

event prospectus

EVENT PROSPECTUS

DATE 10

ICC, Dresden, Germany
March 8 - 12, 2010

Design, Automation
& Test in Europe



The European System Design Event
From Systems-on-Chip to Embedded Computing

www.date-conference.com

WWW.DATE-CONFERENCE.COM

the 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.

international congress centre

The International Congress Centre, Dresden is one of the most modern of its kind in Europe and fully meets the requirements for cutting-edge seminar, conference and event technology. The Congress Centre and adjoining Maritim Hotel are situated in the heart of the city, only a few steps away from most cultural sights of Dresden and are easily accessible from Dresden Klotzsche Airport by train, tram or car.



unique dresden

The Saxony state capital, with more than 1 million inhabitants in and around the city limits, is an attractive and energetic modern city connecting east and west Germany. Dresden has a historic and modern flair, offering an excellent environment for DATE 10. Silicon Saxony is a registered industry association of nearly 300 companies in the microelectronics and related sectors in Saxony, Germany, with around 40,000 employees. The majority of those firms are situated in the north of Dresden. DATE is working with Silicon Saxony to maximise quality visitor attendance to the show and increase overall attendance of the event in the region.



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.

All companies who make presentations at DATE benefit from the additional visibility of their corporate identity, their products and their expertise. We strongly encourage companies to take every advantage of the many speaker openings by submitting proposals to every one of the opportunities detailed 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, avionic and automotive systems.

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.

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

All papers have to be submitted electronically before September 6th, 2009, via the conference web page: www.date-conference.com

special topics for 2010

The two Special Focus Days for the DATE 2010 conference are:

Nanoelectronics: Nanotechnology will permeate industrial products in the years to come, and will be present ubiquitously in various forms and means. In particular, nanoelectronic circuits will exploit new materials (like carbon) to produce smaller and faster transistors, as well as integrated sensors with direct electronic coupling to the environment. The special day will address new nanotechnologies, their integration into electronic systems, and the EDA tools and methods for nanoelectronics.

Cool Electronic Systems: The search for low-power/energy systems is a cross-cutting issue that affects electronics systems designs in many ways, from circuits to architectures, from communication structures to software. The trend toward energy-conscious (green) system design affects products of various kinds, from the home to the office, from telephone/communicators to embedded computing. This special day will address new methods and tools for circuit and system design at the frontier of minimum power/energy operation.

exhibition theatre

Chair: Jürgen Haase, edacentrum, Germany
haase@edacentrum.de

The exhibition theatre programme is a mix of panel discussions and user presentations that give exhibition visitors and conference delegates a dynamic overview of key technical and business issues in electronic and embedded systems design. Submissions are invited from industry consortia, technology groups, standards bodies, or any person with opinions on future industry trends.

Panels - discuss future trends, hot-topic technologies and business aspects of the Systems-on-Chip, EDA and IP markets. Panels combine invited industry experts and analysts for a more controversial look at the electronic design marketplace.

Customer Testimonials - allow exhibiting companies the chance to demonstrate their technical expertise and the advantages of their products through the experiences of a customer. More relevant to real-world designers than a regular sales pitch, offering engineers an insight into good working practices and current design methods, customer testimonial papers are a great way to draw a crowd at DATE.

Final deadline for Exhibition Theatre submissions – October 10th, 2009

Please contact Jürgen Haase for more details: haase@edacentrum.de

EXHIBITION the exhibition

The DATE exhibition will run for three days (Tuesday-Thursday) in halls on the ground floor of the congress centre.

DATE also arranges a number of special events and features on the show floor to allow busy conference delegates more time and justification 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.

Stand Packages

DATE 2010 is offering the following stand options to make exhibiting easy to plan and more cost-effective to budget.

➤ Option 1: Table Top Display (3m x 1m)

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

Total cost: €2,500 + German VAT (19%)



➤ 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:
 6sqm (3m x 2m) - €3,000 + German VAT
 9sqm (3m x 3m) - €4,000 + German VAT
 12sqm (4m x 3m) - €5,000 + German VAT

➤ Option 3: Bespoke Booth (price on application)

If you wish to build your own booth, European Conferences would be happy to provide you with a quote based on your space and equipment requirements. Please contact Claire Cartwright to discuss your options.

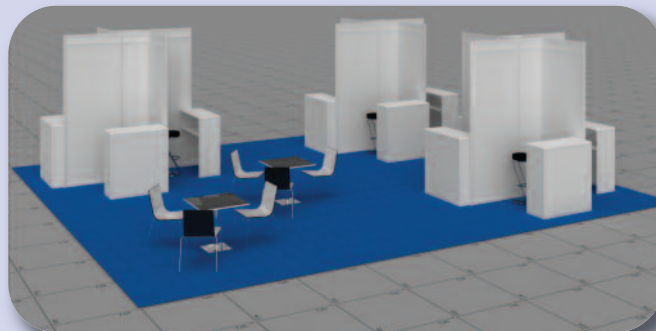
➤ Option 4: Start-Up Booth (3m x 2m)

DATE offers a great value introduction to the exhibition for start-up companies. This is a 6sqm standard shell scheme booth (option 2 above). Qualifying conditions apply for start-ups. Please contact Claire Cartwright for more details.

Total Cost: €2,000 + German VAT

➤ 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.



- Small cubicle, carpeted
- White hard-coated wall panels, on 2 sides
- Reception counter & stool
- White nameboard
- 1kw electricity connection
- Access to shared meeting space

Terms and Conditions apply. Please contact Claire Cartwright for more details.

Total cost: €1,800 + German VAT

Exhibition Stand Contact:

Claire Cartwright – claire.cartwright@ec.u-net.com

There is a 5% early bird discount available for all bookings received before 31st October, 2009

BRANDING branding opportunities

Sponsorship, Promotions & Branding

DATE offers a wide range of opportunities to participate in the event. Listed below are just some of the promotional and branding opportunities available. If you have specific ideas of how you would like to achieve extra prominence we are always open to discuss new possibilities.

General Branding:

- Logo on main sign above entrance of the Convention Centre (limited to two companies)
- Logo on various sites/poster boards within the Convention Centre (sizes vary)
- Official commercial sponsor of all DATE conference lunches. Includes banners in lunch area, logo on menus, reserved table & lunch tickets
- Official commercial sponsor of the DATE party. This can include banners at the venue, 20 free party tickets, logos on napkins, your own company branded cocktail etc
- Official commercial sponsor of the Exhibition Drinks Reception. Can include banners in exhibit hall, napkins, leaflets handed out during this period etc
- Official commercial sponsor of the DATE show bags – includes company logo on bag plus up to 4 pieces in the show bag for free
- Official commercial sponsor of the show lanyards
- Full page advert in Exhibitor Guide distributed at show
- Insert in the conference delegate bag

meeting rooms

Meeting rooms are available for hire and are located in close proximity to the exhibition hall. They could be used for private customer meetings or workshops/open presentations. Please email Claire Cartwright for availability.

date web portal

DATE has a busy web portal, which is updated regularly with conference and exhibition news as it becomes available. There are opportunities for exhibitors to purchase web banners and upload company profile information throughout the year www.date-conference.com

- Web banner on entry page OR registration page of the DATE website
- Option to publish technical white papers and news on DATE website
- Opportunity to send an email to the DATE mailing list in the 3 months preceding the event to advertise your DATE activities

If you become a DATE sponsor you will be listed, and your company logo will appear, in all DATE promotional literature, in the Exhibitor Guide and on the DATE web portal.

contacts

To discuss exhibition stand requirements and speaking or sponsorship opportunities, please contact:

Claire Cartwright or Sue Menzies

DATE Event Secretariat

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previous exhibitors and sponsors

Exhibitors and Sponsors at DATE 09 included:

ANDRES Project, Ansoft, ARTEMIS, ARTIST Design, ASYGN, Apache Design Solutions, Atrenta, Austrian Research Centers, Axilica, CATRENE, CMP, CoFluent Design, Concept Engineering, CST, DeFacto Technologies, Design & Reuse, DINI Group, DOCEA Power, Dolphin Integration, DSP Valley, Duolog Technologies, Easics, EDACafe.com, edacentrum, ENIAC, Equip IC Supply Chain, Electronique International, Elektronik i Norden, EVE, Forte Design Systems, hArtes, HiPEAC, ICT2020 Projects, IHP Microelectronics/GALAXY Project, IMEC, IMEC/Europractice, Infiniscale, Leading Edge, Mentor Graphics, MOCHA Project, MOSIS, MULTICUBE, MunEDA, Nangate, POLYTEDA Software Corporation, Prolific, Q-Star Test, R3 Logic, Real Intent, Recore Systems, SAME-ARCSIS, Satin IP Technologies, SHARE Project, Sigasi, SoCLib, Springer, SpringSoft, Stickybit Solutions, Synopsys, Tanner EDA, Target Compiler Technologies, Team Cote d'Azur, Teklatech, The IET, TIMMO – Timing Model, Toshiba Electronics Europe, University of Nice, Verific Design Automation, Verisilicon, XJTAG

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

"The technical show was excellent and my favorite part of DATE, the hallway conversations, was as active as always. If you want to stay in touch with the progress in EDA technology, these DATE hallway conversations are a must. Basically the gang was all there... Keep in mind most of your customers of tomorrow are not your customers of today."

Gary Smith,
Gary Smith EDA

"This is my fifth visit to DATE. Each time I am re-energized by the enthusiasm and innovative twist the European community brings to the engineering and business of design automation."

Peggy Aycinena,
EDA Confidential