EMBEDDED CONFERENCE SCANDINAVIA **SYD**

MARCH 10-11, 2015
MALMÖMÄSSAN, MALMÖ

www.ecs-syd.se

embedded conference
scandinavia **syd**

WELCOME TO THE FIRST EDITION OF
EMBEDDED CONFERENCE SCANDINAVIA SYD

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Embedded Conference Scandinavia, ECS, är den naturliga mötesplatsen för forskare, leverantörer och användare av embedded-teknologi från hela Skandinavien. Som en spin-off på succén i Stockholm tar nu ECS nästa steg och välkomnar till ECS Syd i Malmö.

SUCCÉN FORTSÄTTER SÖDER UT!

Med samma succéartade koncept som på ECS Stockholm, med konferens i världsklass, solid utställning med den senaste teknologin och sociala aktiviteter, gör vi nu ytterligare en satsning och lanserar ECS Syd på Malmömässan i Malmö. Konferensen och utställningen är, precis som originalet, kostnadsfri för besökare och vi bjuder på lunch och kaffe. Evenemanget kommer att vara i ett mindre format men hålla en lika hög kvalitet gällande programpunkter och utställare som på mässan i Stockholm.

EMBEDDED, M2M OCH INTERNET OF THINGS

På ECS Syd visas den senaste tekniken, högaktuell forskning presenteras och användarnas erfarenheter och framtida krav diskuteras.

EN MARKNAD I FRAMKANT

Sydsverige och Köpenhamnsregionen är en teknologiskt avancerad marknad. Många företag är ledande inom trådlös teknologi och effektsnåla lösningar. ECS lockar embeddedproffs som är utvecklings- och produktchefer, projektledare, ingenjörer och konstruktörer. Ambitionen är att även ECS Syd skall bli en etablerad mötesplats där man skapar nya kontakter och träffar företag från den viktiga marknaden i södra Sverige och Danmark.

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Embedded Conference Scandinavia, ECS, is an annual event covering all aspects of design and trends in the world of embedded systems. As a spin-off of the success in Stockholm we are now taking the next step and welcome you to ECS Syd in Malmö.

THE SUCCESS CONTINUE IN SOUTHERN SWEDEN!

With the same concept of success as the ECS in Stockholm, consisting of world class conference, a solid exhibition with the latest news from the embedded sector and social activities, we are now launching ECS Syd at Malmömässan in Malmö. The conference and exhibition is, just as the original, free of charge for all visitors. Complimentary lunch and coffee is also served during the two days. The event will be in a smaller size than ECS in Stockholm but maintain the same quality regarding the program and exhibitors.

EMBEDDED, M2M OCH INTERNET OF THINGS

At ECS Syd the latest technology is shown, highly topical research is presented and users' experiences and future requirements discussed.

A LEADING EDGE MARKET

Southern Sweden and the Copenhagen region is e technically advanced market. Many companies are leading in wireless technology and low power solutions. ECS attracts embedded professionals who are development and product managers, management and design engineers as well as project managers. The ambition is that also ECS Syd will become an established meeting place where you create new contacts and meet with companies from the important area in southern Sweden and Denmark.

"The size of Region Skåne and the proximity to Copenhagen makes the region as important as Stockholm and the Region of Mälardalen. Therefore, it is both pleasing and logical that they now copy the Embe dded Conference successful concept also in Skåne"
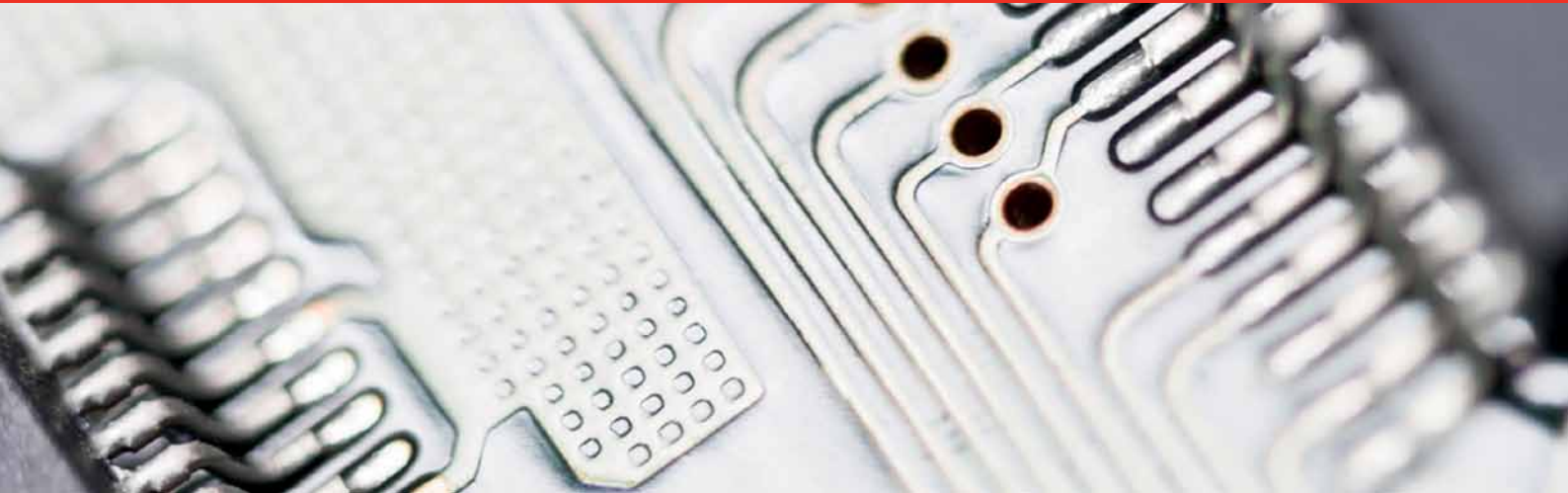
Anders Rundqvist, Head of Sales & Marketing, Hectronic

"The Region of Malmö-Lund and Copenhagen-Sealand is very important for embedded technology and M2M. Here are several key industries and many companies with expertise in the development of both consumer, industrial and medical products to name a few segments. In other words, the ECS concept fits like a glove for the Öresund region."

Hans Andersson, Sales Manager, Wireless & M2M, ACAL BFi Nordic

PRISER & SPONSORSKAP   PRICES & SPONSORSHIP

PRICES FOR EXHIBITING
- For members of Svensk Elektronik: **SEK 25 800**
- For non-members: **SEK 34 050**
- Application Fee: **SEK 4 000**
- Double package (two tables): **20 % discount** on second table

The following is included: One conference table with table cloth, one bar table, two bar stools, one brochure stand tower, one electricity connection, wireless internet, stand cleaning, digital invitation, access to the participants list and the possibility to participate in the Demo Square (limited number of slots that will be distributed in the order of registration).

TERMS OF PAYMENT
- The Application Fee is included in the price and will be invoiced at the time of registration/order confirmation.
- 50 % of the remaining fee is due for payment 6 months before the event.
- The remaining sum is due for payment 60 days before the event.
- VAT is added where applicable.

SPONSORSHIP PACKAGES
Bronze Sponsor
1. Exposure with logo on the event website.
2. Exposure with logo in digital newsletter.
3. Sponsor and host for one half day track or one tutorial session in the conference program.
4. Detailed participants list.
5. Possibility to publish press releases on the ECS website.
6. Exposure with logo on signage at the event venue.
7. Possibility to distribute flyers (A4 size) to all participants in the conference folder/bag.
8. 30 % discount on additional exhibition space (second table).

Price: **SEK 25 000** (excl. VAT)

Silver Sponsor
1. Premier position in the exhibition.
2. All items in the Bronze Sponsor package above.
3. 40 % discount on additional exhibition space (second table).
4. Sponsor and host for one half day track or one tutorial session in the conference program.
5. **One of the following Silver Sponsor Options:**
   - Sponsor of coffee breaks (1 day) including signage.
   - The supply of notebooks for the conference rooms.
   - The supply of pens for the conference rooms.

Price: **SEK 35 000** (excl. VAT)

Gold Sponsor
1. Premier position in the exhibition.
2. All items in the Bronze Sponsor package above.
3. Premier position of logo on website, signage etc.
4. 50 % discount on additional exhibition space (second table)
5. Sponsor and host for one half day track or one tutorial session in the conference program.
6. Meeting room in the conference center during one of the days. (For separate meetings, not for presentation).
7. Two of the following Gold Sponsor Options:
- Sponsor of industry reception.
- Lunch sponsor (1 day) including signage
- The supply of lanyards for all visitors/delegates.

Price: **SEK 50 000** (excl. VAT)

Note: The exhibiting price is not included in the sponsorship price.

Pete Lomas from the Rasberry Pi Foundation, one of the keynote speakers at ECS 2013, has designed a piece of hardware that changed the landscape in low cost computing, especially in education and all its forms.

"It has been a year in the wild for Rasberry Pi" says Pete: "And what a wild ride, we started with an ambition for 10,000 units and now we have shipped over 2 million."

Malmömässan
– rätt plats för ECS Syd

Malmömässan är med sin strategiska placering i hjärtat av Öresundsregionen rätt plats för ECS Syd. På så vis nås företag och den viktiga besökarmålgruppen både i Malmö- och Köpenhamnområdet.

På endast 7 minuter med tåg från Malmö centralstation nås Malmömässan och med närhet till både Köpenhamns internationella flygplats och centralstation tar man sig enkelt till mässan oavsett destination.

Embedded Conference Scandinavia Syd arrangeras av:

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

Malmö Exhibition Center
– the perfect place for ECS Syd

Situated in the middle of the expansive Öresund region, Malmömässan is the perfect venue for ECS.

Located in Malmö and close to both Copenhagen airport and centralstation the exhibition center is easy to access. Train takes only 7 minutes from the Malmö centralstation.

Embedded Conference Scandinavia Syd is organized by:

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

Ämnen i fokus på ECS Syd 2015
- M2M och Internet of Things
- Programvara
  - Säkerhet, test verifikation.
  - Verktyg och metoder
  - Operativsystem för embedded
  - Öppen Källkod
- Hårdvara
  - FPGA och SoC lösningar
  - COTS Standards och Systemlösningar
  - Lågeffektslösningar 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 och FPGA
- Inbyggnadskort och system
- Programvara; operativsystem, kommunikation och verktyg
- Kompetens inom inbyggda system, kommunikation, säkra system och lågeffektlösningar
- Test- och mätutrustning
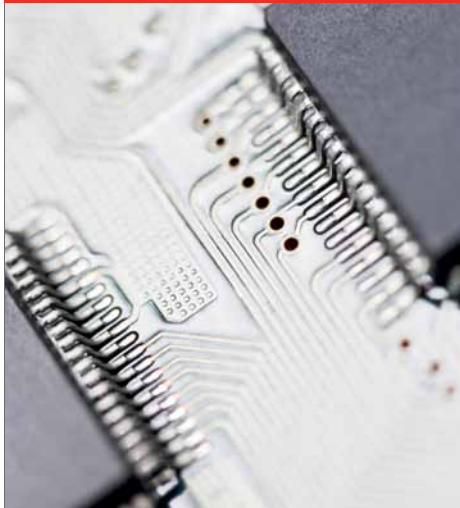
Topics in focus at ECS Syd 2015
- M2M and Internet of Things
- Software
  - Security, test verification.
  - Tools and methods
  - Operating systems for embedded
  - Open Source
- Hardware
  - FPGA and SoC solutions
  - COTS Standards and system solutions
  - Low Power Solutions and processors.

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: Malmömässan, Malmö, Sweden

Date: March 10-11, 2015

Webb: www.ecs-syd.se

WELCOME TO CONTACT US!

Sign up as an exhibitor now! Please complete the exhibitor registration form on **www.ecs-syd.se**

For more information about stand booking, stand location, sponsorship, conference program etc., please contact **Lars Johan Larsson**, lars.johan@embeddedconference.se , +46 708 80 36 48

Fort other inquiries, please contact : **Karin Lindblom**/BraMässor, karin.lindblom@bramassor.se , +46 765 47 48 35

ECS SYD is organized by:

SVENSK ELEKTRONIK

embedded technology
Sektion inom Svensk Elektronik

Elektronik i Norden

BraMässor
Svenska BranschFöreningars Mässbolag

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