

We are excited to be extending this invitation to sponsor the 2012 **Embedded Tech Trends** (formerly Bus&Board) event. There has been an overwhelming desire from the media covering our industry and many of the VITA members to get together and discuss the latest advancements, design wins, and products as it relates to VITA Technologies.

An exciting and informative event is being planned that will be a must attend event of 2012 for anyone developing boards and systems using any of the VITA Technology specifications.

As a sponsor of **Embedded Tech Trends**, you will have the opportunity to meet with media representatives from around that world who cover our markets. You will also get a chance to network with your peers and learn more about the market trends and technologies that are affecting our industry.

Several sponsorship opportunities exist depending on the level of participation you wish to have in this forum. Please review the details included in this document. Make your selection as to which level of sponsorship you desire and submit your sponsorship application. We will get you involved in the details as the plan comes together for **Embedded Tech Trends**.

What is Embedded Tech Trends?

Embedded Tech Trends is an industry-wide forum where suppliers of board and system level solutions can meet exclusively with the members of relevant industry media to discuss technologies, trends, and products.

Why Embedded Tech Trends?

The goal of **Embedded Tech Trends** is to educate the media covering the community of embedded computing developers in target vertical markets on the application of system, board, and switch fabric technology. Plus the forum provides an outstanding networking opportunity between the media and ecosystems supporting the critical embedded systems computing industry. The forum will help our ecosystem build brand awareness, familiarity and consideration.

Who will attend Embedded Tech Trends?

1. Members of the media including editors, bloggers, and analysts covering the critical embedded computing industry. Up to 20 members of the media are expected.
2. VITA member senior management: i.e. C-level executives, VPs.
3. VITA member technology suppliers. Network with your peers to explore possible business opportunities in 2012.
4. Potential and existing customers interested in board, system, and fabric technologies.
5. Sales representatives from many of the publishers represented at the event. Use this time to start working on your media plans for 2012.

What will the Embedded Tech Trends program cover?

A packed agenda is planned as presenters will provide the context and broader perspective for many new VITA technologies. Updates on the current status of the working groups and the standards they are developing will be part of the forum agenda. The agenda will include:

1. Various panels of executives and analysts
2. Market Analysis presentations from industry analysts
3. Technology presentations by sponsors – this will be preceded by a call for presentations that can be reviewed by the advisory panel.
4. Case studies by members
5. Poster gallery of applications and products
6. One-on-one meetings with editors in attendance

An advisory panel will be assembled to develop the conference tracks and review submitted papers and presentations. The advisory panel will consist of representatives from the Platinum and Gold sponsors.

Special Events

A tour of the Kennedy Space Center on Sunday, January 15 is being planned if we can work out all the details. The media will be provided a complimentary tour. Others are invited but at our tour rate. We are trying to book the *Cape Canaveral: Then & Now* tour. On this tour we will see America's first launch sites from the 1960s, visit the Air Force Space and Missile Museum and see today's active unmanned rocket program. This is a highly recommended tour for those who grew up watching the space programs or are space enthusiasts.