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.

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 hold 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.

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 Robustness
- E – Embedded Systems Software

COMPANYs 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.

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

- Automotive Systems
- Secure Systems

Moreover, the DATE 2016 technical programme and exhibition will have a special focus on the following topics: 5G wireless networks, 3D-IC integration, FD-SOI, and IoT.

The DATE exhibition visitors and conference delegates a dynamic marketplace. All companies who hold presentations at DATE benefit industrially and commercially audiences in a single European event. We strongly encourage companies to take advantage of this by submitting proposals for all of the speaking opportunities listed here.
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 heart of the International Congress Centre and benefits from natural daylight. As the area is positioned centrally and will host the coffee and lunch break area as well, a constant frequency will be guaranteed. 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 and an Exhibition Theatre with industry themed presentations.

Thus, the exhibition offers the perfect opportunity for discussions and talks with conference delegates, for gaining new industry contacts or intensifying existing business relationships. Furthermore, the DATE exhibition states the perfect venue for industries to meet University Professors to foster their University Programme and especially for PhD Students to meet their future Professors to foster their University Programme and the perfect venue for industries to meet University relationships.

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

**Exhibition Opening Hours**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>March 15, 2016</td>
<td>10h00 – 18h30*</td>
</tr>
<tr>
<td>March 16, 2016</td>
<td>10h00 – 18h30</td>
</tr>
<tr>
<td>March 17, 2016</td>
<td>10h00 – 17h00</td>
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</tbody>
</table>

* Exhibition Reception from 18h30 – 19h30

DATE 2016 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 not include access to the Monday Tutorials nor to the Friday Workshops.

**Standing Packages**

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
<th>Total Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OPTION 1</strong></td>
<td><strong>TABLE TOP DISPLAY</strong></td>
<td>€ 2,000</td>
<td>3 sqm space</td>
</tr>
<tr>
<td><strong>OPTION 2</strong></td>
<td><strong>STANDARD SHELL SCHEME BOOTH</strong></td>
<td>€ 3,000</td>
<td>Carpeted space (grey carpet)</td>
</tr>
<tr>
<td><strong>OPTION 3</strong></td>
<td><strong>SPACE ONLY</strong> (price on application)</td>
<td>€</td>
<td></td>
</tr>
<tr>
<td><strong>OPTION 4</strong></td>
<td><strong>START-UP BOOTH</strong></td>
<td>€ 2,000</td>
<td>Small cubicle, carpeted</td>
</tr>
<tr>
<td><strong>OPTION 5</strong></td>
<td><strong>EUROPEAN PROJECT BOOTH</strong></td>
<td>€ 2,000</td>
<td>6 m² (2m × 3m)</td>
</tr>
<tr>
<td><strong>NEW:</strong></td>
<td><strong>JOINT THEMATIC CAMPUS</strong></td>
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</tbody>
</table>

- Interested companies will have the possibility to join a Thematic Campus in order to benefit from a mutual presentation & approach of their target audience. Those thematic campuses focus on special topics such as 5G wireless networks, 3D-IC integration, automotive systems, FD-SOI, Iot, systems security, etc. For detailed information and a concrete offer, please contact the Exhibition Chair Hans-Jürgen Brand or the Event Secretariat K.I.T. Group.

The General Terms and Conditions apply.

A preliminary floor plan will be sent on request.

**EXHIBITION STAND CONTACT**

Franziska Kremling, Project Manager

Email: kremling@kitdresden.de

Phone: +49 351 4967 541

**EDAC MEMBER COMPANIES RECEIVE AN ADDITIONAL 6% DISCOUNT**

*Please note that this discount only applies for booth reservations (Option 1-5), but not for any other offers made by the organizers.

**AFFILIATE DISCOUNT OF 5% APPLICABLE FOR ALL BOOKINGS RECEIVED BEFORE 30 OCTOBER, 2015**

The vibrant exhibition at DATE 2014, Dresden
SPONSORSHIP OPPORTUNITIES

There are various effective opportunities for interested industry partners to represent their company and/or products in the course of the DATE conference, as stated below. If the mentioned opportunities do not correspond to your needs, please feel free to contact us. We will be pleased to discuss further promotional or branding options in order to arrange a tailor-made proposal for your company.

All sponsors will benefit from prominent acknowledgement in all DATE publications (such as on the homepage, in the programme booklet etc.).

DATE 2016 CONFERENCE BREAKS AND SOCIAL EVENTS

Interested companies can sponsor one of the official conference breaks or events. All coffee and lunch breaks will take place in the exhibition area on the terrace level of the ICC Dresden.

• Official sponsor of a DATE Lunch Break
  The sponsoring includes banners in the lunch area and the company logo on the menus & lunch tickets.
  POA (price on application)

• Official sponsor of a DATE Coffee Break
  The sponsoring includes signs with the company logo on the tables in the coffee break area.
  POA (price on application)

• Official sponsor of the Exhibition Reception,
  March 15, 2016, 18h30 – 19h30
  The sponsoring includes banners, the company logo on the tables, handing out promotional company material etc.
  POA (price on application)

• Official sponsor of the DATE Party,
  March 16, 2016, 19h30 – 23h00
  The sponsoring includes banners at the venue, 10 free party tickets, the company logo on the menus and catering tables etc.
  POA (price on application)

DATE 2016 CONFERENCE MATERIALS

Interested companies can sponsor one of the below-listed conference materials (to be distributed to delegates on-site). The company’s logo will be placed on the material, respectively. Alternatively, companies can also provide their own promotional material which then must be approved by the Event Secretariat in advance. Detailed information will be provided upon booking.

• Official sponsor of the DATE Conference Bags
  € 2,500 (plus production costs, if applicable)

• Official sponsor of the DATE Conference Lanyards
  € 2,500 (plus production costs, if applicable)

• Insert in the DATE Conference Bags
  One (1) promotional material (max. 4 connected DIN-A4 pages) to be placed into the congress bags.
  € 1,500 (plus production costs)

• Advertisement in the Exhibition Guide
  Interested companies can place an advertisement in the Exhibition Guide (as part of the programme booklet). It is available online shortly before the conference and will be distributed to all registered delegates on-site.
  Release: March, 2016

• One (1) full inner page: € 950
• One (1) full cover page (front inside): € 2,500
• One (1) full cover page (back inside): € 2,500
• One (1) full cover page (back outside): € 2,500

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.

• Company logo on entry page OR registration page of the DATE website
  Prices start from 1,000 €

www.date-conference.com

• Option to publish technical white papers and news on DATE website

• 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

NEW: ORGANIZE YOUR OWN SESSION

Interested companies may organise their own session, e.g. tutorial, business meeting, hands-on or workshop during the official show dates in a dedicated meeting room at a special rate. Book your meeting room now and benefit from the opportunity to reach your target audience exclusively during this slot.

For detailed information, please contact the DATE Event Secretariat.

As there is limited availability, please communicate your requirements early in advance, by January 29, 2016, the latest.

PREVIOUS EXHIBITORS AND SPONSORS

Exhibitors and Sponsors at DATE 2014 in Dresden, Germany, Included:
3D InCites, LLC, 51st Design Automation Conference (DAC),

DATE is sponsored by the European Design and Automation Association, the EDA Consortium, IEEE Council on EDA, ECSL, ACM-SIGDA & RAS.

In cooperation with
IEEE Computer Society test technology technical Council (ttTC)
IEEE Solid-State Circuits Society (SSCS)
International Federation for Information Processing (IFIP)
## General Information and Contacts

### Title of the Event
**DATE 2016 – Design, Automation and Test in Europe**

### Date
March 14 to 18, 2016

### Venue
MARITIM Hotel & International Congress Centre Dresden (ICCD)
Ostra-Ufer 2/Devrientstraße 10-12
01067 Dresden, Germany

### Participants
about 1,400 delegates from Europe and abroad

### General Chair
Luca Fanucci
University of Pisa, Italy
Email: luca.fanucci@unipi.it

### Programme Chair
Jürgen Teich
Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany
Email: teich@cs.fau.de

### Exhibition Chair
Hans-Jürgen Brand
ZMDI, Germany
Email: hans-juergen.brand@zmdi.com

### Exhibition Theatre Chair
Juergen Haase
edacentrum GmbH, Germany
Email: haase@edacentrum.de

### Event Secretariat | Exhibition Management
Franziska Kremling
K.I.T. Group GmbH Dresden
Muenzgasse 2
01067 Dresden, Germany
Phone: +49 351 4967 541
Email: date@kitdresden.de

### Local Arrangements/ICT
Tobias Seifert & Gerhard Fettweis
Technical University Dresden, Germany
Email: tobias.seifert@ifn.et.tu-dresden.de
Email: gerhard.fettweis@vodafone-chair.com

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

### Facebook
[Facebook](https://www.facebook.com)