



IEEE EMC & SI PI Conference

Israel EMC Chapter

December 8, 2022

Daniel Hotel, Herzliya

Sponsorship & Exhibition Prospectus

EMC & SI PI 2022

December 8, 2022, Herzliya

Conference secretariat

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WELCOME

Dear Colleagues and friends,

We are excited to invite you to the 2022 IEEE Israel Electromagnetic Compatibility, Signal & Power Integrity Conference, the biggest EMC Si/Pi event in Israel. Meet world-leading EMC, SI/PI and PCB designers and get to know the local community.

This is an excellent opportunity to catch up with the latest advances in design, simulation and testing technologies, as well as to network and keep up to date with the latest industry trends.

In the last few years, the need for experts and expertise in these hardware design domains exploded in every direction, from PCB to Package to SI I/O designers, from Signal / Power Integrity to EMC experts, to Electrical validation and compliance testing professionals. The EMC and Si/Pi local community has recently experienced rapid growth, with more and more industry leaders opening new R&D centers and expanding existing ones in Israel. Yet, we haven't had a chance for face-to-face communication & collaboration for too long.

Alongside the technical program, we will have a professional exhibitions with some of the most innovative companies in Israel, showcasing new technologies from all around the world.

Join us in this first joint IEEE SI/PI and EMC conference in Israel at the beautiful Daniel hotel on the banks of the Mediterranean sea in Herzliya on December 8th and enjoy the opportunity to network with colleagues, share ideas and create new exciting business opportunities.

Looking forward to seeing you with us,

Avi Cohen

IEEE EMC & Si/Pi Chapter Chair

CONFERENCE TOPICS

Signal Integrity

- Electromagnetic analysis of passive interconnects
- High-Speed Interconnects modelling and characterization techniques
- Design and optimization of high-speed serial links and memory interfaces
- Jitter and noise analysis, simulation, and measurements methods
- Dielectric material properties characterization and modelling
- Copper surface finishes impact on channel loss
- Routing techniques for high data rates
- Modelling and simulation of I/Os
- Equalization techniques
- Advances in low loss materials
- Channel De-embedding techniques and waveform analysis
- Signal modulation methods for high-speed signals
- SerDes design architecture
- Clock Recovery and PLL/CDR jitter and performance

Power Integrity

- PDN design, analysis, specifications, and measurements methods
- Low-voltage, high-power designs
- VRM modelling and simulation
- PDN optimization
- Supply noise induced jitter
- PI-SI codesign
- SSN analysis
- Simulation correlation to measurement
- Power aware architecture and thermal consideration
- Decoupling methods
- On die and package level VR integration

EMC

- Coexistence of rf antennas on platform/PCB level
- EMI in IoT
- Shielding -materials, methods, Measurements
- Cabling and connectors
- Transients [ESD,EFT,SURGE,EMP] -simulation, measurements ,mitigation
- Grounding
- HIRF
- Filtering
- EMC access in medical ,avionics application
- 3D Simulation
- Measurements methods
- Lightning at LRU, system and platform level

SPONSORSHIP OPPORTUNITIES

Platinum Sponsorship

60,000 NIS + VAT

- Branded conference notebooks distributed to all participants at the registration desks
- 18 Sqm (sq. meter) standard unconstructed exhibition booth including 3 electrical outlets.
- 7 free tickets to EMC including free admission to the exhibition, sessions and lunch.
- Company's logo, Platinum level on all conference publications (conference website, program and advertisements)
- Company's logo on event's signs and branding.

Gold Sponsorship

40,000 NIS + VAT

- Branded conference lanyards with sponsor's logo for attached to all participants' name badges at the registration desks
- 12 Sqm (sq. meter) standard unconstructed exhibition booth including 2 electrical outlets.
- 5 free tickets to EMC including free admission to the exhibition, sessions and lunch.
- Company's logo, Gold level on all conference publications (conference website, program and advertisements)
- Company's logo on event's signs and branding.

Silver Sponsorship

20,000 NIS + VAT

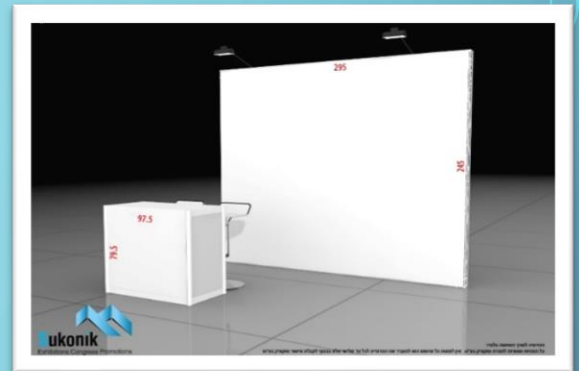
- 6 Sqm (sq. meter) standard unconstructed exhibition booth including 2 electrical outlets.
- 3 free tickets to EMC including free admission to the exhibition, sessions and lunch.
- Company's logo, Silver level on all conference publications (conference website, program and advertisements)
- Company's logo on event's signs and branding.

EXHIBITION OPPORTUNITIES

6 sqm Constructed Booth

10,000 NIS + VAT

- 6 Sqm display booth including:
 - ✓ 1 Back trass wall width 3 m. * height 2.5 m. branded with exhibitor's graphics (graphic's on exhibitor's responsibility)
 - ✓ 2 Spotlights
 - ✓ 1 Electrical outlet (220 V) 1 phase 1KW
 - ✓ 1 Counter
 - ✓ 1 Bar stool



- Sponsor's logo on conference website with link to company's website
- 2 complimentary conference registration inc. sessions, exhibitions, refreshments and evening event

6 sqm Unconstructed Exhibition Space

7,000 NIS + VAT

- 6 Sqm exhibition space including:
 - ✓ 1 Electrical outlet (220 V) 1 phase 1KW
 - ✓ 1 table
 - ✓ 2 chairs
- Sponsor's logo on conference website with link to company's website
- 2 complimentary conference registration inc. sessions, exhibitions, refreshments and evening event

For more information, please contact:

Limor Urfaly, ADV.

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Email: limor@ortra.com

Oren Sas

Mobile: 052-5453800

Email: oren@ortra.com

RESERVATION FORM

Please complete in clear letters and return to:
ORTRA Ltd. **Limor Urfaly**, E-mail: limor@ortra.com

1. Details:

Company Name..... Company No.....
Address..... City
Country..... Zip Code
Contact PersonFunction
Telephone Fax
Email Mobile

2. Reserved Package:

- | | |
|---|------------|
| <input type="checkbox"/> Platinum Sponsorship..... | NIS 60,000 |
| <input type="checkbox"/> Gold Sponsorship | NIS 40,000 |
| <input type="checkbox"/> Silver Sponsorship | NIS 20,000 |
| <input type="checkbox"/> 6 sqm. Constructed Booth | NIS 10,000 |
| <input type="checkbox"/> 6 sqm. Exhibition space..... | NIS 7,000 |

***All prices do not include VAT (for Israeli companies only).**

**** Production of all advertisements of all kinds are on sponsor's / exhibitor's responsibility**

3. Payment:

50% of the fees must be paid as a deposit, no later than 21 days from date on the invoice.
Remaining 50% to be paid by November 20, 2022

Wire transfer in NIS to Bank Account.

Details are - **Ortra Ltd.**: Bank Leumi (swift code LUMIILITTLV), Branch no. 666, 2 Shoham St.,
Ramat Gan, Israel, Account no. 49260012, IBAN: IL640106660000049260012.

We have read, understood and agree to the Terms & Conditions specified in the General Information document and confirm we are authorized to sign and obligate accordingly:

Signature and Company Stamp _____

Date _____

GENERAL INFORMATION

Exhibition Registration

Interested parties are requested to complete and return the enclosed Exhibition Registration Form. Participation in the exhibition is subject to approval by the Exhibition Committee, based on the exhibitor's suitability and relevance to the Conference goals.

Terms and Conditions of Participation

Any company that participates in the exhibition is doing so at its sole responsibility and liability. Any such company must maintain an adequate insurance policy with a sufficient coverage for its property, employees, representatives and any visitors participating in the exhibition against any risk, loss and damage, of any kind whatsoever. It has been clarified that an absence of such insurance policy or an invalidity of any such insurance policy, shall neither derogate, in any manner, from the company's liabilities and responsibilities hereunder, nor create a liability or responsibility of such kind for Ortra or anyone on its behalf. Ortra will not be liable, whether financially or otherwise, towards any third party whatsoever in respect of any risk, loss and damage incurred by any third party, including the company or anyone on its behalf.

Terms of Payment - Sponsorship and Exhibition

50% of the fees must be paid as a deposit, no later than 21 days from date on the invoice.

Remaining 50% to be paid by November 20, 2022

Payments can be made by a wire transfer according to the following details:

Bank draft to ORTRA Ltd., 94 Yigal Alon st. Alon Tower 2, Tel Aviv, Israel

Wire transfer in **New Israeli Shekels** to Bank Account.

Ortra Ltd.: Bank Leumi (swift code LUMIILITLV), Branch no. 666, 2 Shoham St., Ramat Gan, Israel, Account no. 49260012, IBAN: IL640106660000049260012.

Cancellation Policy

If due to the COVID-19 virus restrictions, the conference will be cancelled, full refund will be given. Otherwise –

Refund of exhibition registration fees will be made with a written notification of cancellation to

Ortra Ltd.: Before October 1, 2022 exhibitor will be charged \$200 as handling fees.

Between October 1 to November 10, 2022 a refund of 50% of the fees.

From November 11, 2022 a refund of 50% of the fees will be made, on condition that the space will be re-rented to another exhibitor of the Conference. Otherwise 100% cancellation fee will apply.

Waste Disposal

The waste resulting from the mounting and dismounting of displays and during the exhibition must be disposed and removed from the venue by the exhibitor.

For cost and environmental reasons, we ask you to conform the advertising media, on the number of participants adapt to cause as little residual waste as possible after the fair.

Loading/Unloading of Materials

For unloading or loading of materials, exhibitors may enter through the suppliers' entrance. After loading/unloading, the vehicle should be removed immediately, to make way for other exhibitors. Please note that the venue will not allow any parcel/package delivery through the venue's main entrance.

Exhibition Terms & Conditions

1. Transportation of exhibition materials to and from the exhibition, and arrangements in the booths/exhibition spaces are the sole responsibility of the exhibitor and on his account. The exhibitor will not obstruct aisles, approaches to the exhibition area and in no way cause inconvenience to other exhibitors. Exhibitors should bring their own cart for transporting materials within the exhibition space.
2. All exhibition materials must be inside the booths/exhibition area one hour before the opening of the exhibition. Exhibits must not be removed during exhibition opening hours.
3. All arrangements by the exhibitor and installation of demonstration equipment must comply with safety regulations.
4. The organizers reserve the right to alter the layout of the exhibition, postpone or cancel it, or move the exhibition to a different location. Further, the organizers may remove displays that cause inconvenience/disturbance to other exhibitors.
5. The organizers are obliged to ensure the orderly operation of the exhibition by all means at their disposal.
6. Exhibitors may not take their exhibits to booths/areas outside the booths/areas allocated to them, especially to passes and emergency rooms which may cause security hazard, without prior permission of the organizers.
7. No exhibits or publicity products may be mounted on the floor, walls, ceiling or columns. The exhibitor will be liable for any damage caused by him to the building or the exhibition area.
8. The organizers, while providing general security, are not responsible for theft or damage to the exhibitors' property, whether at nighttime or during opening exhibition hours. Exhibitors must insure themselves and their property against theft, damage and third-party claims by visitors and staff. It is recommended that expensive items and removable items (such as laptop), will be under supervision and control, especially during the exhibition opening hours.
9. The organizers are responsible for general maintenance, excluding maintenance of booths/exhibition areas.
10. Exhibitors will not cover, move or relocate any art items that may be displayed in the exhibition area without the prior consent of the organizers
11. Exhibitors will refrain from making noise or causing odors, which may inconvenience other exhibitors.
12. Exhibitors will not drill, weld, glow, connect to electricity, hang from the ceiling or perform any kind of similar job without receiving a prior approval from the organizers.
13. Exhibitors will not light a fire or candles in the exhibition area.
14. Cleaning - The organizers are responsible for general maintenance and cleaning of the public areas. Exhibitors are responsible for cleaning their exhibition spaces.