Marketing Activities

• 2004 Marketing Plan under development

• Events
  – DISCON (9-10-03) panel
    • Doug Pickford (HGST)

• Steve Denegri (RBC Capital) will speak at Austin member meeting Nov. 5
Plugfest Update-Overview

• UNH Contract approved by STA Board
  – Contract and first payments in process
  – Training at UNH completed

• First plugfest targeted Feb. 2004
  – Lock down date at Nov. STA meeting
  – Overall Program Review Scheduled for Nov.

• STA membership not required to participate
Plugfest Update - Administrative

- Draft Administrative Plan and Policies document revision reviewed
  - Target to finalize in Nov.
- STA will collect fees and pay UNH per contract terms (self funding)
  - Proposed fees
    - STA Sponsor member - $1500
    - STA Principle member - $2000
    - STA Promotional member - $2500
    - Non-member (SAS) - $3500
- NDA required (NEW final draft in review)
  - Will be sent to member companies for review this week (2 week review period)
  - Signature required to participate in TCC meetings starting in Nov.
Plugfest Update - Technical

- Technical Coordination Committee formed (TCC) – Mike Fitzpatrick – chair
- Preliminary task list and schedule developed
- Preliminary test plan
  - Objectives for each of first three plugfest identified
  - Collecting list of equipment being provided by participants
    - Additional details continue to be added
    - Cables and topologies identified
  - Detailed listing of expected tests and requirements to be provided approx 6 weeks prior to each event
    - Due to sensitive nature of information, starting in November an NDA will be required to participate in the TCC