

branding opportunities

Sponsorship, Promotions & Branding

DATE offers a wide range of opportunities to participate in the show. 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:

- **Official sponsor of all DATE conference lunches. Includes banners in lunch area, logo on menus, reserved table & lunch tickets – POA (price on application)**
- **Official 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. – POA**
- **Official sponsor of the Exhibition Drinks Reception. Can include banners in exhibit hall, napkins, leaflets handed out during this period etc. – POA**
- **Official sponsor of the DATE coffee break. This will include banners including your company logo. – €3000 per day**
- **Official sponsor of the DATE show bags – includes company logo on bag plus up to 4 pieces in the show bag for free – €2500 (exclusive of production costs)**
- **Official sponsor of the show lanyards – €2500 (exclusive of production costs)**
- **Full page advert in Exhibitor Guide distributed at show - Prices start from €950**
- **Insert in the conference delegate bag – €1500 (exclusive of production costs)**

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
Prices start from €1000
- 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.
Prices start from €1500, increasing to €2000 for the week before, of and after DATE.

To discuss your options please contact Claire Cartwright – claire.cartwright@ec.u-net.com

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. There is limited availability. Please contact Claire Cartwright for a bespoke quote stating your requirements (day, time, number of participants, room layout and any AV or catering needs you may have).

contacts

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

Claire Cartwright, Exhibition Manager

DATE Event Secretariat

European Conferences	Tel: +44 203 052 8065
3 Coates Place	Fax: +44 131 225 2925
Edinburgh	Email: claire.cartwright@ec.u-net.com
EH3 7AA	
United Kingdom	

previous exhibitors and sponsors

Exhibitors and Sponsors at DATE 2011 included:

2PARMA (PARAllel PARadigms and Run-time MANAGEMENT techniques for Many-core Architectures), ACCELONIX, ADACSYS, ADICSYS, AgO Inc., ANSYS / Ansoft, ApS Brno Ltd., CEA-LETI, Codosip Division, Arteris, Inc., Asygn, Atrenta Inc., BLUE PEARL SOFTWARE, Chipright, CISC Semiconductor Design + Consulting GmbH, CMP, COCONUT EU project, Compaan Design BV, COMPLEX - COdesing and power Management in PLatform-based design space Exploration, Concept Engineering GmbH, Cortus S.A., CréVinn, CST - Computer Simulation Technology AG, DEFACTO TECHNOLOGIES, DELTA, Design Automation Conference (DAC), DOCEA Power, EASii-IC, EDA Confidential, EDALab, edXact, ElectroniqueS, Enterprise Ireland, EURO PRACTICE, Fractal Technologies, GLOBALFOUNDRIES, Gold Standard Simulations Ltd., HiPEAC NoE, INFINISCALE, Infotech, IP SOC 11, MADNESS - Methods for predictABle Design of heterogeneous Embedded Systems with adaptivity and reliability Support, Magillem Design Services, Mentor Graphics, MICROLOGIC Design Automation, Midas, MINALOGIC GRENOBLE ISERE, MOSIS, MunEDA, Nano-Tera.ch, nSilitation, Presto Engineering, Inc., ProximusDA, R3LOGIC, Rhone Alpes Region, SAME, Satin Technologies, SELEX Galileo, Silansys Semi, SPRINGER, ST Microelectronics, Tanner EDA, Target Compiler Technologies, Tech Design Forum, The Next Silicon Valley, TinnoTek Inc., TowerJazz, TRAMS (Terascale Reliable Adaptive Memory Systems), Tyndall's Design Technology Evaluation Group, University Booth, University of Southampton, Veriest Venture, Ville de Grenoble, XYALIS

DATE is sponsored by the European Design and Automation Association, the EDA Consortium, IEEE Council on EDA, ECSI, ACM-SIGDA & RAS. In cooperation with IEEE Computer Society (TTTC), IEEE Solid-State Circuits Society (SSCS), IFIP and IET

Opening Plenary, DATE 2011, Grenoble



event prospectus

DATE¹²

ICC, Dresden, Germany

Event - 12 - 16 March Exhibition - 13 - 15 March

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

LOCATION 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.

DRESDEN, GERMANY ICC, Dresden, Germany

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



DRESDEN 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 12. 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 visibility of the event in the region.



OPPORTUNITIES 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 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.

CONFERENCE 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
- A** – Application Design
- T** – Test Methods & Tools
- 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 11 September, 2011 via the conference web page: www.date-conference.com Please contact the DATE Event Secretariat if you require more information, or visit our website.

SPECIAL TOPICS special topics for 2012

The two **Special Focus Days for the DATE 2012 conference** are:

More Than Moore: A Special Day on More-than-Moore technologies (MtM) will be organised. After a broad overview of the MtM field, dedicated talks will address specific technologies including ams-rf, power and 3D integration, and applications such as energy and healthcare.

e-Mobility: The e-Mobility Special Day will take up the latest trend towards hybrid and fully electric vehicles by discussing upcoming issues to be addressed by the design automation, microelectronics and embedded system communities. The major challenge is to smooth the way in developing the high requirements for the electronic systems inside an electric vehicle. Important topics to be discussed are among many others control and operation strategies to optimise energy consumption and recovery, electromagnetic interference due to high and low voltage electronics, and efficient vehicle to grid solutions with smart recharging capabilities.

EXHIBITION THEATRE exhibition theatre

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 exhibiting companies and projects, 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 Executive Theatre submissions – 24 October, 2011

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

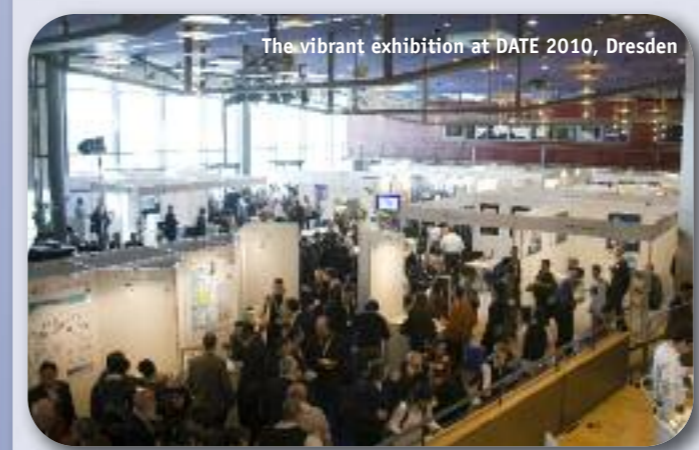
VENDOR OPPORTUNITIES vendor opportunities

EXHIBITION the exhibition

The DATE exhibition will run for three days (Tuesday-Thursday) in halls on the ground floor of the congress centre. The halls benefit from natural daylight and are largely pillar free.

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, 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.

DATE continues to be a growing event with a 40% increase of exhibition visitor numbers at DATE 2011 (890) compared to DATE 2010. In addition the overall number of conference attendees (1,400) increased by 8% compared to the successful DATE 2010 event.



Stand Packages

DATE 2012 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 (value €480 at DATE 2011).

Please note this pass is valid for Tuesday – Thursday only and includes a copy of the DATE proceedings, delegate lunches and entrance to the DATE party but does not include entrance to the Monday tutorials or Friday Workshops.

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

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

Total cost: €2,000 + VAT



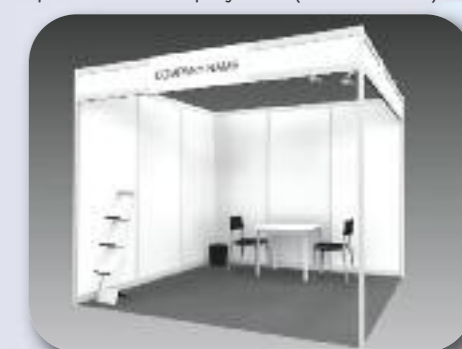
> Option 2: Standard Shell Scheme Booth

- 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 + VAT

9sqm (3m x 3m) -
€4,000 + VAT

12sqm (4m x 3m) -
€5,000 + 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:

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

Total Cost: €2,000 + 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: €2,000 + VAT

GERMAN VAT IS 19%



EARLY BIRD DISCOUNT OF 5% AVAILABLE FOR ALL BOOKINGS RECEIVED BEFORE 1 NOVEMBER, 2011

PLEASE NOTE THIS DISCOUNT IS A STAND-ALONE OFFER AND CANNOT BE USED IN CONJUNCTION WITH ANY OTHER OFFER

Exhibition Stand Contact:
Claire Cartwright – claire.cartwright@ec.u-net.com
Tel: +44 203 052 8065