



Freescale Technology Forum 2008

Sponsorship Rate Card

Freescale Technology Forum

Design Innovation.

The Freescale Technology Forum (FTF) is the developer event of the year for the embedded semiconductor industry. Designed with the engineer in mind, FTF events around the globe feature visionary keynote presentations, in-depth technical training sessions, hands-on demonstrations in our interactive Technology Lab, countless networking opportunities and a good bit of fun. FTF has drawn nearly 20,000 attendees at FTF events worldwide since its 2005 inception.

Our goal at Freescale is to empower our customers and partners to design a more intelligent, more connected world. At FTF, collaboration with experts from Freescale as well as leading hardware, software and tools companies help ensure that intelligence is built into our customers' designs. As a sponsor at FTF, you will have direct contact with this highly targeted and technically aware audience of key decision makers and influencers.

The information that follows in this rate card provides an overview of global sponsorship options available to your company for the FTF 2008 program. For more information about how your company can be involved with FTF 2008, please contact:

Scott Hughes
1-512-895-6087
scott.hughes@freescale.com

www.freescale.com/FTF

Global Calendar*

FTF Americas

Orlando, Florida | June 16–19, 2008

FTF Japan

Tokyo | September 10, 2008

FTF EMEA

Paris | October 7, 2008

Register now as a sponsor of FTF EMEA:
<https://getregisterednow.com/FTFFrance/Sponsor/SponsorshipAgreement.aspx>

FTF China

Beijing | November 5–6, 2008

Register now as a sponsor of FTF China:
<https://getregisterednow.com/FTFChina/Sponsor/SponsorshipAgreement.aspx>

FTF India

Bangalore | November 13–14, 2008

Register now as a sponsor of FTF India:
<https://getregisterednow.com/FTFIndia/Sponsor/SponsorshipAgreement.aspx>

* Dates and locations subject to change.
Please visit www.freescale.com/FTF or contact Scott Hughes for the latest information.



	Global (All Events, including FTF Japan)		FTF Americas				Regional FTF Events (Prices Per City**)		
General Info									
Level	Platinum	Gold	Platinum	Gold	Silver	Bronze	Platinum	Gold	Silver
Number available	3	5	3	10	20	50	3	5	20
Cost (USD)***	\$150,000	\$75,000	\$75,000	\$30,000	\$18,000	\$7,500	\$15,000	\$10,000	Paris \$2,500 Bangalore \$5,000 Beijing \$5,000
Technology Lab									
Number of pedestals (turnkey pedestal property included)	Americas - 6 Regions - 3 Japan - 1	Americas - 4 Regions - 2 Japan - 1	6	4	2	1	3	2	1
Location on floor	Platinum	Gold	Platinum	Gold	Silver	Bronze	Platinum	Gold	Silver
Additional pedestals for purchase	Americas Only	Americas Only	2	1	0	0	0	0	0
Company banner above pedestals	Americas Only	No	Yes	No	No	No	No	No	No
Pedestal signage	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Electrical outlets	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Internet access provided	Yes*	Yes*	Yes	Yes	Yes	Yes	Yes	Yes	No
Lead tracking system	Americas Only	Americas Only	Yes	Yes	Yes	Yes	No	No	No
Conference Sessions									
Guaranteed 50-minute presentation(s)	Americas - 3 Regions - 2*	Americas - 2 Regions - 1*	3	2	1	Call for Papers	Paris - 1 Bangalore - 2 Beijing - 2	Paris - 0 Bangalore - 1 Beijing - 1	Paris - 0 Bangalore - Call for Papers Beijing - Call for Papers
"Call for Papers" opportunity	Yes*	Yes*	Yes	Yes	Yes	Yes	Yes	Yes	Paris - no Bangalore - yes Beijing - yes
Conference Passes									
Full-conference passes for sponsor staff	Americas - 12 Regions - 8 Japan - 3	Americas - 8 Regions - 6 Japan - 2	12	8	4	2	8	6	4
50% discount on additional full- conference passes for sponsorship staff	Where Applicable	Where Applicable	Yes	Yes	Yes	Yes	Where Applicable	Where Applicable	Where Applicable
VIP full-conference passes for your customers	Where Applicable	Where Applicable	10	5	0	0	Where Applicable	Where Applicable	Where Applicable
Pre-Event Marketing									
Logo and URL on FTF Web site	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Freescale-provided Web banner for sponsor's Web site	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
One article in Freescale external HTML newsletter	Yes - Multiple	Yes - Multiple	Yes - 1	Yes - 1	No	No	Yes - 1	No	No
Freescale-issued press release	Yes	No	No	No	No	No	No	No	No
Onsite Marketing									
Company description in On-Site Guide	200 Words	150 Words	200 Words	150 Words	100 Words	50 Words	200 Words	150 Words	100 Words
Ad in On-Site Guide	Full-Page*	Full-Page*	Full-Page	Half-Page	No	No	Full-Page	Half-Page	No
Global sponsor icon in On-Site Guide	Yes	Yes	No	No	No	No	No	No	No
Exclusive meeting room or suite in conference venue	Americas Only	Americas Only (space permitting)	Yes	No	No	No	Yes (space permitting)	No	No
Conference bag insert	Yes	No	Yes	No	No	No	Yes	No	No
Additional marketing opportunities	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No
Post-Event Marketing									
Post-event registration mailer	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No
Company logo on "presentation download" page	Yes*	Yes*	Yes	No	No	No	Yes	No	No

* Not applicable to FTF Japan.

** FTF India (Bangalore) and FTF China (Beijing) are two-day events. FTF EMEA (Paris) is a one-day event.

Learn More: For current information about Freescale Technology Forum (FTF), please visit www.freescale.com/FTF.

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