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.

NEW: ORGANISE YOUR OWN INDUSTRY SESSION

Interested companies may organise their own session during a DATE coffee or lunch break and benefit from the opportunity to reach the DATE audience exclusively during this slot.
– POA (price on application)

- Official sponsor of a DATE Lunch Break
  This includes banners in lunch area and the company logo on the menus & lunch tickets – POA (price on application)

- Official sponsor of a DATE Coffee Break
  This includes among others 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 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 – 2,500 € (plus production costs)

- Official sponsor of DATE Conference Lanyards
  2,500 € (plus production costs)

- Insert in the DATE Conference Bags
  1,500 € (plus production costs)

- Advertisement in the Event Guide (distributed on-site) – 950 € for one full inner page, 2,500 € 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 1,000 €

- Option to publish technical white papers and news on DATE website
  Prices start from 1,500 € increasing to 2,000 € the week before DATE

- Email blast prior to the conference (message sent to the DATE mailing list to advertise the company activities at DATE)
  Prices start from 1,500 € increasing to 2,000 € the week before DATE

MEETING ROOMS

Interested industry partners can rent meeting rooms for private meetings or open presentations which are located centrally in the conference premises. 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.).

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

Franziska Kremling, Project Manager

DATE Event Secretariat
K.T.T. Group GmbH Dresden
Muenzgasse 2
01067 Dresden, Germany

Phone: + 49 351 4956 541
Fax: + 49 351 4956 116
Email: info@kttdresden.de
www.ktt-group.org

PREVIOUS EXHIBITORS AND SPONSORS

Exhibitors and Sponsors at DATE 2014 in Dresden, Germany, included:


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 (TTC), IEEE Solid-State Circuits Society (SSCS), IFIP and IET
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 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. 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 (24,000) and embedded software (14,000).
- 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.
- Minatex 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. Minatex 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 – 1,500 researchers, TIMA, Verinag).
- There are some 100 start-up companies located in the area in addition to 137 companies – 41% of which are SMEs.
- DATE is working closely with local industry to increase the visibility of the event and to maximise quality visitor attendance.

**VENDOR OPPORTUNITIES**

**Option 2: Standard Shell Scheme Booth**

- Option 3: Space only (price on application)

- Option 4: Start-Up Booth (2m × 3m)

- Option 5: European Project Booth

**STAND PACKAGES**

DATE 2015 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 complimentary conference registration includes access to all conference sessions, conference materials, catering as well as entrance to the DATE Party, but it does neither include access to the Monday Tutorials nor to the Friday Workshops.

- **Option 1: Table Top Display (1m × 3m)**
  - 3 sqm space
  - Wall panels
  - 1 table & 2 chairs
  - 2 spotlights
  - Waste basket
  - Total cost: 2,000 € + VAT

- **Option 2: Standard Shell Scheme Booth**
  - Wall panels
  - Fascia board with company name (max. 30 letters)
  - 1 table & 2 chairs
  - Brochure rack
  - Waste basket
  - 3 spotlights
  - Total cost: 3,000 € + 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 the Event Secretariat to discuss your options.

**EARLY BIRD DISCOUNT OF 5% APPLICABLE FOR ALL BOOKINGS RECEIVED UNTIL 31 OCTOBER, 2014**

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

**EXHIBITION THEATRE**

The vibrant exhibition at DATE 2014, Dresden

**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 Tools & EDA
- **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-topics sessions and embedded tutorials to highlight and inform about specific interest and emerging topics.

**SPECIAL TOPICS FOR 2015**

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

- Desigining Electronics for the Internet of Things
- Desigining Electronics for Medical Applications

Papers can be submitted either for standard oral presentation or for interactive presentation. The Programme Committee also encourages submissions for Special Sessions, Tutorials and Friday Workshops as well as for the two Special Days. All papers have to be submitted electronically by Sunday, September 14, 2014 via the conference website: www.date-conference.com. Please contact the DATE Event Secretariat if you require more information or visit the website.

**DATE**

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**WHY DATE?**

- 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 advantage of this by submitting proposals for all of the speaking opportunities listed here.

- Grenoble provides the second largest research centre in France. There is one of Europe’s most prestigious venues for economic, cultural and sporting events.

**EXHIBITION**

The exhibition will run for three days (Tuesday–Thursday). The spacious exhibition area will be located in the heart of the conference facilities, hosting the coffee break area and therefore granting constant visitor attention. DATE also arranges a number of special events and features on the show floor in order to increase exhibition visits, such as an Exhibition Reception on Tuesday evening, extended conference breaks, catering being served in the exhibition area and an Exhibition Theatre with industry themed presentations. All these activities are intended to make DATE more attractive 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.

DATE continues to be a growing event attracting more than 1,400 conference delegates and more than 800 exhibition visitors annually.

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**WHERE IS DATE HELD?**

DATE is held in the exhibition area close to the booths, provides speaking opportunities to all interested exhibitors. 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-topics and business aspects of the Systems-on-Chip, EDA and IP markets. Panels combine invited industry experts and analysts for a very conversational 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.
- Special Sessions – a selection of hot-topics and embedded tutorial sessions from the tech-11 conference programme will be held in the Exhibition Theatre, providing added value to exhibition visitors.

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**FINAL DEADLINE FOR EXECUTIVE THEATRE SUBMISSIONS**

- **October 19, 2014**

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

**LOCATION AND VENUE**

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**THE EXHIBITION**

The vibrant exhibition at DATE 2014, Dresden

**EXHIBITION STAND CONTACT**

Franziska Kremling, Project Manager
Email: kremling@kitdresden.de
Phone: +49 351 4967 541

**TERMS AND CONDITIONS**

- Date of exhibition: February 24 to 26, 2015
- DATE 2015 includes two exhibition days with one day of conference. On the third day, the exhibition is open to account holders and secretariat clients.
- No exhibiting company can book more than one stand, unless otherwise stated.
- Date of application for exhibition stands: 3 May 2014.
- Date of application for speaking opportunities: 3 May 2014.