



February 15-16, 2010 San Diego, CA

Integrating Advanced Technologies into Business Strategies For CTOs with Power Conversion Equipment Manufacturers



Reasons to Sponsor

In executing technology and product development strategies that support business development and growth, the Chief Technology Officer (CTO) has become the lynchpin decision maker for identifying and defining best practices. At Darnell's Global CTO Power Summit, CTOs and similar executive-level technology and engineering personnel gather to gain peer-to-peer insights that inform their decisions.

Darnell's Global CTO Power Summit is not a tradeshow or similar broad-based event open to everyone and anyone. Instead, it's an exclusive, invitation-only meeting where CTOs and similar senior technical/engineering executives including Vice Presidents of Research and Development, Vice Presidents of Engineering, Directors of Advanced Technology, and so on, go to broaden their perspectives and share knowledge with their peers in a relaxed setting.

As a sponsor-underwriter, you will have unparalleled access to CTOs from the top power conversion companies in the world. It would be nearly impossible to have your executives meet this influential group even given a year of travel. You will have multiple opportunities for networking and demonstrating your latest products and advanced technologies as well as opportunities for private conversations in your optional hotel suite.

Registration for Darnell's CTO Power Summit is open only to Chief Technology Officers or equivalent-level technology executives who have ultimate responsibility for enterprise-wide (or business division) technology decisions and budgets. In order to qualify for this Summit, the company must be involved in the production of electronic power conversion equipment (such as ac-dc power supplies, battery chargers/rectifiers, dc-dc converter modules, uninterruptible power supplies, inverters, motor drives, lighting ballasts, etc.) with annual sales of \$250 million or greater.

As an underwriter at this unique gathering, you'll have an unparalleled opportunity to:

- » Enjoy significant and dedicated one-on-one networking time with CTOs
- » Engage in peer-to-peer executive participation in roundtables with your customers
- » Hear from these key purchasers about how they will address market issues
- » Introduce your satisfied customers to your prospects
- » Enjoy much greater cost-effective interaction than through traditional sales/marketing

For complete information contact Traci at +1-951-279-6684, ext 251 or tshepard@darnell.com



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More Reasons to Sponsor

Darnell's CTO Power Summit will be designed for CTOs by a program committee of CTOs. Darnell's CTO Power Summit will provide the industry's only forum for you to speak candidly with technology leaders from around the globe. This invitation-only gathering ensures a low-key, hassle-free peer-to-peer learning environment.

Keeping up with the latest technology trends and getting advanced information for next-generation trends is important, but it is only a part of what CTOs will receive at Darnell's CTO Power Summit. The industry continues to move at a faster and faster pace. Customers are demanding solutions to today's problems for today's designs. It is the CTO's task to have a clear view of technology trends and market needs beyond today's demands. A clear vision of medium- and longer-term market demand trends is critical. It enables CTOs to identify opportunities for enhancing product differentiation and keeping up with changing market conditions. Complementing the improved margins enabled by enhanced product differentiation is the drive for reduced product development costs and product manufacturing cost reductions. Darnell's CTO Power Summit will address this diverse set of demands and provide the tools CTOs need to drive success.

In addition, your company will receive:

- Two registrations at Darnell's Global CTO Power Summit for all open events
- Four "Compliments of" registration forms to offer your top CTO customers or prospects (over a \$12,000 value)
- Pre- and post-conference attendee lists
- Access to meeting rooms
- Opportunity to have a hospitality suite in the conference hotel.
- Signage with sponsor logos at all sessions, breaks, meals, and other Summit events with recognition from host/moderator
- Logo and recognition on all materials for Darnell's Global CTO Power Summit
- Logo and recognition on all additional promotions from Darnell Group and *PowerPulse.net* including: ads in Darnell's Global CTO Power Summit special report in *www.PowerPulse.net*, and direct e-mail
- Opportunity to include a gift/information (sent to participants following the meeting)
- Logo on daily electronic newsletter, sent from the Summit to PowerPulse subscribers

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