



**SVENSK
ELEKTRONIK** PRESENTS

EMBEDDED CONFERENCE SCANDINAVIA 2016

A LEADING EMBEDDED AND INTERNET OF THINGS EVENT

NOVEMBER 22-23, 2016
KISTAMÄSSAN • STOCKHOLM

www.embeddedconference.se

embedded conference
scandinavia SCANDINAVIA'S LEADING EVENT
IN EMBEDDED TECHNOLOGY



WELCOME TO THE 11TH EDITION OF EMBEDDED CONFERENCE SCANDINAVIA



Embedded Conference Scandinavia, ECS, är den internationellt kända mötesplatsen för alla proffs som jobbar med embeddedteknologi. Här möts varje år utvecklare, konstruktörer, systemingenjörer och leverantörer för att utbyta idéer och göra affärer. Evenemanget är efterfrågat och uppskattat av branschen. Förra året kunde runt 2 000 delegater från 26 olika länder välja mellan 60 konferenssessioner, seminarier och workshops i sex parallella spår samt besöka hundratalet företag i utställningen.

TIO SUCCÉFYLLDA ÅR

Genom att erbjuda en konferens i världsklass med eftertraktade talare, en växande utställning där det senaste inom branschen presenteras, populära sociala aktiviteter och utdelningen av Swedish Embedded Award, har ECS visat sig vara ett framgångsrikt koncept och i år hålls evenemanget för elfte gången. Precis som tidigare är ECS helt kostnadsfritt för besökare. Embedded Conference Scandinavia hålls i Kista, Sveriges Silicon Valley, den rätta strategiska platsen med över 1 000 företag i området som verkar inom ICT-sektorn.

HÄR PRESETERAS NYHETERNA

På Embedded Conference Scandinavia visas och diskuteras alltid den senaste och hetaste tekniken inom embeddedsektorn. Högaktuell forskning presenteras och användarnas erfarenheter och framtida krav diskuteras. M2M, IoT, programvaruverktyg och – metoder, samt modellbaserad utveckling är några av de delar som berörs.

INTERNATIONELL MÖTESPLATS

På Embedded Conference Scandinavia kommer en stor del av utställare, besökare och talare från andra länder än Sverige vilket gör att evenemanget har blivit ledande även på en internationell nivå. Konferensspråket är engelska.

KVALIFICERAD BESÖKARMÅLGRUPP

På Embedded Conference Scandinavia har utställare möjlighet att under två dagar möta närmre 2 000 utvecklings- och produktchefer, systemingenjörer, projektledare och konstruktörer från en mängd olika branscher.



Embedded Conference Scandinavia, ECS, is the internationally renowned meeting place for professionals in the field of embedded technology. Developers, designers, system engineers and suppliers come together every year to exchange ideas and do business. ECS has proven to be highly important and much appreciated by the industry. Last year almost 2,000 delegates could choose between 60 conference sessions, tutorials and workshops in six different tracks as well as visit some 100 companies in the exhibition.

10 YEARS OF SUCCESS!

By offering a world-class conference program featuring the most topical speakers, a growing exhibition presenting the very latest industry news, popular social activities as well as the awards ceremony of the Swedish Embedded Award, Embedded Conference Scandinavia is a highly successful concept. As previously, ECS is completely free-of-charge for visitors. Embedded Conference Scandinavia is held just north of Stockholm in Kista, Sweden's very own Silicon Valley, the perfect strategic location with over 1,000 companies in the area actively involved in the ICT sector.

ALL THE LATEST NEWS

At Embedded Conference Scandinavia all of the latest and hottest technologies in the embedded sector will be presented and discussed. The most up-to-date research will be featured along with user experiences and future requirements. M2M, IoT, software tools and methods as well as model-based development are only some of the areas that will be addressed on.

AN INTERNATIONAL MEETING PLACE

At Embedded Conference Scandinavia there is a large proportion of exhibitors, visitors and speakers coming from countries other than Sweden, which puts the event in a leading position internationally. The conference language is English.

QUALIFIED VISITOR TARGET GROUP

At Embedded Conference Scandinavia exhibitors have the opportunity to meet almost 2,000 development and product managers, system engineers, project managers and designers from a wide range of industries.



"Embedded Conference Scandinavia är ett viktigt forum för embedded och IoT och ämnena som berörs ligger helt rätt i tiden. Forskning och utveckling som är grundstenar för ECS är viktigt för Ericsson och något jag personligen verkligen brinner för."

Dr Sara Mazur, Head of Research, Ericsson, som invigningstalade på Embedded Conference Scandinavia's 10-årsjubileum 2015



"Embedded Conference Scandinavia is an important forum for embedded and IoT and the topics highlighted are very current. Research and development, which are cornerstones for ECS, are important to Ericsson and something I am personally very passionate about."

Dr Sara Mazur, Head of Research, Ericsson, who held the opening speech at the 10 year anniversary of Embedded Conference Scandinavia in 2015



EXHIBITOR AND SPONSORSHIP PACKAGES

EXHIBITING AT ECS 2016

STAND PACKAGE	SMALL 3x2 m	MEDIUM 6x2 m OR 3x4 m (four open sides)
Members of Svensk Elektronik	SEK 24 150	SEK 37 950
Non-members	SEK 31 950	SEK 45 750

Application Fee: SEK 2 900

Co-exhibitor Fee: SEK 2 900

All prices are in SEK. VAT is added where applicable.

Included in all packages:

- White walls
- Carpet
- Electricity connection
- Wifi
- Stand cleaning

Add-on furniture package: SEK 2 300

1. Bar table, 2 bar stools, 2 spotlights, brochure rack
- OR
2. Conference table, table cloth, 2 chairs, 2 spotlights, brochure rack

TERMS OF PAYMENT

- The application fee will be invoiced at the time of registration/order confirmation.
- 50% of the fee is due for payment 6 months before the event.
- 50% of the fee is due for payment 60 days before the event.

SPONSORSHIP PACKAGES

Bronze – SEK 25 000

- Logo included on website, newsletter & onsite signage.
- Chair/host for one half day track or one tutorial session (includes signage in conference room).
- One half page A4 ad in the conference program.
- Delegate list with contact details after the event.

Silver – SEK 45 000

- Logo included on website, newsletter & onsite signage.
- Chair/host for one half day track or one tutorial session (includes signage in conference room).
- One page A4 ad in the conference program.
- Delegate list with contact details after the event.
- Guaranteed slot in the conference program. (NB. Presentation must be approved by the conference committee.)
- Onsite lead collecting tool Expo Manager.

One of the following SILVER SPONSOR options: (available on a first come first served basis)

- Sponsor of notepads for the registration desk and/or conference rooms. (To be supplied by the sponsor.)
- Sponsor of pens for the registration desk and/or conference rooms. (To be supplied by the sponsor.)
- Sponsor of coffee break including signage.

Gold – SEK 65 000

- Logo included on website, newsletter & onsite signage.
- Chair/host for one half day track or one tutorial session (includes signage in conference room).
- One page A4 ad in the conference program.
- Delegate list with contact details after the event.
- Two guaranteed slots in the conference program. (NB. Presentations must be approved by the conference committee.)
- Onsite lead collecting tool Expo Manager.
- Gold sponsor signage in the entrance hall and exhibition hall.

One of the following GOLD SPONSOR options: (available on a first come first served basis)

- Sponsor of lanyards. (To be supplied by the sponsor.)
- Sponsor of conference bags. (To be supplied by the sponsor.)
- Sponsor of lunch break including signage.
- Sponsor of industry reception including signage.

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WELCOME TO CONTACT US!

For more information about stand booking, stand location, sponsorship, etc., please contact:
 Anna Weilemar/BraMässa, anna.weilemar@bramassa.se, +46 739 58 13 53



"Embedded Conference Scandinavia har under åren utvecklats till att bli norra Europas viktigaste mötesplats för alla inom embedded-världen. Med en konferens i världsklass, närmare ett 100-tal utställare och knappt 2 000 deltagare så är ECS en av höjdpunkterna för alla i branschen som vill träffas, få de senaste nyheterna och göra affärer!"

Mats Andersson, Ordförande i Svensk Elektronikns Embeddedsektion, Sales & Operations Director, Data Respons



"Embedded Conference Scandinavia has over the years developed to become Northern Europe's most important meeting place for everyone involved in embedded. With a world class conference, almost 100 exhibitors and just short of 2,000 participants ECS is one of the highlights for everyone in the industry who wants to meet, get the latest news and do business."

Mats Andersson, Chairman of the Embedded Section of the Swedish Electronics Trade Association, Sales & Operations Director, Data Respons



SAMMANFATTNING EMBEDDED CONFERENCE SCANDINAVIA 2015

- 112 utställande företag
- 1,851 besök under två dagar
- Deltagare från 26 olika länder
- Fler än 60 konferenssessioner, tutorials och workshops
- Keynotetalare: Daniel Frylmark från Scania CV och Prof. William Webb från Weightless SIG / IET
- Parallella evenemang: STEW - Software Technology Exchange Workshop (arrangerat av Swedsoft) och EU-projektet Arrowhead (Automation based on IoT)
- Inigningsföredrag av Dr Sara Mazur, Head of Research, Ericsson



FACTS AND FIGURES – EMBEDDED CONFERENCE SCANDINAVIA 2015

- 112 exhibiting companies
- 1,851 visits over two days
- Attendees from 26 different countries
- More than 60 conference sessions, tutorials and workshops
- Keynote speakers: Daniel Frylmark from Scania CV and Prof. William Webb from Weightless SIG and IET
- Parallel events: STEW - Software Technology Exchange Workshop (organized by Swedsoft) and the EU project Arrowhead (Automation based on IoT)
- Opening speech by Dr Sara Mazur, Head of Research, Ericsson



Kistamässan – rätt plats för ECS

Kistamässan är med sin strategiska placering i hjärtat av Kista Science Center rätt plats för ECS. I området verkar över 1 000 företag inom ICT-sektorn vilket har gett Kista en stark position inom branschen. På endast 12 minuter med pendeltåg nås Kistamässan från Stockholm Central. Med närhet till E4:an, tunnelbana och bussar tar man sig enkelt till och från mässan oavsett destination. I direkt anslutning till Kista-mässan och i närområdet finns det gott om parkeringsplatser.

Embedded Conference Scandinavia arrangeras av:

Branschorganisationen Svensk Elektronik med sektionen Embedded Technology i samarbete med nyhetsförmedlaren Elektronik i Norden och mässarrangören BraMässor.

Ämnen i fokus på ECS 2016

- **M2M och Internet of Things**
 - Sensorer, nätverk, infrastruktur och säkerhet
- **Programvara – i samarbete med Swedsoft**
 - Säkerhet, test verifikation
 - Verktyg och metoder
 - Operativsystem för embedded
 - Öppen Källkod
- **Hårdvara**
 - FPGA och SoC lösningar
 - COTS Standards och System lösningar
 - Lågeffektlösningar och Processorer

Programmet innehåller keynotes, sessioner inom teknologiområden, tutorials och workshops

Produkter/Tjänster av intresse på utställningen

- Internet of Things, produkter och lösningar
- Processorer från low power till multicore and FPGA
- Inbyggnadskort och system
- Programvara; operativsystem, kommunikation och verktyg
- Kompetens inom inbyggda system, kommunikation, säkra system och lågeffektlösningar
- Test- och mätutrustning

Kista Exhibition Center – the perfect venue for ECS

Situated in the middle of the expansive Kista Science City region, one of the world's leading ICT clusters with more than 1,000 companies within the ICT sector, Kista Exhibition Center is the perfect venue for ECS. Located in the north of Stockholm and close to both Arlanda and Bromma airport, Kista Exhibition Center is easy to access. Local commuter train takes only 12 minutes from the Stockholm Central station.

Embedded Conference Scandinavia is organized by:

The Swedish Electronics Trade Association with the Embedded Technology section, in co-operation with the "Elektronik i Norden" news publisher and the exhibition organizer BraMässor.

Topics in focus at ECS 2016

- **M2M and Internet of Things**
 - Sensors, networks, infrastructure and security
- **Software – in co-operation with Swedsoft**
 - Security, test verification
 - Tools and methods
 - Operating systems for embedded
 - Open Source
- **Hardware**
 - FPGA and SoC solutions
 - COTS Standards and system solutions
 - Low Power Solutions and processors.

The program will include keynotes, topic sessions, tutorials and workshops

Products/Services of interest at the exhibition

- Internet of Things, products and solutions
- Processors from low power to multicore and FPGA
- Embedded boards and systems
- Software; operating systems, communication and tools
- Competence in design of embedded systems, communication equipment, secure solutions and low power systems
- Test and Measurement Equipment



INFORMATION

Venue: Kistamässan, Stockholm, Sweden

Date: November 22-23, 2016

WELCOME TO CONTACT US!

For more information about stand booking, stand location, sponsorship, etc., please contact: Anna Weilemar/BraMässor, anna.weilemar@bramassor.se, +46 739 58 13 53

For questions regarding becoming a member of Svensk Elektronik/The Swedish Electronics Trade Association, please contact Lena Norder, lena.norder@svenskelektronik.se, +46 8 782 09 70

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