



AdvancedTCA Summit
October 16-18, 2007
Santa Clara Convention
Center

Dear Panelist:

Thank you for your participation in a panel session at the AdvancedTCA Summit 2008 to be held at the Santa Clara Convention Center in Santa Clara, California on October 21 - 23, 2008.

Note that there may be changes to the schedule. Please check the website for possible updates to your Session. <http://www.advancedtcasummit.com/English/Conference/Program.html>

You must register for the conference (no exceptions) on the Web at www.advancedtcasummit.com. Use the speaker registration to get the reduced speaker fee. You will have to pay the full fee if you do not pre-register.

We include in this file:

- Panelist Instructions
- Sample page to use as a guide for submitting brief statement to be published in the Proceedings
- Summit Overview
- Request for Biographical information
- Transfer of copyright form

Send your Biographical information, Transfer of Copyright, and a brief statement to:

ellen@advancedtcasummit.com

Subject: AdvancedTCA Summit

If you include a PowerPoint presentation (optional), it should include closing slides with your contact information and a brief description of your organization.

Due date for material to be included in the Proceedings is *** SEPTEMBER 12, 2008 ***

Sincerely yours,

Lance A. Leventhal
Program Chairperson, AdvancedTCA Summit
lance@advancedtcasummit.com

PANELIST INSTRUCTIONS

SESSION STRUCTURE

Each panelist should prepare a position statement lasting about 5 minutes. The rest of the time will be for audience questions and discussion.

PREPARING YOUR TALK

ORGANIZATION

The time limit restricts how many technical points you can expect your audience to absorb. A good guideline is to have no more than 3. This restriction will help focus the audience's attention on the most significant information.

VISUAL AIDS

You should plan a slide for each key point. Each slide should have at most five major supporting concepts. When using PowerPoint, try not to overdo things. Small print, tiny figures, and odd color combinations can make your slides completely unreadable. We suggest you limit your text to 30 words per slide, and put figures and graphs on separate slides rather than crowding them in with the text.

Please provide your audience with copies of all your slides if they are not in the Proceedings. We will inform you of the expected attendance about two weeks before the conference.

TIMING

You can expect to speak about six sentences per slide, which normally runs 1 to 1 1/2 minutes. If you have three slides, your basic presentation will last four minutes. This leaves a little time for an introduction and a summary.

Do not run overtime. The chairperson will warn you when you are close to the limit.

IMPROVING YOUR MECHANICS

Put a few words in your notes to start your train of thought at each point. Be sure to add to the slides; don't just repeat what the audience can already see.

Try to make your talk interesting. Vary your approach, style, speed, and tone. Humor can help if it isn't in bad taste or insulting. Be sure to make eye contact with your audience (and not just with one person). Do not stare at your notes, the screen, or the floor. And keep your hands out of your pockets!!! Also do not talk into the screen or the floor, stand in front of the screen, or pace back and forth.

Try to say something original, surprising, or controversial. Raise significant issues.

ANSWERING QUESTIONS

Before answering a question, be sure that everyone knows what it is. Repeat it if necessary. Note that people in back of the questioner usually cannot hear a thing. Then answer the question concisely and directly. Ask other panelists if they have comments or additions. Restrict your answer to about two minutes. If someone wants more detail, ask him or her to meet with you afterward. Do not argue with questioners or other panelists. Let the chairperson manage the discussion.

Sample One-Page Statement for *Proceedings*

THE ROLE OF ADVANCEDTCA IN NEANDERTHAL APPLICATIONS

Rebecca M. Sharp and Ernest R. Worthing
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Zenith, IN 55555 USA
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Service provisioning in AdvancedTCA platforms has become a critical issue in evolving next-generation telecommunications architectural development. Multi-protocol capabilities, greatly reduced capex and opex, carrier-grade performance, and high-availability are all important considerations in developing today's telecom infrastructure solutions. Tools such as applications platforms, compliant middleware packages, high-performance serial fabrics, and flexible quality-of-service measures provide the required synergy for categorizing convergent AdvancedTCA paradigms.

Rebecca M. Sharp is an AdvancedTCA Product Manager at Jurassic Computer Enterprises. She was formerly the Chief Winged Monkey at the Wicked Witch's Castle. She received her B.A. degree in embezzlement from the Western New Guinea Correspondence School of Telecom Platform Development. Ernest R. Worthing is a Staff Development Engineer at Jurassic Computer Enterprises. He was previously an assistant saber-toothed tiger at the La Brea Tar Pits.

Copies of the presentation are available at
www.jurassic.com/garbage/slides or by e-mailing
rsharp@jurassic.com.

Jurassic Computer Enterprises specializes in providing AdvancedTCA solutions for the pornography, archaeology, and UFO industries. In business since 1357, it focuses on methods for avoiding legal intercept and disclosure.

KEY HINTS FOR SPEAKERS

- Don't put too much on your slides. 30 words should be the maximum. And please no tiny figures or charts no one can read.
- Limit your lists to 3-5 points (shown to be the most people can comprehend at one time). If you have more, drop the less important ones or combine points into groups.
- Conclude your talk by indicating the 1 or 2 major ideas you think the audience should remember.
- Keep your hands out of your pockets!

OVERVIEW of the SUMMIT

The AdvancedTCA Summit will be held on October 21 - 23, 2008 at the Santa Clara Convention Center in Santa Clara, California. The Web site is at www.advancedtcasummit.com.

GENERAL SCHEDULE

Tuesday, October 21

Forums and Year-in-Review Session

Wednesday, October 22

Tutorials
General Sessions
Keynotes
Exhibits
Reception
Chat with the Experts

Thursday, October 23

General Sessions
Special Market Research Session
Keynotes
Exhibits
Special Open Tutorial

PROCEEDINGS MATERIALS

DUE DATE:

In order for us to include a panelist's presentation in the Proceedings CD, it must be received by Ellen Thro no later than *** SEPTEMBER 12, 2008 ***. Please encourage presenters to send their input: PowerPoint or one-page position statement for the Proceedings to Ellen on time.

Please send all materials *** IN .DOC (TEXT) OR .PPT (PowerPoint) FORMAT *** to:
Ellen Thro, ellen@advancedtcasummit.com

Subject: AdvancedTCA Summit

POWERPOINT TEMPLATES

Three sample PowerPoint templates are available on the Website **For Speakers** page:

http://www.advancedtcasummit.com/English/For_Speakers/For_Speakers.html

The **For Speakers** webpage also lists "important dates" for you and your panelists to remember.

- Submit your presentation for the Summit Proceedings no later than September 12.
- Register online for speaker's badge by October 15.
- Make hotel reservations before Saturday, September 29.

CORRESPONDENCE

Direct all correspondence and inquiries about the conference to:

CONFERENCE MANAGER:

Chip Stockton
Conference ConCepts
12463 Rancho Bernardo Rd #373
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Fax - (858) 673-1375

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EXHIBIT SALES:

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Fax - (707) 998-1781

REQUEST FOR BIOGRAPHICAL STATEMENT

Name:
Phonetic pronunciation:

Date:

Address:

City:
State/Province:
Zip/Postal Code:

Country (if not US):

Phone:
E-mail:
Fax:

Current Employer:
Job Title:

Biographical Statement (100 words or less):

If I cannot participate, I suggest the following person as my replacement:

Name:
Title:
Company:
Address:

City:
State/Province:
Zip/Postal Code:
Phone:
E-mail:
Fax:

Please return this completed statement to:
ellen@advancedtcasummit.com

Subject: AdvancedTCA Summit

TRANSFER OF COPYRIGHT

This form simply gives the Summit the right to publish your materials in the Proceedings. It does not preclude you from using or publishing them elsewhere or convey any ownership rights whatsoever.

Title of work:

Authors:

IMPORTANT NOTE: The primary author must sign this form.

I hereby transfer exclusively to the AdvancedTCA Summit, all rights granted to me by the copyright laws of the United States of America and other countries, subject to the reservations below:

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I warrant that the above work has not been previously published elsewhere, or, if it has, that I have obtained permission for its publication by the AdvancedTCA Summit and that I will promptly supply the AdvancedTCA Summit with wording for crediting the original publication and copyright owner.

Date:

Signature of primary author (Options: use digital signature OR sign in ink and fax this page to Ellen Thro at 858-457-0946 OR sign this page in ink, convert it to PDF format, and email it to ellen@advancedtcasummit.com):

Type your name:

Please return an executed copy of this form to:

ellen@advancedtcasummit.com

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