

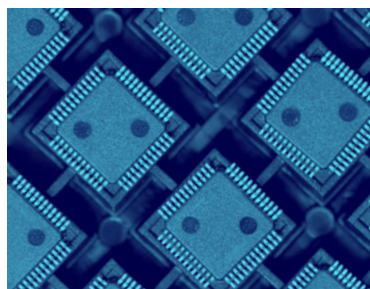
# EXHIBITION & SPONSORSHIP OPPORTUNITIES

[www.date-conference.com](http://www.date-conference.com)



## DATE 2017

EXPERIENCED • OPEN-MINDED • SUCCESSFUL  
COMPETENT • EAGER TO LEARN • BUSINESS  
DRIVEN • CHALLENGING • INSPIRING



# DATE <sup>17</sup>

## DESIGN, AUTOMATION & TEST IN EUROPE

THE EUROPEAN SYSTEM DESIGN  
SHOW FROM SYSTEMS-ON-CHIP  
TO EMBEDDED COMPUTING

**SWISSTECH, LAUSANNE,  
SWITZERLAND**

CONFERENCE 27–31 MARCH  
EXHIBITION 28–30 MARCH

## LOCATION AND VENUE



**DATE** is a leading international event and unique networking opportunity for design and engineering of **Systems-on-Chip, Systems-on-Board and Embedded Systems Software**.

The DATE exhibition features many of the world's leading suppliers of development tools and platforms for hardware and software development, showing a range of products from the front-end to back-end chip design through to silicon test and manufacture, from system architecture through to embedded software implementation and networking.

## SWISSTECH, LAUSANNE, SWITZERLAND



The SwissTech Convention Center is favourably located in the centre of the EPFL campus. With numerous institutions, laboratories and startups, over 24,000 students and more than 100 nationalities represented, the campus states a major global centre of science, culture and economy. SwissTech is located in walking distance to hotels and shopping facilities, and conveniently connected to public transport and downtown Lausanne. It is characterized by its spectacular architecture, innovative design and flexible modular structure – capable of adapting to any size of group and event. As the main meeting venue for visitors and business partners from all over the world, the convention centre offers a stimulating environment and a perfect venue for hosting the DATE conference, at the very heart of innovation in Europe.

### Venue:

SwissTech Convention Center  
Quartier Nord de l'EPFL  
Route Louis-Favre 2  
CH - 1024 Ecublens, Switzerland

## BEAUTIFUL LAUSANNE



Situated in the heart of the Lausanne-Morges region, the capital of the canton of Vaud is at the heart of the development of the canton of Vaud, with business, urban planning, public transport and mobility all sectors undergoing transformation. The fourth-largest city in Switzerland, Lausanne is set apart by its vocation as an Olympic city, a sustainable city and a place of training and culture. The city is not only a very popular tourist destination, but also home to many international companies, particularly the headquarters of multinationals. Quality of life and economic attractiveness combine to multiple effect!

Attending **DATE 2017** in Lausanne will be a memorable and unique experience for all delegates.

## SPEAKING OPPORTUNITIES

DATE is the perfect opportunity to communicate your company's technological and business capabilities to scientific, industrial and commercial audiences in a single European event. All companies who hold presentations at DATE benefit

from the additional visibility of their corporate identity, their products and their expertise. We strongly encourage companies to take advantage of this by submitting proposals for all of the speaking opportunities listed here.

## TECHNICAL CONFERENCE

The **DATE conference** addresses all aspects of research into technologies for electronic and embedded system engineering. It covers the design process, test, and automation tools for electronics ranging from integrated circuits to distributed embedded systems. This includes both hardware and embedded software design issues. The conference scope also includes the elaboration of design requirements and new architectures for challenging application fields such as telecoms, wireless communications, multimedia, healthcare, smart energy and automotive systems.

### Topics are arranged according to four groupings:

D – Design Methods & Tools  
A – Application Design  
T – Test and Robustness  
E – Embedded Systems Software

Companies involved in innovative industrial designs are particularly encouraged to submit papers to foster the feedback from real-world design to research.

DATE also hosts a number of **special sessions**, events within the main technical programme such as panels, hot-topic sessions and embedded tutorials to highlight and inform about special-interest and emerging topics.

## SPECIAL TOPICS FOR 2017

Two Special Days in the programme will focus on two areas bringing new challenges to the system design community:

**Designing Electronics for the Internet of Things Era and Designing Wearable and Smart Medical Devices**

**Moreover, the DATE 2017 technical programme and exhibition will have a special focus on the following topics: Internet of Things (IoT), smart wearable electronics, energy-efficient cloud computing and advanced robotics applications.**

Papers can be submitted either for standard oral presentation or for interactive presentation.

**The Programme Committee also encourages proposals for Special Sessions, Tutorials, Friday Workshops, European Projects, University Booth, PhD Forum and Exhibition Theatre.**

All papers have to be submitted electronically by Sunday, September 11, 2016 via: [www.date-conference.com](http://www.date-conference.com). Please contact the DATE Event Secretariat if you require more information or visit the website.

## EXHIBITION THEATRE

**Co-Chairs:** Jürgen Haase, edacentrum, Germany  
Marisa Lopez-Vallejos, UPM, Spain

The exhibition theatre, located in the exhibition area close to the booths, provides speaking opportunities to all interested exhibitors. The programme combines expert panel sessions, customers' testimonials and tutorials given by industry leaders. The aim is to offer exhibition visitors up-to-date information and fresh views on the key industrial and business issues in the electronic systems design market, with a special emphasis on career opportunities for graduates and on supporting experienced professionals

with information on how to shape the future of our industry. Submissions are invited from exhibiting companies and projects, industry consortia, technology groups, standards bodies, or any person with opinions on future industry trends.

**Final deadline for Exhibition Theatre submissions – October 23, 2016**

**NEW: Organize your own special session in the Exhibition Theatre! Please contact Jürgen Haase for more details: [haase@edacentrum.de](mailto:haase@edacentrum.de)**

# VENDOR OPPORTUNITIES

## THE EXHIBITION

The DATE exhibition will run for three days (Tuesday-Thursday). The spacious exhibition area will be located close to the conference rooms in the heart of the SwissTech Convention Centre and benefits from natural daylight. As the area is positioned centrally and will host the coffee and lunch break area as well, a constant frequentation will be guaranteed. DATE also arranges a number of special events and features on the show floor in order to increase exhibition visits, such as an Exhibition Reception on Tuesday evening, extended conference breaks and an Exhibition Theatre with industry themed presentations.

Thus, the exhibition offers the perfect opportunity for discussions and talks with conference delegates, for gaining new industry contacts or intensifying existing business relationships. **Furthermore, the DATE exhibition states the perfect venue for industries to meet University Professors to foster their University Programme and especially for PhD Students to meet their future employers.**

DATE continues to be a growing event attracting more than 1,400 conference delegates and numerous exhibition visitors annually.

### Exhibition Opening Hours

**March 28, 2017:** 10h00 – 18h30\*  
**March 29, 2017:** 10h00 – 18h30  
**March 30, 2017:** 10h00 – 17h00

\* Exhibition Reception from 18h30 – 19h30



The vibrant exhibition at DATE 2016, Dresden

DATE 2017 is offering the following stand options to make exhibiting easy to plan and more cost-effective to budget.

All options include one complimentary conference delegate pass.

*Please note: this complimentary conference registration includes access to all conference sessions, conference materials, catering as well as entrance to the DATE Party, but it does neither include access to the Monday Tutorials nor to the Friday Workshops.*

### OPTION 1 TABLE TOP DISPLAY

- 3 sqm space
- Back wall panels (white)
- Table & 2 chairs
- 1kw electricity
- Waste basket

**TOTAL COST:**  
CHF 2,500



### OPTION 2 STANDARD SHELL SCHEME BOOTH

- Carpeted space (grey carpet)
- Wall panels (white)
- Fascia board on each open side with company name (max. 30 letters)
- Table & 2 chairs
- Brochure rack
- Waste basket
- 3 spotlights
- 1kw electricity

**TOTAL COST:**  
 6 m<sup>2</sup> (2m x 3m)  
 9 m<sup>2</sup> (3m x 3m)  
 12 m<sup>2</sup> (3m x 4m)



**CHF 3,600**  
**CHF 4,800**  
**CHF 6,000**

## STAND PACKAGES

### OPTION 3 SPACE ONLY (price on application)

If you wish to build your own booth, K.I.T. Group would be pleased to provide you with a quote based on your requirements. Please contact the Event Secretariat to discuss your options.

### OPTION 4 START-UP BOOTH

DATE offers a great value introduction to the exhibition for start-up companies. This is a 6 sqm standard shell scheme booth (as option 2). Qualifying conditions apply for start-ups:

- Your company should be no older than 5 years old
- Your company has not exhibited at DATE previously

**TOTAL COST:**  
CHF 2,500

### OPTION 5 EUROPEAN PROJECT BOOTH

DATE offers a good value booth package to European Projects/Clusters who wish to show their work and results during the DATE exhibition.

- Cubicle, 3 m<sup>2</sup>, carpeted
- White hard-coated wall panels, on 2 sides
- Reception counter & stool
- White nameboard
- 1kw electricity connection
- Access to shared meeting space

**TOTAL COST:**  
CHF 2,500

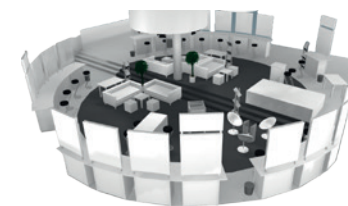


In addition to the booth reservation, European Project coordinators will have the opportunity to rent a dedicated meeting room at a special rate for presenting the project and meeting their community. For more information, please contact the Event Secretariat K.I.T. Group.

**NEW:**

### JOINT THEMATIC CAMPUS

Interested companies will have the possibility to join a Thematic Campus in order to benefit from a mutual presentation & approach of their target audience. **Those thematic campuses focus on special topics such as Wearable Electronics, IoT and Smart Robotics.** For detailed information and a concrete offer, please contact the Exhibition Co-Chairs or the Event Secretariat K.I.T. Group.



The General Terms and Conditions apply.

A preliminary floor plan will be sent on request.

### EXHIBITION STAND CONTACT

Franziska Kremling, Project Manager  
 Email: [kremling@kitdresden.de](mailto:kremling@kitdresden.de)  
 Phone: + 49 351 4967 541

**EARLY BIRD DISCOUNT  
 OF 5% APPLICABLE FOR ALL  
 BOOKINGS RECEIVED  
 BEFORE 31 OCTOBER, 2016\***

**ESDA MEMBER COMPANIES  
 RECEIVE AN ADDITIONAL 6%  
 DISCOUNT\***

\*Please note that this discount only applies for booth reservations (option 1-5), but not for any other offers made by the organizers



## SPONSORSHIP OPPORTUNITIES

There are various effective opportunities for interested industry partners to represent their company and/or products in the course of the DATE conference, as stated below. If the mentioned opportunities do not correspond to your needs, please feel free to contact us. We will be pleased to discuss further promotional or branding

options in order to arrange a tailor-made proposal for your company.

**All sponsors will benefit from prominent acknowledgment in all DATE publications (such as on the homepage, in the programme booklet etc.).**

### DATE 2017 CONFERENCE BREAKS AND SOCIAL EVENTS

Interested companies can sponsor one of the official conference breaks or evening events. All coffee breaks will take place in the exhibition area in the heart of the Convention Centre.

- **Official sponsor of a DATE Lunch Break**  
The sponsoring includes banners in the lunch area and the company logo on the menus & lunch tickets.  
**POA (price on application)**
- **Official sponsor of a DATE Coffee Break**  
The sponsoring includes signs with the company logo on the tables in the coffee break area.  
**POA (price on application)**

- **Official sponsor of the Exhibition Reception, March 28, 2017, 18h30 – 19h30**  
The sponsoring includes banners, the company logo on the tables, handing out promotional company material etc.  
**POA (price on application)**
- **Official sponsor of the DATE Party, March 29, 2017, 19h30 – 23h00**  
The sponsoring includes banners at the venue, 10 free party tickets, the company logo on the menus and catering tables etc.  
**POA (price on application)**

### DATE 2017 CONFERENCE MATERIALS

Interested companies can sponsor one of the below-listed conference materials (to be distributed to delegates on-site). The company's logo will be placed on the material, respectively. Alternatively, companies can also provide their own promotional material which then must be approved by the Event Secretariat in advance. Detailed information will be provided upon booking.

- **Official sponsor of the DATE Conference Bags**  
**CHF 5,000** (plus production costs, if applicable)
- **Official sponsor of the DATE Conference Lanyards**  
**CHF 3,500** (plus production costs, if applicable)

- **Insert in the DATE Conference Bags**  
One (1) promotional material (max. 4 connected DIN-A4 pages) to be placed into the congress bags.  
**CHF 1,900** (plus production costs)
  - **Advertisement in the Exhibition Guide**  
Interested companies can place an advertisement in the Exhibition Guide (as part of the programme booklet). It is available online shortly before the conference and will be distributed to all registered delegates on-site.  
Release: March, 2017
- |   |                  |
|---|------------------|
| • One (1) full inner page:                | <b>CHF 1,500</b> |
| • One (1) full cover page (front inside): | <b>CHF 3,000</b> |
| • One (1) full cover page (back inside):  | <b>CHF 3,000</b> |
| • One (1) full cover page (back outside): | <b>CHF 3,500</b> |

### DATE WEB PORTAL

DATE has a busy web portal which is updated regularly with conference and exhibition news as information becomes available. Interested industry partners can place web banners and upload company profile information throughout the year.

- Company logo on entry page OR registration page of the DATE website  
Prices start from CHF 1,500

- Option to publish technical white papers and news on DATE website
- Email blast prior to the conference (message sent to the DATE mailing list to advertise the company activities at DATE)  
Prices start from CHF 1,900 increasing to CHF 2,500 the week before DATE

[www.date-conference.com](http://www.date-conference.com)



### NEW: ORGANIZE YOUR OWN SESSION

Interested companies may organise their own session, e.g. tutorial, business meeting, hands-on or workshop during the official show dates in a dedicated meeting room at a special rate. Book your meeting room now and benefit from the opportunity to reach your target audience exclusively during this slot.

For detailed information, please contact the DATE Event Secretariat.

As there is limited availability, please communicate your requirements early in advance, by January 31, 2017, the latest.

### PREVIOUS EXHIBITORS AND SPONSORS

#### Exhibitors and Sponsors at DATE 2016 in Dresden, Germany, included:

5G Lab Germany, Advantest Europe GmbH, Aeneas, ALTERA Now part of Intel, Bosch Sensortec GmbH, Cadence Academic Network, Cadence Design Systems, Center for Advancing Electronics Dresden (cfaed), CHIP DESIGN MAGAZINE, Circuits Multi-Projects, Cisco, City of Dresden (Office of Economic Development), Concept Engineering GmbH, CONTREX, COSEDA Technologies, Design & Reuse, DREAMS, DREWAG - Stadtwerke Dresden GmbH, ECOSCALE, EDACafé, EDA Confidential, EETimes Europe, Elektronik i Norden, Engineering & Technology Magazine (The IET), EuroLab-4-HPC, European Mixed-Criticality Cluster MCC, EURO PRACTICE (imec), EURO SERVER, ExaNeSt, ExaNoDe, Fast Tracker for Hadron Collider Experiments, FRACTAL TECHNOLOGIES, Fraunhofer Institute for Integrated Circuits IIS, GLOBALFOUNDRIES, High Performance Center Functional Integration in Micro- and Nanoelectronics, HiPEAC, IDT/ZMDI, IMAGINATION TECHNOLOGIES, IMMS Institut für Mikroelektronik- und Mechatronik-Systeme gemeinnützige GmbH, INCHRON GmbH, Infineon Technologies AG, INTENTO DESIGN, Invecas,

MAGILLEM, MANGO, Mathworks, Mentor Graphics, Microtest, MONOZUKURI, MoRV, MunEDA GmbH, NANOxCOMP, NOKIA, Office e.V., Penta, Presto Engineering Inc., PROXIMA, REPAIRA, SAFURE, SFB HAEC, State of Saxony, Springer Nature, Synopsys, Systematic, T-Systems Multimedia Solutions GmbH, Tata Consultancy Services, TETRACOM, TU Dresden, TUM CREATE Ltd., University Booth, X-FAB Semiconductor Foundries, Xilinx University Program

**DATE is sponsored by the European Design and Automation Association, Electronic System Design Alliance (ESDA), IEEE Council on EDA, ECSI, ACM-SIGDA & RAS.**

#### In cooperation with

IEEE Computer Society test technology technical Council (tttC)  
IEEE Solid-State Circuits Society (SSCS)  
International Federation for Information Processing (IFIP)



## GENERAL INFORMATION AND CONTACTS

**TITLE OF THE EVENT** DATE 2017 – Design, Automation and Test in Europe

**DATE** March 27 to 31, 2017

**VENUE** SwissTech Convention Center  
Route Louis-Favre 2  
CH - 1024 Ecublens, Switzerland

**PARTICIPANTS** about 1,400 delegates from Europe and abroad

**GENERAL CHAIR** David Atienza  
EPFL Lausanne, Switzerland  
Email: david.atienza@epfl.ch

**PROGRAMME CHAIR** Giorgio Di Natale  
LIRMM, France  
Email: giorgio.dinatala@lirmm.fr

**EXHIBITION CO-CHAIRS** Fabien Clermidy Andrea Acquaviva  
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**LOCAL ARRANGEMENTS/ICT** Homeira Salimi  
EPFL Lausanne, Switzerland  
Email: homeira.salimi@epfl.ch

**CONFERENCE WEBSITE** [www.date-conference.com](http://www.date-conference.com)

**FACEBOOK**

