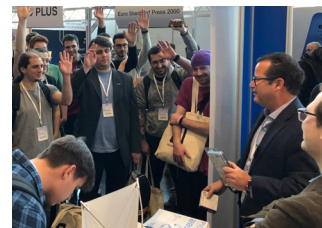


EMBEDDED WORLD 2019 PACKAGES

Embedded World Speaking Opportunities/Packages

OpenSystems Media is coordinating speaking opportunities inside our booth (3A-528). Speakers receive 30 minutes to discuss technology trends plus 10 minutes of Q&A, all leads during their speaking session (estimate 20-30) and a social push on Facebook and Twitter.

Cost: \$1200 or integrate with our Pre-During-Post Show Campaigns below



Pre- During - Post Embedded World Campaign

Package	Pre	During	Post	Cost
PLATINUM	Sneak Peek Email (Deployed 2/20) Ghost written blog Embedded Daily Banner (Week of 2/20) Best in Show 1/2 page product profile	30-minute speaking opportunity plus 10-minutes Q&A Lead Generation Survey Top Things to See (Email) In-booth video Social Push	Top Things Missed Native ad Post Event Survey Promotion	\$15,990
PREMIUM	Sneak Peek Email (Deployed 2/20) Ghost written blog Embedded Daily Banner (Week of 2/20) Best in Show 1/2 page product profile	30-minute speaking opportunity plus 10-minutes Q&A Top Things to See (Email) In-booth video Social Push	Top Things Missed (Deployed 3/7)	\$10,990
BASIC	Sneak Peek Email (Deployed 2/20)	Top Things to See (Email) In-booth video Social Push	Top Things Missed (Deployed 3/7)	\$5,000

EMBEDDED WORLD 2019 PACKAGES

Embedded World Lead Generation Program* (T-shirt/hat giveaway)

OpenSystems Media will coordinate booth personnel to administer the survey and provide the promotional giveaway during Embedded World (500 hats or T-shirts with your logo). Each survey will also be featured post-Embedded World on the Embedded Daily.

Each sponsor provides one question. They will receive all leads and all data from their question.

**If you would like additional leads, we can feature your survey, Top Things to See or In-Booth video on our topical post Embedded World Custom E-newsletter. Are we missing a topic? Let us know!*



Package	Survey	GDPR Compliant Leads	Cost	Post Event Custom E-Newsletter with Leads*
Industrial IoT & Predictive Maintenance	3 Positions	500 leads, single opt in	\$5,000/position	\$7,500 total
Machine Learning	3 Positions	500 leads, single opt in	\$5,000/position	\$7,500 total
Processor IP: ARM & RISC-V	3 Positions	500 leads, single opt in	\$5,000/position	\$7,500 total
Automotive	3 Positions	500 leads, single opt in	\$5,000/position	\$7,500 total
Industrial	3 Positions	500 leads, single opt in	\$5,000/position	\$7,500 total
Security	3 Positions	500 leads, single opt in	\$5,000/position	\$7,500 total

EMBEDDED WORLD 2019 OPPORTUNITIES



EMBEDDED COMPUTING DESIGN BEST IN SHOW: EMBEDDED WORLD

Feature your product in the Best in Show Awards issue of *Embedded Computing Design*. All products will be featured with a half-page datasheet. All entries will be featured in print and online. Winners will be announced at Embedded World and promoted on Facebook, Twitter and with award.

Entry cost: \$650

TOP THINGS TO SEE AT EMBEDDED WORLD

DAY 1, 2 AND 3 (Plus Sneak Peek and Top Things You Missed)

Supply 25 words, booth number, link to datasheet. 15 Products will be selected each day and deployed to our Embedded, IoT and Europe Database of more than 50,000 engineers.

View sample: <http://bit.ly/ewtopthings18>

Cost: \$1,200 for each of those items



IN-BOOTH VIDEOS WITH EDITORS RICH NASS OR BRANDON LEWIS

Rich Nass or Brandon Lewis 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.

View sample: <http://bit.ly/2hbyPkg>

Cost: \$1,200

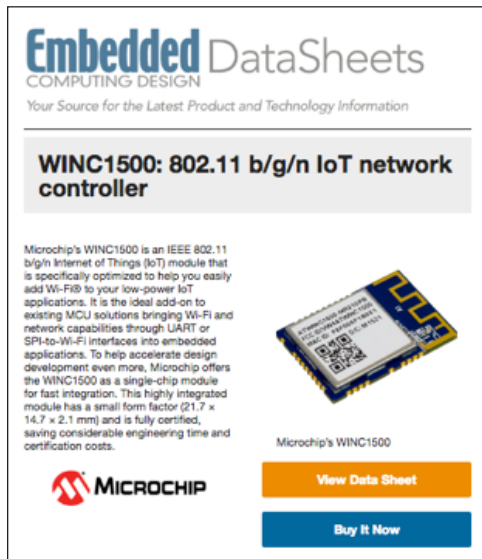
LEADS - DEV KIT GIVEAWAY

We will be giving away 100 Dev Kits live from our booth at Embedded World. Each sponsor can donate 10 boards to be given away at the end of each day. Sponsors receive all leads (GDPR compliant). Estimated leads 300.

Cost: \$3,000



EMBEDDED WORLD 2019 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 DAILY, EMBEDDED EUROPE AND IOT WEEKLY E-NEWSLETTERS

Feature your banners leading up to, during and post Embedded World on our Embedded Daily, Embedded Europe and IoT Weekly E-newsletters.

Cost: \$750-\$1,500



TURNKEY PROGRAM - GREAT FOR TRADE GROUPS, PARTNER ASSOCIATIONS, DEMO'S, PRESS MEETINGS)

- 2 Hour use per day of the Embedded Pavilion Booth. Sponsorship includes graphics, pop-up stand, booth personnel.
- In-Booth Video promoting your daily sessions/training/demo
- Social push promoting your daily sessions/training/demo

Cost: \$7,750

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 1000 copies of Embedded Computing Design Spring issue distributed from the show floor.

Cost: \$2,000

EMBEDDED WORLD 2019 PACKAGES

PREMIUM LEAD GENERATION & PROMOTIONAL PACKAGE

- T-Shirt/Hat Giveaway (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

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

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
- Best in Show product profile in the Embedded Computing Design Embedded World issue
- Cover Photo in the Embedded Computing Design Spring 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

FREE new PRODUCTS/NEWS

Remember to submit your news and new product **FREE** at

<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.