



WORLD CONFERENCE & EXPO

AUGUST 27-29, 2019

SANTA CLARA CONVENTION CENTER
SANTA CLARA, CA



EMBEDDED SYSTEMS CONFERENCE

Connecting buyers and suppliers in the
automotive electronics and intelligence industry

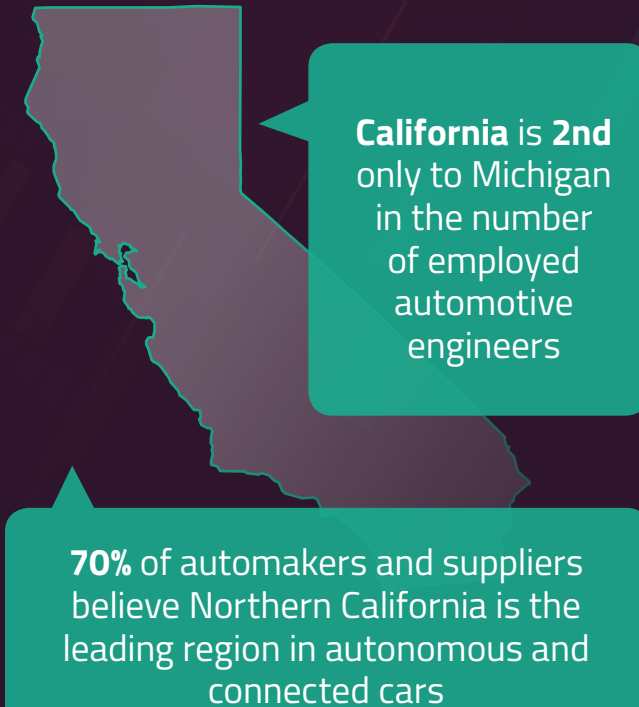
Event Overview

Introducing Drive World Conference & Expo and ESC Silicon Valley 2019

Set in Silicon Valley and launching in August 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.

Partnered with 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 smart mobility 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.



Sources: McKinsey, Global Market Insights, IBIS World, and PwC, CBRE
Sources: Foley & Lardner LLP, PwC

Enhancing The Event Experience:



Product Showcase

Offering added exposure through 15-minute live product demonstrations.



Engineering Theater

Industry experts and engineering influencers will lead demos, presentations and panel discussions covering the latest in embedded systems and smart mobility design.



Autonomous Zone

Attendees can experience the latest in autonomous vehicle design and discuss what technologies are under the hood moving today's cars toward tomorrow's self-driving vehicles.



Start-Up Zone

Showcasing some of the smartest start-ups in automotive, embedded, and intelligence right on the expo floor.

A New Kind of Expo & Conference Experience

Drive World will be a global event, encompassing three days of conference programs, and two days of expo, with an expected attendance of 2,500. 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



20% of sales by 2025 will be autonomous/connected services, according to one-quarter of all automakers and suppliers



Projected Audience

Drive World attendees will be...



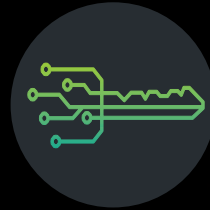
Electrical engineers



Mechanical engineers



Hardware engineers



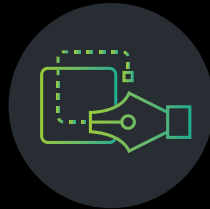
Security engineers



Software engineers

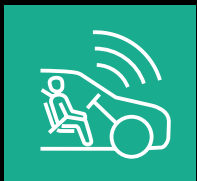


Test engineers



Web app developers

from automotive electronics & intelligence systems industries



Autonomous



ADAS



Security



Infotainment



Connectivity



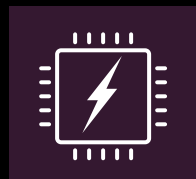
A.I.



Sensors



LiDAR/Radar



Propulsion

Exhibitors & Partners

Notable exhibitors:

Green Hills Software
Rohde & Schwarz
MathWorks
Tektronix
Lauterbach

Lead Partners:

SAE
VSI Labs
Linley Group
Embedded Vision Alliance
Design News

3 Days, 2 Conferences, 1 Powerful Event

The Drive World Conference is a three-day educational event focused on bringing together the brightest minds in the automotive and electronics industries. Combined with the Embedded Systems Conference (ESC), it's the ideal forum to share knowledge related to system connectivity, sensing technologies, infotainment, mobility, and more.

Drive Conference Tracks



Security & Safety



Sensing Technologies



Autonomous & ADAS



Connectivity & Infotainment

ESC Conference Tracks



Hardware



Software



IOT & Connected Devices



Advanced Technologies

Speakers

Sebastian Thrun, *innovator, entrepreneur educator, and computer scientist*

Daniel Becker, *Senior Principal Engineer, NXP Semiconductors*

Siva Uppalapati, *Chair, Vehicle Technology Society, IEEE Santa Clara Valley Section*

Phil Magney, *Founder, VSI Labs*

Jeff Bier, *Founder, Embedded Vision Alliance*

Linley Gwennap, *president, The Linley Group and principal analyst*

Jack Ganssle, *embedded systems engineer, author and speaker*

Jacob Beningo, *president, Beningo Embedded Group*

[Get more info on conference tracks](#)

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

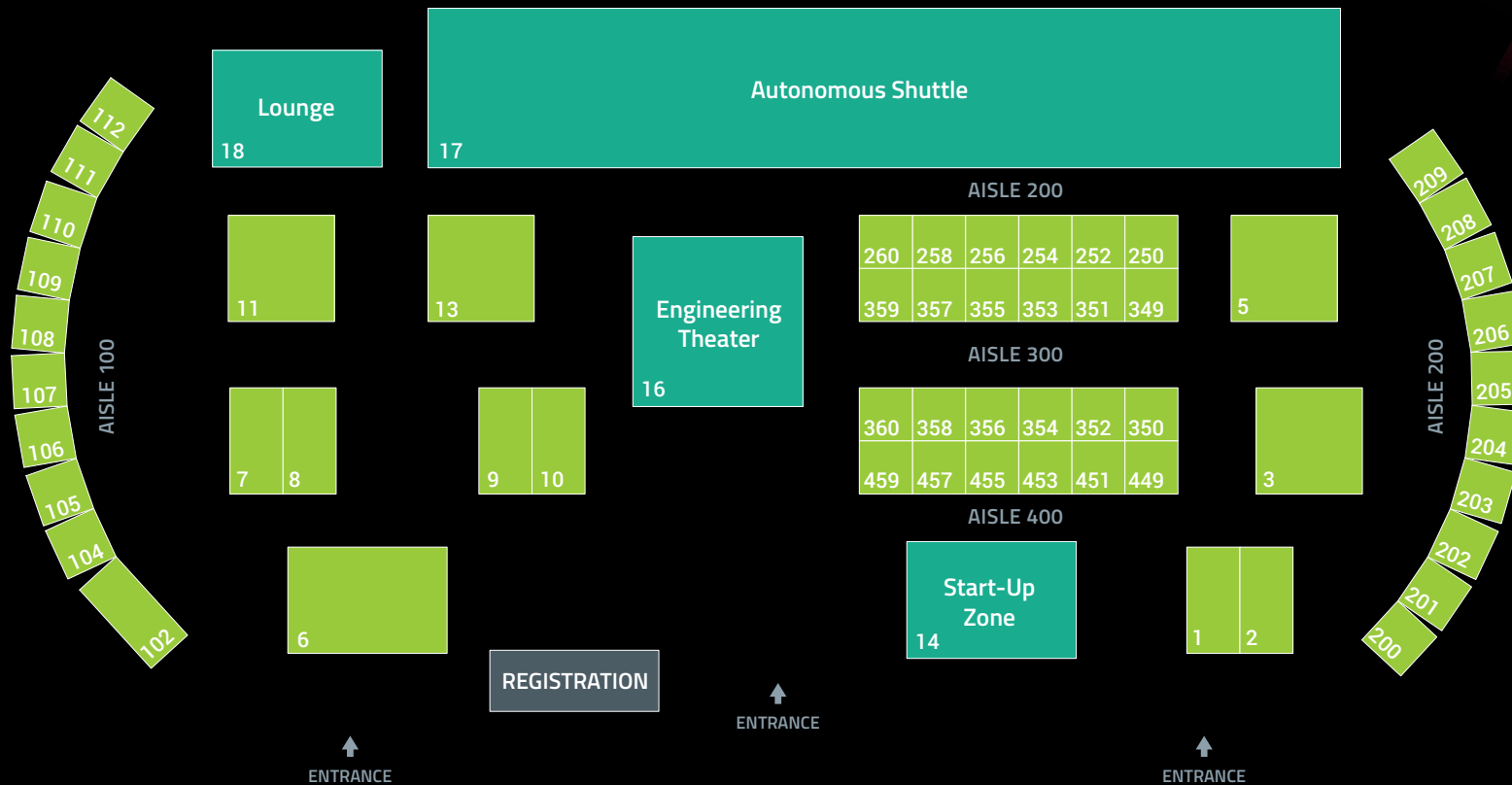
“The automotive electronics industry needs a conference that offers the right balance of technology and industry content. As they are now, the events are typically too general or too technical. Very few people in the industry understand all the technologies that make up autonomous vehicles. Even the 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

Floor Plan



A New Kind of Expo & Conference Experience

The layout says it all — Drive World will be a unique three-day event complete with conference programs, an expo, and an expected attendance of 2,500.

The show floor is designed to immerse the attendee in an interactive experience alongside the latest innovations, thought leaders, and suppliers.

CONFERENCE

An all-access conference program focuses on content-rich learning opportunities, featuring high-profile keynote speakers.

INTERACTIVE EXPO

An interactive show floor experience offers more opportunities for hands-on learning with the latest technologies, plus on-the-floor content programs, a knowledge and networking center, and a start-up zone.

THE SHOW FLOOR REIMAGINED

A shared expo floor gives access to both Drive World and ESC, allowing for more fluid sourcing, networking, and knowledge-sharing, resulting in better leads and deeper learning.

Secure your space today



CALL

833-559-6566



EMAIL

exhibiting@ubmamevents.com



EXPLORE

driveworldexpo.com

Explore the **Advanced Manufacturing** group's event portfolio