

NIWeek 2003

WORLDWIDE VIRTUAL INSTRUMENTATION CONFERENCE

EXHIBITOR PROSPECTUS

August 13-15, 2003/Alliance Day, August 12

Austin Convention Center

Austin, Texas USA

ni.com/niweek



NIWeek 2003

NI shares your vision. When you're involved with the measurement and automation industry, you have a certain way of looking at the world. There is no better way to learn than to meet with others facing similar issues and problems at NIWeek™ 2003, the worldwide virtual instrumentation conference, held in Austin, Texas, USA.

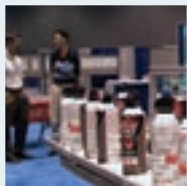
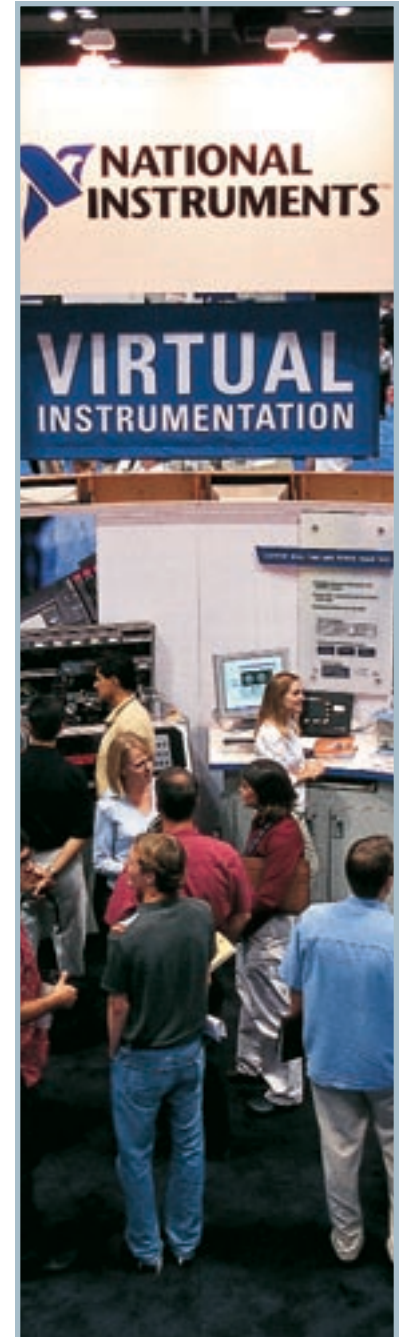
This annual conference and exhibition provides highly technical information and training for engineers and scientists who apply virtual instrumentation to design, test, measurement, and control applications. The exhibition is the attendee's chance to see new products in action and find system integrators and product solutions to meet their needs.

Take a Look at What's Ahead for NIWeek 2003:

- Gain exposure to a highly qualified audience of more than 2,000 engineers and scientists in an array of industries and applications
- Network with NI sales engineers, developers, and executives
- Discover opportunities with 90 members of the global trade press
- Get motivated with three FREE keynote addresses
- Gain application knowledge from industry experts as they present at three days of conference sessions (conference pass required)

Who Should Exhibit?

- System integrators, value-added resellers who integrate NI products into their solutions
- Product vendors involved in the design, test, measurement, and control application areas, including:
 - Sensors
 - Motion
 - PXI/Instrumentation
 - Test Fixture/Mass Interconnect



Your Exhibit Package Includes:

- One 10' X 10' booth space
- 6' draped table
- Two chairs
- Power (500 to 1000 W)
- Pipe and drape
- Show color carpet
- Company identification sign
- FREE expo passes
- Preshow mailing list
- Link from our award-winning Web site, **ni.com**
- FREE company listing and logo placement in exhibit guide



2003 Sponsorship Opportunities:

Increase your exposure through an event sponsorship:

- Breakfast, lunches, and refreshments
- Exhibition receptions
- Map callouts
- *Show Daily* ads

For more information on these opportunities, please contact Anna Pennartz, National Instruments, (512) 683-5442, or e-mail Anna at anna.pennartz@ni.com

Get Your Entertainment Pass Now for Only \$200!

- Enjoy FREE breakfast and catered lunches in the exhibit hall
- Network during the NIWeek receptions
- Attend the NIWeek parties
- Learn from morning keynote addresses



What's Happening in the Exhibit Hall?

- More than 50,000 feet of exhibit space
- 2,000 engineers and NI developers
- 60 global technical and trade press editors
- NIWeek Café for attendee lunches
- Evening receptions and activities

Cyber Café: Create a personal conference schedule, request meetings with NI developers, access your e-mail account, and complete the conference survey.

ROBOLAB Contest: Design, build, and program a LEGO robot using LabVIEW-based ROBOLAB software Wednesday evening, August 13. Then, compete against other NIWeek 2003 participants and area school children in an obstacle course on Thursday.



NEW to the Exhibition This Year!

NIWeek 2003 Pavilions

Sensors: TEDS Sensors, with the IEEE 1451.4 standard, enhance analog sensors with plug and play capability, and their widespread adoption affirms them as the next step in the evolution of the measurement and automation industry. The NI Plug & Play Sensor Partners Pavilion provides sensor vendors with an opportunity to promote their Smart TEDS and Virtual TEDS sensors alongside NI TEDS-capable LabVIEW™ software and data acquisition products.

LabVIEW Design: The design pavilion features NI LabVIEW integrating with common design tools for DSP, analog, RF, and embedded control. Attendees see how LabVIEW can facilitate the design process by interfacing with popular tools such as Texas Instruments Code Composer Studio for DSP systems and Ansoft Designer for RF circuitry. Learn how LabVIEW, integrated with these tools, can improve product design and get products to market faster.

Analog and Digital Test: The analog and digital test pavilion features NI partners for mixed analog and digital test. Attendees see new applications in analog and digital test, including applications in functional test and device characterization. This pavilion also includes a "test drive" area, where attendees can try out the new PXI modular instruments through demonstrations and self-paced demo scripts.

Conference Information

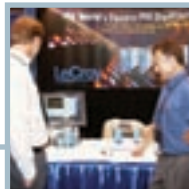
Each year, customers, Alliance Program partners, educators, and members of the press in engineering and science come together to share ideas and experiences concerning the latest advancements in virtual instrumentation.

This year is no different! The NIWeek 2003 conference program is packed with new and exciting technical information. Choose from more than 140 unique sessions presented by National Instruments engineers and other industry specialists and analysts from companies including Sony Electronics, Microsoft, Texas Instruments, and NASA.

Additional sessions focus on industry-specific applications with a special emphasis on automotive, sensors, and design. To find out more about NI must-see sessions, visit ni.com/niweek

Poster Session

The NIWeek Virtual Instrumentation Paper Contest is an annual event in which customers share their most innovative and creative applications using NI products. Visit the Virtual Instrumentation Poster Session, found outside Ballroom D, to view each paper contest submission. All semifinalists and finalists present their winning applications during NIWeek 2003.



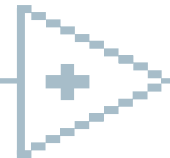
Expand Your NIWeek Experience Through Training

Maximize the effectiveness of your trip to Austin by taking advantage of National Instruments training courses offered at the NI corporate campus during NIWeek!

Earn Certification Credentials

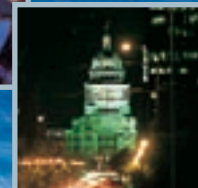
Sign up for any National Instruments certification exam. Certifications available are: Certified LabVIEW Developer and Architect, and Certified TestStand Developer and Architect. NI also conducts certification preparation courses during NIWeek.

To register for a course, or to find out more about our certification program, visit ni.com/info and enter **exfmdg**, or call (800) 813-4718.



AUSTIN, TX – Live Music and Much More

NIWeek takes place in the heart of famous downtown Austin, the beautiful state capital of Texas. With a world-renowned live music scene, as well as beautiful hill country surroundings, Austin offers plenty to do, discover, and see. Considered one of the leading technology centers in the world, Austin is a modern metropolis with an atmosphere and rhythm all its own.



Register by June 1 and save \$200!

Register to attend NIWeek 2003 by June 1, 2003, and save \$200 on your conference fees. Visit ni.com/niweek to register and view program details. Call (512) 683-0100, or e-mail niweek@ni.com for additional information.

Contact Information

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Exhibit Staffing Hours

Tuesday, August 13	5:00 - 7:00 p.m.
Wednesday, August 14	10:00 a.m. - 8:00 p.m.
Thursday, August 15	10:00 a.m. - 7:00 p.m.

**Peak staffing times are from 11:00 a.m. - 2:00 p.m. and
5:00 - 7:00 p.m. on Wednesday and Thursday.

Companies Previously Represented at NIWeek

3M
ABB
AMD
Apple
Applied Materials
Bausch & Lomb
Boeing
Bruel & Kjaer
Cirrus Logic
Christensen Display
Coca-Cola & Schweppes Beverage
Corning
DaimlerChrysler
Dell
Delphi
Dolch
Dow Chemical
Eastman Kodak
Ericsson
Fisher-Rosemount
Ford Motor Company
GenRad
General Electric
Hewlett-Packard
Honeywell
Intel
Jet Propulsion Lab
Kimberly-Clark
Los Alamos National Laboratory
Lucent Technologies
NASA
Nokia
Northrop Grumman
Perkin Elmer
Pfizer
Racal Instruments
Raytheon
Southwest Research Institute
Toyota
Volvo
Yokogawa



Currently Reserved

Selection and Fees

Description All prices in U.S. dollars	By June 1, 2003	After June 1, 2003	Quantity
Conference (8/13-8/15/03)	\$895	\$1,095	
Volume discount (5th registration is FREE)	FREE for 5th registrant	FREE for 5th registrant	
Educator discount (50% off conference fee)	\$448	\$548	
Entertainment pass	\$200	\$200	
One-day pass (Please indicate day ___ / ___)	\$500	\$500	
Booth space	\$800	\$1200	
Additional booth space (per 10' x 10')	\$500	\$500	
Exhibition pass (access to exhibition hall only)	FREE	FREE	
NI Alliance Day (8/12/03)	\$100	\$200	
NI Alliance Program discount (1st 10'x10 booth)	\$700	\$1,100	
TOTAL			

Conference fee includes: Conference admission, exhibition admission, Conference Proceedings CD, shuttle service from all conference hotels to and from the Austin Convention Center, breakfasts, lunches, exhibition receptions, and evening events.

Educator discount: Full-time faculty and graduate students are eligible. Must pay with a purchase order from an accredited college or university.

Academic Day: Special day for faculty and graduate students to learn how computer-based measurement and automation is used in the classroom and in research.

Alliance Day (August 12, 2003): Special day for developers, consultants, and systems integrators in the National Instruments Alliance Program.

Booth space fee includes:

- 10'x10' of exhibition space
- 6' draped table
- Pipe and drape
- Two chairs
- Power (500 W)
- Show color carpet (no substitutions)
- Sign (company name in 4" letters)
- Booth space does not include conference registration

Hotel registration: We have arranged special NIWeek rates in the downtown Austin area.

For more information, visit ni.com/niweek

Entertainment pass includes: All meals, receptions, and evening events. Conference guests who purchase an entertainment pass also may participate in NIWeek guest activities. For more information, visit ni.com/niweek (Request guest activity information)

Exhibition pass: Access to exhibition hall only

Volume discount: Volume discount is **ONLY** applicable if the attendees are registered on one form.

Cancellation: If you cancel your NIWeek registration by July 1, 2003, you are subject to a \$95 cancellation fee. No cancellation refunds are available after July 1, 2003, or for no-shows. Please submit your cancellation notice in writing.

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