

Re: Embedded Systems Conference priced out of reach?

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- *From:* Vladimir Vassilevsky <antispam_bogus@xxxxxxxxxxxxx>
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Tim Wescott wrote:

Mark Borgerson wrote:

I just got my flyer for the April San Jose ESC. Inside the front cover I found the following "best value" prices for all access passes:

before Feb 6 \$1795 (the brochure arrived on the 10th)
Mar 5 1995
Mar 29 2195
on site 2295

[...]

Something to consider when you decline to go is that you're not paying \$3000. You're really paying \$3000 pre-tax for conference and travel, plus the \$3000 to \$6000 in lost revenue, depending on what you charge.

Just wondering how did you get those numbers. That looks like too small to be a cost of the lost opportunity. Networking at the ESC is rather dubious, since those who attend it are mostly the juniors just from school.

So the question isn't do you want to pay \$3000 vs. \$1000, it's do you want to pay \$4000 to \$7000 vs \$6000 to \$9000. Looking at it that way, it's not as big a difference. Even if I weren't presenting and getting into the talks for free, I think I'd have to go at least every other year to keep my training current.

There are much better, less time consuming and less expensive ways to keep oneself on current. The

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conference is mainly the place to have fun (if it is billed to the account of employer), however paying your own money is a different story.

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