



February 24-25, 2010 • Wyndham Hotel, San Jose, CA • [ethernetsummit.com](http://ethernetsummit.com)

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Dear Panelist:

Thank you for agreeing to participate in a panel session at the Ethernet Technology Summit to be held at the Wyndham Hotel in San Jose, California on February 24-25, 2010.

**Please remember that the Ethernet Technology Summit is a technical event. You can use your company's products as examples, but avoid sales pitches or detailed product descriptions. Keep your basic talk general and emphasize technical issues and questions.**

**We include in this file:**

- Instructions to help you plan your talk.
- Sample page to use as a guide for submitting brief statement to be published in the Proceedings.
- Summit Overview
- Correspondence
- Request for Biographical information
- Transfer of Copyright form which you should fill out and return to Proceedings editor Ellen Thro ([ellen@ethernetsummit.com](mailto:ellen@ethernetsummit.com); subject line: Ethernet Technology Summit) with your brief statement by January 22. If you have a PowerPoint presentation (it is not required), include the PowerPoint file. Include closing slides with your contact information and a brief description of your organization.
- If you will have PowerPoint presentation, and it won't be ready by the deadline, you should then submit your PowerPoint file to [webmaster@ethernetsummit.com](mailto:webmaster@ethernetsummit.com) after the Summit is over.

**Due date for material to be included in the Proceedings is \*\*\* January 22, 2010 \*\*\***

**Note that you must register for the conference** (no exceptions) on the Web at [www.ethernetsummit.com](http://www.ethernetsummit.com). Use the speaker registration to get the reduced speaker fee. You will have to pay the full fee if you do not pre-register.

Sincerely yours,

Lance A. Leventhal  
Program Chairperson, Ethernet Technology Summit  
[lance@ethernetsummit.com](mailto:lance@ethernetsummit.com)

**KEY HINTS FOR SPEAKERS**

- Don't put too much on your slides. 30 words should be the maximum. And please no tiny figures or charts no one can read.
- Limit your lists to 3-5 points (shown to be the most people can comprehend at one time). If you have more, drop the less important ones or combine points into groups.

- Conclude your talk by indicating the 1 or 2 major ideas you think the audience should remember.
- Keep your hands out of your pockets!

## PANELIST INSTRUCTIONS

### SESSION STRUCTURE

**Each panelist should prepare a position statement lasting about 5 minutes.** The rest of the time will be for audience questions and discussion.

### PREPARING YOUR TALK

#### Organization

The time limit restricts how many technical points you can expect your audience to absorb. A good guideline is to have no more than 3. This restriction will help focus the audience's attention on the most significant information.

#### Visual Aids

**If you are creating a PowerPoint presentation, you should plan a slide for each key point. Each slide should have at most five major supporting concepts. When using PowerPoint, try not to overdo things. Small print, tiny figures, and odd color combinations can make your slides completely unreadable. We suggest you limit your text to 30 words per slide, and put figures and graphs on separate slides rather than crowding them in with the text.**

**Please provide copies of your slides or position statement for the Proceedings and a final version for posting on the Website after the event (send them to [webmaster@ethernetsummit.com](mailto:webmaster@ethernetsummit.com)).**

#### Timing

You can expect to speak about six sentences per slide, which normally runs 1 to 1 1/2 minutes. If you have three slides, your basic presentation will last four minutes. This leaves a little time for an introduction and a summary.

**Do not run overtime. The chairperson will warn you when you are close to the limit.**

#### Improving Your Mechanics

Put a few words in your notes to start your train of thought at each point. Be sure to add to the slides; don't just repeat what the audience can already see.

Try to make your talk interesting. Vary your approach, style, speed, and tone. Humor can help if it isn't in bad taste or insulting. Be sure to make eye contact with your audience (and not just with one person). Do not stare at your notes, the screen, or the floor. And keep your hands out of your pockets!!!

Also do not talk into the screen or the floor, stand in front of the screen, or pace back and forth.

Try to say something original, surprising, or controversial. Raise significant issues.

#### Answering Questions

Before answering a question, be sure that everyone knows what it is. Repeat it if necessary. Note that people in back of the questioner usually cannot hear a thing. Then answer the question concisely and directly. Ask other panelists if they have comments or additions. Restrict your answer to about two minutes. If someone wants more detail, ask him or her to meet with you afterward. Do not argue with questioners or other panelists. Let the chairperson manage the discussion.

## **POWERPOINT TEMPLATES**

Ethernet Technology Summit PowerPoint templates will soon be available on the Website **For Speakers** page:

[http://www.ethernetsummit.com/English/For\\_Speakers/For\\_Speakers.html](http://www.ethernetsummit.com/English/For_Speakers/For_Speakers.html)

We request that you use these templates for your presentation at the Summit.

## **PROCEEDINGS MATERIALS**

DUE DATE: for slides, one-page statements, and other material to go in the on-line Proceedings  
\*\*\* JANUARY 22, 2010 \*\*\*

The Proceedings will be posted on the Website; it will not be distributed. Please send all materials in **.doc (text) OR .ppt (slides) format** to:

[ellen@ethernetsummit.com](mailto:ellen@ethernetsummit.com)

Subject: Ethernet Technology Summit

## **Sample One-Page Statement for *Proceedings***

### **THE ROLE OF ETHERNET IN NEANDERTHAL APPLICATIONS**

Rebecca M. Sharp and Ernest R. Worthing  
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Ethernet has become the fundamental conundrum for modern communications technology in next-generation network infrastructures. New forms such as 10 GbE, 40 GbE, 100 GbE, and Carrier Ethernet are all essential in developing today's state-of-the-art consolidated data centers as well as telecommunications centers and networks. Industrial, home, and wireless networks are also turning to Ethernet as their base protocol. Issues such as quality-of-service, management, latency, security, and interfaces with legacy networks all need to be resolved. Tools such as analyzers, bit-rate error generators, emulators, and simulators must provide the required synergy for categorizing convergent Ethernet paradigms and realizing high-performance ecosystems.

Rebecca M. Sharp is an Ethernet Product Manager at Jurassic Computer Enterprises. She was formerly the Chief Winged Monkey at the Wicked Witch's Castle. She received her B.A. degree in embezzlement from the Western New Guinea Correspondence School of Telecom Platform Development. Ernest R. Worthing is a Staff Ethernet Development Engineer at Jurassic Computer Enterprises. He was previously an assistant saber-toothed tiger at the La Brea Tar Pits.

Copies of the presentation are available at [www.jurassic.com/garbage/slides](http://www.jurassic.com/garbage/slides) or by e-mailing [rsharp@jurassic.com](mailto:rsharp@jurassic.com).

Jurassic Computer Enterprises specializes in providing Ethernet solutions for the pornography, archaeology, and UFO industries. In business since 1357, it focuses on methods for avoiding legal intercept and financial disclosure. It expects to offer its first actual products in 2050 or later.

## **OVERVIEW of the SUMMIT**

The Ethernet Technology Summit will be held on February 24 - 25, 2010 at the Wyndham Hotel in San Jose, California. The Web site is [www.ethernetsummit.com](http://www.ethernetsummit.com).

## **GENERAL SCHEDULE**

**Tuesday, February 24** – Tutorials, General Sessions, Keynotes, Exhibits, Reception, and Chat with the Experts

**Wednesday, February 25** – Tutorials, General Sessions, Keynote, and Exhibits

## **CORRESPONDENCE**

Direct all correspondence and inquiries about the conference to:

### **CONFERENCE MANAGER:**

Chip Stockton  
Conference Concepts  
12463 Rancho Bernardo Rd #373  
San Diego CA 92128  
E-mail - [chip@ethernetsummit.com](mailto:chip@ethernetsummit.com)  
Voice - (858) 673-1372  
Fax - (858) 673-1375

### **PROGRAM CHAIRPERSON:**

Dr. Lance A. Leventhal  
Emulative Systems Co  
PO Box 1258  
Rancho Santa Fe, CA 92067  
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Phone - (858) 756-3327

### **EXHIBIT SALES:**

Alan Land  
602 Seagate PMB #8219  
Oceanside, CA 92054  
(760) 212-5718/(888) 565-4350 fax  
[alan@ethernetsummit.com](mailto:alan@ethernetsummit.com)

## **REQUEST FOR BIOGRAPHICAL STATEMENT**

Name:

Phonetic pronunciation:

Date:

Address:

City:

State/Province:

Zip/Postal Code:

Country (if not US):

Phone:

E-mail:

Fax:

Current Employer:

Job Title:

Biographical Statement (100 words or less):

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**If I cannot participate, I suggest the following person as my replacement:**

Name:  
Title:  
Company:  
Address:

City:  
State/Province:  
Zip/Postal Code:  
Phone:  
E-mail:  
Fax:

Please return this completed statement to:  
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Subject: Ethernet Technology Summit

## TRANSFER OF COPYRIGHT

This form simply gives the Summit the right to publish your materials in the on-line Proceedings. It does not preclude you from using or publishing them elsewhere or convey any ownership rights whatsoever.

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