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Dallas Chapter

The Consumer Electronics Society

The Institute of Electrical and Electronics Engineers, Inc.

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www.DallasCES.org

Table of Contents

Recent Sponsors	3
Executive Summary	6
Who We Are & What Do We Stand For	7
Community Involvement.....	9
Recent IEEE Member Advancements	12
Recent Membership Development.....	12

Recent Sponsors

PLATINUM



GOLD

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Executive Summary

Looking back over 2005, the Dallas Chapter of the IEEE Consumer Electronics Society has made significant achievements in technical/educational activities, public relations, membership advancements and nominations, as well as membership development.

The Dallas Chapter is regarded as a highly resourceful and well-respected professional organization in the Dallas Metroplex.

Our membership has grown from seven at our first meeting at Texas Instruments Oct 2004 to one hundred and sixty at our Thirteenth in October 2005.

It is with the generous support of large and small corporations that we manage to provide a high-quality program at a low cost to members and the general public. While the Consumer Electronics and Telecom industry have experienced some of its worst times ever recently, our sponsors' support enabled the Dallas Chapter to *expand* our programs. This helped create an important low-cost meeting place for networking and for learning about the latest consumer electronic technologies. For these outstanding activities, and continued commitment to serve, the chapter is hereby requesting to be considered for corporate sponsorship for 2006.

Contributions help pay for services provided by the Dallas Chapter such as:

2005 Technical program

- Held monthly technical meetings at the local establishments during lunchtime -- a very visible and long-running function of the chapter. The meetings, featuring a buffet lunch, are free for students, members, and the public. They are advertised via email, chapter website, and local technical publications.
- We plan to hold the annual two full day dual-track Emerging Technology Conference in the Richardson Area. www.ieee-etc.org This symposium features 10 distinguished speakers addressing the most talked-about technologies. It attracts over 200 attendees. The attendees last year praised the high-quality presentations and the low-cost registration.
- Have been selected to host the distinguished International Symposium on Consumer Electronics in June 2007 www.isce2007.dallasces.org. Estimated attendance of two thousand attendees expected at Technical and Trade Show event.

2005 Public affairs program

- Established and maintained effective working relationships with local consumer electronics companies for speakers and are currently seeking qualified sponsors.
- All officers of Dallas Chapter are volunteers from local consumer electronics and high tech companies, coming together with energy, drive, and commitment to serve.
- Well-maintained website www.DallasCES.org which has meeting notices & presentation slides, newsletters, IEEE promotional activities, job announcements, sponsors and sponsor links, officers, and attracts over 1,500 visitors.
- Improved communications with its membership with a monthly newsletter *Directions*, promoting public awareness, technology advancements, and chapter activities
- Plan to dedicate an officer as Student Branch Liaison, dialoging with student branches and engineering departments from several local universities. Provided free lunches to students attending monthly technical lunch meetings and assisted with their programs.
- Plan to establish two CE student chapters in local universities.

2005 Advancements & Nominations

3 people have been nominated or awarded at different areas, including IEEE, IEEE-USA, IEEE Dallas Section, and Texas Society of Professional Engineers.

1 person is running for Consumer Electronics National office

1 person has been selected to serve on the Executive Committee for IEEE Dallas Section

2005 Membership development

- In less than one year the Dallas chapter of the Consumer Electronics Society has grown from 9 to 150 members and is continuing to grow at this rapid pace!
- Plan to dedicated one officer for membership development
- Plan to host Senior Member upgrade meetings
- Provided member's lunch at monthly technical lunch meetings at no cost.

Who We Are & What Do We Stand For

IEEE History Factoids

- More than 365,000 **members** in over 150 **countries**, almost 40 percent of whom are from **outside the United States**.
- Over 68,000 **student members**.
- More than 27,000 **society affiliates**.
- 307 **sections**.
- 1,446 **chapters**.
- More than 1,300 **student branches** in 80 countries.
- Over 300 **student branch chapters**.
- More than 147 **affinity groups**.
- 39 **societies** and 3 **technical councils**.
- As of Jan.1, 2005, there were more than 1.1 million **documents in the IEEE/IEE Electronic Library**. Visit [IEEE Xplore](#)(R) for daily totals.
- The IEEE publishes a total of 128 **transactions, journals and magazines**.
- The IEEE sponsors more than 300 **conferences** each year.

VISION

To advance global prosperity by fostering technological innovation, enabling members' careers and promoting community world-wide.

MISSION

The IEEE promotes the engineering process of creating, developing, integrating, sharing, and applying knowledge about electro and information technologies and sciences for the benefit of humanity and the profession.

IEEE Consumer Electronics Society

The Consumer Electronics Society (CE Society) is an organization within the IEEE that strives for the advancement of the theory and practice of Electronic Engineering and of the allied arts and sciences with respect to the field of Consumer Electronics and the maintenance of a high professional standing among its members, which now number over 5000. The society has long been the premier technical association in the Consumer Electronics Industry. The Consumer Electronics Society is truly international; its publications and presentations are authored by researchers from countries throughout the world. Activities of the CE Society are directed by the society's administrative committee, whose members represent the technical and commercial breadth of the organization.

The scope of technologies embraced by the CE Society, which was once limited to television, home hi-fi, and home appliances, has expanded to reflect the vast influence of modern electronics on consumer products. Indeed many emerging technologies in the field of consumer electronics are tied to the challenges being addressed by the CE Society community, ranging from the devices and networks that facilitate electronic distribution of information to technologies that will make our lives safer and easier, such as intelligent automotive navigation and control systems.

Members of the society are interested in the consumer related aspects of leisure, video and audio entertainment electronics; home information and communications systems; and interactive information and display systems. Products in these categories include video receivers, video signal generation, processing, and distribution equipment; projection TV; still and motion electronic cameras; HDTV and other advanced TV systems; personal computer hardware and software; home automation and security systems; telephones and accessories; electronic games and toys; digital audio systems; audio and video recording devices; home, mobile, and portable audio systems; cellular telephones and personal communications devices; music electronics; and home health care electronic devices.

IEEE Consumer Electronics Society Dallas Chapter

The Consumer Electronics Society Dallas Chapter holds dear the vision and mission of the IEEE and strives under the strictures of its 501C Tax Exempt status to provide an environment where members can enrich their professional knowledge and give back to the community through volunteer efforts. The Dallas Chapter is a varied mix of working professionals, students, and retired professionals.

Each Chapter is defined by its membership and interests, our membership have chosen the following segments of the Consumer Electronic field to enhance their knowledge base:

- Audio Technologies
- Digital Imaging Technologies
- Gaming
- Home Networking
- Home Theater/Video
- Mobile Electronics
- Wireless Technologies
- Emerging Technologies

Community Involvement

IEEE CES Dallas Chapter Responds to the Telecom Downturn by EXPANDING Its Program Offering

Many of our members and friends have experienced the downturn in the fortunes of the telecommunications and Consumer industry first hand. It is not uncommon to hear of experienced engineers out of work for more than a year. Many companies have failed, moved or deeply cut personnel.

In this environment, the Dallas Chapter made a commitment to help the local engineering community. Thanks to our sponsors, we were able to expand our program while practically everything else in the consumer electronic and telecom universe was shrinking. Our attendance soared and has stayed strong.

In particular, the technical presentation at our luncheon meetings is now preceded by a “networking” networking session. This session allows professionals to intermingle in a relaxed setting to share ideas and possible job opportunities to further their potential growth opportunities. A web page dedicated to Engineering Job opportunities is available for our members to browse for possible leads.

We thank our sponsors -- past, present and future -- for enabling the Dallas Consumer Electronics Chapter to reach out to our local engineering community when it needs it most.

Recent Technical Activities

The Dallas Consumer Electronics Chapter has been an active participant in the local consumer electronics community since 2004 and is a key source of professional development and education for its members and other professionals within the industry. We have consistently provided high-quality technical programs and continually attracted members and others to our affairs.

In 2005, we hosted 12 monthly luncheons, bringing in a series of distinguished speakers from the communications, consumer electronics, and emerging technology industries addressing today's most talked about technologies. The format of the lunch time meeting is a convenient way to inform members & guests on leading consumer electronics issues and topics. It also provides a good networking opportunity for working professionals and a good forum for local consumer electronics companies to gain recognition for their technical activities. These meetings are open not only to members, but also the general public, to promote professional excellence and engineering awareness.

2005 Luncheon Meetings

Date	Topic	Speaker
01/18/2005	“An Overview of DLP Products”	Dr. Michael Mignardi Mgr., DMD Program, DLP group Texas Instruments
02/08/2005	“802.16e Why WiMax? – Why not WiBro!”	Dr. Cornelius Van Rensburg Smart Antenna CDMA2000 & 802.16 Researcher Samsung Telecommunications America
03/08/2005	“Designing Easy-To-Use High-Tech Products”	Dr. Janet Six Lone Star Interactive Design
04/12/2005	“Future of Gaming”	Dr. Corey Carbonara Digital Communications Technologies Project Baylor University
05/10/2005	“Drawing the Battle Lines in the Digital Home: CE, PC and Convergence Perspectives”	Michael Greeson Founder & Director Diffusion Group
06/14/2005	“Evolution of Air Interface Standards--Viewpoint of Radio Resource Management”	Dr. Ji Baowei Wireless System Engineer Samsung Telecommunications America
07/12/2005	“Six Things Every Engineer Should Know about Patents and Patent Law”	Michael Cameron Patent Attorney Jackson Walker LLP
08/09/2005	“Wireless connectivity in Hand held Mobile CE devices”	Frank Ferro Director of Marketing SyChip Inc.
09/13/2005	“Digital Living Landscape”	Michael Cai Senior Analyst Park Associates.
10/11/2005	“Home Networking for IP Video”	Richard Nesin, President HomePNA & VP Marketing Coppergate Communications.
11/01/2005	“They Speak in Pixels! Interactive Digital Games as the 21 st Century’s Mode of Human Expression”	Dr. Peter E. Raad Linda Wertheimer Hart Professor & Executive Director The Guildhall at SMU.
12/13/2005	DLP Technology In Action	Texas Instruments DLP presentation @ Legacy Cinemark Theaters

Recent Public Relations Activities

The Dallas chapter manages to establish and maintain effective working relationships with local consumer electronic companies for corporate sponsorships at various levels of financial commitment. The chapter relies on these sponsorships for operating expenses. We promote the engineering profession and communications with corporate sponsors, while also placing our sponsor's new technologies or hiring announcements before our chapter membership. In the past year we attracted Texas Instruments as our first Platinum sponsor, this has been instrumental in highlighting the potential our chapter has to bring on board Top Tier Corporate sponsors to assist our chapter in its quest to attract high quality technical speakers for our members. And assist with the IEEE goals of helping the community.

Our website <http://www.dallasces.org> has been an effective method for public relations, which was designed and is maintained by dedicated team of volunteers headed up by Dr. Rajeev Ramanath, Senior Color Scientist at Texas Instrument's DLP Color Laboratories. The website promptly posts meeting notices and contains links to other CE societies across the nation. It boasts past presentations from the speakers of our monthly lecture series and has a location for job announcements relating to local opportunities. The website also posts IEEE promotional announcements, sponsors' notices and advertisements, officers' pictures and bios and provides links to the IEEE and sponsor sites.

The IEEE teamed with other professional societies, including SPE, ASCE, TSPE, ASME, and AIChE to honor engineers turning ideas into reality during National Engineers Week on February 20-26, 2000, which was sponsored by the Texas Society of Professional Engineers (TSPE). The Engineers' Week 2000 was designed to promote excellent engineering practices, keep on top of the newest developments and projects, network with engineers of other disciplines and fields, and increase youth interest in the engineering profession.

IEEE together with several local small business, large corporation, public affair, non-profit organizations, participated in the *2000 YWCA Women of Achievement Award*. This award was sponsored by the Richardson YWCA to honor women who have made an outstanding contribution to the mission of their corporation, institution, or business.

All officers of the Dallas Chapter are volunteers from local consumer electronics or high tech companies. We come together with drive, energy, and the commitment to serve. The Dallas Chapter has one officer dedicated to Public Relations, publishing meeting announcements on local technical calendars, sending meeting notices to sponsors, IEEE members, and non-member subscribers.

The Chapter Chairman attended the 1st North America Regional Chapter Chairman Congress, a great networking & idea-sharing opportunity with other chapters to continuously improve our activities.

The Dallas chapter encourages electrical engineering students' participation to the monthly technical meetings by fully subsidizing their lunches. We also plan to promote their participation in the upcoming Emerging Technology Conference by offering a substantial discount on registration fees.

The IEEE teamed up with other professional and educational organizations in the Dallas area, hosting a mentoring web page for pre-college educational program.

Recent IEEE Member Advancements

In 2005, 25 IEEE Members in Dallas Section advanced to Senior Members, as documented at <http://www.ieee.org/organizations/rab/md/smupdates.html>, which counted a 2.4% increase.

The chapter endorsed and successfully campaigned for its members, Dr. Cornelius Van Rensburg, running for IEEE Dallas Section Treasurer and William Lumpkins running for IEEE Dallas Section Activities Chair

The chapter endorsed and campaigned for its member William Lumpkins running for the IEEE Consumer Electronics Society Adcom for 2006.

One member was nominated for *2005 Region 5 Area Outstanding Achievement Award* in Dallas – Dr. Rajeev Ramanath.

Recent Membership Development

The chapter has continuously been making progress in membership development. In 2005, the chapter acquired 141 new members, ended the 2005 calendar year with 150 members. That is an over 400% increase in chapter membership and the chapter officers are working to retain these new members and reach out to still more.

The chapter plans to dedicate one officer to membership development, updating membership information for meeting notice distribution and addressing membership questions.

The chapter provides membership services by subsidizing 100% of the lunch cost to members participating in the monthly technical luncheons and by offering a discount on registration fees to members attending the ETC 2006 and proposed ISCE 2007. This is made possible by the generous support of our corporate sponsors.

The Institute for Electrical and Electronic Engineers

Consumer Electronics Society - Dallas Chapter -

2006 CORPORATE SPONSORSHIP PLEDGE

Serving the Local Technical Community

with the Best Value in Corporate Sponsorships

Sponsorship will last at least one year from the receipt of pledge

(Please Check the Sponsorship Level of Your Donation Below)

_____ **PLATINUM LEVEL** (\geq \$5,000 TAX DEDUCTIBLE CONTRIBUTION)

- ✓ Recognized on Internet Web Site and linked to your company homepage
- ✓ Company Logo¹ placed on Platinum Banner for Monthly Meetings
- ✓ Recognized in Proceedings of ETC 2006
- ✓ Receives two VIP tables w/ 12 tickets to ETC 2006

_____ **GOLD LEVEL** (\geq \$2,500 TAX DEDUCTIBLE CONTRIBUTION)

- ✓ Recognized on Internet Website² and linked to your company homepage
- ✓ Company Logo¹ co-placed on Gold Banner for Monthly Meetings
- ✓ Recognized in Proceedings of Annual Symposium²
- ✓ Receives VIP table w/ 6 Tickets to ETC 2006

_____ **SILVER LEVEL** (\geq \$500 TAX DEDUCTIBLE CONTRIBUTION)

- ✓ Recognized on Internet Website³ and linked to your company homepage
- ✓ Company Logo¹ co-placed on Silver Banner for Monthly Meetings
- ✓ Recognized in Proceedings of ETC 2006³
- ✓ Receives 2 tickets to ETC 2006

_____ **BRONZE LEVEL** (\geq \$100 TAX DEDUCTIBLE CONTRIBUTION)

- ✓ Recognized on Internet Website³ and linked to your company homepage

Notes:

- 1 PLEASE PROVIDE CAMERAL-READY LOGO IN .eps AND CORPORATE POLICY ON COLOR, SIZING, ETC.
- 2 RECOGNITION LOGO APPEARS 20% SMALLER THAN PLATINUM LEVEL TEXT SIZE ON WEB PAGE
- 3 RECOGNITION LOGO APPEARS 40% SMALLER THAN PLATINUM LEVEL TEXT SIZE ON WEB PAGE

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Make check payable to: IEEE CE Society

Mail to: IEEE CES Society
3616 Tanner Lane
Richardson, Texas 75082

Contact: Will Lumpkins 214-543-0858
<http://www.DallasCES.org>

