

DATE ⁰⁹

Design, Automation & Test in Europe

20-24 April, 2009
Nice, France



The European System Design Show

From Systems-on-Chip to Embedded Computing



www.date-conference.com

The Location & Venue



The **12th DATE conference and exhibition** is the main European event bringing together designers and design automation users, researchers and vendors, as well as specialists in the hardware and software design, test and manufacturing of electronic circuits and systems. It puts strong emphasis on ICs/SoCs, reconfigurable hardware and embedded systems, including embedded software.

Nice: A marvel in the Mediterranean

Nice is the fifth largest city in France - its beautiful location on the Côte D'Azur, plus its glamorous reputation, attracts visitors from all over the world.

The local area boasts one of the highest concentrations of semiconductor and system design houses in Europe, plus it is easily accessible from the industrial regions of Grenoble, Aix/Marseilles and Northern Italy.



Nice Acropolis

The Nice Acropolis is a renowned high-tech congress/exhibition centre, and a fitting venue for an international business event like DATE. It is located in the city centre and is easily accessible - only 7km from Nice Cote D'Azur International Airport.



Speaking Opportunities

DATE is the consummate opportunity to communicate your company's technological and business capabilities to scientific, industrial and commercial audiences in a single European event.

Technical Conference

The **DATE conference** addresses all aspects of research into technologies for electronic and (embedded) systems engineering. It covers the design process, test, and tools for design automation of electronic products ranging from integrated circuits to distributed large-scale 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 telecom, wireless communications, multimedia and automotive systems. Persons involved in innovative industrial designs are particularly encouraged to submit papers to foster the feedback from design to research. Panels, hot-topic sessions and embedded tutorials highlight and inform about emerging topics.

Topics are arranged according to four groupings:

D – Design Methods, Tools, Algorithms and Languages

A – Application Design

T – Test Methods, Tools and Innovative Experiences

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 2009

Special Days

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

Multicore Applications

SoC Development Strategies

Submission Deadline: Sunday, 7th September, 2008

For detailed information about paper submission, and a full list of session topics, please visit the DATE website: www.date-conference.com

Exhibition Theatre

An open discussion forum in the midst of Europe's largest electronic system design exhibition: The programme combines expert panel sessions and customers' testimonials. The aim is to offer exhibition visitors a fresh view on the key industrial and business issues in the electronic systems design market.

Submissions are invited from industry consortia, technology groups, standards bodies, research projects, or any person with opinions on future industry trends.

Final deadline for Exhibition Theatre Submissions: 8th October, 2008

Contact: Juergen Haase, edacentrum Email: haase@edacentrum.de

Vendor Opportunities

Exhibition Prices

The Exhibition

The **DATE** exhibition will take place **all on one level** in the Nice Acropolis, in the Rhodes and Agora II areas.



DATE also arranges a number of special events and features on the show floor. This allows busy conference delegates more time and incentive to visit the show floor. An opening night drinks reception, extended delegate coffee breaks, spacious show-floor catering areas and an exhibition theatre of industry themed presentations. All these activities are intended to make DATE a more attractive place for industry professionals to do business.

Exhibition Space

In addition to "space only", we are offering a variety of ready-made stand packages to save exhibitors' time and money. Please see the options to the right. There is flexibility on stand sizes should you require something different to what is shown.

The organisers' will be happy to discuss any stand requirements you may have and will make every effort to meet your needs to ensure DATE 09 is successful for you and your company.

Please contact **Emma Norton**, Exhibition Manager, to discuss your options: **+44 7592 415864** or **emma.norton@ec.u-net.com**

Promotions & Branding

DATE offers a wide range of additional activities to help an exhibiting company enhance their presence at the show. Exhibitors are encouraged to use additional media where possible to ensure maximum visibility and to attract more visitors to their stands. Listed below are just some of the promotional and branding opportunities used in previous years. If you have specific ideas of how you would like to achieve extra prominence we are always open to discuss new possibilities.

Sponsored items available at DATE may include:

- Conference bags
- Exhibition visitor bags
- Hanging banners
- Event signage
- Catering areas
- VIP area at party
- Collateral bag inserts
- Badge lanyards
- Registration pens
- Delegate USB sticks
- Wireless LAN
- Press suite

N.B. These opportunities are only available to exhibiting companies.

Exhibition space only price = €495/sqm + French VAT* (*companies with a French VAT number are exempt)

EDA Consortium members will receive a discount of 6% on exhibition space costs for reservations made before October 31st, 2008.

NEW: More flexible stand package options



Option 1 The vendor display package includes:

- Carpet
- 1 printed name board
- High table with 3 stools
- 1kw electricity supply
- Daily stand cleaning
- Wall Panels (white or wood)
- Reception counter with lockable cupboards
- 1 spotlight per 3sqm
- Waste basket

Price: 6sqm **€3,650 + French VAT**
9sqm **€5,300 + French VAT**
12sqm **€6,900 + French VAT**

All Prices Include Exhibition Floor Space Cost



Option 2 (from 9sqm modules)

The vendor display package includes:

- Carpet (chocolate, red, light green)
- 2 signs (60cmx60cm)
- 1kw electricity supply
- Daily stand cleaning
- Walls (wood, 2 coloured walls - same as carpet)
- 1 spotlight per 3sqm
- Waste basket
- a credit of €20 per sqm (without taxes) to spend on furniture

Price: 9sqm **€5,600 + French VAT**
12sqm **€7,350 + French VAT**
15sqm **€9,100 + French VAT**

All Prices Include Exhibition Floor Space Cost

Start-Up Packages

DATE offers a great value introduction to the exhibition for start-up companies. The start-up package is the 6sqm stand package (**Option 1**) for a reduced price of **€2,300**. Qualifying conditions apply for start-ups.

DATE 08 Attendee Statistics & Contacts

DATE 08 Attendee Statistics

Total Registrations	4700
Conference	1420
Exhibition (Visitors + Exhibition Personnel)	3231
Press	49

Geographical Breakdown

EUROPE	75%
Germany	36%
France	9%
UK & Ireland	8%
Benelux	7%
Others	15%
N & S AMERICA	19%
M.EAST, INDIA, AFRICA	2%
E.ASIA & AUSTRALASIA	4%

Exhibiting companies at DATE 08 included:

ACE Associated Compiler Experts, Aldec, Analogies, Apache Design Solutions, Atrenta, Avery Design Systems, Axilica, Blaze DFM, Cambridge Consultants, Carbon Design Systems, CAST, Certess, CMP, CoFluent Design, Compaan Design, Concept Engineering, Coresonic, CoWare, Cypress, Denali Software, Design & Reuse, Design Automation Conference, Dizain-Sync, DOLPHIN Integration, Doulos, DSP Valley, Duolog Technologies, Easics, EDA Solutions, edXact, EE Times, Elektronik I Norden, Elektronik Industrie, Elektronik Praxis, Elsevier, Envision Technology, Essensium, Europractice, EVE, Fenix, Forte Design, Gidel, Gleichmann Electronics Research, Handshake Solutions, Hewlett-Packard, Hüthig, IC Mask Design, IMEC, Jasper Design Automation, Magma Design Automation, Mentor Graphics, Mephisto Design Automation, Micrologic Design Automation, MOSIS, MunEDA, Nangate, NEC Informatec Systems, Novas Software, OCP International Partnership, OVM, Polar Instruments, Philips Electronics, Pro Design Electronic, Prolific, Q Star Test, Qualisystems, Rampus, Rapita Systems, Real Intent, Sagantec, SAME Arcsis, Satin IP Technologies, Semifore, Siemens, Sigrity, Springer-Verlag, Synopsys, Synplicity, Tanner EDA, Target Compiler Technologies, Teklatech, The Dini Group, The IET, The MathWorks, Think Silicon, TIMA/UJF, University of York, VaST Systems Technology, Verific Design Automation.

Contacts

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DATE is sponsored by the **European Design and Automation Association**, the **EDA Consortium**, the **IEEE Computer Society**, **(TTTC)**, **(CEDA)**, **ECSI**, **RAS** and **ACM SIGDA**.

“Congratulations DATE...becoming a major conference for Embedded Software development, especially that pertaining to Multi-Core/Multi-Processor systems... What was even more impressive was...its intention of becoming a true “systems” design automation (SDA) conference, using this year’s automotive emphasis to bring mechanical design to the table. Overall it was a great DATE as the conference continues to develop into the true system level design conference of the future.”

Gary Smith, *Gary Smith EDA*