



CANEUS
FLY-BY-WIRELESS
WORKSHOP 2011

June 14-17, 2011 Montréal, Quebec

EXHIBITOR PACKAGE

The CANEUS / IEEE Fly-By-Wireless Workshop 2011 provides the opportunity for businesses, agencies, organizations and academic institutions worldwide to showcase their unique achievements to participants in an attractive, cost-effective way. The industry exhibitions provide an exceptional opportunity to network with qualified customers and suppliers. The FBW09 Planning Committee provides support to exhibitors to showcase products with maximum impact.

CANEUS will provide space for a total of 25 exhibits on a first come first serve basis, at a cost of **\$1,000 per exhibit**. The exhibit layout will be provided upon request and will be available on the workshop's website (www.caneus.org/fbw11/).

There will be 5 spaces available to each major topic areas:

- Sensor DAQ Micro-Miniaturization
- Passive Wireless Sensor Tag
- Less-Wire Architectures
- Structural Health Monitoring
- Wireless systems immunity in Electromagnetic Environment (HIRF, Lightning etc)

Indeed, whether you are looking for new technology FBW / SHM solutions or revolutionary wireless aircraft / spacecraft systems, FBW11 offers your company or organization the ideal opportunity to be recognized by high-level representatives from all corners of the aerospace industry. Here more than anywhere else you will be able to forge healthy, long-lasting partnerships that are in line with your company's objectives. By exhibiting at FBW11, you can access the "Who's Who" from around the world affiliated with aircraft / spacecraft activities. You would not only be investing in the growth of your own company, but in the sustainable progression of the aerospace industry at large.

Application End-Users Categories:

- Aircraft – Manned and Unmanned
- Helicopters and spacecraft landing vehicles
- Spacecraft
- Launch Vehicles
- Jet Engines and Rockets (hot and cold sections)
- Flight Test Programs
- Aerospace Vehicle Ground Support Systems/ Drag-on equipment & Tools
- Human/Robotic Systems – crew, passengers, customers
- Infrastructure changes – Spectrum, Certification

Technology Developers Categories:

Wireless and Less-Wire Sensing

- Wireless no-power sensors/sensor-tags
- Standalone, robust wireless data acquisition
- Scavenge and Rechargeable power sources
- RFID tags for ID, position, data, & sensing
- Nano-technology enhancements to Micro-Wireless Sensing
- Harsh Environment wireless sensors

Wireless and Less-Wire Avionics

- Robust Programmable wireless radios
- Wireless controls – back-up or low criticality
- Robust high speed wireless avionics communications

Enabling Architectures

- Multi-drop bus-based systems
- Data on power lines
- No connectors for avionics power

- Standard interfaces & operability for Hardware, Software and RF
 - Light weight coatings, shielding and connectors
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Technology Alternatives to Cables and Connectors:

- Standalone Wireless DAQ and active sensor tags
- No-power RFID and passive sensor tags – direct access to sensors with no battery or cables at a short distance
- Robust/adaptive radios adjust characteristics to optimize RF communications
- Lightweight coatings/ shieldings for EMI/EMC and avoid RF Interference
- Flight test instrumentation
- When finding different frequencies, we need to ensure that these are not interfering with existing frequencies being used

The FBW09 Exhibitor Package includes the following:

- 10' x 8' Exhibit Space
- One 6-foot table, Two chairs, and one garbage can
- 110V Outlets (2)
- Signage displaying company name at booth
- Exhibitors listed on workshop website and in the workshop program
- 1 Free Workshop Registration
- Complimentary coffee/tea/water and snack for company representatives on event day

Official Show Hours

Show dates are June 15-16, 2011 at Concordia University, Montreal. From 8:30am - 6:00pm.

Workshop Participation

An exhibitor registration includes one (1) complementary workshop registration worth \$250. Exhibitors, in excess of the one complementary registration, wishing to attend any workshop session must register for the workshop at the standard rate of \$250. Group discounts are also available upon request for groups of 3 or more persons belonging to the same company or

organization. All exhibitors wishing to attend the workshop are required to register online at http://www.caneus.org/fbw/content.aspx?id=2011_registration

Both complementary and standard registrations allow access to the following: Workshop sessions, lunch, snacks, coffee breaks, technical tours*, and banquet.

* limited allocation

Show Set up & Take Down

Shipping/Receiving: The logistics team at the Concordia University will receive and store crates, boxes, and skidded materials up to 3 days prior to the show. These items will be delivered to your booth prior to show set-up on Sunday, June 12th. While every effort will be made to expedite delivery of these items to the exhibit booths, we recommend that exhibitors utilize their own shipping whenever possible. All shipments must also have prepaid return shipment included. All shipping containers need to be stored at the booth.

Marketing and Promotion

A. Exhibitor Description

All exhibitors may submit a 150-word (maximum) description of their products/services, no later than Jun 2nd, 2011. This description must be submitted in paragraph form with no special formatting or logos.

The exhibitor description will be:

- Placed on the CANEUS / IEEE 2011 Workshops web site.
- Printed in the workshop participant's handouts along with the name, address, phone, and email address of the point of contact for the organization.

B. Marketing Suggestions

As is the case with all exhibits, your pre-workshop and on-site efforts in marketing will enhance your exhibit experience. Listed below are suggestions from exhibition experts.

Prior to the Workshop

- Make your target customers aware you will be exhibiting at the workshop.

During the Workshop

- Keep the booth staffed at all times.
- Activate a method to record information on your leads.

FBW11

Trade show dates:

June 15th, 16th
2011

Workshop dates

June 14th, 15th, 16, 17th
2011

Web Site URL:

<http://www.caneus.org/fbw11>

4th Fly By Wireless (FBW11) Workshop Donor and Function Support Opportunities

All FBW11 supporters will be listed in the Workshop's Program and in the IEEE Regions 1 & 7 and IEEE Montreal and Maine Sections Newsletters and websites.

<u>DONOR SUPPORT LEVELS</u>	<u>CONTRIBUTION</u>
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Platinum Donor	\$4,000
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Gold Donor	\$3,500
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Silver Donor	\$2,500
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Bronze Donor	\$1,500
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All Donor Level Supporters will be invited to send four (4) guests to the FBW11 Workshop's Banquet, Wednesday June 15th, 2011.

Donor Level Supporters will also receive one (1) complimentary exhibit booth in the Exhibits Area with two (2) exhibitor registrations. Donor Level Supporters may elect to have their corporate banner displayed in the Exhibits Area. An 11x17 poster will note all Donor Level Supporters.

<u>'FUNCTION' SUPPORT LEVELS</u>	<u>CONTRIBUTION</u>
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Conference Luncheon	\$1,500
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Conference Breaks	\$1,000
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Speaker's Breakfast	\$ 750
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All Function Level Supporters will be invited to send two (2) guests to the FBW11 Workshop's Banquet, Wednesday June 15th, 2011.

All Function Level Supporters will also receive one (1) complimentary conference registration and the opportunity to have their corporate banner displayed during the function they are supporting. An 11x17 poster will note the Function Level Supporter's at the function(s) they are hosting.

Please make checks payable to:

2011 FBW Workshop

Attention: Anader Benyamin-Seeyar,

Address: 4123 Henri-Julien Avenue, Montreal, Quebec, H2W 2K4, Canada

The IEEE is the largest engineering organization in the world with over 400,000 members

Terms and Conditions

1. Exhibitor understands and agrees that the exhibit space will be assigned at the discretion of CANEUS International and the Concordia University.
2. Complete shipping instructions and information regarding furniture and electrical services will be forwarded to the Exhibitor in due course. Exhibitor will be solely responsible for arranging audio visual services with the appropriate contractor and for payment of all fees due these contractors for services rendered.
3. The exhibit fee for each exhibit space is **\$1,000.00**. The required fee is to be paid at the time of submission of this Exhibitor Package/Agreement, and mailed or faxed to CANEUS International, 431 Brock Avenue, Montreal, Quebec, Canada, H3G 1T7, and fax number 514 907 6199. No exhibit space will be assigned without accompanying payment. No exhibits will be allowed to set up unless paid in 10 days prior to the event.
4. Any cancellations must be in writing. Exhibit space fees, less an administrative fee of \$100.00, will be refunded if received in writing prior to May 30, 2011. No refunds will be given for cancellations after May 30, 2011.
5. Exhibitor assumes entire responsibility and hereby agrees to hold harmless CANEUS International and the Concordia University and their respective employees and agents against all claims, losses, and damages to persons or property arising out of, or caused by Exhibitor's use of the exhibit area or a part thereof.
6. Exhibitors maintain sufficient liability insurance that covers all potential problems during the exhibit. In addition, Exhibitor acknowledges that CANEUS International and the Concordia University do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain insurance covering such losses.
7. All matters not expressly covered in the Agreement are subject to the reasonable decision of the Workshops Management.



Exhibits hall



Exhibit area



Lobby, large glass facades onto both St. Catherine and Guy streets