

Dear Mam,

Every year our ECE dept. fest has been the same with few seminars / workshops and some fun events & competitions organised by the students. But, this time I feel, we need to make it much bigger. I felt that it should be something which brings great name and honour to the institution NIE and felt that whatever we organise should make our dept. of Electronics to create a long-lasting impression in the field of technology, in general and electronics, in specific. And, yet another, rather important thing, I thought of, was that we have to get things done at a very small, puny expense, but should generate great revenue to the department and college. When I flipped through a couple of ideas in my mind, I got this beautifully looking idea....

The idea is all about organising an expo in our college, where all companies like ARM corporation, Atmel Corp., Texas Instruments, Freescale semiconductor, NXP Semiconductor, IBM, Microsoft, Intel, AMD, Nvidia, Xilinx, Lattice Semiconductor Corporation, Cypress, Notion INKetc... set their stalls up at our expo and exhibit the technologies and products, they have come up with. Now that the list seems too heterogeneous in terms of the genre which each company above, belongs to, you might be feeling a bit confused of how to bring them under one head. Well,, its pretty interesting to see that each company mentioned above has made its niche in the embedded space. Hence I thought of bringing them under the Embedded systems category and have named the event as “**Embedded Mysore 2011**”. It will be a 3-day long event.

Now we need to take a look at how to bring the event to life... But then a lot of questions come into our mind, regarding the conduction of the event.. Some of them might be:-

Why would any company ever think of coming down to Mysore and exhibit their products here?

When it comes to technology, Mysore is an excellent pool of talent. Mysore has also seen many startups, selling technology and it also has Electronic manufacturing service industries like VinyasIT. Electronics manufacturing industries are crucial for the OEMs to manufacture the end product. And, that's when a complete manufacturer-end user eco-system comes into existence. We being engineers need to focus on making Mysore, an Embedded hub than just an IT hub. The embedded space is an arena of huge potential & unlimited

possibilities. Mysore certainly can make a good contribution to it. However we need to check what the companies feel about it.

When they exhibit their products at the expo, they even get customers from over here. That will benefit the companies too.

How do we approach the companies?

We just need to write a letter to the marketing division of the companies and give them information regarding the expo and what Mysore has got to offer them and the embedded space.

Now that, we are inspired by this idea, in which exhibition centre shall we have this event??

Which exhibition centre in Mysore ever dares to compete with NIE's Diamond Jubilee Sports' complex!!!

Prerequisites for having an event of this magnitude:

The first and foremost thing is that ECEA (Electronics and Communication Engineering Association) should have a **proper, high profile website**. The site should have a blog space for every one who had been and is, in this dept. of ECE of NIE. The alumni should get active with their blogs on this site. Their blogs can be anything related to career prospects, their experiences at their work place and the college, the papers they have published, etc.. The strength of any technical educational institution is its alumni. The strength will be reflected only when they are active with the college's activities.

The site should also contain information regarding the activities of the ECEA & student projects should also be published on the website, thus encouraging students to come up with great technological ideas which helps mankind.

The site should also contain complete lecture notes and assignment problems, etc...

Getting the website designed is not much of a problem. I can get my CS friends to do it.. The only help I need is that we need to get a dynamically expanding server space from the college, to host our website.

The whole agenda of the event:

Key elements of the event:

1. Product expo:

The sports complex floor is divided into smaller areas and each piece is assigned to one company. The stage is also big enough so that it can be broken down into around 7-8 stalls (or even more).

2. Seminars / conferences / mini-conferences:-

A “Seminar” is a 1-hour long programme, where a company representative can speak about his company's products or any freelancer can speak about anything related to Embedded systems. Care has to be taken to prevent the repetition of a topic of presentation.

A “mini-Conference” is a 2-hour long presentation/workshop, where a company or freelancer speaks about some topic (related to embedded systems, again).

Finally, a “Conference” is a 4-hour long presentation or workshop by a company representative or any freelancer.

For each presentation, the speaker or company has to book the time slots and there will be a charge for the presentation. (charges are discussed later, in this note)

As far as the venues for these talks are concerned, we can keep the Admin block seminar hall, Sir M.V. Hall 1 and Sir M.V. Hall 2 booked for the 3 days of the event. We can also use classrooms for having the seminar / mini-Conference / Conference.

Who all can attend the event?

Professionals, Students and anyone else, from any part of the world can be a part of the event. The only condition being that they have to register for the event, prior to the deadline, by paying a small fee (except for the students of ECE dept.).

Who will take care of the online registration?

As online registration involves monetary transactions too, it would be difficult for us to manage them. The money is paid through credit cards or debit cards. In that case, we can seek the help of online event registration companies like “DoAttend.com” (<http://doattend.com/>) to get our job done, by paying them 4.9% of the money collected from each delegate.

All delegate registrations need to be done online, as it is difficult to maintain huge databases of attendee information and to perform transactions with each of them and to maintain a record of the amount collected. Here, all the money collected will be transferred directly to ECEA's bank account.

The delegates are asked to register using their personal email accounts

and when they register for the event, they'll receive a confirmation letter via email. They are supposed to take the printouts of the confirmation letter and bring it to the event as a letter of proof and they'll be issued badges, which they have to wear throughout the event.

Miscellaneous arrangements:

1. Food will have to be arranged for the delegates.
2. We will have to give the delegates some goodies like a t-shirt, a diary and whatever else is possible.

Tentative pricing:

1. Stall – Rs. 6,000/- (for 1 day; subject to change with the area of the stall)
2. Seminar (1-hour) – Rs. 500/-
3. Mini-Conference (2-hour) – Rs. 1250/-
4. Conference (4-hour) – Rs. 2500/-
5. Corporate Delegate – Rs. 4000/- (for the whole event i.e.. 3 days)
6. Student delegate – Rs. 500/- (for the whole event i.e.. 3 days)

The additional expenses of the student delegate are compensated for, by the fee collected from the corporate delegate.

*** For events like these, companies might need LCD TVs in their stalls. We may offer them with LCD TVs on the condition that, they will have to pay the rent for the TVs in addition to that charged for the stall.

Volunteers:

The students of ECE will themselves be made volunteers. Since this is a really big event, it needs the active participation of many people. Students will be assigned roles and made to work at the stall of some company or will be given some other task. This will help the student to stay in touch with the people in the industry.

Getting media's support is very important for the effective organisation of events like these. However this is just a rough sketch (almost 70%) of how the event has to be. Things can be changed a bit here and there, to make the event a grand success.

Thanking you & with regards,
Vinay.V.S
4th sem ECEA co-ordinator
NIE, Mysore.

PS: To get a hang of how the expo would look like, here are a few pics of the Embedded World 2011 held in Germany.



