

# IEEE SMART TECH

## METRO AREA WORKSHOP SERIES

Professional workshops on vital technologies  
and career advancement

**2016 Signature Events  
Advertising & Sponsorship**



**IEEE**

*Advancing Technology  
for Humanity*

**Hotel Birmingham Metropole**  
**Birmingham, England**  
**21-22 October 2016**



**About IEEE Smart Tech**

IEEE Smart Tech events have been held in more than 12 cities worldwide since 2011. With an 86% satisfaction rating and over 2,500 past attendees worldwide, the 2016 Signature Event series has been designed to showcase the best of these previous workshops in the most highly sought after and emerging technologies today. In addition, Smart Tech provides an unparalleled experience for networking with peers.

The two-day intensive workshop will be held at the Hotel Birmingham Metropole, located near the National Exhibition Center and minutes from the Birmingham International Airport and Rail Station.

Smart Tech events offer all-day track sessions that allow attendees to immerse themselves in a given technology. The workshop is geared toward the practicing professional, those in career transition, or newly graduated students. We are very pleased to have our evening keynote address from Sir Robin Saxby, former CEO and Chairman of ARM Holdings, PLC.

**Sponsorship has its benefits**

With over 400,000 members worldwide and an even broader network of more than 600,000 non-member individuals who interact with IEEE, Smart Tech events are receiving the widest exposure possible to those in the engineering and technology professions. We anticipate well over 300 attendees from around the world.

**What past attendees have to say**

"This was one of the best investments that I have made in my professional life. Thank you for making this opportunity available for me."

"Events like this significantly increase the value of IEEE membership."

"My interest in IEEE is rekindled. For me the IEEE has struck a note by focusing on the need for reputable and affordable resources for career and skill development and training. This is not available through our employers. And going back to school for graduate or post-grad education is not feasible in terms of money or time."

"I was very impressed with the instructors. They seemed to enjoy being there and really stressed that IEEE's goal is to serve its members. They were very approachable and seemed to be interested in speaking with you."

"Thanks for your efforts. It was a successful event to meet my needs. I hope there will be another event pretty soon."

"I was very pleased with the quality of the material and professionalism exhibited by IEEE at the workshop. Well done."

## Schedule at IEEE Smart Tech Birmingham

Attendees pre-register for one track per day. There are large networking breaks built in on both days, plus the evening reception on Friday, giving you plenty of opportunity to interact with attendees.

Exhibit space will be open from 7:00am-7:30pm on Thursday, and 7:00am-5:00pm on Saturday.

Detailed course descriptions and speakers can be found on the Birmingham event page. Go to [www.ieee.org/metroevents](http://www.ieee.org/metroevents) to learn more.

	<b>Friday, 21 October</b>	<b>Saturday, 22 October</b>
	<p><b>Three tracks run concurrently all day:</b></p> <ul style="list-style-type: none"> <li>• <b>LiFi: LED-Based Network Communication</b></li> <li>• <b>Industrial Applications of Robotics</b></li> <li>• <b>Introduction to ARM Fundamentals</b></li> </ul>	<p><b>Three tracks run concurrently all day:</b></p> <ul style="list-style-type: none"> <li>• <b>Multi-Core CPU/GPU System and Software Development</b></li> <li>• <b>Software Defined Radio:</b> Implementation, Design and Real-Time Operations</li> <li>• <b>Professional and Business Development:</b> Confident Networking, Business Strategy for Consultants and Entrepreneurs</li> </ul>
<b>7:00-8:00am</b>	<b>Registration and Continental Breakfast</b>	<b>Registration and Continental Breakfast</b>
<b>8:00am</b>	<b>Opening Session</b>	<b>Opening Session</b>
<b>8:30-10:00am</b>	<b>Track Session</b>	<b>Track Session</b>
<b>10:00-10:30am</b>	<b>Break</b>	<b>Break</b>
<b>10:30am-12:15pm</b>	<b>Track Session</b>	<b>Track Session</b>
<b>12:15-1:15pm</b>	<b>Lunch</b>	<b>Lunch</b>
<b>1:15-3:00pm</b>	<b>Track Session</b>	<b>Track Session</b>
<b>3:00-3:30pm</b>	<b>Break</b>	<b>Break</b>
<b>3:30-5:00pm</b>	<b>Track Session</b>	<b>Track Session</b>
<b>5:30pm-7:30pm</b>	<p><b>Keynote Address:</b> <b>Sir Robin Saxby, former CEO and Chairman of ARM Holdings, PLC</b> <b>Evening Reception</b></p>	<b>Workshop Series Ends at 5pm</b>

### Exhibitor Set Up and Breakdown

Exhibitors may set up their display space on Thursday between 4pm and 8pm, or Friday morning between 6:30am-7am. On Saturday, breakdown must be complete no later than 6pm. Exhibitors are responsible for their own shipments.

### **Basic Exhibit Booth US\$1,250**

- ◆ Draped table in the display area, located outside the meeting rooms in hotel foyer space
- ◆ 2 event registrations which includes meals and Friday evening reception
- ◆ Company logo on registration website and on sponsor slide during opening general sessions and keynote address (submit in high-resolution, color, JPG or TIF)
- ◆ Company logo on IEEE Smart Tech event page that links to your company website.
- ◆ Registration bag item donation (single flyer or giveaway)

### **Lunch Sponsor US\$3,500**

- ◆ Basic Exhibit Booth set up
- ◆ Ten-minute address on a pre-approved topic, during lunch on either Friday or Saturday
- ◆ Limit 1 lunch sponsor per day

### **Evening Reception Sponsor US\$5,000**

*Please call or e-mail for options.*

### **Registration Bag/Item Donation US\$500**

Basic exhibit booths include having an item in the registration bags that go to Smart Tech attendees. This option allows you to provide a suitable bag or item (brochure or giveaway) only. (Items subject to approval. Only one gift bag sponsor available, first come, first serve basis.)

### **For more information or to become a sponsor:**

Call +1 732 562-5392

Email [mga-maw@ieee.org](mailto:mga-maw@ieee.org)

Or simply complete and return the IEEE Smart Tech Sponsorship Agreement and Terms & Conditions on the following pages.

## IEEE Smart Tech Exhibit/Sponsorship Agreement

This contract is for sponsorship of the IEEE Smart Tech Signature Event in Birmingham, UK on 21-22 October 2016, inclusive of the items included in this agreement and supporting documents. The Sponsor agrees to comply with all the Terms and Conditions which appear in this contract and which are part of this contract, and further agrees that this contract is binding and can be amended only in writing hereto.

**Company Name:** \_\_\_\_\_

Contact: \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

### Accepted as binding for Sponsor:

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

*The individual signing this contract represents and warrants that they are duly authorized to execute this binding contract on behalf of the named sponsor.*

### Sponsorship Selection (payable with form submission):

\_\_\_ Basic Exhibit Booth \$1,250

\_\_\_ Friday Lunch Sponsor \$3,500 (limit 1, first come, first serve)

\_\_\_ Friday Keynote Reception Sponsor \$5,000 (limit 1, first come, first serve)

\_\_\_ Saturday Lunch Sponsor \$3,500 (limit 1, first come, first serve)

\_\_\_ Registration Bag Sponsor \$500 (limit 1, first come, first serve)

\_\_\_ Registration Bag Item Insertion \$500

### Payment Method:

\_\_\_ Please Charge My Credit Card: \$ \_\_\_\_\_

\_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express

Account Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Billing Address \_\_\_\_\_

**Mail or e-mail this agreement along with the Terms & Conditions to:**

**IEEE**

**Attn: MGA/Elyn Perez**

**445 Hoes Lane**

**Piscataway, NJ 08854 USA**

**Email: mga-maw@ieee.org**

## IEEE Smart Tech Exhibit/Sponsorship Terms & Conditions

1. Sponsorship fees are due with receipt of this contract. Sponsorship level is not considered guaranteed and participation in any sponsorship activities will not be allowed without payment in full.
2. Sponsorship packages are available on a first come, first serve basis, and are subject to the limited availability specified in this document.
3. Exhibitors may set up their display space on Thursday between 4pm and 8pm, or Friday morning between 6:30am-7am. On Saturday, breakdown must be complete no later than 6pm. Exhibitors are responsible for their own shipments.
4. IEEE and members of the IEEE Smart Tech committee reserve the right to reject at any time, any sponsor which in its opinion is objectionable to the members or other Sponsors. No liabilities or damages whatsoever against IEEE or any of its agents and employees shall be incurred because of such rejection.
5. It is understood that IEEE will use best efforts to market the IEEE Smart Tech workshop to its membership and the general public but cannot guarantee acceptance or attendance.
6. IEEE will not be held responsible or liable in the event a sponsor fails to submit their ad, artwork or other collateral in the timeframe specified.
7. Deadline for all artwork and giveaway submissions is 7 October 2016.
8. All sponsor advertising and artwork is subject to approval by IEEE for appropriateness and size/space limitations.
9. In the event the Sponsor cancels any or all of the sponsorship package contracted herein, the Sponsor must do so in writing. A Sponsor who cancels on or after 1 October 2016 will be liable for liquidated damages equal to the amount of this Sponsorship agreement. Liquidated damages are to compensate for the inability to replace canceling Sponsors, promotion undertaken on behalf of the Sponsor and other damages which cannot be accurately calculated.
10. Any event content, including but not limited to photos, videos, slides, or papers, are considered property of IEEE and shall not be posted or disseminated by Sponsor without express written approval of IEEE.
11. Indemnification: Both IEEE and Sponsor (the "Indemnifying Party") shall indemnify the other party (the "Indemnified Party") against and save each other harmless from any and all suits, proceedings at law or in equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

### Accepted as binding for Sponsor:

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

*The individual signing this contract represents and warrants that they are duly authorized to execute this binding contract on behalf of the named sponsor.*

### Mail or e-mail this form along with the Sponsorship Agreement to:

**IEEE**

**Attn: MGA/Elyn Perez**

**445 Hoes Lane**

**Piscataway, NJ 08854 USA**

**Email: [mga-maw@ieee.org](mailto:mga-maw@ieee.org)**