



AUTOMOTIVE
SerDes
CONFERENCE

**Automotive SerDes
Conference**

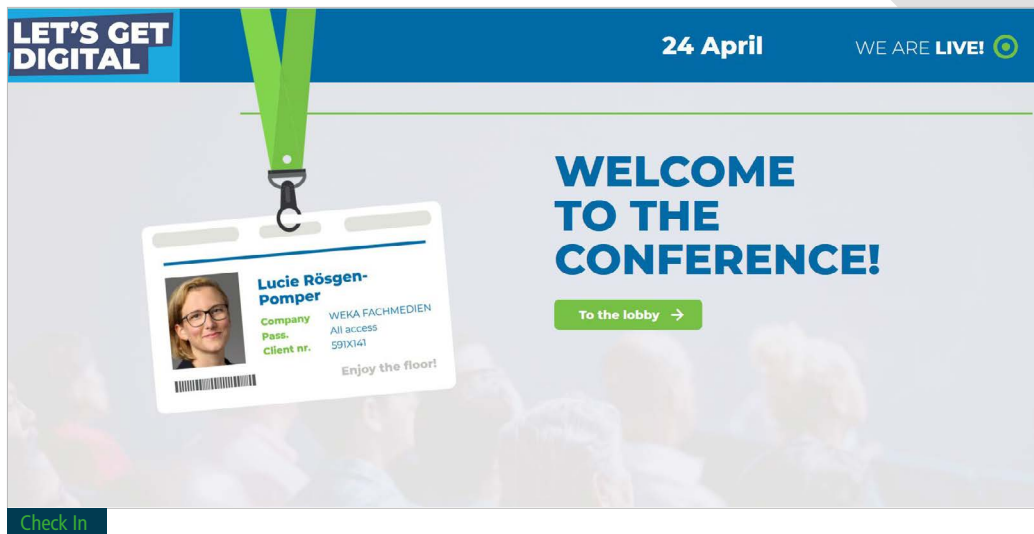
12. - 14. Oct. 21

Virtual Conference

An Event of **Markt&Technik**
DIE UNABHÄNGIGE WOCHENZEITUNG FÜR ELEKTRONIK

Automotive SerDes Conference

12. - 14. Oct. 21



High Speed Display and Sensor Connections

In-vehicle cameras and displays are often connected to the image-processing ECU via a SerDes (serializer/deserializer) connection. The SerDes market is characterized by double-digit growth rates as new applications are continuously emerging. The Automotive SerDes Conference provided a comprehensive overview of the current and upcoming market situation within the entire SerDes environment – from proprietary solutions to new standards (ASA/MIPI) to asymmetric Ethernet.

The only event worldwide that is specifically focused on Automotive SerDes – with technical papers and experience reports.

The second international Automotive SerDes Conference will take place as a virtual event on 12 – 14 October 2021. After a very successful start in 2020 with **over 160 participants from the USA, Europe and Asia**, the Automotive SerDes Conference will again provide a comprehensive overview of the current and upcoming market situation within the entire SerDes environment – from proprietary solutions to new standards (ASA/MIPI) to asymmetric Ethernet. In addition, the conference will also compare the use of SerDes with other high-speed display and sensor connections..

Do not miss out on the many benefits of the virtual event

- Explore **high-quality talks on our virtual stage**
- **Interact with speakers in Q&A** and after live-streaming sessions
- **Connect directly with other visitors using video live streaming**
- **Schedule meetings, engage in chats, and attend networking events**
- **Your exhibition stand / your company page** with company profile, download of your brochure,
- YouTube-link and 4 booth staff – You have no work, I build it up for you
- **Your participant addresses**
- **Your company logo** on our event website and newsletter incl. link
- **No travel expenses & no travel costs!** Attend from the comfort of your home or office as if you were there
- and many more...

The conference programme will again be complemented by an exhibition area.

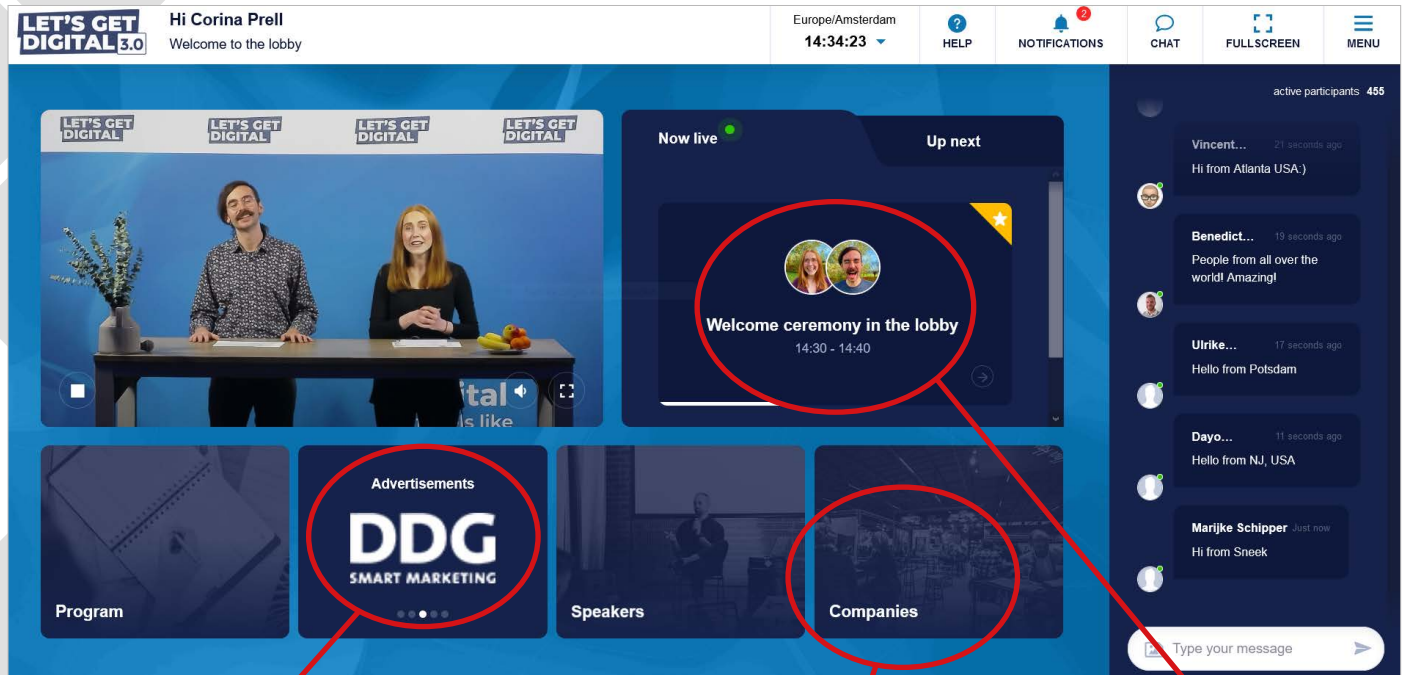
You can find further information at www.automotive-serdes.de or get in touch with us directly.

We would be very pleased to welcome you to the **Automotive SerDes Conference 2021**.

Virtual event

Participate from the comfort of your own office or home office.

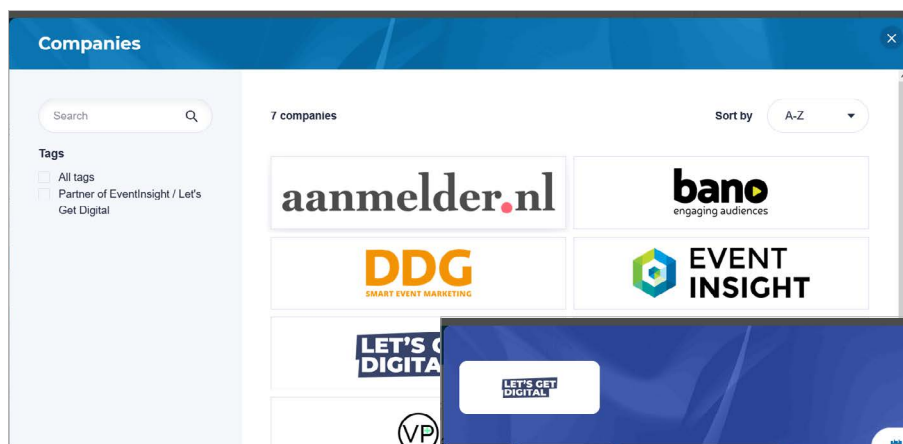
Welcome in our Lobby!



Great way to attract attention - reserve a position and your logo will be inserted and linked to your Website!

Lecture rooms
(see page 4)

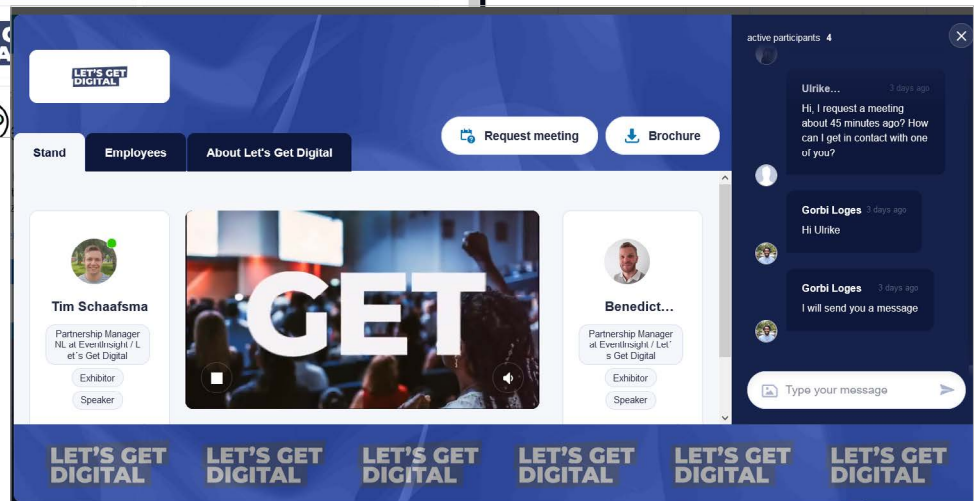
Exhibitors



Your exhibitor page!

Every participant can contact your colleagues via video or text message, watch your video or download your brochure...

I build up the exhibitor page for you.
You have no work!



Lecture rooms

The screenshot shows a virtual event interface for 'Virtueller Showroom estos'. The main content area displays a slide titled 'ProCall Meetings' with the following bullet points:

- Geplante Verfügbarkeit Ende Oktober 2020
- Preis und Lizenzierung (vorläufig)
 - ProCall Meetings wird mit fester Laufzeit angeboten (12 Monate)
 - Kauf pro Benutzer und Monat
 - Die Lizenzierung soll ab 5 Benutzer aufwärts möglich sein
 - ProCall Meetings wird über eine Cloud Plattform zur Verfügung stehen
- Das Produkt wird in einem Rechenzentrum in der EU gehostet

The interface includes a 'Participants' sidebar on the left with a list of speakers and an audience of 10. At the bottom, there is a navigation bar with 'LIVE JETZT' and 'Amsterdam 11:07:00'.

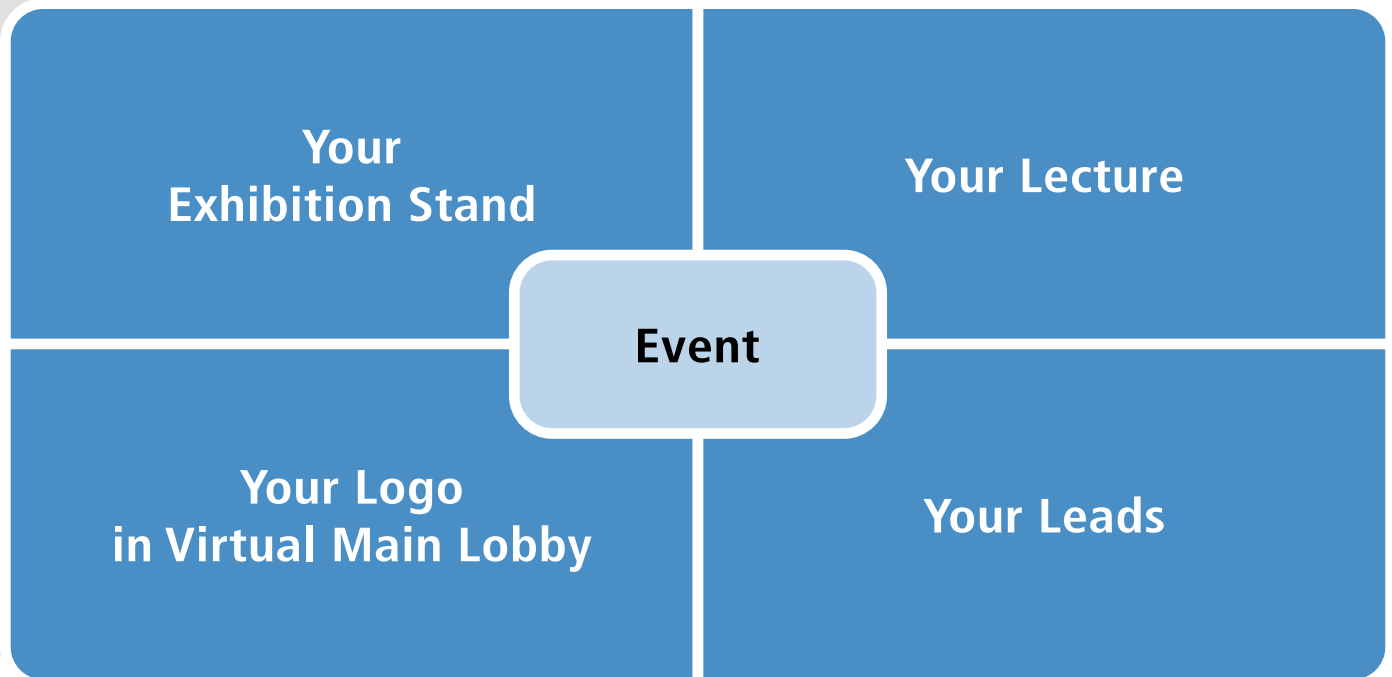
... and exemplary: a subsequent discussion round

The screenshot shows a virtual discussion round titled 'Keynote'. The interface features a grid of four video feeds with the following participants:

- Top-left: Preview Account
- Top-right: Iratigen weka-fachmedien.de Benutzer
- Bottom-left: Iratigen weka-fachmedien.de Benutzer
- Bottom-right: Corina Prell

The interface includes a 'Plaudern' (Chat) button, a 'Benachrichtigungen' (Notifications) button, and a 'Zurück zur Lobby' (Back to Lobby) button. A timer at the bottom indicates 'endet in: 0h 58m 12s' and a 'Redner Optionen' (Speaker Options) button is visible.

Your new opportunities on our virtual event



Put your company on stage!

Secure your lecture slot and present your product, solution or project to our audience - your target group.

This new format offers you the perfect opportunity to present your know-how on a specific topic. Design your 30 minutes on the (virtual) stage according to your wishes and at the same time rely on our support in terms of content.

It pays to be quick, because places are limited!

Your advantages:

- Visibility in the programme with mention of company and speaker
- Target group-specific presentation of your know-how
- Freedom in the content of your lecture (30 Min.) - with professional advice from us if desired
- For virtual events: creation of a video recording of the lecture / provision of the video material afterwards

Exhibition Packages and Sponsorship

Enjoy the Automotive SerDes Conference 2021 from home or your office - digital, interactive, coronasafe and in established high volume and quality.

Visitors have many interaction possibilities, exhibitors can save a lot of money. A complete trade fair in virtual form. Increase your expertise in current technologies, methods, trends and ideas and set the course for 2021.

Join the virtual event and book your exhibition package now!

	Sponsor (Exhibitor)	Gold Sponsor (Exhibitor)
Virtual conference		
Tickets included	4	6
Network functions: Network carousel during the breaks puts you in direct contact with the participants	✓	✓
25% on extra ticket for your own staff	✓	✓
10% on guest tickets for your customers	✓	✓
Virtual exhibition stand		
Installation of a virtual exhibition stand (You only have to provide a short text, optionally a YouTube link, optionally a brochure (PDF) and your 4 stand personnel)	1	1
Communication with video calls or via Q&A Live chat	✓	✓
Marketing: your logo...		
Logo presence before each live speaker slot		✓
in our newsletters	✓	✓
on event ads in our trade magazines	✓	✓
Your virtual showroom during the breaks: Show innovations in a 10 minutes speaker slot on the main stage - and interact via Q&A Live-Chat with the participants		✓
Leads		
Participant addresses (e-mail addresses, name, first name, company, location) as Excel table ¹	✓	✓
	3,490 €	4,990 €

Further opportunities to present yourself	
Show your product-specific presentations (max. 30 min.) in our additional and parallel „Tools & Tips Track“	1,000 €
Sponsorship	
Your logo in virtual main lobby (with link to your website, rotating, alternates with several logos, but maximum 10 pieces)	1,000 €

¹only contact data after approval of Data Protection Basic Regulation

Virtual and Interactive Congress

Participate comfortably from your own office or home office.

Yes, we are interested in an exhibitor package and sponsorship and wish to make a booking:

Sponsor

Gold Sponsor

Lecture

Logo in Lobby

Contact Details (Main Exhibitor):

Company: _____

First Name, Last Name: _____

Phone: _____

Email: _____

Street, No: _____

Post Code, City, Country: _____

Billing Address (if different from above):

Company: _____

First Name, Last Name: _____

Street, No: _____

Post Code, City, Country: _____

PO Number: _____

VAT Number: _____

Place, Date

Company stamp and signature

You have questions? I would be happy to advise you!

Your contact person for the virtual event



Corina Prell

Sales Manager Events

+49 89 25556-1393

cprell@weka-fachmedien.de

Contact: WEKA FACHMEDIEN GmbH · Events · Richard-Reitzner-Allee 2 · 85540 Haar · www.weka-fachmedien.de