embedded world in a Box
(Europe & United States)

Reach thousands of engineers from prior years at embedded world, plus our database of more than 150,000 engineers, with your corporate branding and messaging, and get leads.

Box Sponsorship
Embedded Computing Design is bringing embedded world to our virtual attendees in Europe and the United States.

• Boxes will be awarded to the first 1,000 qualified engineers and professionals in the embedded, IoT, AI, cybersecurity and/or networking communities
• Embedded Computing Design will ship a box to each qualified recipient free of charge
• Sponsors will receive 1,000 leads from the United States or 1,000 single-opt-in leads from Europe

<table>
<thead>
<tr>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on embedded world T-shirt</td>
<td>Logo on embedded world Tote-Bag</td>
<td>Your logo on backpack, note pad, face mask, hand sanitizer, pen, mouse pad or coffee tumbler</td>
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<tr>
<td></td>
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<td>A brief description of your company, URL, and contribution to the box (25-word max) will be included in the embedded world-in-a-Box welcome letter</td>
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<td></td>
<td></td>
<td>Sponsorship opportunities are also available to add your logo, an extended description, or product photo to the welcome pamphlet</td>
</tr>
<tr>
<td>5 Available</td>
<td>10 Available</td>
<td>Space is limited</td>
</tr>
<tr>
<td>$7,500 (per region)</td>
<td>$5,000 (per region)</td>
<td>Contact your Account Manager</td>
</tr>
</tbody>
</table>

*NOTE: OpenSystems Media is responsible for all products, logos and shipping. Size and weight restrictions may apply to other corporate sponsored swag.

How to Participate
1. Pick your geographic region
   • EMEA
   • North America
2. Pick your swag option
3. Complete embedded world in a Box online form

Deadline
29 January 2021

*For illustrative purposes only. May not reflect final design(s).
Digital Engagement

Educate embedded world contacts on your solution announcements and product launches with these high-impact digital offerings.

**Product Launch - Embedded Solutions Video**

Video interview hosted by an Embedded Computing Design editor who asks your subject matter experts the questions all engineers want to know

- Up to 15-minute video covering your product solution
- Feature as sponsored content in *Embedded Daily* eNewsletter sent to over 20,000 global subscribers
- Promote on social media channels to more than 30,000 followers globally (LinkedIn, Twitter, Facebook)

**Deadline:** 2 February 2021  
**Cost:** $2,500

**Product Launch - Product Showcase**

Editorial feature of your product created by Embedded Computing Design content team promoted across multiple platforms to support your marketing objectives

- Completely turnkey editorial write-up on your product
- Feature as Product of the Week as sponsored content in *Embedded Daily* eNewsletter sent to over 20,000 global subscribers
- Promote on social media channels to more than 30,000 followers globally (LinkedIn, Twitter, Facebook)
- Includes product entry into Best-in-Show

**Deadline:** 19 February 2021  
**Cost:** $1,500  
**Option:** $2,900 includes full-page product profile in *Embedded Computing Design* embedded world issue

**Product Launch - Best in Show Award**

Showcase your products with other industry leading products

- Embedded Computing Design editorial team:  
  - Reviews entries and select winners one [1] week before the show  
  - Announce winners on Day 1 of show
- Promote winners on social media to over 30,000 followers
  - Feature in Top Thing to See at embedded world email blast to 20,000 European and U.S. embedded design engineers  
  - Present award logo to winners for site exposure
- Winners featured in the *Embedded Daily* eNewsletter (20,000 circulation)

**Deadline:** 19 February 2021;  
**go to bestinshow.embedded-computing.com**  
**Entry fee:** $650

**Product Display - Dev Kit Weekly**

Brandon Lewis, Editor-in-Chief showcases your dev kit in a video review

- Completely turnkey, 120-second video covering your Dev Kit
- Up to 120 second video covering your Dev Kit
- Feature as premium content in *Embedded Daily* eNewsletter sent to over 20,000 global subscribers
- Promote on social media channels to more than 30,000 followers globally (Twitter, Facebook, LinkedIn)
- All dev kits are raffled to engineering community

**Deadline:** Subject to availability  
**Cost:** $1,500

**Product Demo - Embedded Toolbox**

Brandon Lewis, Editor-in-Chief hosts an interactive video series on how to overcome a specific engineering challenge

- Up to 10-minute video
- Feature as premium content in *Embedded Daily* eNewsletter sent to over 20,000 global subscribers
- Promote on social media channels to more than 30,000 followers globally (Twitter, Facebook, LinkedIn)

**Deadline:** Subject to availability  
**Cost:** $3,000

**Video Spotlight**

2-3-minute video interview with an Embedded Computing Design editor and your spokesperson to showcase your product demos and announcements

- Feature on Embedded Computing Design embedded world Channel
- Feature in *Embedded Daily* eNewsletter and sent to over 20,000 global subscribers as sponsored content
- Promote on social media channels to more than 30,000 followers globally (Twitter, Facebook, LinkedIn)

**Cost:** $2,000  
**Option:** $3,500 with inclusion in multi-vendor E-letter with leads

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*All promotional elements will be featured on the Embedded Computing Design embedded world channel.*
Promotional Opportunities

Want to build awareness and increase your exposure with engineers? We’ve got options to support your marketing efforts.

Native Ad
Help prepare engineers for embedded world with a preview of what they will learn from you
- Host as “sponsored content” on embedded-computing.com
- Promote across multiple platforms (web sites, digital newsletters, social media)
- Delivers 15,000 impressions guaranteed
- Averages 3-5% CTR
Deadline: 12 February 2021
Cost: $2,000
Option: $3,200/turnkey … Embedded Computing Design ghost-writes native ad

High Impact/Banner/Display Ads
Increase awareness before, during and after the show

Interstitial/Welcome Ad
- High impact ad featured on ROS*
- Displays once every 48 hours for desktop only
Cost: $2,500/week

Super Leaderboard
- High impact ad featured at top of embedded world
  Channel on embedded-computing.com
- Static banner displayed in weekly increments
Deadline: five (5) business days prior to the publish date
Cost: $2,500/week

Social embedded world Optimization
Expand your social media reach to global followers
Boosted push to 5,000 engineers targeting embedded world (@embedded_comp, 30,000 followers)
Deadline: 24 February 2021
Cost: $650/social push

Top Things to See at embedded world
(email blast)
Help engineers plan and navigate their day
- Deployed each day of show at 9:00 CET
- Target to 20,000 European and U.S. embedded design engineers
- Only ten [10] spots per day (on a first come first serve basis)
- Top Things to See at embedded world 2020
Deadline: 19 February 2021
Cost: $1,200/day; $1,000/multi-day rate

Ad Retargeting
- Delivers 25,000 impressions, 12,500 on embedded-computing.com ROS and 12,500 retargeted
- Retargeted impressions run independent of impressions run on embedded-computing.com
- Logo on banners need to match link in website
Deadline: five (5) business days prior to the publish date
Cost: $775/25,000 impressions

Embedded Daily eNewsletter
- Display ad featured in newsletter in weekly increments
- Deploys daily to 20,000 engineers globally

Embedded Europe eNewsletter
- Deploys on 17 February 2021 to 5,000 European subscribers
- Limited spots available*
Deadline: two [2] weeks prior to deployment date
Cost: $750-$1,500/leaderboard; $750-$850/text ad

* Availability of high impact, banner and display ads are offered on a first come first serve basis.
Lead Generation

Leverage different lead generating vehicles to help feed your sales funnel and nurture your database.

**Webcast Speaking Sessions**
Embedded Computing Design invites you and your subject matter experts to educate, engage and influence design engineers ... participate in a Panel Roundtable or Conference Session.

**Live Panel Roundtable**
- One-hour discussion hosted by Embedded Computing Design
- Industry leading editor to moderate, set the tone, offer best practices, create presentation slides, and manage the panel
- Up to five [5] sponsors per panel

**Suggested Topics**
- AI/Machine Learning
- Autonomous Drive
- COM-HPC
- IoT/Industry 5.0
- Security

Cost: $4,500

**Live Webcast Presentation**
- 60-minute live solo webcast to be broadcast the week of embedded world
- 100% mindshare and leads
- Industry leading editor to moderate, set the tone, offer best practices, and manage the Q&A

Cost: $10,650

Webcast speaking sessions include
- Dedicated online manager to handle timeline, deliverables and logistics
- Feature on one GDPR-compliant registration page
- Prominent branding in/on all promotions - sites, email blasts, digital newsletters, banners, and social media
- Receive all leads (~250-450) from panel via link for one year

**embedded world Survey**
**Gain insight from engineers**
- Provide two [2] yes/no questions or multiple choice (with up to four [4] possible answers)
- Sponsors receive all data from questions and single opt-in leads (~100-150) one week after conclusion of embedded world

Deadline: 12 February 2021
Cost: $2,000

**Coding Contest**
**Engage with engineers and help them overcome challenges**
- Engineers solve a coding challenge and a chance to win the prize
- Collaboration with Embedded Computing Design and your SMEs on challenge, rules and prize(s)
- Pre-show blog by EVP Rich Nass promoted as native ad, delivering 20,000 impressions guaranteed
- Leaderboard in Embedded Daily eNewsletter, sent to over 20,000 global subscribers, for one [1] week
- Custom email blast deployed to targeted audience
- Inclusion in Top Things to See at embedded world email blast to over 25,000 engineers globally
- Social media amplification and updates to over 30,000 followers globally during week of the show
- Sponsors receive single opt-in leads (~200) one week after conclusion of embedded world

Deadline: 15 January 2021
Cost: $5,500

**White Paper Campaign**
**Educate and influence engineers. Receive leads.**
- Gate on embedded-computing.com for six [6] months and promote across multiple platforms
- Feature on Embedded Computing Design embedded world Channel
- Include in all promotions - sites, digital newsletters, and social media

Cost: $2,000/gated white paper with promotions
Option: $5,250 with turnkey email blast to targeted engineers

Deadline: 15 January 2021

**Dev Kit Lottery Sponsorship**
Leverage Embedded Computing Design to get your Dev Kits in the hands of engineers
- Provide 5-15 boards for lottery drawn by Embedded Computing Design
- Company name and/or logo included in digital promotions
- Sponsors receive all single opt-in leads (~400) one week after conclusion of embedded world

Deadline: 12 February 2021
Cost: Contact your Account Manager for pricing

Deadline: 12 February 2021
Thought Leadership

Drive awareness to your products and showcase your expertise.

**Embedded Computing Design Special embedded world Edition**

Amplify your leadership and product solutions in a signature industry resource distributed to over 45,000 subscribers.

**Executive Spotlight Package**

Elevate your leadership with an Executive Spotlight

- Executive on cover
- 2-page Q&A inside the magazine

Cost: $6,800

**Cover Photo/Profile Package**

Cost: $4,000 with full-page profile; $3,500 with half-page

Only 4 cover spots available

**Product Profile/Datasheet Package**

Feature product profiles to align your solutions with leading technical content

**GOLD**

- Full-page product profile detailing product features and benefits
- Cover photo
- Embedded Data Sheet Email with your product featured with only your product delivered to 20,000 engineers
- Includes leads of email engagers

**SILVER**

- Full-page product profile
- Cover photo
- Embedded Data Sheet Email with your product featured with eight [8] others delivered to 20,000 engineers
- Includes leads of email engagers

**BRONZE**

- Half-page product profile
- Embedded Data Sheet Email with your product featured with eight [8] others delivered to 20,000 engineers
- Includes leads of email engagers

Cost: $6,300/GOLD, $4,500/SILVER, $2,200/BRONZE

Deadline for all options: 1/15/21

* Availability of cover photos and executive spotlights offered on a first come first serve basis.