PROMOTION & SPONSORSHIP OPPORTUNITIES

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DATE 27

30TH ANNIVERSARY

DESIGN, AUTOMATION AND TEST IN EUROPE

THE EUROPEAN EVENT FOR ELECTRONIC SYSTEM DESIGN & TEST

22 – 24 MARCH 2027

DRESDEN, GERMANY

International Congress Center Dresden (ICD)



DATE 2027 marks the 30th edition of Europe's leading conference on design, automation, test, and manufacturing of electronic circuits and systems. For three decades, DATE has been bringing together designers and design automation users, researchers and vendors, as well as specialists in hardware and software design, test, and manufacturing of electronic circuits and systems. DATE places a strong emphasis on both technology and systems, covering ICs/SoCs, reconfigurable hardware, and embedded systems, as well as embedded software.

The three-day event consists of a conference with regular papers, extended abstracts, and late breaking results, complemented by timely keynotes, special days, focus sessions, embedded tutorials, half-day workshops, and multi-partner project sessions. The event will also host the Young People Programme fostering networking and exchanges of information on relevant issues, recent research outcomes, and career opportunities for junior researchers. Poster-supported live interactions are available to complement all research paper presentations before, during, and after the conference.

As DATE celebrates its 30th anniversary, the conference continues its tradition of being the place where researchers, young professionals, entrepreneurs, and industrial partners meet to discuss current developments, explore emerging trends, and build the collaborations that drive future innovation.

THE CONFERENCE

The conference addresses all aspects of research into technologies for electronic and (embedded) systems engineering. It covers the design process, test and tools for design automation of electronic products, ranging from integrated circuits to distributed, large-scale systems. The area 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 sustainable computing, Internet of Everything, augmented living, secure systems, healthcare and automotive systems. Engineers, scientists and researchers involved in innovative industrial designs are particularly encouraged to submit papers to foster feedback from design to research.

Topics are arranged according to the four tracks:

D Design Methods & Tools
A Application Design
T Test and Dependability
E Embedded Systems Design

The scientific research track is complemented by a set of sessions on emerging topics that bring new challenges to the community, with presentations and interactions on interesting and timely issues. The conference will include embedded workshops, tutorials, panels, and special sessions, short presentations of larger research projects with multiple partners, and a session on late-breaking results. Two special days will also be part of the conference programme:

SPECIAL DAYS ON EMERGING TOPICS AT DATE 2027

- Special Day “Quantum Computing”
- Special Day “AI4EDA vs AI-Native EDA: Reform or Revolution?”



DATE provides an excellent opportunity to showcase and communicate your technology, expertise, and business capabilities to a large international audience of professionals from diverse backgrounds, all gathered at one of Europe's leading events in the field. Companies, institutions, universities, initiatives, and projects participating as promotion partners or sponsors benefit from increased visibility for their brand, expertise, activities, and goals.

Take advantage of the following promotion and sponsorship opportunities available throughout the three-day DATE conference. If the options listed do not fully meet your needs, we are happy to discuss tailored sponsorship packages and bespoke promotional opportunities.

SPONSORSHIP LEVELS - GOLD AND PLATINUM SPONSORS

DATE welcomes any additional contributions to the event. Customised sponsorship packages can also be arranged to meet your specific requirements. Please contact us to discuss your individual sponsorship ideas and solutions.

Gold Sponsor >10,000 €	Platinum Sponsor >15,000 €
If the total amount of sponsorships exceeds 10,000 € net, the sponsor is listed as a gold sponsor of the event.	If the total amount of sponsorships exceeds 15,000 € net, the sponsor is listed as a platinum sponsor of the event.

PROMOTION AND SPONSORSHIP OPPORTUNITIES:

Project and Initiative Promotion Package ..... 3,000 €
Basic Sponsorship Package ..... 3,000 €
Tabletop Display Space ..... 2,500 €
Speaker Ready Room Branding ..... 1,500 €
Self-Check In Terminals Branding ..... 1,500 €
Conference Wi-Fi network ..... 3,000 €
Promotion in Conference Break Slides ..... 1,500 €
Email Blast ..... 2,000 €
Conference Lanyards ..... 2,500 €
Branded Giveaways ..... 1,500 €
Presentation Slot in Executive Session ..... 3,000 €
Lunch Break sponsorship ..... price on request
DATE Party sponsorship ..... price on request
Young People Programme sponsorship ..... 3,000 € / 6,000 €

Click on each promotion / sponsorship opportunity to find out more details. All prices indicated are net amounts, VAT may be applied.



PROMOTION OPPORTUNITIES

Project and Initiative Promotion Package ..... 3,000 €

DATE offers institutes, universities, and initiatives the opportunity to promote R&D projects, tools, and standardisation activities through dedicated on-site and online visibility opportunities. Projects and initiatives may be showcased through posters, flyers, and additional promotional materials displayed at the conference venue. All materials must be provided by the sponsor and delivered to the venue in time for the event. The package fee does not include production or shipping costs.
The Project and Initiative Promotion Package includes the following benefits:

- Listing of the project, including name, logo, and profile, on the conference website
- On-site display of roll-up posters and flyers at the conference venue
- Electronic version of the poster featured on the conference website
- Listing of the project in conference materials
- One complimentary conference registration

SPONSORSHIP OPPORTUNITIES

Basic Sponsorship Package ..... 3,000 €

The basic sponsorship package includes the following benefits:

- Listing of company with official name, logo and company profile on the conference website
- Listing of company in all conference material, e.g. on-site slides etc.
- Opportunity to participate in the Young People Programme (see basic option of Young People Programme sponsorship opportunity)
- One complimentary conference registration

The basic sponsorship package may be extended with any of the below-mentioned additional sponsorship opportunities to increase the company's visibility at DATE conference.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Tabletop Display Space ..... 2,500 €

Interested companies and institutions have the opportunity to book a tabletop display space in the designated Sponsors' Display Area at the conference venue. The sponsorship includes one table and two chairs, with space for one company roll-up banner within the allocated display area, providing an excellent opportunity to showcase your organisation and engage with delegates throughout the event.

Speaker Ready Room Branding ..... 1,500 €

All conference speakers (more than 400 individuals) are required to visit the Speaker Ready Room to upload and review their presentations before their sessions. This sponsorship provides excellent visibility among speakers, with the sponsor's logo featured on the Speaker Ready Room signage and displayed as a screensaver on all workstations. Sponsors may also provide branded mouse pads for use in the Speaker Ready Room. All mouse pads must be produced and supplied by the sponsor and delivered to the conference venue in time for the event.



Self-Check In Terminals Branding ..... 1,500 €

All delegates are requested to pick up their name badge at the Self-Check In Terminals upon arrival at the conference venue. This sponsorship provides excellent visibility among delegates, with the sponsors' logo featured on the terminal screens. Sponsors may also provide a roll-up banner to be displayed in the registration area. The roll-up banner must be produced and supplied by the sponsor and delivered to the conference venue in time for the event.

Conference Wi-Fi network ..... 3,000 €

A complimentary Wi-Fi network will be available to all delegates throughout the conference venue. This sponsorship offers excellent visibility, as the sponsor may, in coordination with the conference organisers, select the Wi-Fi network name and password. The Wi-Fi access details, including the sponsor's branding, will be featured in the conference materials, ensuring repeated exposure to delegates throughout the event.

Promotion in Conference Break Slides..... 1,500 €

Companies and institutions have the opportunity to feature a promotional slide in the presentations displayed during conference breaks and between sessions. Shown alongside conference information in a continuous loop, this sponsorship offers repeated visibility to delegates throughout the event. Each sponsor is entitled to one static promotional slide, which will be displayed for approximately 3–5 seconds per cycle. All artwork must be supplied by the sponsor and approved by the conference organisers in advance.

Email Blast ..... 2,000 €

Companies and institutions have the opportunity to promote their services or participation at the DATE Conference through a dedicated email sent to all registered participants prior to the event. The timing of the email distribution will be coordinated with the conference organisers. Sponsors are responsible for providing the email content in a ready-to-send HTML format, subject to approval by the conference organisers.

Conference Lanyards ..... 2,500 €

Companies and institutions have the opportunity to sponsor the official conference lanyards worn by all fully registered on-site participants. The lanyards will be distributed upon arrival at the venue, providing excellent visibility throughout the event. Sponsors are encouraged to consider sustainable options, such as lanyards made from recycled materials. Sponsors are responsible for producing and supplying the lanyards, as well as ensuring timely delivery of the required quantity specified by the conference organisers. The sponsorship fee does not include production or shipping costs. Lanyards must be approved by the conference organisers in advance.

Branded Giveaways ..... 1,500 €

Sponsors have the opportunity to provide branded giveaways that will be distributed to all registered delegates at the conference information desk, one of the most frequently visited areas during the event. We encourage sponsors to be creative in their choice of giveaways. Whether classic promotional products such as notepads, pens, or reusable bottles, or more unique ideas, we particularly encourage sustainable, reusable, and thoughtfully designed items that provide lasting value for delegates. Sponsors are responsible for producing and supplying the giveaways, as well as



ensuring timely delivery of the required quantity specified by the conference organisers. The sponsorship fee does not include production or shipping costs. Giveaways must be approved by the conference organisers in advance.

Presentation Slot in Executive Session ..... 3,000 €

Within the DATE programme, Executive Sessions are dedicated to the industrial perspective, providing companies and institutions with a platform to present their work, share insights, and highlight industry trends relevant to the DATE community. Interested companies and institutions may submit a presentation proposal for consideration. Presentation slots are subject to approval by the conference organisers and will be scheduled within the conference programme.

Lunch Break sponsorship .....price on request

Companies and institutions have the opportunity to sponsor one of the lunch breaks during the conference. This sponsorship provides excellent visibility and engagement opportunities, with the sponsor's logo prominently displayed on the catering tables. In addition, sponsors may place roll-up banners in the catering area during the sponsored lunch break, subject to approval by the conference organisers.

DATE Party sponsorship.....price on request

On the second conference evening, a social event will bring together all conference attendees for networking and informal exchange. Companies and institutions have the opportunity to sponsor the DATE Party and gain visibility among participants. The sponsor's logo will be prominently displayed on the catering tables at the event. Further branding and visibility opportunities will be offered, with the specific options depending on the venue. Details will be shared at a later stage. The sponsorship includes five complimentary tickets to the DATE Party.

Young People Programme sponsorship ..... 3,000 € / 6,000 €

The Young People Programme (YPP) at DATE is designed for Master's and PhD students as well as early-stage researchers, aiming to enhance their visibility, foster connections with both academic and industrial institutions, and encourage discussions on future career paths and emerging research initiatives. The programme features a variety of events, including the PhD Forum, the Career Fair, and Education initiatives (e.g., career panel, student teams, and university fair). All activities will take place in person, providing ample opportunities for active participation, networking, and meaningful interactions. All information about the Young People Programme is available on the DATE website. For details, please contact the YPP chairs at ypp@date-conference.com

YPP sponsorship funds are also used to support the participation of high-potential students who have applied for financial assistance. Only selected Master's and PhD students will receive support to attend the Young People Programme. Sponsoring companies will benefit from direct engagement with outstanding young researchers, enhanced visibility within the DATE community, and privileged access to future talent for recruitment and collaboration opportunities.

In line with the Young People Programme, different sponsorship options are offered:



	Basic** 3,000 €	Premium 6,000 €
Inlcusion of company (incl. profile and logo) in conference sponsor listing on DATE website		✓
Inclusion of company logo (and video) on YPP page on DATE website	✓	✓
Inclusion of company in YPP promotion on DATE social media accounts	✓	✓
Access to application forms of YPP student participants	✓	✓
Company presentation during dedicated session on-site, followed by speed dating event with student participants		✓
Tabletop in conference sponsor display area *(stand-alone value: 2,500 €)*		✓
2 complimentary conference registrations for recruiters		✓

***For companies who booked the basic sponsorship package, the basic option of the Young People Programme sponsorship is already included. Please inform the conference organisation accordingly.*

Other ideas or special requests?

Feel free to contact us to discuss your ideas.

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