

SPEAKER KIT



Wednesday and Thursday, June 6-7, 2012
Donald E. Stevens Convention Center Rosemont, Illinois

Checklist and Contact Information

Thank you for agreeing to speak at the 2012 Sensors Expo & Conference. The following pages are designed to assist you in preparation for a successful session, including tips for optimizing your presentation and maximizing attendance. It is very important that you read and understand the information in this packet, and that all requested information is received by the deadline dates listed below. If you will not be able to meet these dates, please contact us soon as possible to make other arrangements.

Please note: both you and your co-presenter, if applicable, need to complete and sign the Speaker Profile and Agreement. **You will be automatically pre-registered for the Conference and Exposition once you sign and submit the enclosed Speaker Agreement.**

Please read through the packet and contact us if you have any questions or concerns.

Deadlines and Responsibilities

- | | | |
|--|------------------------------------|--------------------------|
| • Speaker Profile & Agreement | Due: Monday, March 19, 2012 | <input type="checkbox"/> |
| • Audio/Visual Request Form | Due: Monday, March 19, 2012 | <input type="checkbox"/> |
| • Electronic Copy of Presentation | Due: Monday, April 30, 2012 | <input type="checkbox"/> |

Your Personal Contact

Conference Manager:
Jennifer Marcus
Phone: (617) 219-8330
Fax: (617) 219-8310
jmarcus@questex.com

Please Remember...

Attendees expect to have ALL presentations available to them in advance of the event...

PLEASE MARK YOUR CALENDARS FOR THE APRIL 30 PRESENTATION DEADLINE!

Next: Presentation Information

Speaker Presentation Materials

Presentation Due: April 30, 2012

Your presentation materials should help guide attendees to easily follow your presentation while you are speaking, and serve as a reference tool once they are back in the office. Please remember that your presentation should outline the topics that you will be covering and should not be an exact script of what you will be saying during your presentation.

Please also keep in mind that when we receive your presentation, no editing or proofreading will be done. Please use the following format guidelines when preparing your slides:

FORMAT:

- Presentations in either PowerPoint or PDF format only will be accepted.
- There is not a specific template you are required to use, though we recommend the following:
 - The session title should appear on the first slide along with the speaker(s) company and contact information.
 - The amount of slides that you prepare for your session is up to each speaker and should be based on the allotted speaking time, though we recommend 20 - 30 slides.
 - Your slides are meant to be a guide and do not need to be a word-for-word narration of your presentation.
 - Keep your slides simple. Too much information on slides makes them hard for attendees to read/see.

HOW TO SEND YOUR MATERIALS:

To ensure that attendees can access your presentation before the conference, speakers are asked to submit an electronic copy of their presentation materials by April 30, 2012. All presentations should be sent via e-mail to Jennifer Marcus at jmarcus@questex.com and must be under 10MB.

There will NOT be photocopying services on-site.

Registration Information

As a speaker, you are automatically pre-registered for the Conference and Exposition. You will receive a complimentary Conference Badge, which allows admission to your choice of conference sessions and plenary addresses. Each speaker should receive their registration confirmation approximately 1 month before the event.

Two weeks prior to the show, please watch for additional information via email about Registration location and hours.

At the Speaker Registration desk you will receive:

- Conference Badge and Badge Holder
- Show Directory
- Session Room Location

Next: Marketing Tools and Tips

Marketing Tools and Tips

Promote Yourself!

The details of your session are online, so it's a good time to start promoting your presence at the Sensors Conference. As a speaker, we know you want your session to be as successful as possible, but we also know that time for promotion is hard to come by. That is why we will be providing you with a Speaker Guest Pass that has been specifically designed for you, to promote your session at this year's show.

An HTML file of the pass will be sent to you and will include your session title and a unique discount code offering \$50 off a Main Conference Pass to offer to your industry partners, colleagues, customers, etc. As an added benefit to all speakers, we are offering a \$100 gift certificate to the speaker who brings in the most registrants with their unique discount code.

In addition to the customized email we will send you, you can utilize the promo code in all of your marketing materials, newsletters, direct mail and outgoing emails. Please keep an eye out for the email to get your unique code. We are here to help you promote your participation at the Sensors Conference Show, just let us know what you need. Here are a few other suggestions:

- Utilize the Marketing Tool Kit to access banners and logos
- Promote the Sensors Conference Show in your social media networking efforts on Twitter, Facebook and LinkedIn
- Follow us on Twitter, Facebook and LinkedIn and post messages

Visit: <http://www.sensorsmag.com/sensors-expo/speaker-marketing-tool-kit> for more ideas!

We hope you'll take advantage of this opportunity to help get the word out about your session.

Social Media

Do you Twitter, Blog, or have a professional Facebook page? Email your links to jmarcus@questex.com and we will include them in your online bio.

Session Preview Video

We would like to invite you to be a part of our new "Conference Session Preview" feature. These 1-2 minute video clips will have speakers outlining the basics of what their session will cover as well as the benefits of attending, and we would like for your session to include one of these clips. A simple web-cam, smartphone or digital camera video will be sufficient for posting - we will handle any conversion and uploading - you just have to send us your video. Please let us know if you are interested in sending in a video.

Speaker Spotlight

We will be highlighting speakers throughout our marketing materials leading up to the event. Please send a digital color head shot of you for use on the Web and in printed materials. It must be at least 2x2 inches or 200x200 pixels wide, 300dpi, and .tiff/.jpg/.gif will be accepted. Please email your photo to jmarcus@questex.com.

Sensors Speaker Profile and Agreement
Due: March 19, 2012

Please print or type:

Name _____
Title _____
Company Name _____
Phone Number _____ Cell Number _____
E-mail Address _____

Please read the following and sign below:

This agreement confirms you as a speaker at Sensors Expo and Conference 2012, taking place Wednesday and Thursday, June 6-7, 2012. As such, the speaker is entitled to free admission to all Sensors sessions.

I understand that I must provide a copy of my presentation, in either PowerPoint or PDF format, by the deadline, in order to have my presentation posted on the event website prior to the event, to be viewed by conference delegates in PDF format.

I understand that my presentation should be educational and informative in nature, and that my participation as a speaker at the Sensors conference is not an open forum for me to make a "sales pitch" about my company or product. Presentations must be 100% free of company- and/or product-specific promotion. PLEASE NOTE: Vendor and consultant presentations must include at least one end-user co-presenter, who must also sign the Speaker Agreement. Both Show Management and conference attendees will evaluate my performance. I understand that if I fail to adhere to these guidelines, Show Management will not invite me to participate in any future Sensors events.

I understand that I will receive one complimentary, non-transferable registration that provides me with access to all main conference sessions. No other compensation or reimbursement will be made in connection with my participation in this conference.

I understand that Questex Media Group may use my name, likeness and presentation materials for publicizing and promoting the related presentation. I further understand that this may include recording, reproduction and distribution of my presentation. I hereby waive any right I might have to compensation on account of the sale or other distribution of any of these recordings, in any medium. The presenter copyright will be protected.

Speaker (please sign)

Company Name

Date

**Please email the signed form by March 19, 2012 to Jennifer Marcus
at jmarcus@questex.com or fax to (617) 219-8310.**

Sensors Audio-Visual Request Form

Due: **March 19, 2012**

If requesting additional AV, please complete this form and return to Jennifer Marcus by fax at (617) 219-8310 on or before the deadline above to ensure that your audio-visual requirements can be accommodated.

Name: _____

Company: _____

Session title(s): _____

Session date(s)/time(s): _____

Each conference room will be equipped with the following standard audio/visual equipment:

- High Resolution LCD Projector with 4:3 aspect ratio
- Projector Screen
- One Wired Lavalier Microphone
- Podium with Microphone

Audio/Visual Equipment & Electrical Needs:

Please list any additional electrical or audio-visual equipment you will need for your session(s) in the space provided below.

- Sound capability is not automatically provided in each room. If you will need audio for video playback, please note which type of video player you will be using - QuickTime, RealPlayer, Windows Media Player, etc.

(We will make every effort to grant your requests, but depending on your request, you may be asked to pay for some or all of the costs relating to anything you request).

Computers & Internet:

Computers and Internet are **NOT** provided in the conference rooms. If you are presenting in a session that requires the use of a computer, **you must supply your own laptop computer or equivalent**. If you will be using a MAC please check below, and be sure to bring the appropriate connector for the Projector.

I will be using a MAC

**Internet connections can be ordered at your expense,
for more information contact Joanne Valenca at jvalenca@questex.com**

If applicable, please list any additional equipment you will bring with you to use during your presentation:

**Please email the signed form by March 19, 2012 to Jennifer Marcus
at jmarcus@questex.com or fax to (617) 219-8310.**