

PCB EAST 2026
Conference & Exhibition

The Electronics Industry's East Coast Conference and Exhibition

Show Guide

Conference: **April 28 – May 1**

Management Forum: April 28
Design Track: April 28 - May 1
FPGA Track: April 29 - 30

Exhibition: **Wednesday, April 29**

DCU Convention Center
Worcester, MA

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FROM THE CONFERENCE CHAIR



Mike Buetow

President, PCEA
PCB East Conference Chair

Welcome to Worcester – and welcome to what I believe will be the most energizing few days you’ll spend in your engineering career this year.

PCB East is the place where the printed circuit community comes together to learn, challenge one another, and push the discipline forward. This year’s program is our strongest yet, and I say that not as a formality, but because the depth and breadth of what our speakers have assembled for you is genuinely extraordinary.

Tuesday opens with a full morning devoted to the fundamentals that never stop mattering: grounding, signal routing, and EMI control. Rick Hartley, Susy Webb, Charlene McCauley and Terrie Duffy will take you from first principles to the cutting edge of DDR5 and CAMM2 memory design – the kind of content that will sharpen both the newest designer in the room and the most seasoned veteran. Tuesday afternoon brings practical, hands-on sessions in SMPS layout, component placement, and design for test, rounding out a day that covers virtually every stage of the design process.

Wednesday deepens the technical conversation with sessions on thermal management, via behavior and return path optimization, and the emerging world of 3-D molded interconnect devices. By the time you leave Wednesday’s final sessions – on AI-ready data standards and advanced high-thermal dielectrics – you’ll have a clear picture of where the industry is today and where it’s heading.

Thursday and Friday are where things get ambitious. Karen Burnham’s EMC fundamentals course, Rick Hartley on signal attenuation, advanced PCB stackups with Troy Hopkins, and Gerry Callahan’s high-frequency layout session form a curriculum that, taken together, constitutes a master class in high-performance board design. And Ethan Pierce’s session on AI in hardware and PCB design isn’t speculation about the future – it’s a practical framework you can apply the moment you’re back at your workstation.

This year we’re also proud to offer a special co-located event: the FPGA Horizons Conference for those working at the intersection of programmable logic and board design. This complements and extends our traditional focus into another very important area of design.

What makes PCB East different from any other event in our industry is you – the designers, engineers, fabricators, and business leaders who bring real questions, hard-won experience, and genuine curiosity to every session. Our speakers know this, and they’ve built their presentations accordingly.

Come ready to learn, ready to engage, and ready to leave with ideas you can use immediately. Welcome to Worcester!

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SCHEDULE-AT-A-GLANCE

TUESDAY, APRIL 28

REGISTRATION: 7:30 a.m. – 5:30 p.m.

TIME	TITLE	SPEAKER
PCB EAST CONFERENCE		
8:30 a.m. - 12:00 p.m.	Circuit Grounding to Control Noise and EMI	Rick Hartley Rhartley Enterprises
8:30 a.m. - 12:00 p.m.	DDR Through the Eyes of the Designer	Charlene McCauley McCauley Design Group, and Terrie Duffy, Dell
8:30 a.m. - 12:00 p.m.	Designing the Signal Routing to Control Energy in Digital PCBs	Susy Webb Design Science
MANAGEMENT FORUM		
9:05 a.m. - 9:15 a.m.	PCBAA Update: Washington Legislative Update	John Vaughan Summit Interconnect
9:30 a.m. - 10:15 a.m.	Keynote: Build AI vs. Buy AI; Why AI Isn't a Technology Problem ... It's a Leadership One	Sean Patterson Cross-Gen AI
10:30 a.m. - 11:15 a.m.	AI Needs Hardware: Rebuilding Advanced PCB Manufacturing	Vytautas Ilgunas TLT
11:15 a.m. - 12:00 p.m.	AI's Role in the Future of Electronics Manufacturing Collaboration – It's for Small Companies Too	Timon Ruban Luminovo
LUNCH-N-LEARN: 12:00 p.m. – 1:00 p.m. with Polar Instruments (Tuesday conference attendees and speakers only)		
PCB EAST CONFERENCE		
1:30 p.m. - 3:30 p.m.	Launching Electronics with Confidence: A Guide to Successful Design Release	Syed Ubaid Ali Warsi Wavetronix
1:30 p.m. - 3:30 p.m.	SMPS Layout — PCBA Design Practices to Avoid EMI	Gerry Callahan US Cargo Systems
1:30 p.m. - 3:30 p.m.	Placement Techniques for a New Designer	Kristen Aguiar Newgrange Design
4:00 p.m. - 5:00 p.m.	No Test, No Rest: A PCB Designer's Guide to Design for Test	Troy Hopkins Hopfinity Designs
4:00 p.m. - 5:00 p.m.	Exploring the World of Ultra-High-Density Interconnect (UHDI) PCB Design	Stephen V. Chavez Siemens
4:00 p.m. - 5:00 p.m.	Basics of Flex Design	Lauren Waslick Newgrange Design
MANAGEMENT FORUM		
1:15 p.m. - 2:00 p.m.	Outlook in View of AI and Other PCB Demand for HDI with Impending Material Shortages/Allocations and Price Increases	Kurt Whitcomb Amphenol APC
2:00 p.m. - 2:45 p.m.	Viability Analysis of Humanoid Robots /div>	Russell Nickerson MassRobotics
3:00 p.m. - 3:50 p.m.	Keynote 2: Unintended Consequences! How the AI Infrastructure Build Out Will Reshape the PCB Materials Supply Chain	Alun Morgan Ventec
3:50 p.m. - 4:50 p.m.	Panel Discussion / Q&A	Vytautas Ilgunas, Alun Morgan, Russell Nickerson, Timon Ruban, and Kurt Whitcomb

SCHEDULE-AT-A-GLANCE

WEDNESDAY, APRIL 29

REGISTRATION: 7:30 a.m. – 6:30 p.m.

TIME	TITLE	SPEAKER
PCB EAST CONFERENCE		
9:00 a.m. - 11:00 a.m.	Heat Management Strategies through Better Layout	Syed Ubaid Ali Warsi Wavetronix
9:00 a.m. - 11:00 a.m.	Decoding Design Intent: Making Sense of Inputs to Achieve Better PCB Layouts	Lauren Waslick Newgrange Design

EXHIBITS OPEN: 10:00 a.m. – 6:00 p.m.

FPGA HORIZONS

9:30 a.m. - 4:30 p.m.	A detailed FPGA Horizons agenda will be provided onsite	
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LUNCH ON EXHIBIT FLOOR: 12:00 p.m. – 1:00 p.m.

1:30 p.m. - 3:30 p.m.	The Unsung Hero: Via's Vital Role in PCB Return Paths	Tomas Chester, Chester Electronic Design, and Rick Hartley, Rhartley Enterprises
1:30 p.m. - 3:30 p.m.	Designing in 3D, Breaking the Mold	Ethan Pierce, Dodec Labs, and Stephan Schmidt, Harting AG
4:00 p.m. - 5:00 p.m.	Designing High Thermal PCBs with Advanced Dielectrics	Chris Parker TCLAD
4:00 p.m. - 5:00 p.m.	AI Ready Data Standard for PCB Design to Manufacturing Exchange	Hemant Shah, IPC-2581 Consortium, and Dana Korf, VGT

RECEPTION ON EXHIBIT FLOOR: 5:00 p.m. – 6:00 p.m.
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WEDNESDAY FREE SESSIONS

REGISTRATION: 7:30 a.m. – 6:30 p.m.

TIME	TITLE	SPEAKER
PCB EAST CONFERENCE FREE SESSIONS		
9:00 a.m. - 10:00 a.m.	The Most Common Issues Seen in Incoming Designs for PCB Fabrication	Mike Tucker, SCC Shennan China Circuits, and Ray Fugitt, Siemens
10:00 a.m. - 11:00 a.m.	DFM for Ultra High-Density Interconnects (UHDI)	Stephen V. Chavez Siemens
11:00 a.m. - 12:00 p.m.	Keynote: No Business Doing This: How a Wild Idea Became a Mission-Critical System Through Relentless Iteration and a Loyal Manufacturing Partner	Francisco Aguilar, CEO Bounce Imaging

WEDNESDAY FREE SESSIONS CONTINUED ON PAGE 6

SCHEDULE-AT-A-GLANCE

WEDNESDAY, APRIL 29 (CONTINUED)

REGISTRATION: 7:30 a.m. – 6:30 p.m.

TIME	TITLE	SPEAKER
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PCB EAST CONFERENCE FREE SESSIONS (CONTINUED)

LUNCH ON EXHIBIT FLOOR: 12:00 p.m. – 1:00 p.m.

1:30 p.m. - 2:30 p.m.	Avoiding the Most Common PCB Design Mistakes: Strategies for First-Pass Success	Ryan Miller NCAB Group
2:30 p.m. - 3:30 p.m.	The Future of PCB Design — A Conversation about the Next 2-5 Years	Matthew Leary Newgrange Design
4:00 p.m. - 5:00 p.m.	Libraries: I Hate Them. I Need Them. Help.	Kristen Aguiar Newgrange Design

RECEPTION ON EXHIBIT FLOOR: 5:00 p.m. – 6:00 p.m.

Sponsored by Cofactr & EMA Design Automation

THURSDAY, APRIL 30

REGISTRATION: 8:30 a.m. – 5:30 p.m.

TIME	TITLE	SPEAKER
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PCB EAST CONFERENCE

9:00 a.m. - 12:30 p.m.	PCB Design for Engineers	Susy Webb Design Science
9:00 a.m. - 11:00 a.m.	Differential Pair Routing	Keith Kowal AMAT
9:00 a.m. - 11:00 a.m.	The Lost Art of Auditing	Albert Block DirectPCB
11:00 a.m. - 5:30 p.m.	EMC 101 – Fundamentals	Karen Burnham EMC United

FPGA HORIZONS

9:30 a.m. - 4:30 p.m. A detailed FPGA Horizons agenda will be provided onsite

LUNCH-N-LEARN: 12:30 p.m. – 1:30 p.m. with Millenium Circuits Limited (MCL)
(Thursday conference attendees and speakers only)

PCB EAST CONFERENCE

1:30 p.m. - 3:30 p.m.	Signal Attenuation in Very High Speed Circuits	Rick Hartley RHartley Enterprises
4:00 p.m. - 5:30 p.m.	Factors Which Determine PCB Layout Time & Framework for Making the Estimation	Eric Penchansky Magna International

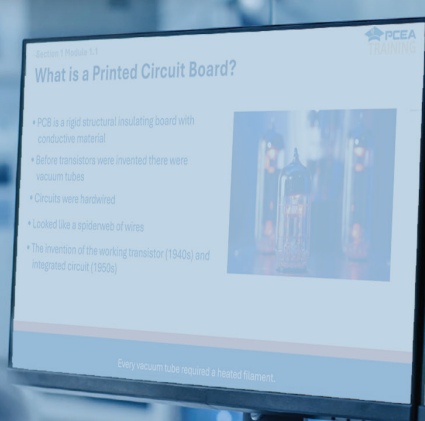
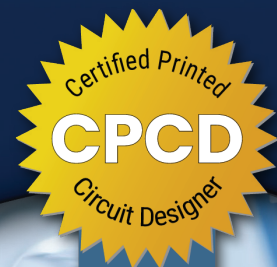
SCHEDULE-AT-A-GLANCE

FRIDAY, MAY 1

REGISTRATION: 8:30 a.m. – 4:00 p.m.

TIME	TITLE	SPEAKER
PCB EAST CONFERENCE		
9:00 a.m. - 12:30 p.m.	PC Board Design for Power Distribution and Decoupling	Rick Hartley RHartley Enterprises
9:00 a.m. - 12:30 p.m.	Beyond the Layers: Advanced Techniques for PCB Stack-Up Design	Troy Hopkins Hopfinity Designs
9:00 a.m. - 12:30 p.m.	From Idea to In-Hand: A Real-World Journey Through PCB Design, Fabrication, and Assembly	Matt Stevenson, ASC Sunstone, Vitaly Michalchuk, Screaming Circuits, and Geoffrey Hazelett, FreedomCAD
LUNCH: 12:00 p.m. – 1:00 p.m. (Friday Conference Attendees Only)		
2:00 p.m. - 4:00 p.m.	High-Frequency Layout Best Practices for PCBA Design to Avoid EMI	Gerry Callahan US Cargo Systems
2:00 p.m. - 4:00 p.m.	Using AI in Hardware and PCB Design: Real Strategies to Increase Efficiency and Output	Ethan Pierce Dodec Labs
2:00 p.m. - 4:00 p.m.	The Design Process: Insights from Multiple Perspectives	Tomas Chester, Chester Electronic Design, and Adam Taylor, Adiuvo Design

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EXHIBITOR LISTINGS



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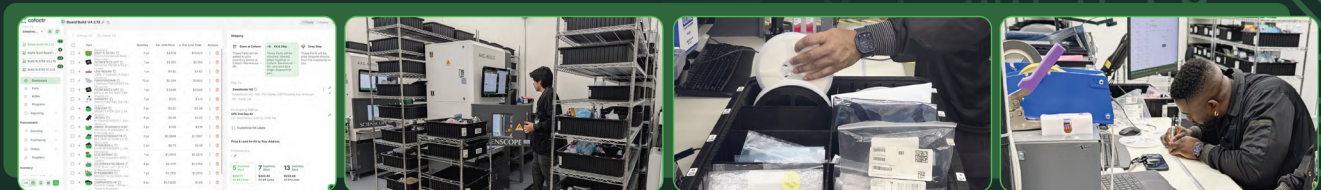


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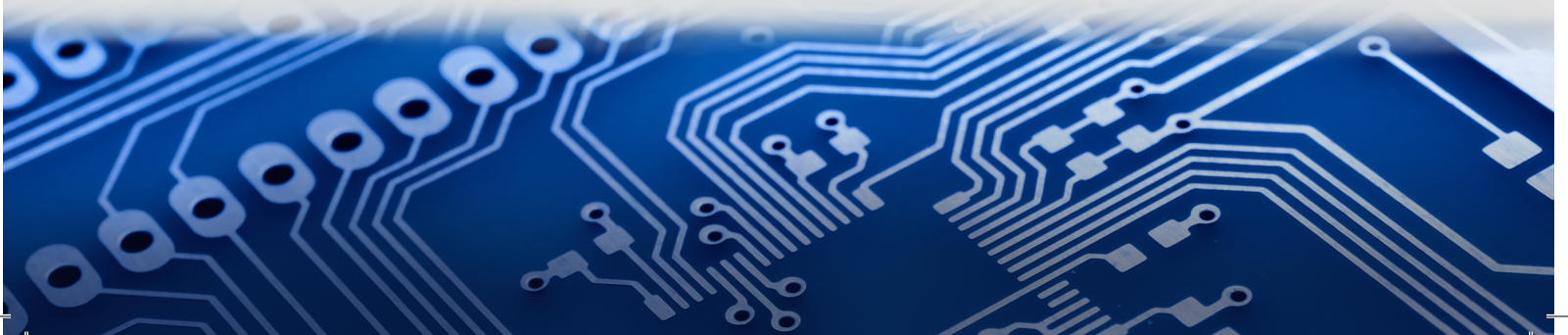
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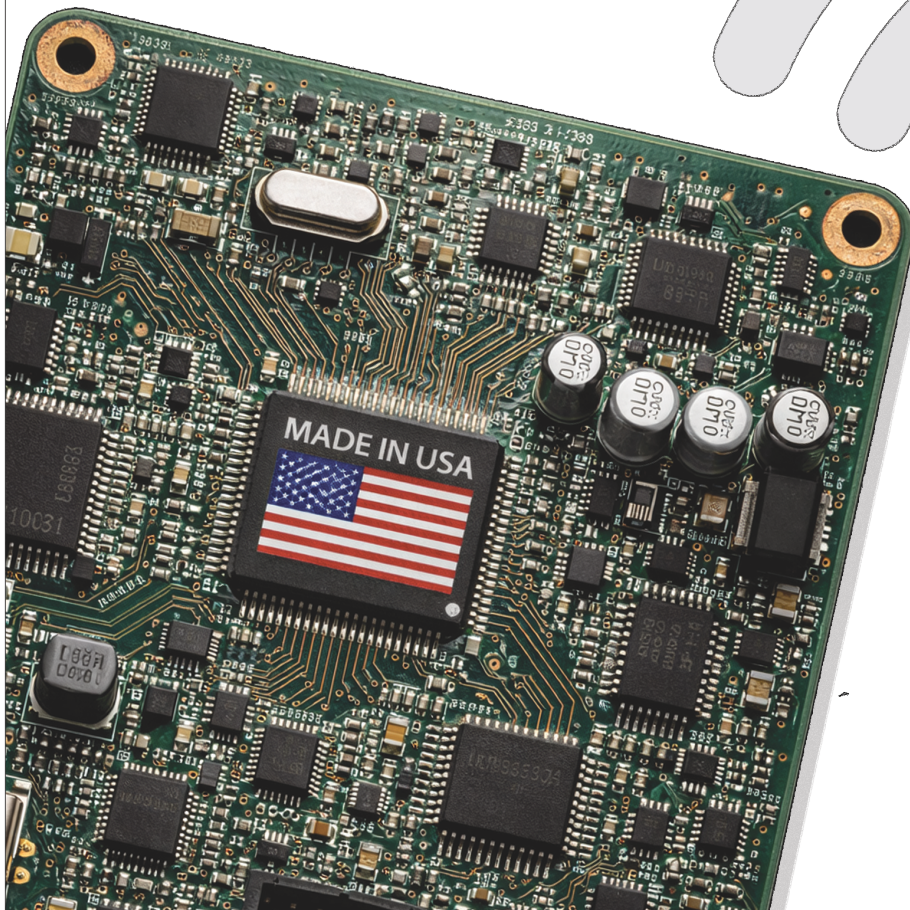
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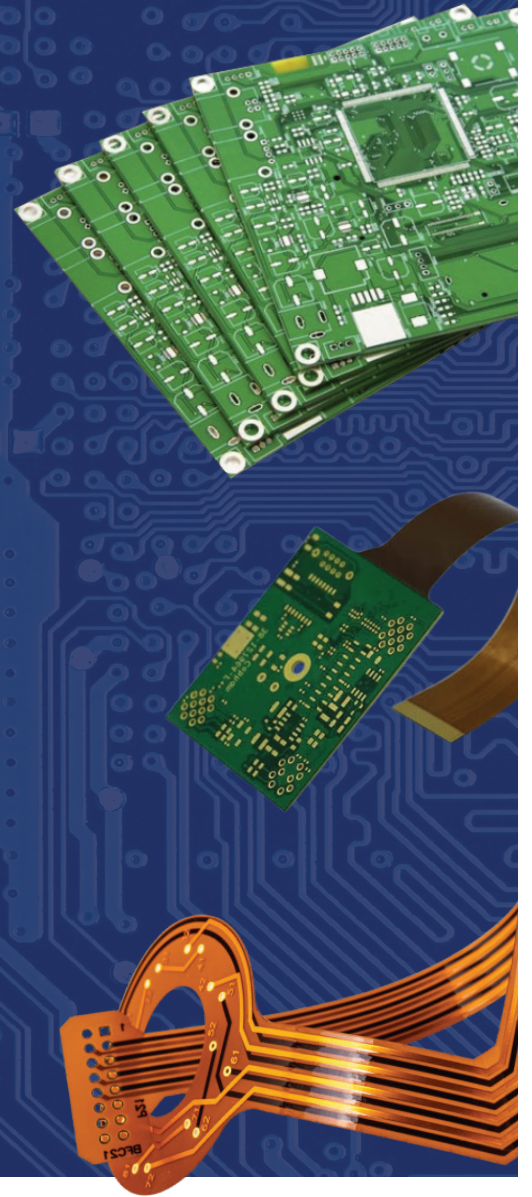
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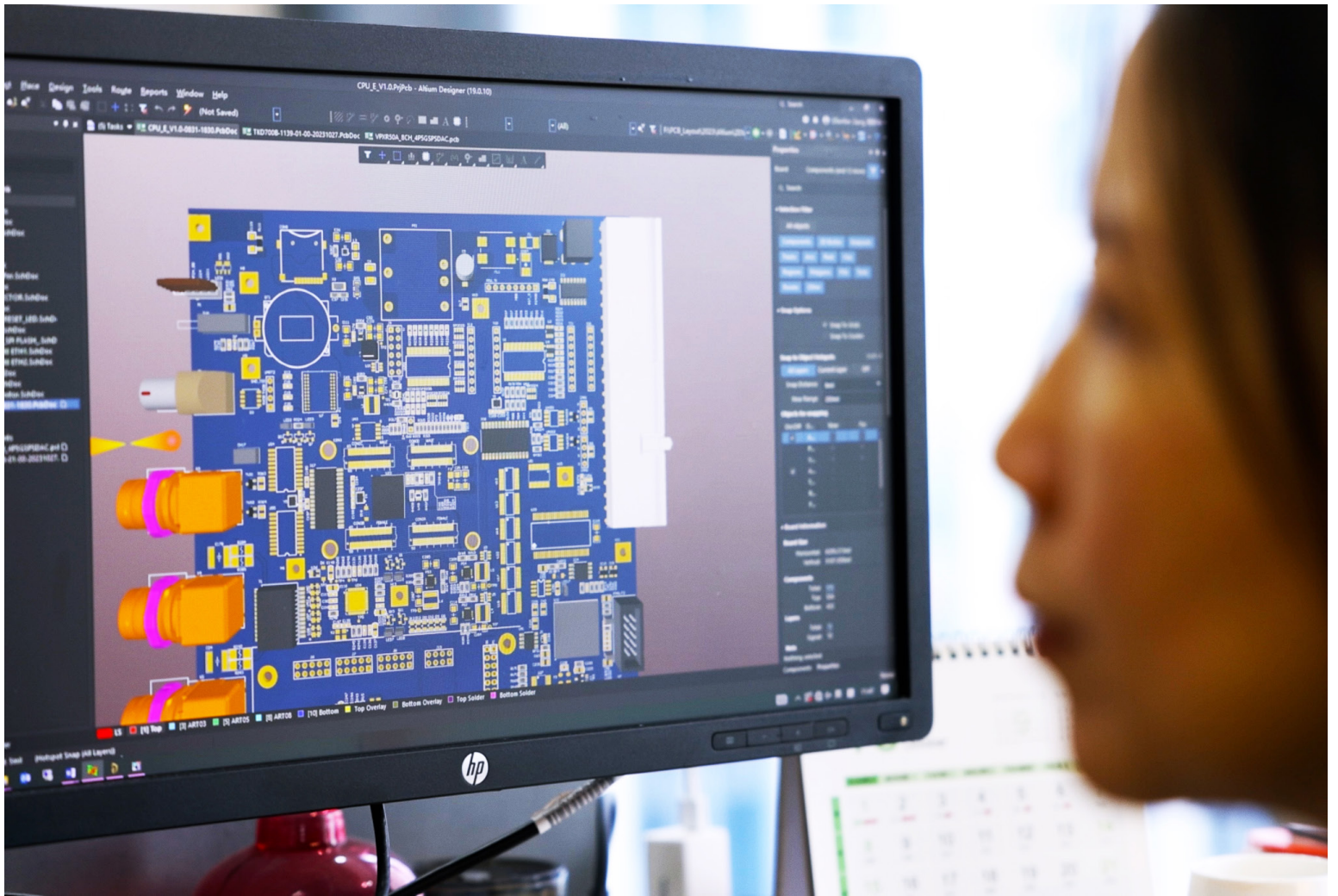


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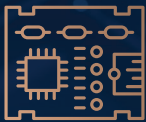


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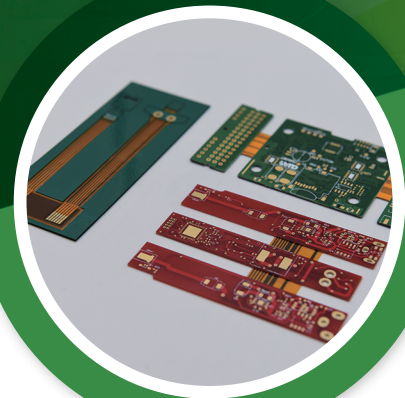
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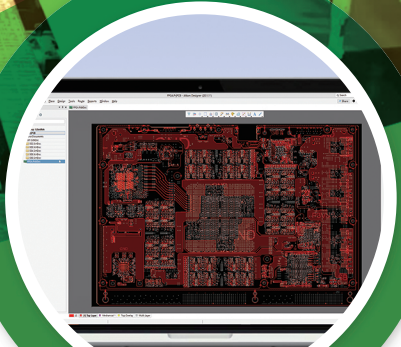
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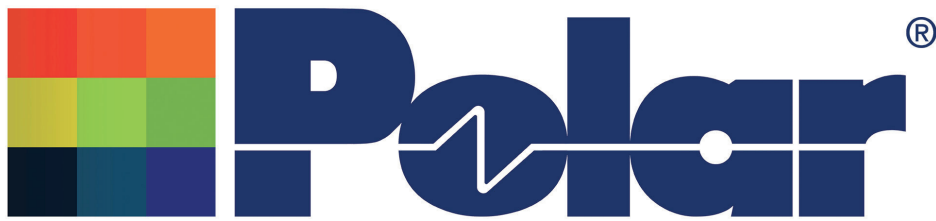
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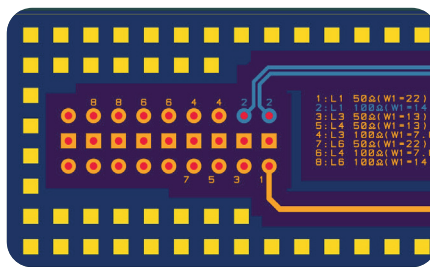
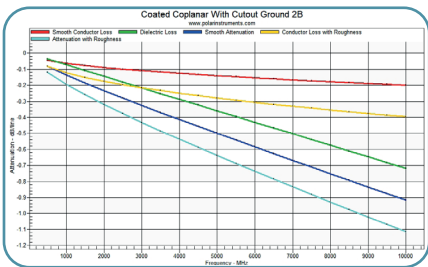
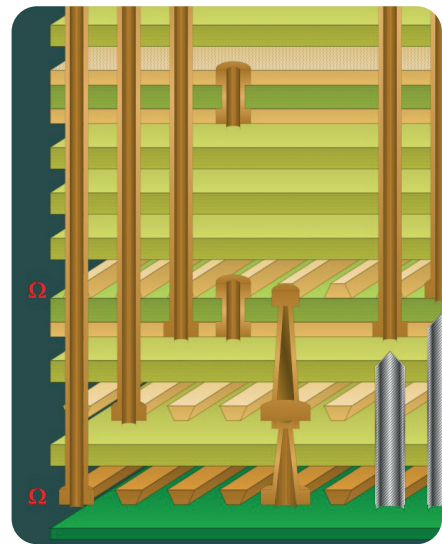
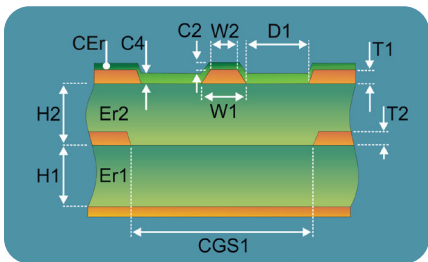
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Sierra Circuits has been manufacturing high-quality PCBs in Sunnyvale, CA, since 1986, with all fab and assembly done in-house for full process control, security, and quick turnaround. We handle everything from standard to complex builds, including rigid, flex, rigid-flex, HDI, microelectronics, and RF/microwave with controlled impedance, while maintaining ITAR compliance.



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SMTA is a not-for-profit international association of companies and individuals involved in all aspects of electronics manufacturing and assembly. We are dedicated to the advancement of the electronics industry through member education, training, community building, and access to knowledge. Educational programs, symposiums, and seminars hosted by SMTA headquarters and our chapters are held across the US, Canada, China, Europe, and Asia.

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The Test Connection, Inc. (TTCI) is a leading provider of electronics test engineering services specializing in in-circuit test (ICT), flying probe, boundary scan, functional test development, and production test solutions. Supporting aerospace, defense, medical, and industrial electronics manufacturers, TTCI also partners with its sister company The Training Connection LLC, delivering professional training in test engineering, IPC standards, and DfT.

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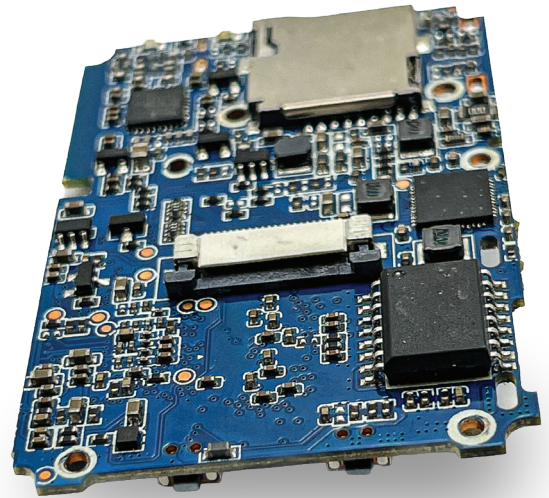
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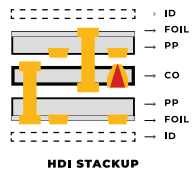
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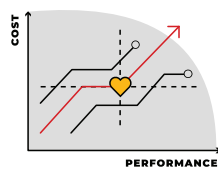
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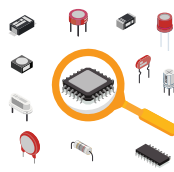
Stackup Designer



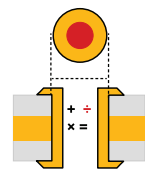
Material Selector



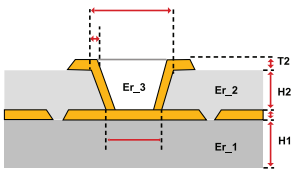
Component Selection Tool



Via Current Capacity and Temperature Rise Calculator



Via Impedance Calculator



Trace Width, Current and Temp Rise Calculator

$$W = (I_{MAX} \div \Delta T) \div Th$$

Diagram illustrating trace width calculation with parameters W1 and W2.

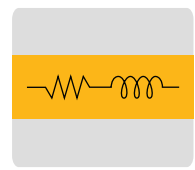
IPC-2152

Impedance Calculator

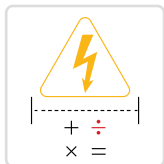
$$\Delta W = W - W1$$

Diagram illustrating impedance calculation with parameters W1 and W2.

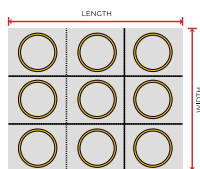
Signal Layer Estimator



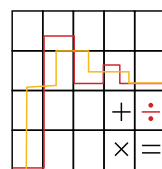
Conductor Spacing and Voltage Calculator



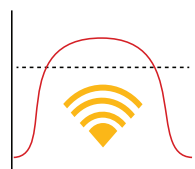
Via Thermal Resistance Calculator



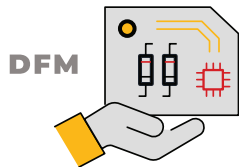
Transmission Line Reflection Calculator



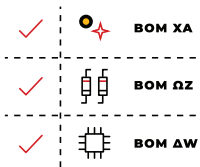
Bandwidth, Rise Time and Critical Length Calculator



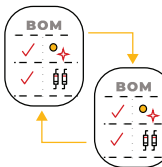
Better DFM



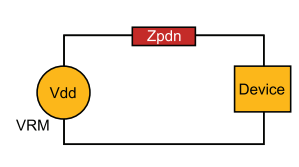
BOM Checker



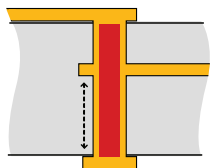
BOM Compare Tool



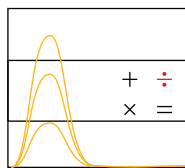
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