



# **2008 Sponsorship Package**

**Serving the Local Technical Community  
With the Best Value in Sponsorships**

***Santa Clara Valley Chapter***

The Electromagnetic Compatibility (EMC) Society  
The Institute of Electrical and Electronics Engineers, Inc.

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## **Executive Summary**

Since its inception, the Santa Clara Valley Chapter of the IEEE Electromagnetic Compatibility Society has made significant achievements in technical/educational activities, public relations, membership advancements and nominations, as well as membership development. The Santa Clara Valley IEEE/EMC Chapter is regarded as a highly resourceful and well-respected professional organization in the Santa Clara Valley has been an active for over \_\_\_\_\_ years, providing a forum for local Santa Clara Valley area EMC specialists to share their experiences and to hear and learn from noted experts in the field of Electromagnetic Compatibility.

The national IEEE/EMC Symposium was held in Santa Clara Valley in 2004. It is with the generous support of large and small corporations that we will be able provide a high-quality program at a low cost to members and the general public. While the telecom industry experienced some of its worst times ever recently, we look to sponsors to help support the Santa Clara Valley Chapter to *expand* our programs. This will help to create an important low-cost (no-cost) meeting place for networking and for learning about the latest EMI/EMC technology. For these outstanding activities and continued commitment to serve, the chapter is hereby requesting to be considered for corporate sponsorship for 2008.

## IEEE Quick Facts

- More than 375,000 members including nearly 80,000 student members in more than 160 countries
- 324 sections in ten geographic regions worldwide
- 1,784 chapters that unite local members with similar technical interests
- 1,616 student branches and 452 student branch chapters at colleges and universities in 80 countries
- 38 societies and 7 technical councils representing the wide range of technical interests
- 390 affinity groups consisting of Consultants' Network, Graduates of the Last Decade (GOLD), Women in Engineering (WIE) and Life Members (LM) groups
- Nearly 1,300 standards and projects under development
- More than 1.7 million documents in the IEEE/IET Electronic Library
- Publishes a total of 144 transactions, journals and magazines
- Sponsors more than 850 conferences annually

\*Data current as of 31 Dec 2007

## IEEE SCV EMC Membership Details

Student Members	3
Associate Members	11
Members	100
Senior Members	20
Fellow Members	1
Life Senior Members	4
Life Fellow Members	1
<u>Life Members</u>	<u>9</u>
<b>Total Chapter members</b>	<b>149</b>

## **Sponsorship Supports Services Provided By The SCV IEEE/EMC Chapter:**

### **Technical Programs**

- Regularly-scheduled monthly technical meetings are held at convenient locations -- a very visible and long-running function of the chapter. These meetings, including an informal meal, are free for students, members, and the public. They are advertised via email, the "*Spectral Lines*" (SCV IEEE/EMC Chapter Newsletter), the chapter website "<http://www.ieee.org/scv/emc>", the IEEE-Santa Clara Valley Section website, and local technical publications.
- EMC chapter meetings are held on the second Tuesday of each month from January through May and from September through December. There are a limited number of local speakers that can present to the chapter, therefore it is essential that the chapter be able to fund travel expenses for out of the area speakers to present the latest technical information to our chapter membership. Your donations will help bring in speakers that are enthusiastic and knowledgeable about their field.

## **EMC Chapter Funds Scholarship Endowment for SF State University**

### **SCV Chapter Donates \$16,000 to Promote EMC Education**

The Santa Clara Valley Chapter of the IEEE EMC Society recently donated \$16,000 to create a scholarship endowment fund at San Francisco State University (SFSU). The interest from the endowment will be used to sponsor scholarships for outstanding electrical engineering students who are focusing their area of specialization in the fields of electromagnetic compatibility (EMC) and electromagnetics (EM). The Santa Clara Valley Chapter has always considered support of local educational institutions an important and integral part of its commitment to providing a high level of value to Chapter members and the engineering community at large. In the past, the chapter has funded the development of a dedicated EMC course that has been taught at both SFSU and other local universities. Students working in the SFSU Center of Applied Electromagnetics are encouraged to present results of their research at local Chapter meetings. With the addition of the scholarship, the Chapter hopes it will attract more students to the EMC field, thereby providing a new source of EMC engineers for Silicon Valley based high-tech companies.

## **Organization of the Santa Clara Valley IEEE/EMC Chapter**

- All officers of Santa Clara Valley IEEE/EMC Chapter are volunteers from local communications and high tech companies, coming together with energy, drive, and commitment to serve.
- The well-maintained website, <http://www.ieee.org/scv/emc>, attracts numerous subscribers and has meeting notices, future meetings schedule, summaries of previous meetings and presentation slides, and contact information to the chapter officers. It provides links to the International IEEE, the International IEEE EMC Society and the Santa Clara Valley IEEE Section websites, relevant technical organizations, and to **sponsors websites**.
- A monthly Santa Clara Valley IEEE Section newsletter, *Spectral Lines*, provides improved communications with its membership by promoting public awareness, noting technology advancements and providing a monthly-updated schedule of chapter activities, and provides opportunities for local companies to provide listings.
- The IEEE/EMC Chapter plans to dedicate an officer as Student Branch Liaison, dialoging with student branches and engineering departments from several local universities and provide free lunches to students attending monthly technical lunch meetings with the intent to introduce the Membership development.
- The Santa Clara Valley Chapter of the IEEE/EMC Society is a mature organization with a long presence in serving the Santa Clara Valley.

### **The chapter holds nine monthly meetings from September through May.**

- At the beginning of each meeting the Chapter Chair allows time for employers to make announcements concerning EMC occupational opportunities.
- At the beginning of each meeting the Chapter Chair allows time for members and guests to announce their desire to find a new position and a brief summary of their qualifications. They normally distribute their resumes at the end of the meeting.
- In September the chapter holds its Social where this year it has invited IEEE Student's from the UC Davis Chapter to make a presentation on the Micromouse Contest it recently won. The students will be provided with award certificates and a check to their student chapter.
- At the October meeting nominations for ADCOM offices are taken and candidate biography's published in the *Spectral Lines* and the Chapter website.
- Chapter elections are held at the November meeting.
- The chapter's proposed budget is presented at the December prior to vote held in January.
- The chapter budget is voted on by the membership at the January meeting. Time is given at each monthly meeting for the Treasurer to provide feedback as to the chapter's financial status.

## **Santa Clara Valley IEEE/EMC Chapter Responds to the Telecom Downturn by EXPANDING Its Program Offering**

Many of our members and friends have experienced the downturn in the fortunes of the telecommunications and consumer industry first hand. It is not uncommon to hear of experienced engineers out of work for more than a year. Many companies have failed, moved or deeply cut personnel.

In this environment, the Santa Clara Valley IEEE/EMC Chapter makes a commitment to help the local engineering community. We look to corporate sponsorship to be able to expand our program while practically everything else in the telecom universe was shrinking.

Attendance at monthly meeting is remaining relatively constant however our membership on the whole is increasing.

In particular, the technical presentation at our early evening meetings is preceded by a time for refreshments and “networking”. In addition to “opening the doors early” for the period of networking and refreshments, we keep them open after the speakers’ presentation to facilitate more one-on-one networking.

We appreciate and thank our sponsors for enabling the Santa Clara Valley Chapter to reach out to our local engineering community when it needs it most.

## **Recent Technical Activities**

The Santa Clara Valley Chapter of the IEEE/EMC Society has been an active participant in the Santa Clara Valley –technical area since \_\_\_\_\_ and is a key source of professional development and education for its members and other professionals within the industry. We have consistently provided high-quality technical programs and continually attracted members and others to our affairs. Electromagnetic Compatibility is a major concern of the world-wide electronics industry (US as well as other countries throughout the world), including military, commercial/consumer, and telecommunications.

Santa Clara Valley was the host city and the Santa Clara Valley Chapter of the IEEE/EMC Society was the host chapter for the 2004 IEEE/EMC Symposium. Since inception, the Santa Clara Valley Chapter of the IEEE/EMC Society has hosted typically eight monthly technical meetings per year, bringing in a series of distinguished speakers from the EMC community to address technological advances in Electromagnetic Compatibility. The format of an early-evening meeting is a convenient way to inform members and guests on topics of interest with minimum impact to the attendee's busy schedules. It also provides a good networking opportunity for working professionals and a good forum for local EMC professionals to gain recognition for their technical expertise. These meetings are open not only to members, but also the general public, to promote professional excellence and engineering awareness.

Meetings for the previous four years are shown in the following tables:

## 2007 Santa Clara Valley EMC Chapter Meetings

Date	2007 SCV EMC Chapter Attendance		Members	Guest	Total
	Topic	Speaker			
Jan, 2007	0.1 Horse power and 0 to 5 GHz in 50 Picoseconds	David Hockanson, Ph.D	39	18	57
Feb, 2007	Taking the guesswork out of EMC design	Federico Pio Centola	21	15	36
Mar, 2007	Fundamentals of Jitter	David Pommerenke, Ph.D	32	10	42
April, 2007	New Advancements in Shielding Materials	Gary Fenical	18	5	23
May, 2007	The Role of Symmetry in Minimizing Common-mode Emissions	Thomas Jerse, Ph.D	18	11	29
Sep, 2007	Essential New Tools for EMC Diagnostics and Testing	Todd Hubinh, Ph.D	39	16	55
Oct, 2007	The Four Most Confusing Principles In Signal Integrity And How Not To Be Confused	Eric Bogatin, Ph.D	44	23	67
Nov, 2007	Deciphering Pre-Earthquake Signals and How This Changes Our View of the Earth & Short-Term Earthquake Forecasting: Is there an Electromagnetic Connection?	Friedemann T. Freund, Ph.D and Mr. Tom Bleier	18	11	29
Dec, 2007	Radiated and Conducted Emission Debug Techniques	Keith Hardin, Ph.D	29	21	50
		<b>Totals</b>	<b>258</b>	<b>130</b>	<b>388</b>

## 2006 Santa Clara Valley EMC Chapter Meetings

2006	January	Chuck Troia	Stackup Analysis Using SIM Tools (Hyperlynx)
2006	February	Seve Weir	Impact of PCB Stackup and Cap Via Design
2006	March	Mike Heckrotte	Dynamic Frequency Selection and Regulations
2006	April		
2006	May		
2006	September	None	Chapter Social
2006	October	Andy Griffin	Developments in CISPR 32
2006	November	Werner Schaefer	Guidance for NB & BB using SA and EMI Receiver
2006	December	Mike Kirschner	Environmental Concerns With Electronics Disposal

## 2005 Santa Clara Valley EMC Chapter Meetings

2005	January		
2005	February	Doug Smith	Locating ESD and Other Impulsive Events
2005	March	Fred Leffignwell	EMC and Transformer Center Tap
2005	April		
2005	May		
2005	September	None	Chapter Social
2005	October	Mike Oliver	Practical shielding and design fundamentals
2005	November		
2005	December		

## 2004 Santa Clara Valley EMC Chapter Meetings

2004	January	Orin Laney	Time Domain Reflectometry for EMI Analysis
2004	February	Werner Schaefer	Signal Detection with EMI Receivers
2004	March	Leslie Bai	China Products Conformity Assessment
2004	April	Jerry Ramie	EMC testing of substation products
2004	May	Neven Pischl	EMI Considerations in Selection of Ethernet Mag
2004	September	None	Chapter Social
2004	October		
2004	November	Jerry Ramie	BPL Emission Compliance Guidelines
2004	December		

## **Future Educational Activities**

In the fall of 2008, The Santa Clara Valley Chapter of the IEEE/EMC Society is trying to purchase used EMC books which can be loaned out to its membership after a refundable security deposit of \$25 dollars is made to the chapter treasurer.

At the 2008 September meeting the winners of the IEEE MicroMouse contest will present their project to the chapter members. This meeting will also sponsor the first 25 students that attend from local universities the opportunity to join the IEEE for the remainder of the year. Your sponsorship would help fund these types of events in the future.

## Educational Activities Planned for 2009

In June of 2009, the Santa Clara Valley Chapter of the IEEE/EMC Society plans to host a two-day EMC Colloquium/Exhibition to provide a special educational event on Electromagnetic Compatibility for its members and the general public and to provide a showplace for manufacturers of EMC-related products.

The plan is to have four parallel tracks over two days to offer the attendees the opportunity to attend a wide variety of subjects in the shortest amount of time. The tracks would consist of:

DAY 1			
Track 1	Track 2	Track 3	Track 4
Fundamentals of EMC	Worldwide EMC	Computational EM I	Signal Integrity

DAY 2			
Track 1	Track 2	Track 3	Track 4
Advanced EMC	Military EMC	Computational EM II	EMC Test and Measurement

## **Recent Public Relations Activities**

The Santa Clara Valley IEEE/EMC chapter wishes to establish and maintain an effective working relationship with local EMC-related companies for corporate sponsorships at various levels of financial commitment. The chapter relies on these sponsorships for operating expenses.

We promote the engineering profession and communications with corporate sponsors, while also placing our sponsor's new technologies or hiring announcements before our chapter membership.

Our website <http://www.ieee.org/scv/emc>, designed and maintained by chapter officers, has been an effective method for public relations. The website promptly posts meeting notices each month, a schedule of future meetings, a summary of previous meetings and slides of the technical presentation if available. The website also posts IEEE and sponsor sites.

## **A Few Words on Sponsorship**

Sponsorship supplements IEEE financial support to the local Santa Clara Valley IEEE/EMC Chapter to provide a technical and social arena for the exchange of information relating to the field of Electromagnetic Compatibility with a goal of betterment of the EMC profession in the Santa Clara Valley area. With the sponsor's financial support, we can provide very knowledgeable speakers for our membership in a comfortable and convenient meeting place. Sponsorship also provides the means to purchase EMC-related training programs for EMC chapter members.

Sponsor's logos are common sights on race cars and driver's protective gear, and the Nike "swoosh" can be seen on most football player's jerseys. However, unlike these logos, which are visible only, the sponsors' logo on the Santa Clara Valley IEEE/EMC Chapter website can provide an active link to the sponsors' website.

Sponsorship with the Santa Clara Valley IEEE/EMC Chapter provides a link to the sponsor's web site which describes the sponsor's specialized products and services pertinent to a very specialized EMC professional market segment. A sponsor's logo and links on the Chapter website do not, however, constitute an endorsement of any specific vendor's products or services. Revenues received through sponsorship and implied advertising of this type shall strictly be used to support chapter membership services and provide other member benefits from time to time.

In return for financial support, in addition to the link to the sponsor's website from the EMC Chapter website, the sponsor will receive public acknowledgement of the sponsorship prominently displayed on the Santa Clara Valley EMC Chapter website and at the monthly meetings. Additionally, verbal recognition of the sponsors' level of support will be presented at each meeting.

## **Levels of Sponsorship<sup>5</sup>**

Three levels of sponsorship are available –

Platinum, with a tax deductible contribution of \$1,200 (or greater) per 12 month period, Gold, with a tax deductible contribution of at least \$600 but less than \$1,200 per 12 month period, and Silver, with a tax deductible contribution of at least \$300 but less than \$600 per 12 month period. Benefits to the sponsor are defined as follows:

### **PLATINUM LEVEL (>=\$1,200 TAX DEDUCTIBLE CONTRIBUTION)**

- Recognized on Internet Web Site and linked to your company homepage
- Advertisement in the chapter newsletter “Spectral Lines”
- Company Logo<sup>1</sup> placed on “Platinum Sponsors” Banner for Monthly Meetings
- Recognition as chapter sponsor at EMC Colloquium/ Exhibition<sup>4</sup>
- Receive one VIP table w/ 6 tickets to EMC Colloquium/Exhibition luncheon<sup>4</sup>

### **GOLD LEVEL (>=\$600 TAX DEDUCTIBLE CONTRIBUTION)**

- Recognized on Internet Website<sup>2</sup> and linked to your company homepage
- Advertisement in the chapter newsletter “Spectral Lines”
- Company Logo<sup>1</sup> co-placed on “Gold Sponsors” Banner for Monthly Meetings
- Recognition as chapter sponsor at EMC Colloquium/Exhibition<sup>4</sup>

### **SILVER LEVEL (>=\$300 TAX DEDUCTIBLE CONTRIBUTION)**

- Recognized on Internet Website<sup>3</sup> and linked to your company homepage
- Advertisement in the chapter newsletter “Spectral Lines”
- Company Logo<sup>1</sup> co-placed on “Silver Sponsors” Banner for Monthly Meetings

### **Notes to Levels of Sponsorship:**

1. Please provide camera-ready logo in .eps and corporate policy on color, sizing, etc.
2. The recognition logo for Gold level sponsors will be one-half the size of the Platinum level logo on web page and up to two sponsors will be on the same Gold level web page .
3. The recognition logo for Silver level sponsors will be one-half the size of the Gold level logo on web page and up to four sponsors will be on the same Silver level web page.
4. Colloquium/exhibition may or may not be held during a one-year term of sponsorship
5. This sponsorship is intended only for financial support of the Santa Clara Valley IEEE/EMC Chapter. Neither the Santa Clara Valley Chapter of the IEEE/EMC Society, the IEEE/EMC Society, the Santa Clara Valley IEEE Section, nor the IEEE shall be held liable for any claims resulting from this sponsorship.

For Platinum level sponsors, the sponsors logos will be on individual Platinum level web pages with up to three links to the sponsors designated URLs (e.g., home page, sales/marketing, customer support). A non-endorsement disclaimer may appear on the sponsors Platinum level web page.

For Gold level sponsors, up to two sponsors' logos will be on Gold level web pages with up to two links to the sponsors' designated URLs (e.g., home page, sales/marketing). A non-endorsement disclaimer may appear on the sponsors Gold level web page. For Silver level sponsors, up to four sponsors' logos will be on Silver level web pages with one link to the sponsors' designated URLs (e.g., home page). A non-endorsement disclaimer may appear on the sponsors Silver level web page.

The sponsor's logo will be posted on the appropriate Platinum, Gold or Silver level banner for display at Santa Clara Valley EMC Chapter meetings and Santa Clara Valley EMC Chapter-sponsored colloquia for the active duration of sponsorship.

Neither the Santa Clara Valley Chapter of the IEEE/EMC Society, the IEEE/EMC Society, the Santa Clara Valley IEEE Section, nor the IEEE shall be responsible or liable for information contained on the Sponsor's websites designated and provided by the sponsor as the directed URL. It is the responsibility of the sponsor to notify in writing the Santa Clara Valley EMC chapter webmaster of any changes to the sponsor-furnished URLs.

**Indemnification**

The *Sponsor* shall indemnify and hold harmless the Santa Clara Valley IEEE/EMC Chapter and its officers and members, the Santa Clara Valley IEEE Section and its officers and members, the IEEE EMC Society and its officers and members, the IEEE and its officers and members, and successors, licensees, and assignees against any claim, losses, costs, expenses, damages and recoveries (including reasonable attorneys' fees) arising as a result of the Sponsorship of the Santa Clara Valley IEEE/EMC Chapter.

IEEE Electromagnetic Compatibility (EMC) Society – *Santa Clara Valley Chapter*

***Make check payable to:*** Santa Clara Valley Chapter, IEEE/EMC Society

***Mail to:*** Santa Clara Valley Chapter, IEEE/EMC Society

c/o SCV Treasurer

Treasurer Street Address

Treasurer City, State, Zip code

***Contact:*** Santa Clara Valley Treasurer

**<http://www.ieee.org/scv/emc>**

**The Institute for Electrical and Electronic Engineers  
Electromagnetic Compatibility (EMC) Society  
Santa Clara Valley Chapter**

**2008 CORPORATE SPONSORSHIP PLEDGE**

**Serving the Local Technical Community  
with the Best Value in Corporate Sponsorships**

Sponsorship<sup>5</sup> will last at least one year from **the** receipt of pledge

**PLATINUM LEVEL** ( $\geq$ \$1,200 TAX DEDUCTIBLE CONTRIBUTION)

- Recognized on Internet Web Site and linked to your company homepage
- Advertisement in the chapter newsletter “Spectral Lines”
- Company Logo<sup>1</sup> placed on Platinum Banner for Monthly Meetings
- Recognition as chapter sponsor at EMC Colloquium/Exhibition<sup>4</sup>
- Receive one VIP table w/ 6 tickets to EMC Colloquium/Exhibition luncheon<sup>4</sup>

**GOLD LEVEL** ( $\geq$ \$600 TAX DEDUCTIBLE CONTRIBUTION)

- Recognized on Internet Website<sup>2</sup> and linked to your company homepage
- Advertisement in the chapter newsletter “Spectral Lines”
- Company Logo<sup>1</sup> co-placed on Gold Banner for Monthly Meetings
- Recognition as chapter sponsor at EMC Colloquium/Exhibition<sup>4</sup>

**SILVER LEVEL** ( $\geq$ \$300 TAX DEDUCTIBLE CONTRIBUTION)

- Recognized on Internet Website<sup>3</sup> and linked to your company homepage
- Advertisement in the chapter newsletter “Spectral Lines”
- Company Logo<sup>1</sup> co-placed on Silver Banner for Monthly Meetings

**Notes:**

1. PLEASE PROVIDE CAMERAL-READY LOGO IN .eps AND CORPORATE POLICY ON COLOR, SIZING, ETC.
2. RECOGNITION LOGO APPEARS ONE-HALF THE PLATINUM LEVEL LOGO SIZE ON WEB PAGE
3. RECOGNITION LOGO APPEARS ONE-FOURTH THE PLATINUM LEVEL LOGO SIZE ON WEB PAGE
4. COLLOQUIUM/EXHIBITION MAY OR MAY NOT BE HELD DURING A ONE-YEAR TERM OF SPONSORSHIP
5. THIS SPONSORSHIP IS INTENDED ONLY FOR FINANCIAL SUPPORT OF THE SANTA CLARA VALLEY IEEE/EMC CHAPTER.

NEITHER THE SANTA CLARA VALLEY CHAPTER OF THE IEEE/EMC SOCIETY, THE IEEE/EMC SOCIETY, THE SANTA CLARA VALLEY IEEE SECTION, NOR THE IEEE SHALL BE HELD LIABLE FOR ANY CLAIMS RESULTING FROM THIS SPONSORSHIP.

**COMPANY NAME:** \_\_\_\_\_

**COMPANY ADDRESS:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**CONTACT TELEPHONE:** \_\_\_\_\_

**CONTACT E-MAIL ADDRESS:** \_\_\_\_\_

Revision: New

<http://www.ieee.org/scv/emc>

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June 2008