

event prospectus

EVENT PROSPECTUS

# DATE <sup>13</sup>

**Alpexpo, Grenoble, France**

**Event** 18 – 22 March

**Exhibition** 19 – 21 March

**Design, Automation  
& Test in Europe**

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



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

WWW.DATE-CONFERENCE.COM

## the location and venue



**DATE** is a leading international conference and exhibition 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.

## Alpexpo Espace Alpes Congrès

Alpexpo is located in close proximity to central Grenoble and provides a modern, well equipped location for DATE. It is one of Europe's most prestigious venues for economic, cultural and sporting events.

Alpexpo is a 15 minute tram ride from the centre of Grenoble, 30 minutes from Grenoble airport and 45 minutes from Lyon airport. Information on hotel bookings will be provided online.

Grenoble is located in the heart of the Alps and is surrounded by the outstanding natural beauty of the Belledonne, Chartreuse and Vercors massifs.



## Why Grenoble?

- Grenoble is the key European semiconductor site in Europe with more than 38,000 people in micro and nano technologies (24000) and embedded software (14000).
- Grenoble is a major scientific centre and home to both the Joseph Fourier University, which is one of France's leading scientific Universities and the Grenoble Institute of Technology which trains in excess of 5000 engineers per annum in key technology disciplines.
- Minatec is a centre for innovation for micro and nano technology and contributes to the reputation of Grenoble as one of Europe's key scientific centres. Miniatec has a locally based campus in combination with a network of companies, researchers and engineering schools.
- Grenoble provides the second largest research centre in France. There are 15 research centres and universities (CEA-LETI – 1500 researchers, TIMA, Verimag)
- There are some 100 start up companies located in the area in addition to 117 companies – 81% of which are SME's.
- DATE is working closely with local industry to increase the visibility of the event and to maximise quality visitor attendance.

## 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.

## special topics for 2013

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

- **High-Performance Low-Power Computing**
- **Electronic Technologies for Smart Cities**

Papers can be submitted for standard oral presentation or for interactive presentation. All papers have to be submitted electronically before **9 September, 2012** via the conference web page: [www.date-conference.com](http://www.date-conference.com)  
Please contact the DATE Event Secretariat if you require more information, or visit our website.

## 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 – 22 October, 2012**

Please contact Jürgen Haase for more details: [haase@edacentrum.de](mailto:haase@edacentrum.de)



## EXHIBITION the exhibition

The DATE exhibition will run for three days (Tuesday – Thursday inclusive) and take place on the ground floor and adjacent to the main entrance and registration desks. It is easily accessible from the conference rooms and catering will take place in and around the exhibition hall.

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 attracting 1400 conference delegates and in excess of 800 exhibition visitors at DATE 2012.

## STAND PACKAGES stand packages

DATE 2013 is offering the following stand options to make exhibiting easy to plan and more cost-effective to budget. Prices held since DATE 2010 !

### ➤ 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 Sue Menzies 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 Sue Menzies for more details.

**Total cost: €2,000 + VAT**

The exhibition at DATE 2012, Dresden



**THERE IS AN EARLY BIRD  
DISCOUNT OF 5% AVAILABLE FOR  
ALL BOOKINGS RECEIVED BEFORE  
1 NOVEMBER, 2012**

\*PLEASE NOTE THIS DISCOUNT IS A STAND-ALONE OFFER AND CANNOT BE USED IN CONJUNCTION WITH ANY OTHER OFFER \*FRENCH VAT IS 19.6%

**Exhibition Stand Contact:**

**Jinnie Hinderscheit, ECSI**  
**Jinnie.Hinderscheit@ecsi.org**  
**+33 6 46 72 23 01**

## 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)

## previous exhibitors and sponsors

### Exhibitors and Sponsors at DATE 2012 included:

49th Design Automation Conference (DAC), ADACSYS ,Ag0, Aldec Europe, ApS Brno Ltd., Cudasip Division BLUE PEARL SOFTWARE, Cisco, City of Dresden, Department of Economic Affairs, CMP, COMPLEX - C0desing and power Management in PLatform-based design space EXploration, Concept Engineering GmbH, Cortus S.A., Creonic, DOCEA Power Dresden Informatik GmbH, DREWAG - Stadtwerke Dresden GmbH, EDASIP Associates Ltd, Elektronik i Norden, ENOSYS (intEgrated modellIng and synthesis t0ol flow for embedded SYStems design), Europractice , Forte Design Systems, Fractal Technologies, Fraunhofer Institute for Integrated Circuits IIS GLOBALFOUNDRIES, GÖPEL electronic GmbH, HiPEAC NoE, Incentia, MADNESS - Methods for predictAble Design of heterogeneous Embedded Systems with adaptivity and reliability Support, Methodics, MOSIS, MunEDA, Nano-Tera.ch Ngenics, Nimbic Inc, PRO3D FP7 #248776, REFLECT, an FP7 co-funded project , SAME, Satin Technologies, Silicon Saxony e.V. SPRINGER, State of Saxony, Tanner EDA, Target Compiler Technologies, Tech Design Forum, TU Dresden, SFB 912 (Haec Booth), UMIC, University Booth, VWorks, Wirtschaftsförderung Sachsen GmbH & ZMDI The Analog Mixed Signal Company

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

There are limited meeting rooms 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 Sue Menzies for a bespoke quote stating your requirements (day, time, number of participants, room layout and any AV or catering needs you may have).

## 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](http://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 Sue Menzies – [sue.menzies@ec.u-net.com](mailto:sue.menzies@ec.u-net.com)

## contacts

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

**Jinnie Hinderscheit, ECSI**  
**Email: [Jinnie.Hinderscheit@ecsi.org](mailto:Jinnie.Hinderscheit@ecsi.org)**  
**Phone: +33 6 46 72 23 01**

The opening plenary at DATE 2012, Dresden

