

Hotel and Area Information

The Royal Sonesta Hotel

40 Edwin Land Boulevard
Cambridge, MA 02142
617-806-4200
www.sonesta.com

The 12th International Conference and Exhibition will be held at the Royal Sonesta Hotel in Cambridge, MA located on the banks of the scenic Charles River. Offering views of the Boston skyline and less than one mile from MIT, Harvard University, high-tech, bio-tech and financial centers of both Cambridge and Boston, the Royal Sonesta Hotel affords a perfect venue for coolingZONE Summit attendees to participate in our industry-leading conference and network with academic and industry leaders in the area.



Above: Hotel Lobby

Below: Art Bar (Left), Pool & Spa (Right)



A special room rate of \$199 per night is offered for attendees. Reserve your preferred accommodation by:

- 1) Reserving on-line at www.coolingzone.com. Go to EVENTS and select the REGISTRATION tab. Select the HOTELS AND AREA INFORMATION tab and link directly to the hotel URL dedicated for coolingZONE, LLC with discounted room rates.
- 2) Calling the Hotel directly at 617-806-4200 and asking for Reservations. **Reference coolingZONE to receive your discounted room rate; or**
- 3) Email the Hotel directly at reservations@sonesta-boston.com. **Reference coolingZONE to receive your discounted room rate.**

Note: standard room rate without the discount during this time period is \$279 per night. Rooms reserved at the special rate of \$199 are limited, so call today to reserve your room and enjoy all the benefits Royal Sonesta, Cambridge and Boston have to offer!

Transportation

Airport Transfers and Parking

Logan International Airport is just 3 miles from the Royal Sonesta Hotel. Taxi Service is available to and from Logan Airport. Travel from Logan Airport to the Royal Sonesta Hotel is provided by Boston taxi companies. Fares are a metered rate and can range from \$25 to \$30 depending upon traffic conditions and the time of arrival. Return travel from the Royal Sonesta back to Logan Airport is provided by Cambridge taxi companies. Fares are flat rates, inclusive of all tolls, taxes and driver gratuities.

Hotel Courtesy Vans

Daily routes provide scheduled stop to MIT, Kendall Square, Quincy Market/Faneuil Hall Marketplace and the Prudential Center/Copley. Shuttle service is FREE to all registered guests of the Royal Sonesta Hotel, however reservations are required. Please contact Guest Services at 617-806-4250 to receive a current schedule of departure and arrival times available and confirm your reservation. NOTE: Shuttle service is not available to Logan International Airport (3 miles away), however, taxis are available on-site for your convenience.



Public Transportation

Logan International Airport is accessible by subway using the Green MBTA line (0.7 miles from Airport): Take the Green Line MBTA trolley/bus to Lechmere Station. Exit and follow signs to Cambridge Street. Cross to First Street and walk along the CambridgeSide Galleria to Charles Street/CambridgeSide Place. Turn left and the Hotel will be at the end of the block.

Garage Parking

Guest Services can reserve a vehicle from any of the major car rental companies.

Directions

From the Logan International Airport:

Take the main airport roadway (one-way) out of the airport and follow signs for "Route 1A / Sumner Tunnel, Boston / I 93" Enter the tunnel and stay in the right lane. As you exit the Summer Tunnel, veer right into the tunnel for Storrow Drive. As you exit this tunnel, make a left following signs for "Leverett Circle / North Station." At the second light, make a left and follow 28 North (McGrath / O'Brien highway). You will pass the Museum of Science on your left. After two traffic lights, turn left onto Edwin H. Land Boulevard (sign will say Memorial Drive) follow to first traffic light and turn left into the Royal Sonesta's driveway.

From the North (Route 93S):

Take Route 93 South to Exit 26 (not accessible from carpool lane), "Storrow Drive/Cambridge/Route 28N/Route 3N." Stay to the right, moving to the middle lane, following signs for "Route 28 North/Cambridge/North Station." At the traffic signal, turn left onto Nashua Street. Take the first right onto Route 28 North/Msgr O'Brien Highway. Pass the Museum of Science on your left. Proceed to the second traffic light and turn left onto Edwin Land Boulevard. The hotel is on the left at the next traffic signal, across from the CambridgeSide Galleria.

From the South (Route 93N):

Take Route 93 North to the Liberty Tunnel (move to the right lane after Exit 23). Take Exit 26, "Storrow Drive". Stay to the right moving onto Storrow Drive. Take immediate left exit "Government Center/Kendall Square" and turn right at the top of the ramp, onto the Longfellow Bridge. Proceed to the traffic signal and turn right onto Third Street. Proceed to the traffic signal and turn right onto Binney Street and proceed to the end. At the traffic signal, turn left onto Edwin Land Boulevard. The hotel entrance and garage are located on the right at the next traffic signal, across from the CambridgeSide Galleria.

From the Massachusetts Turnpike:

Take exit 18, Allston/Cambridge (left exit) Bear Right, after toll booth bear right towards Cambridge. Go straight through 3 sets of lights (this will bring you on to River Street). Continue straight down River Street until you come to Massachusetts Avenue (approx. .6 mile) get into right lane to turn on Mass. Ave. Go straight down Massachusetts Ave for .2 mile and turn/bear left onto Main Street (not clearly marked). Continue on Main Street .4 Mile through 3 sets of lights and turn left onto Galileo Way and take it all the way to the end. Turn left onto Edwin Land Blvd, getting in the right lane, The Royal Sonesta will be on the right at the next light



International Business and Technology Summit
Thermal Management of Electronics
Emerging Technologies for Advanced Cooling
of Electronic Systems

August 27-30, 2012 | Cambridge, MA



Cambridge, MA

Stroll the cobble-stone streets of Cambridge where world-class educational institutions coexist with our nation's history. Packed with an international flair and youthful vitality, Boston is a leader for economic, political, and social change. Home to Harvard and MIT, Cambridge is a heady mix of students, scholars, and visitors from around the world. It's a cosmopolitan college town with an eclectic array of bookstores, coffee houses, blues clubs, street musicians, repertory theaters, and mouthwatering ethnic restaurants. With a picturesque riverfront and breathtaking skyline, you will soon discover why the charm of the Charles River is contagious. Boston and Cambridge are a perfect blend of stylish sophistication and historic New England charm.



Harvard

Take a stroll through the ivy-covered Harvard Yard and see the famous "Statue of Three Lies", and you will walk the same path as some of the greatest minds in history. Curl up with a book at the world-famous Harvard COOP Bookstore or grab something to eat at any of the hip, ethnic restaurants of Harvard Square.

Harvard University / The Harvard Coop Bookstore

1400 Massachusetts Avenue

18 Palmer Street | Cambridge, MA 02238

617.499.2800 | www.harvardcoopbooks.com

Open Mon - Sat 9am – 9pm | Sun 10am - 7pm

MIT

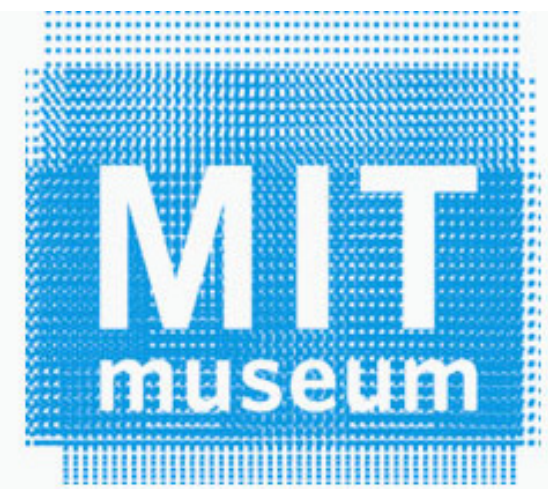
The MIT Museum invites you to explore invention, ideas, and innovation. Through interactive exhibitions, public programs, experimental projects and its renown collections, the MIT Museum showcases the fascinating world of MIT, and inspires people of all ages about the possibilities and opportunities offered by science and technology.

Massachusetts Institute of Technology/ MIT Museum

Building N51 | 265 Massachusetts Avenue | Cambridge, MA 02139

617.253.5927 | www.mit.edu

Open Daily 10am – 5pm





Museum of Science

Museum of Science

The Museum of Science, located 100 yards from the hotel, has remained on the cutting edge of science education by developing over 400 innovative and interactive exhibits and programs that both entertain and educate. In addition to the exhibits, there is the Mugar Omni Theater, the Charles Hayden Planetarium and the Butterfly Garden.

Science Park | Boston, MA 02114

617.723.2500 | www.mos.org

Open Sat - Thurs 9am – 5pm | Friday 9am - 9pm



Museum of Fine Arts

The Museum of Fine Arts is one of the most comprehensive art museums in the world with nearly 450,000 works of art. Each year, more than one million visitors experience the museum's spectacular exhibits, from ancient Egyptian to contemporary works, as well as special exhibitions and innovative educational programs.

465 Huntington Avenue | Boston, MA 02115

617.267.9300 | www.mfa.org

Open Mon & Tues 10 am - 4:45 pm | Wed - Fri 10am - 9:45pm

Sat & Sun 10 am - 4:45pm



**New England
Aquarium**

New England Aquarium

The New England Aquarium is home to the 200,000-gallon tank known as the Caribbean Coral Reef Exhibit. The reef accommodates not only sharks, sea turtles, barracuda and moray, but also hundreds of smaller exotic tropical fish, and it is one of the most detailed and scientifically accurate presentations of its kind.

Central Wharf | Boston, MA 02110

617.973.5200 | www.neaq.org

Open Mon - Fri 9am – 5pm | Sat & Sun 9am - 6pm



Boston Duck Tours

You haven't toured Boston until you've taken a Boston Duck Tour! The fun begins as soon as you board your "DUCK", an authentic, renovated World War II amphibious landing vehicle. View all the historic landmarks in a way you've never experienced and take a cruise through the city streets and harbor.

Tours depart from the Museum of Science

Science Park | Boston, MA 02114

617.267.DUCK | www.bostonducktours.com



Boston Common

Stroll through the infamous Boston Common, America's first park, and the Public Garden, its first public botanical garden. Admire the rich and unusual plants, the Lagoon, monuments and fountain. Take a graceful ride on the Swan boats and enjoy the natural beauty of its 24 acres.

Boston Public Garden

Arlington Street | Boston, MA 02130
www.swanboats.com



Faneuil Hall

Faneuil Hall, often referred to as the "Cradle of Liberty," comes alive as festive street performers wow you with magic, acrobatics, music, and dancing. Shop for one-of-a-kind gifts and specialty items. Dine at 5-star restaurants, historic Irish pubs, or Cheers "where everyone knows your name." In addition, you'll find over 36 international food vendors inside of the Quincy Market Colonnade, the largest food hall in New England. Whatever you're looking for, Faneuil Hall has it all.

Faneuil Hall Marketplace

State Street | Boston, MA 02130
www.faneuilhallmarketplace.com



Fenway Park

Visit one of America's most beloved ballpark, home to the 2004 and 2007 World Champion Boston Red Sox. Take a tour of Fenway as it celebrates its 100th year to soak up baseball history, hear echoes of the past, and touch the Green Monster of this iconic ballpark. Not just for the sports fan, Lansdowne street is a popular local and tourist attraction for fun restaurants and night life.

4 Yawkey Way | Boston, MA 02215
617.226.6666 | www.redsox.com



Additional Highlights:

- Newbury Street shops and restaurants
- Boston's North End famous Italian restaurants
- Wilbur, Colonial, and Wang theater performances
- Freedom Trail walking tours
- Samuel Adams and Harpoon breweries
- Boating on the Charles River

Contact Us

For personalized assistance with questions or registration, please contact us at 508-329-2021 or email coolingZONE, LLC at:

Registration:	registration@coolingzone.com
Exhibit/Sponsorship:	registration@coolingzone.com
Program Information:	cz-info@coolingzone.com



International Business and Technology Summit
Thermal Management of Electronics
Emerging Technologies for Advanced Cooling
of Electronic Systems

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