

sponsorship opportunities

Sponsorship, Promotions & Branding

There are various effective opportunities for interested industry partners to participate at the DATE conference, as stated below. Please feel free to contact us regarding further promotional or branding options. We will be pleased to arrange a special offer tailored to your needs and requests.

- **Official sponsor of all DATE conference lunches**
This includes banners in lunch area and the company logo on the menus & lunch tickets – **POA (price on application)**
- **Official sponsor of the DATE coffee break**
This includes signs with the company logo on the tables – **POA**
- **Official sponsor of the DATE party**
This can include banners at the venue, 20 free party tickets, the company logo on the menus and reserved tables etc. – **POA**
- **Official sponsor of the Exhibition Drinks Reception**
This can include banners in the exhibition area, the company logo on the tables, handing out promotional company material etc. – **POA**
- **Official sponsor of the DATE conference bags**
This includes the company logo on each bag plus one free bag insert – **€ 2500 (plus production costs)**
- **Official sponsor of the DATE conference lanyards**
€ 2500 (plus production costs)
- **Insert in the DATE conference bags**
€ 1500 (plus production costs)
- **Advertisement in the Exhibitor Guide**
(distributed on-site) – **€ 950 for one full inner page, € 2500 for one full cover page**

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.
www.date-conference.com

- Company logo 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
- E-Mail blast prior to the conference (message sent to the DATE mailing list to advertise the company activities at DATE)
Prices start from € 1500 increasing to € 2000 the week before DATE

If you are interested in one of the mentioned options, please contact K.I.T. Group (Franziska Kremling): kremling@kitdresden.de

meeting rooms

Interested industry partners can rent meeting rooms for private meetings or open presentations which are located close to the exhibition area in the ICC Dresden. As there is limited availability, please contact the DATE Event Secretariat stating your requirements (day, time, number of participants, room furniture, technical requirements, catering needs etc.).

contact

For any questions or concerns regarding the DATE exhibition and/or speaking opportunities, please contact:

Franziska Kremling, Exhibition Manager

DATE Event Secretariat
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previous exhibitors and sponsors

Exhibitors and Sponsors at DATE 2013 (Grenoble, France) included:

50th Design Automation Conference (DAC), ApS Brno Ltd., Codasip Division, Association for Computing Machinery - Special Interest Group on Design Automation (ACM SIGDA), Blue Pearl Software, CEA LETI, CimAlpes, CMP: Circuits Multi-Projects, COMPLEX - Coding and power Management in PLatform-based design space Exploration, Concept Engineering GmbH, CST - Computer Simulation Technology AG, DeFacTo Technologies, Design and Reuse, DOCEA Power, Dolphin Integration, ECSI - European Electronic Chips & Systems design Initiative, EDA Solutions LTD, EDXACT, Electronic Design Automation Consortium (EDAC), ElectroniqueS, Elsip, Europractice, European Design and Automation Association (EDAA), Grenoble Alpes Metropole, Grenoble-Isère/AEPI, HiPEAC NoE, IEEE Computer Society Test Technology Technical Council (IEEE CS TTTC), IEEE Council on Electronic Design Automation (IEEE CEDA), IEEE Council on Electronic Design Automation (IEEE CEDA), IEEE Solid-State Circuits Society (IEEE SSSC), Incentia, International Federation for Information Processing (IFIP), MADNESS - Methods for predictAble Design of heterogeneous Embedded Systems with adaptivity and reliability Support, Mentor Graphics, Minalogic, MOSIS, MunEDA, Nano-Tera.ch, now publishers inc., OneSpin Solutions GmbH, PHARAON - Parallel and Heterogeneous Architectures for Real-time ApplicatiONS, Presto Engineering, Région Rhône-Alpes, Russian Academy of Sciences (RAS), SEEMPubs, Serma Technologies, Solvartec, SPRINGER, STMicroelectronics, Tanner EDA, Target Compiler Technologies, The IET, TouchMore, University Booth, UXP, Ville de Grenoble, WiserBAN, 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 (SSSC), IFIP and IET



DATE 2012 Plenary

event prospectus



DATE 2014 ★ big ★ experienced ★ open minded ★ successful competent ★ eager to learn ★ business driven

ICC, Dresden, Germany

Event 24-28 March Exhibition 25-27 March

Design, Automation & Test in Europe

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



www.date-conference.com

WWW.DATE-CONFERENCE.COM

the location and venue



DATE is a leading international 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

ICC, Dresden, Germany

The International Congress Center (ICC) Dresden and the adjoining Maritim hotel are located on the banks of the river Elbe with a spectacular view at the historic city centre. The ICC with its modern architecture offers all facilities and technical requirements for hosting large international conferences. It is easily accessible from Dresden Airport by public transport and within walking distance to downtown Dresden and all famous sights.



unique Dresden

The Saxony state capital is characterised by its historic flair and the numerous cultural sights attracting visitors from all over the world every year. It is a modern and vibrant city with short distances and a cutting-edge technology sector. 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 cooperating with Silicon Saxony to maximise quality visitor attendance to the show and increase visibility of the conference in the region. Dresden therefore states an excellent venue for DATE 14.



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.

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 Reliability
- 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 2014

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

- **Advancing Electronics Beyond CMOS**
- **System-Level Design**

Papers can be submitted for standard oral presentation or for interactive presentation. All papers have to be submitted electronically before 13 September, 2013 via the conference web page: 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

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.

SpecialSessions – a selection of hot-topic and embedded tutorial sessions from the technical conference programme will be held in the Exhibition Theatre, providing added value to exhibition visitors and increasing attendance of the exhibition.

Final deadline for Executive Theatre submissions – 21 October, 2013
Please contact Jürgen Haase for more details: 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 International Congress Centre and benefits from natural daylight. As the area is positioned centrally and will host the coffee break area as well, a constant frequentation will be guaranteed. 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. Thus, the exhibition offers the perfect opportunity for discussions and talks with conference delegates, for gaining new industry contacts or intensifying existing business relationships.

The DATE conference 2012 in Dresden attracted 1400 conference delegates and more than 800 exhibition visitors. It continues to be a growing event with increasing exhibition visitor numbers and higher overall number of conference attendees compared to past DATE conferences.



The vibrant exhibition at DATE 2012, Dresden

Stand Packages

DATE 14 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 pass is valid for Tuesday – Thursday only and includes a copy of the DATE proceedings, delegate lunches and entrance to the DATE party but neither includes entrance to the Monday tutorials nor to the Friday Workshops.

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

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

Total cost:
€ 2000 + VAT



**EARLY BIRD DISCOUNT OF 5%
AVAILABLE FOR ALL BOOKINGS
RECEIVED BEFORE
1 NOVEMBER, 2013**

PLEASE NOTE THAT THIS DISCOUNT ONLY APPLIES ON THE STAND BOOKING BUT NO OTHER OFFERS MADE BY THE ORGANISERS

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 sqm (2m x 3m) - € 3000 + VAT
9 sqm (3m x 3m) - € 4000 + VAT
12 sqm (3m x 4m) - € 5000 + VAT



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 Franziska Kremling 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 6 sqm 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: € 2000 + 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 Franziska Kremling for more details.

Total cost: € 2000 + VAT

GERMAN VAT IS 19 %



Exhibition Stand Contact

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