

# 2008 MEDIA PLANNER

Winner of 9 Editorial Awards in 2007



Month	Close	Materials	Recruitment Features	Editorial Features	2008 Bonus Distribution
Jan	30 Nov	7 Dec	<b>Profile:</b> Professional Expert Witness	<b>2007 Annual Technology Analysis:</b> Winners & Losers	<input type="checkbox"/> CES, 7 - 10 Jan, Las Vegas, NV
Feb	2 Jan	8 Jan	<b>Travel Tips</b>	<b>Careers:</b> Dream Jobs <b>Energy:</b> Solar Decathlon <b>Semicon:</b> 60 GHz Silicon	<input type="checkbox"/> Solid State Circuits, 3 - 8 Feb, San Francisco, CA <input type="checkbox"/> International Wireless Communications Expo, 25 - 26 Feb, Las Vegas, NV <input type="checkbox"/> Optical Fiber Communications Conference, 26 - 28 Feb, San Francisco, CA
Mar	1 Feb	8 Feb	<b>Is Management Right for You?</b>	<b>Computer:</b> Recommender Systems <b>Organic Electronics:</b> E-Nose <b>Energy:</b> Galapagos Power	<input type="checkbox"/> ICASSP, 30 Mar - 4 Apr, Las Vegas, NV
Apr	29 Feb	7 Mar	<b>Office Politics</b>	<b>Annual Top 10 Tech Cars</b> <b>Consumer:</b> Electronics Obsolescence <b>Energy:</b> Organic Photovoltaic Cells	<input type="checkbox"/> Embedded Systems Conference, 14 - 18 Apr, San Jose, CA <input type="checkbox"/> NAB, 14 - 17 Apr, Las Vegas, NV <input type="checkbox"/> SHRM Staffing Management Conference & Expo, 16 - 18 Apr, Nashville, TN <input type="checkbox"/> Interop Las Vegas, 28 Apr - 2 May, Las Vegas, NV <input type="checkbox"/> Sarnoff Symposium, 28 - 30 Apr, Princeton, NJ
May	1 Apr	8 Apr	<b>Don't Retire — Become a Consultant</b>	<b>Transportation:</b> Prius Conversion <b>Transportation:</b> Toyota Quality Control <b>Defense:</b> DARPA Antichip Trust <b>IEEE Media of Honor Winner Profile</b>	
Jun	1 May	8 May	<b>Sales and Marketing</b>	<b>Computer Special Report:</b> The Singularity	<input type="checkbox"/> Design Automation Conference, 9 - 13 Jun, Anaheim, CA <input type="checkbox"/> MTT, 15 - 20 Jun, Atlanta, GA <input type="checkbox"/> NXTcomm, 16 - 19 Jun, Las Vegas, NV <input type="checkbox"/> ASEE Annual Conference & Exposition, 22 - 25 Jun, Pittsburgh, PA
Jul	2 Jun	9 Jun	<b>EE Salary Survey</b>	<b>Robotics:</b> KIVA Robotics <b>Energy:</b> Thorium Reactors <b>Consumer:</b> The Software Defined Cellphone	<input type="checkbox"/> Antennas and Propagation, 5 - 11 Jul, San Diego, CA <input type="checkbox"/> SEMICON, 9 - 11 Jul, San Francisco, CA <input type="checkbox"/> IEEE Power Society Meeting, 20 - 24 Jul, Pittsburgh, PA
Aug	30 Jun	7 Jul	<b>Mentoring</b>	<b>Semicon:</b> GaAs FETs <b>Computer:</b> IBM Brazil Gameframe	<input type="checkbox"/> EMC, 18 - 22 Aug, Detroit, MI
Sep	1 Aug	8 Aug	<b>Cost-benefits of a Grad Degree</b>	<b>Power:</b> The Med Ring <b>Telecom:</b> Photonics in Copper Mining	
Oct	2 Sep	9 Sep	<b>Managers Rate Soft Skills</b>	<b>Bio:</b> Robotic Cellular Surgery <b>Energy:</b> Zero-Net-Energy Buildings <b>Telecom:</b> San Diego Wireless Network <b>Bio/Consumer:</b> Idiotproofing the Defibrillator	<input type="checkbox"/> Interop New York, TBD, New York, NY <input type="checkbox"/> HR Southwest, 15 - 16 Oct, Fort Worth, TX <input type="checkbox"/> Embedded Systems Conference, 27 - 30 Oct, Boston, MA
Nov	1 Oct	9 Oct	<b>TBD</b>	<b>Patent Scorecard</b> <b>Consumer:</b> High-Tech Gifts <b>Telecom:</b> Mobile TV	<input type="checkbox"/> IEEE/ACM Conference on Computer Aided Design, 10 - 13 Nov, San Jose, CA
Dec	31 Oct	7 Nov	<b>Humor Do's &amp; Don'ts</b>	<b>Top R&amp;D Spenders</b> <b>Semicon:</b> Optical Chip Set <b>Telecom:</b> Flow Routing <b>Transportation:</b> Train Braking Systems <b>Computer:</b> Tabletop Computing	<input type="checkbox"/> 2008 Electron Devices, 15 - 17 Dec, San Francisco, CA