



#### DEAR EXHIBITOR:

UBM is pleased to produce ARM® TechCon™ 2016. The technical program delivers an at-the-forefront comprehensive forum created to ignite the development and optimization of future ARM-based embedded products. Offering three full days of technical tracks, demonstrations and industry insight from broad and deep levels of industry-leading companies and innovative start-ups.

We are excited to have you participating in our upcoming event at the Santa Clara Convention Center- which is conveniently located in the heart of Silicon Valley and easily accessible via public transportation, including Cal Train and the bus.

#### WHERE DO I BEGIN?

- **Review Deadlines Section** — Meeting deadlines in a timely manner will help you save money, ensure proper recognition of your participation, and give you the most exposure prior to the event.
- **Read the Rules & Regulations Section** — It is important that **all exhibitors** look over the regulations for the event and the rules regarding booth construction.
- **Event Website & Mobile App-** ALL EXHIBITORS GET TO PUBLISH THE FOLLOWING INFORMATION ON THE EVENT WEBSITE, FOR FREE. THIS INFORMATION IS HOUSED ON THE EXPO TAB, EXHIBITOR LIST.
  - Company name, booth number, address, phone, fax, email, and URL.
  - Company Logo
  - A 50 word company description
  - 3 products description (100 word description for each product) and logo
  - 3 product categories

#### CLICK HERE TO ACCESS THE EXHIBITOR PORTAL

<https://armtechcon.tech.ubm.com/2016/exhibitorreg>

For reference, don't forget to bring this Exhibitor Service Manual, copies of all your service orders, and proof of payment to the event. If you have any questions about this Exhibitor Service Manual, please contact me. We are excited about the upcoming event and are dedicated to making it successful for everyone! See you in Santa Clara!

Sincerely,

Joey Cruz  
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