

Promotional Packet for Speakers for the Abundant Nexus Conference



The graphic features a central white circle containing a stylized hand holding a small green plant with two leaves. This circle is set against a vibrant, colorful mosaic background. The mosaic depicts a tree with swirling brown branches and blue trunks, adorned with various flowers (blue, yellow, red) and butterflies (orange, yellow, blue). Below this, a dark green horizontal band contains the conference title and subtitle. At the bottom, there's a blue band with event details and a pink band for registration.

Abundant Nexus Conference

The Convergence of MEMS Technology, Entrepreneurism & Abundance

April 24, 2024 | Computer History Museum
Mountain View, California

Register at
www.AbundantNexus.com

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Sample Email for Speakers to Send to Their Contacts

Dear [Recipient's Name],

I hope this email finds you well. I am thrilled to announce that I will be speaking on the topic of [your presentation title] at the [Abundant Nexus Conference](#) (www.AbundantNexus.com)! The Abundant Nexus Conference is designed to honor [Dr. Janusz Bryzek](#), a transformative character in Silicon Valley who pushed the technological boundaries of micro-electromechanical systems (MEMS). Unfortunately, the tech community [lost Janusz in 2022](#). Over his 40+ year career, Janusz started 11 companies commercializing his MEMS passion: from pressure sensors to multiplexers, IMUs to ultrasonic imagers. He was an optimistic technology enthusiast who saw the abundance of ubiquitous low-cost MEMS devices as a means of improving the lives of everyone. In short, he operated at the convergence of MEMS, Entrepreneurism, and Abundance.

I invite you to join me at the [Abundant Nexus Conference](#) and celebrate Janusz's legacy as we explore this convergence of MEMS technologies, Entrepreneurship, and Abundance. Keynote Speakers include **Dr. Peter Diamandis**, the founder of XPRIZE, co-author of [Abundance](#) and a data-driven optimist, **Benedetto Vigna**, the CEO of Ferrari, and **Sandeep Akkaraju**, Co-Founder and CEO of Exo Imaging.

In addition to me and the keynote speakers, the conference organizers have curated an excellent and extensive [program agenda](#). You will have the opportunity to engage with colleagues, academics, entrepreneurs, and thought leaders as we delve into MEMS technology, its successful commercialization, and its profound impact on our world. We will revisit the remarkable growth of MEMS research and commercialization, explore what distinguishes successful startups, discuss the latest research trends, and understand how MEMS technology has saved countless lives worldwide. Our panel of experts will discuss the current state of MEMS – whether it is mature, in decline, or evolving in novel ways. Finally, we'll cap off the evening by networking with fellow attendees over drinks and hors d'oeuvres.

I look forward to your joining me at this truly unique event! You can [register here](#). If you have any questions, please don't hesitate to reach out to me directly.

Best regards,
[Your Name]
[Your Position/Title]
[Your Contact Information]

Social Media Posts to Like, Comment, and Re-Post

LinkedIn

- [Original Event Post](#)
- [Post announcing Sandeep as a keynote speaker](#)
- [Additional Event Post](#)
- [Additional Short Event Post](#)
- [Post announcing Peter as a keynote speaker](#)
- [Microtech's post about Abundant Nexus](#)
- [Shad Roundy's post about Abundant Nexus](#)
- [Roger Grace's post about Abundant Nexus](#)
- [Brian's comment on Abundant Nexus Post about Dr. Peter Diamandis](#)

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- [Original Event Post thread](#)
- [Post thread announcing Sandeep as a keynote speaker](#)
- [Additional Event Post](#)
- [Additional Event Post](#)
- [Post thread announcing Peter as a keynote speaker](#)

Banners Available for Promotional Partners' Websites / E-Newsletters

The Abundant Nex A variety of standard sizes are available, as detailed below. For non-standard sizes, please contact Bette Cooper at bcooper@mepcom.net, or call 650-714-1570.

Banner (468x60)



The 468 x 60 ad unit is the original top-of-the-page banner ad and is one of the most common ad sizes in use over the past couple of decades. This banner size was pretty common with marketers when people would visit web pages on low-resolution screens.

Leaderboard Banner (728x90)



Leaderboard banners, also called horizontal banners, are among the best performing ad sizes, according to Google. They are large and highly noticeable; Leaderboard banners are also the first content a user sees when they visit a page.

Large Leaderboard (970x90)



The 970 x 90 is comparatively a new banner ad size introduced in 2013. It's also referred to as a large leaderboard. Because of its size and placement, this leaderboard ad has the potential to attract users and deliver ad messages more effectively.

Square (250x250) or Small Square (200x200)



The 250 x 250 and 200 x 200 are mobile banner ad sizes useful for both desktop and mobile web pages. Square ad banners are common mobile banners. However, since this format is small compared to other ad sizes, it may underperform on desktops when compared to larger banners.

Medium Rectangle or Inline Rectangle (300x250)



The inline rectangle is another of Google's top-performing banner ad sizes. This ad is commonly placed in the middle of content with a distinct design and CTA (call to action). It supports most ad formats, making it ideal for placing video ads and responsive ads.

Large Rectangle (336x280)



The large rectangle banner is the big brother of the medium rectangle, offering greater visibility.

Skyscraper (120x600)



Skyscrapers are slim, vertical banner ads that cover a considerable part of a web page. Audiences experience them progressively while scrolling the content. The 120 x 600 skyscraper banner is usually the slimmer and smaller format of the skyscraper variants and is usually placed on either sidebar of the publisher's page.

Non-Standard Banner Sizes

The Abundant Nexus Conference is happy to accommodate non-standard banner sizes. Please contact Bette Cooper at bcooper@mepcom.net, or call 650-714-1570.

Reasons to be a Sponsor or Benefactor of the Abundant Nexus Conference!

The Abundant Nexus Conference is a special event to honor the extraordinary and enduring legacy of Dr. Janusz Bryzek who passed in November 2022. It focuses on three pillars of Janusz' legacy:

1. **MEMS.** Micro-electromechanical systems. Sensors and actuators such as: inkjet printer heads, pressure sensors, IMUs (inertial measurement units = 3-axis accelerometer, 3-axis gyro, and 3-axis magnetometer), microphones, displays (e.g., Texas Instrument's DLP or digital light processor), clocks/oscillators, filters, optical switches, ultrasound transducers, atomic force microscopes, LiDAR, etc.
2. **Entrepreneurism.** The art of starting and running a company. Janusz created 11 during his 40+ year career.
3. **Abundance.** Coined by Dr. Peter Diamandis and Steven Kotler in their book titled "Abundance." They argue that humans have irrational fears spurred on by news and social media. In reality, though, the human civilization continues to get better according to nearly every metric. They argue that this trend will continue, driven by exponentially growing technologies including MEMS, artificial intelligence, robotics, infinite computing, ubiquitous broadband, digital manufacturing, nanomaterials, synthetic biology and many other technologies. The authors foresee dramatic changes touching every facet of life: water, food energy, healthcare, education, etc. Imagine eliminating water pollution, deploying handheld medical tricorders (a la StarTrek), and vertical farms an order of magnitude more efficient than traditional agriculture. By about 2040, Diamandis and Kotler argue we will have the "ability to meet and exceed the basic needs of every man, woman, and child on the planet"¹.

Attendees to the Abundant Nexus Conference will gain insights into critical concepts including:

- The historical evolution of MEMS from concept to exponential phenomenon.
- The cutting-edge applications and growth prospects for MEMS.
- Strategies for evaluating the viability of your startup ideas and how to position them for seed and Series-A funding.
- The philosophy of Abundance and its empowerment in the monetization of your business.
- The opportunity to network with up to 250 MEMS and sensor business luminaries, thought and business leaders, academics, and like-minded entrepreneurs.

Sponsors and Benefactors of the Abundant Nexus Conference will benefit from:

- Exposure to the expected audience of up to 250 entrepreneurs, luminaries, academics and business leaders.
- Association with industry icons including Dr. Peter Diamandis (XPRIZE, Singularity University, Abundance), Benedetto Vigna (CEO of Ferrari), Sandeep Akkaraju (CEO of Exo), and Kurt Petersen (Band of Angels).
- Inclusion in the signage at the entrance to the event, or at the food/beverage tables.
- Acknowledgement of the Sponsor at the event.
- Placement of the Sponsor's logo or Benefactor's name on the website.
- Tabletop display for Silver+ Sponsors and above: approximately 72" x 30" table, two chairs, tablecloth, and power. Conference attendees will be able to visit the tables during breakfast, lunch, and the final reception, as well as three breaks: nearly 5 hours of time.
- Enabling the availability of student tickets at the significant discount of 50%.
- Creating an award in Dr. Janusz Bryzek' name to be offered to a student researcher at the [Hilton Head Workshop in June 2024](#).
- Networking and sales opportunities vis-à-vis the highly qualified audience.
- A unique opportunity to celebrate and honor one of the great luminaries in the history of MEMS: Dr. Janusz Bryzek.
- A wide range of options in which to provide support: see the Sponsorship Opportunities flyer.

¹ Author unknown. "Abundance." Peter H. Diamandis, <https://www.diamandis.com/abundance>. Accessed 19 February 2024.

Sample Emails to Potential Sponsors

Sample 1 Email to Potential Sponsor or Benefactor

Hi [Contact Name],

As you are aware, we lost MEMS industry luminary [Dr. Janusz Bryzek](#) in November of 2022. Over his 40+ year career, Janusz influenced nearly everyone within the MEMS community, and many luminaries in the Valley and beyond. To celebrate Janusz' extraordinary legacy, we will be hosting a conference in his honor called the [Abundant Nexus Conference](#) on April 24, 2024 at the Computer History Museum [<https://abundantnexus.com/>]. We will have keynotes from **Dr. Peter Diamandis**, XPRIZE Founder, **Benedetto Vigna**, Ferrari CEO, and **Sandeep Akkaraju**, Co-Founder and Exo CEO. Please find attached some details about the conference. I would certainly welcome the opportunity to have you and your colleagues join me. If you are interested, you can [register here](#).

Additionally, we would really appreciate it if [contact's company name] would consider being a sponsor of the event. We are self-funded, which is a bit of a challenge because this conference is super unique and one-off. The conference organizing committee has decided to ask for event sponsorships to help defray the major expenses of the event. We are so very fortunate to have contributions from Exo, Invensense, SMART Microsystems, Ozen Engineering, MEPTEC, IEEE, Semi, and Microtech Ventures. This support allows us to keep ticket prices low and offer significant student discounts so that a broader audience can attend. It is also our intention to create an award in Janusz' name with the excess monies from the conference, to be awarded to a graduate student(s) at the [Hilton Head Workshop in June 2024](#). I have also attached some information about Sponsorship options. Any support helps us make a meaningful impact on the community.

By the way: the "we" behind this event is a group of folks who knew and loved Janusz, including his wife Barbara Bryzek as well as Sandeep Akkaraju, Gene Burk, Roger Grace, Mary Ann Maher, Joe Mallon, Tom Nguyen, Kurt Petersen, Prof. Shad Roundy, and a handful of Exo employees. [Add note about your association with Janusz here if you so desire.]

Thank you,
[Your name here]

Other speakers and panelists include:

- **Dr. Alissa Fitzgerald**, AM Fitzgerald
- **Evgeni Gousev**, Qualcomm
- **Roger Grace**, Roger Grace Associates
- **Prof. David Horsley**, Northeastern University
- **Dr. Edvard Kalvesten**, CEO of Silex
- **Susumu Kaminaga**, Member of the Board of Toray Industrial (SPP)
- **Dr. Franz Lärmer**, Research Fellow of Bosch
- **Dr. Mary Ann Maher**, SoftMEMS
- **Dr. Stefan Majoni**, Director of MEMS Foundry at Bosch
- **Dr. Kurt Petersen**, Band of Angels
- **Prof. Al Pisano**, UC San Diego
- **Prof. Kris Pister**, UC Berkeley
- **Curtis Ray**, Omnitron Sensors
- **Magnus Rimskog**, Sales Director of Silex
- **Prof. Shad Roundy**, University of Utah
- **Weijie Yun**, Tyche Partners

Sample 2 Email to Potential Sponsor or Benefactor

Dear [Contact name],

I hope the New Year is going well for you so far.

I wish to take this opportunity to share information about a key aspect of the [Abundant Nexus Conference](#) (www.ABUNDANTNEXUS.com) which will honor the legacy of Dr. Janusz Bryzek and take place on April 24, 2024 at the Silicon Valley Computer History Museum in Mountain View, California. Opportunities are available for Sponsorships and Benefactorships.

These financial contributions serve a dual purpose. Firstly, by maintaining the attendance fee at a modest \$395, our goal is to encourage broader attendee participation. Secondly, the funds generated will contribute to establishing a financial award in honor of Janusz, benefiting a student or research participant at the [Hilton Head Workshop in June 2024](#). Regardless of the chosen level of support, any form of assistance is welcome. We hope you will join us in making a meaningful impact and gaining visibility in the process.

Benefactorships are available for individuals, whether they are friends or colleagues of Janusz Bryzek, at a contribution level of \$250 (or more if desired). Those who choose to be Benefactors will have their names listed on the Sponsors and Partners page, placed under the logos. Additionally, their names will be linked to their individual LinkedIn accounts or another provided link.

Regards, [Your name]

Sample 3 Email to Potential Sponsor (part of an email on a different subject)

[Main email on separate topic here.]

On a separate note, [contact name], you may be aware that we lost Dr. Janusz Bryzek in November of 2022. Janusz was a co-founder and one of the visionaries behind Exo. Over his 40+ year career, he influenced nearly everyone within the MEMS community, and many luminaries in the Valley and beyond. To celebrate Janusz' extraordinary legacy, we will be hosting a conference in his honor called the [Abundant Nexus](#). We will have keynotes from **Dr. Peter Diamandis**, co-author of the book [Abundance](#) and XPRIZE Founder, **Benedetto Vigna**, Ferrari CEO, and **Sandeep Akkaraju**, Co-Founder and CEO of Exo. I am attaching some details about the conference. I would love to have you and your colleagues there as part of the audience!

Additionally, we would greatly appreciate [contact's company name]'s thoughtful consideration of being a sponsor for the event. We are self-funded, which is a bit of a challenge because this conference is super unique and one-off. So, we don't know if we will be wildly successful or come up short. As such, we are asking the tech community for support. Any excess funds will be used to create an award in Janusz' name to be awarded to a graduate student(s) at the [Hilton Head Workshop in June 2024](#). I have also attached some information about Sponsorship options.

Thank you,

[Your name]

