedded World Lead Generation Program (T-shirt giveaway)

OpenSystems Media will coordinate booth personnel to administer surveys during Embedded World. Vendors can either have their own survey with two questions or participate in the Embedded World Survey with other co-sponsors, each providing one question. Vendors will receive all leads and all data from their question(s).

Are we missing a topic, let us know.

<table>
<thead>
<tr>
<th>Package</th>
<th>Survey</th>
<th>Single Opt In Leads</th>
<th>Cost</th>
<th>Number of Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial IoT &amp; Predictive Maintenance</td>
<td>2 questions</td>
<td>400-500</td>
<td>$7,500</td>
<td>1</td>
</tr>
<tr>
<td>Machine Learning</td>
<td>2 questions</td>
<td>400-500</td>
<td>$7,500</td>
<td>1</td>
</tr>
<tr>
<td>AI</td>
<td>2 questions</td>
<td>400-500</td>
<td>$7,500</td>
<td>1</td>
</tr>
<tr>
<td>Automotive</td>
<td>2 questions</td>
<td>400-500</td>
<td>$7,500</td>
<td>1</td>
</tr>
<tr>
<td>Industrial</td>
<td>2 questions</td>
<td>400-500</td>
<td>$7,500</td>
<td>1</td>
</tr>
<tr>
<td>Security</td>
<td>2 questions</td>
<td>400-500</td>
<td>$7,500</td>
<td>1</td>
</tr>
<tr>
<td>Embedded World Survey</td>
<td>1 question</td>
<td>400-500</td>
<td>$5,500</td>
<td>5</td>
</tr>
</tbody>
</table>

Embedded World Panel Speaking Opportunities/Panel Speaking Opportunities

Speaking panel opportunities will be available each hour at the Embedded Computing Design booth during Embedded World. Panelist topics will include Industrial IoT and Predictive Maintenance; Machine Learning; AI; Automotive; Industrial; and Security. Three positions will be available on each 1-hour panel session. Cost is $1,200 per sponsor and includes leads (40-80). Embedded Computing Design will provide a moderator and also host a contest giveaway at the conclusion of each panelist discussion.

Interested in hosting your own speaker or panel discussion? We can help. Cost is $3,000 and includes leads. Client can provide a giveaway.
EMBEDDED WORLD 2020 PACKAGES

### LEAD GENERATION PACKAGE
- Embedded Survey (400-500 leads)
- Embedded Data Sheet/Video Email Blast (100-250 leads)
- Top Things to See at Embedded World Day 1
- In-Booth Video from the Show Floor
- Social Push on Facebook and Twitter

**Cost:** $11,600

### SHOW SITE PROMOTION
- Top Things to See at Embedded World Day 1, 2 or 3
- In-Booth Video from the Show Floor
- Social Media Push on Facebook and Twitter

**Cost:** $2,500

### PROMOTIONAL
- Top Things to See at Embedded World Day 1, 2 or 3
- In-Booth Video from Show Floor
- Social Push on Facebook and Twitter
- Cover Photo and half-page product profile in the Embedded Computing Design Embedded World Issue
- Embedded Daily Sponsorship
- Embedded Europe Sponsorship

**Cost:** $8,300

### SOCIAL
- One post to Twitter and Facebook each day, 3 total (combined audience of 18,000 engineers)
- Boosted Post to 5,000 engineers targeting Embedded World

**Cost:** $1,600

### CONTENT
- Blog written before show and highlighted on Embedded Daily and featured on our site
- Blog featured as a Native Ad with guaranteed 15,000 impressions

**Cost:** $2,800

---

**FREE new PRODUCTS/NEWS**
Remember to submit your news and new product **FREE** at [http://embedded-computing.com/content-submission/](http://embedded-computing.com/content-submission/)

**FREE EMBEDDED WORLD BLOGS?**
Interested in blogging around Embedded World? Email Rich Nass at Rich.Nass@opensysmedia.com for more details.
EMBEDDED WORLD 2020 PACKAGES

EMBEDDED COMPUTING DESIGN, EMBEDDED WORLD ISSUE
Highlight your product with a half-page ($900) or full-page ($1,400) datasheet in our Embedded World issue. More than 1,000 copies will be distributed on the show floor to bring awareness to your booth and products.

**Bonus:** feature your product on the cover for only $2,825 or have your CEO on the cover with an executive interview for only $6,000.

TOP THINGS TO SEE AT EMBEDDED WORLD
DAY 1, 2 AND 3 (Plus Sneak Peek and Top Things You Missed)
Day 1 (Morning and Afternoon Blast), Day 2 (Morning and Afternoon Blast (Morning Blast)).
**Cost:** $1,200 or two products for $2,100

IN-BOOTH VIDEOS WITH EDITORS RICH NASS, BRANDON LEWIS OR ALIX PAULTRE
Rich Nass, Brandon Lewis or Alix Paultre will interview your executive live from the show floor in a 1-3 minute video. The video will be promoted on Embedded Daily, Facebook, Twitter and on Embedded-Computing.com.

**Cost:** $1,000 for 30-60 second video posted live on the show floor OR $2,200 for video, bumper, YouTube, E-newsletter, Twitter and home page promotion Secure both for $2,800

LEADS - DEV KIT GIVEAWAY
We will be giving away 100 Dev Kits live from our booth at Embedded World. Each sponsor can donate 5-15 boards to be given away at the end of each day. Sponsors receive all leads (GDPR compliant). Estimated leads 300-400.

**Cost:** $4,000
EMBEDDED WORLD 2020 OPPORTUNITIES

LEADS - EMBEDDED DATA SHEET/VIDEO EMAIL BLAST
Feature your latest products or video in our Embedded Data Sheet or Video email blast for more than 50,000 engineers the week of Embedded World. Estimated 100-250 leads.
Cost: $4,900

EMBEDDED E-NEWSLETTER, EMBEDDED EUROPE AND IOT WEEKLY E-NEWSLETTERS
Cost: $750-$1,500/E-newsletter

EMBEDDED PAVILLION KIOSK
- Great for trade groups, partner associations, and demos
- In-Booth Video promoting your daily sessions/training/demo
- Social push promoting your daily sessions/training/demo
Cost: $8,000

SOCIAL PUSH
Need assistance getting your message out on Twitter and Facebook. We can help!
Cost: $1,600 or call for advanced social details

BANNER CAMPAIGN
- Native ad running the month of February and March (15,000 impressions)
- 10,000 impressions (728 x 90, 300 x 250) on embedded-computing.com
Cost: $2,500

POLYBAG
Description: Polybag your 1 oz piece with 1,000 copies of Embedded Computing Design Spring issue distributed from the show floor.
Cost: $2,000
Contacts

Sales/Marketing

President
Patrick Hopper
patrick.hopper@opensysmedia.com

Chief Financial Officer
Rosemary Kristoff
rosemary.kristoff@opensysmedia.com

Sales Director
Tom Varcie
tom.varcie@opensysmedia.com

Strategic Account Managers
Rebecca Barker
rebecca.barker@opensysmedia.com
281-724-8021
Bill Barron
bill.barron@opensysmedia.com
516-376-9838
Barbara Quinlan
barbara.quinlan@opensysmedia.com
480-236-8818
Glen Sundin
glen.sundin@opensysmedia.com
973-723-9672

Regional Account Managers
Len Pettek – Southern California
len.pettek@opensysmedia.com
805-493-8297
Kathleen Wackowski – North East
kathleen.wackowski@opensysmedia.com
978-888-7367

Marketing Manager
Eric Henry
eric.henry@opensysmedia.com
541-760-5361

Asia
Patty Wu – Asia-Pacific Sales
patty.wu@opensysmedia.com

Europe
Rory Dear, Business Development – Europe
rory.dear@opensysmedia.com
+44 (0)7921337498
Steve Jameson, European Account Manager
Steven.Jameson@opensysmedia.com

Accounting
Emily Verhoeks
emily.verhoeks@opensysmedia.com

Project Manager
Kristine Jennings
kristine.jennings@opensysmedia.com

Submit Content
https://opensysmedia.com/advertise

Editorial

Executive Vice Presidents/ Editorial Directors
John McHale, EVP, Military Embedded Systems
john.mchale@opensysmedia.com
Rich Nass, EVP, Brand Manager, Embedded Computing Design
rich.nass@opensysmedia.com
Brandon Lewis, Editor in Chief
brandon.lewis@opensysmedia.com

Editors
Sally Cole, Senior Editor
sally.cole@opensysmedia.com
Emma Helfrich, Associate Editor
Emma.Helfrich@opensysmedia.com
Lisa Daigle, Assistant Managing Editor
lisa.daigle@opensysmedia.com
Laura Dolan, Content Assistant
laura.dolan@opensysmedia.com
Jerry Gipper, VITA Technologies
jerry.gipper@opensysmedia.com
Curt Schwaderer, Technology Editor
curt.schwaderer@opensysmedia.com
Alix Paultre, Europe Editor
alix.paultre@opensysmedia.com

Creative & Design Services
Stephanie Sweet, Creative Director
stephanie.sweet@opensysmedia.com
Chris Rassiccia, Lead Designer
chris.rassiccia@opensysmedia.com
Joann Toth, Contributing Designer
joann.toth@opensysmedia.com

Web Services
Aaron Ganschow, Senior Web Developer
aaron.ganschow@opensysmedia.com
Paul Nelson, Web Developer
paul.nelson@opensysmedia.com
Joy Gilmore, Broadcast Services
joy.gilmore@opensysmedia.com
Sam Vukobratovich,
Video-Production/Webcast Assistant
sam.vukobratovich@opensysmedia.com

Headquarters/Editorial
OPENSYSTEMS MEDIA, L.L.C.
Scottsdale Commerce Center
1505 North Hayden
Suite 105
Scottsdale ARIZONA 85257