

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

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

Claire Cartwright, Exhibition Manager

DATE Event Secretariat

European Conferences
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Edinburgh
EH3 7AA
United Kingdom

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previous exhibitors and sponsors

Exhibitors and Sponsors at DATE 2010 included:

Access Project, AIT Austrian Institute of Technology, ANSYS / Ansoft, Apache Design Solutions (Tool Seminar), Artisan (Tool Seminar), ArtistDesign European Network of Excellence on Embedded Systems Design, ATEEDA Limited, AWR Corporation, Beneware, Cadence (Meeting), Chipright, Cisco (Sponsor), City of Dresden, Department of Economic Affairs, CMP, COCONUT EU project, Concept Engineering GmbH, Cool Silicon, CST - Computer Simulation Technology AG, DOCEA Power, DOLPHIN INTEGRATION, EDA Tech Forum, edacentrum GmbH, edXact, EE Times Europe, Elsevier, EUROPRACTICE, Forte Design Systems, FP7 DIAMOND: Diagnosis, Error Modelling and Correction for Reliable Systems Design, Fraunhofer IIS, Institutsteil EAS, GLOBALFOUNDRIES, HiPEAC NoE, ICT-eMuCo, Mentor Graphics (Tool Seminar), MERASA, MNEMEE FP7 project, MOSART FP7 Project, MOSIS, MULTICUBE Project, MunEDA, Nangate, Nano-Tera.ch, nSys Design Systems, OneSpin Solutions GmbH, PGC, Presto Engineering, Inc., Real Intent Inc, SAME, Satin IP Technologies, SATURN EU Project, Silicon Saxony e.V., SoCLib, SPRINGER, Synopsys (Tool Seminar), Tanner EDA, Target Compiler Technologies, TU Dresden, Vodafone Chair Mobile Communications Systems, University Booth, WHIZCHIP DESIGN TECHNOLOGIES Pvt Ltd, Wirtschaftsförderung Sachsen GmbH, X-FAB Semiconductor Foundries AG, ZMDI The Analog Mixed Signal Company

The event is sponsored by the European Design and Automation Association, the EDA Consortium, the IEEE Computer Society – TTTC, the IEEE Council on EDA, ECSI, ACM - SIGDA, and RAS



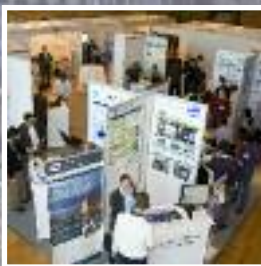
Opening plenary at DATE 2010, Dresden

event prospectus

DATE ¹¹

Grenoble, France
March 14 – 18, 2011

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.

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.

The venue is a 15 minute tram ride from the centre of Grenoble. The coach from Lyon airport to Grenoble takes one hour. Information on hotel bookings will be 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. Minatec has a locally based campus in combination with a network of companies, researchers and engineering schools.
- Grenoble is the second largest research area in France, with many research Laboratories reporting to the National Council for Scientific Research (CNRS), and to the Center for Atomic and Renewable Energies (CEA). Major Laboratories are CMP, LETI, 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 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, 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 5 September, 2010 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 for 2011

The two Special Focus Days for the DATE 2011 conference are:

Smart Devices of the Future: Future electronic systems will be dominated by the convergence between design (hardware and software) and fabrication to master next generation smart devices. The design of highly integrated and autonomous intelligent devices for healthcare, mobile and consumer applications require deep knowledge of technology characteristics to reach the required performance. Furthermore, hardware and software are being employed increasingly to overcome fabrication imperfection and to improve yield. This special day will focus on applications, key enabling technologies and future trends driving smart devices of the future.

Intelligent Energy Management – Supply and Utilisation: The links between the disciplines of computation, power electronics, and power systems must become stronger as we move into a world of increasing energy utilisation and efficiency. This special day will foster the necessary links between these separate disciplines through invited presentations from experts in the areas of energy generation, storage and utilisation. The day will also cover recent innovations in enabling technologies for portable devices (energy-harvesting and wireless powering) and applications of intelligent systems to improve the utilisation of electricity supply through smart metering and infrastructure.

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 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 – 10 October, 2010

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

EXHIBITION the exhibition

The DATE exhibition will 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.

Stand Packages

DATE 2011 is offering the following stand options to make exhibiting easy to plan and more cost-effective to budget.

We are happy to discuss other options and will make every effort to meet your needs to ensure DATE 2011 is successful for you and your company.

➤ 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 + FRENCH VAT (19.6%)

➤ Option 2: Standard Shell Scheme Booth

- Carpeted space
- Wall panels (grey)
- 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 + FRENCH VAT (19.6%)

9sqm (3m x 3m) - €4,000 + FRENCH VAT (19.6%)

12sqm (4m x 3m) - €5,000 + FRENCH VAT (19.6%)

➤ 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 + FRENCH VAT (19.6%)

Please note: contact Claire Cartwright to check availability of shared start up booths

➤ 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
- 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 + FRENCH VAT (19.6%)

EXHIBITION STAND CONTACT

Claire Cartwright

claire.cartwright@ec.u-net.com

Tel: +44 203 052 8065

**EARLY BIRD DISCOUNT OF 5%
AVAILABLE FOR ALL BOOKINGS
RECEIVED BEFORE
1 November, 2010**

Please note this discount is a stand-alone offer and cannot be used in conjunction with any other offer.

MEETING ROOMS 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).

