

## 4<sup>th</sup> Annual AdvancedTCA/ MicroTCA Summit – Exhibitor Prospectus

### *Bringing Today's Computing Power to Embedded Applications*

The AdvancedTCA Summit program is designed to provide attendees with practical information on the current state of the Advanced Telecommunications Computing Architecture (AdvancedTCA), the emerging standard platform for telecommunications equipment.

Summit themes will include: creating standard-based telecom equipment, reducing equipment cost and development time, making equipment more flexible and more maintainable.

“AdvancedTCA and MicroTCA are far more than just the most exciting things to happen in the board business since VME. They are, in fact, the most important developments ever. For the first time, we have a complete ecosystem of customers and vendors working together to specify, implement, and apply the new technologies.”

– Lars Larsson, Modt AB

### Addressing the Market

Market projections from Venture Development Corporation.

#### **Chassis plus Blades plus Integrated Systems:**

2007 - \$479.6 million  
2008 - \$840.8 million  
2009 - \$1,463.2 million  
2010 - \$2,408.1 million  
2011 - \$2,971.3 million

#### **AMC cards:**

2007 - \$50 million  
2008 - \$79.3 million  
2009 - \$106 million  
2010 - \$138 million  
2011 - \$180 million

### Topics of interest

Network Convergence  
Low-Power Design Gateways  
High-availability systems  
WiMAX/LTE  
Backplane design  
Interoperability  
IP telephony/ IPTV  
Switch fabrics  
Storage  
MicroTCA  
Testing

Network-centric operation  
IMS  
Triple-Play Networks  
Cooling; Power distribution  
System interfaces  
Wireless applications  
Rugged environments  
Military/defense/aerospace issues  
Hot-swapping  
Software; System Development  
Platform management

### Summit Attendees

#### **2008 Attendance:**

Attendees will come from embedded systems developers, telecom equipment makers, military/defense equipment makers, instrumentation makers, medical equipment makers, telecoms, industrial/process control systems and equipment makers, network equipment makers, broadcast equipment makers, and storage equipment makers.

#### **Forecast Total Registration – 1300**

65% Vendors  
10% Consultant/integrator/VAR/distributor  
15% End users (telecom equipment makers)  
10% Others (analysts, press, VCs, marcom, etc.)

**By Job Function:**

Corporate Management	17%
Engineering	31%
IT/IS/Telecom Mgmt	9%
Software/Systems Development	12%
Marketing/sales/pr	30%

**By Job Level:**

Executive	35%
Manager/Director	35%
Staff	30%

**Job Titles - Attendees:** Hardware Design Engineers, Embedded Systems Engineers, Engineering Managers. Also: Software Engineers, Test Engineers, Communications Design Engineers, Instrumentation Specialists.

**AdvancedTCA Summit 2008 Program**

Program details coming soon to [www.AdvancedTCASummit.com](http://www.AdvancedTCASummit.com)

**Exhibiting and Sponsoring at AdvancedTCA Summit****Exhibit Space - \$4,000 until June 1, then \$4,500**

**Sponsor Packages:** All sponsorship packages include

- A Sponsorship item or event (ask for Price Sheet or details at [www.AdvancedTCASummit.com](http://www.AdvancedTCASummit.com))
- One 10x10 Exhibit space
- Complimentary full conference registration(s)
- A website banner ad on the AdvancedTCA Summit website
- Attendee list (following the event)

Premier Sponsor: \$22,000

Platinum Sponsor: \$15K - \$17,000

Gold Sponsor: \$12,800

Silver Sponsor: \$8,500

Bronze Sponsor: \$6,750

**Major Products to Exhibit**

communications servers  
 telephony interfaces  
 expansion boards  
 security products  
 switch fabrics  
 development platforms  
 storage  
 power management; supplies

board computers  
 video processing  
 system; communications software  
 network interfaces  
 middleware  
 connectors  
 design services  
 enclosures

**To Participate as a Sponsor or Exhibitor**

Contact Rudy Gentry  
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**Program and Schedule Information**

Contact Lance Leventhal  
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**AdvancedTCA Defined**

AdvancedTCA provides a standard platform for telecom equipment makers to use. It allows for interoperability, easy upgrading, and maintenance through adding, removing, and replacing boards. It has a large power budget and other features that support newer processors and high-frequency communications methods.