

**NEW EVENT!**



**AUGUST 27-29, 2019**

SANTA CLARA CONVENTION CENTER | SANTA CLARA, CA

Connecting buyers and suppliers in the  
automotive electronics and intelligence industry

# Event Overview

## SAVE THE DATE

Drive World Conference & Expo  
August 27-29, 2019

## Introducing Drive World Conference & Expo and ESC Silicon Valley 2019

Set in Silicon Valley and launching in 2019, Drive World Conference & Expo will deliver a must-attend event for electrical and mechanical engineers developing mission-critical technologies in the rapidly advancing automotive electronics and intelligence industry. The event will offer urgently needed education, networking, career guidance, and supplier information in the heart of electronics innovation, Santa Clara, California.

Co-located with UBM's ESC (Embedded Systems Conference), North America's leading embedded systems event that has been influencing the design of electronics for 30 years, Drive will satisfy the needs of rapidly evolving automotive segment with a shared expo floor.

Get ready to meet qualified, experienced engineers and accelerate your business' opportunities in automotive electronics and intelligence at Drive World and ESC Silicon Valley.

# Drive World connects buyers and suppliers...



\$120B

projected 2020 U.S. market spend across Autonomous Vehicles, Electric Vehicles, and Semiconductor and Connectivity hardware and software supporting these mobility technologies; a growth of over 13.8%



20%

of a car's value came from electronics in 2017, up from 13% in 2015



20%

of sales by 2025 will be autonomous/connected services, according to one-quarter of all automakers and suppliers

## in the industry's booming Silicon Valley region



64

tech firms and auto players have recently started or added locations in Silicon Valley



2nd

California is 2nd only to Michigan in the number of employed automotive engineers



70%

of automakers and suppliers believe Northern California is the leading region in autonomous and connected cars

# A New Kind of Expo & Conference Experience

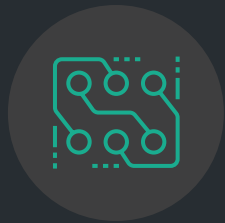
Drive World will be a three-day global event, encompassing three days of conference programs, and two days of expo, with an expected attendance of 2,000. The show floor will be designed to immerse the attendee in an interactive experience with the latest innovations, thought leaders, and top suppliers. Here are just a few event highlights:

- An all-access conference focused on content-rich, deep-learning opportunities, and featuring a visionary high profile keynote
- An interactive show floor experience with more opportunities for hands-on learning and discovering the newest technologies up close, plus on-the-floor content programs, a knowledge and networking center, and a start-up zone
- A shared and re-imagined expo show floor layout featuring both Drive World and ESC, allowing for more fluid sourcing and networking, resulting in better leads for you



# Projected Audience

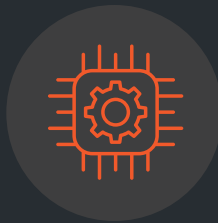
Drive World attendees will be...



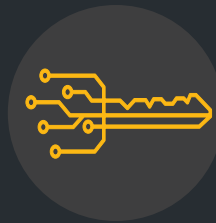
Electrical engineers



Mechanical engineers



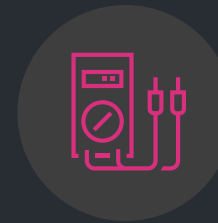
Hardware engineers



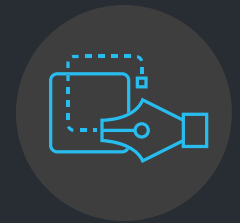
Security engineers



Software engineers

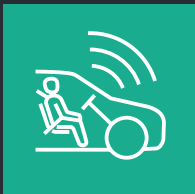


Test engineers

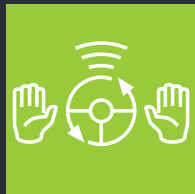


Web app developers

from automotive electronics & intelligence systems industries



Autonomous



ADAS



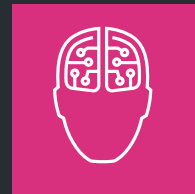
Security



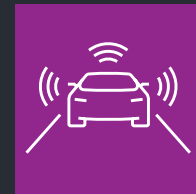
Infotainment



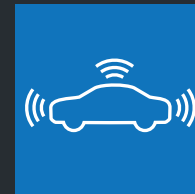
Connectivity



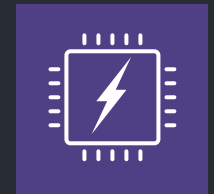
A.I.



Sensors



LiDAR



Propulsion

# Drive World will deliver the buyers that mean the most to you

Utilizing our database of qualified professionals, the Drive World event will employ new digital marketing tactics, establish industry partnerships, and leverage our own highly trafficked online media communities to reach attendees where they search for automotive electronics and intelligent systems information. Here are just some of the new ways we're building the audience for Drive World Conference & Expo 2019:



New Online  
Advertising  
Programs



Robust  
Social Media  
Program



More Association  
and Partner  
Collaborations



Targeted  
Email Marketing  
Campaigns



Executive VIP  
Programs



Print Advertising

# The #1 draw for event attendees will be your solutions

"The automotive electronics industry needs a conference that offers the right balance of technology and industry content. As they are now, the events are typically too general or too technical. Very few people in the industry understand all the technologies that make up autonomous vehicles. Even the most astute engineers may understand their domain with great accuracy but not understand other elements of the systems. The industry needs a conference that decompose these technologies so everyone that has a vested interest can come away with a practical understanding of the technologies and the challenges associated with integrating them."

– Phil Magney, Founder & Principal Advisor, Vision Systems Intelligence (VSI) Labs

"The latest mission-critical challenge is automotive electronics. Of course, automotive electronics has irresistible appeal. Engineers who previously designed all forms of consumer electronic devices such as smart phones and digital cameras, are steering themselves to semiconductor companies driving the autonomous vehicle trend. It's an exciting new field filled with enormous promise and gigantic challenges suitable for clever, inquisitive engineers."

– Srikanth Rengarajan, "Irresistible Appeal of Automotive Electronics," May 7, 2018, EE Times

# Secure your space today



## CALL

833-559-6566



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## EXPLORE

[exhibit.ubmamevents.com/DriveWorld](http://exhibit.ubmamevents.com/DriveWorld)

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