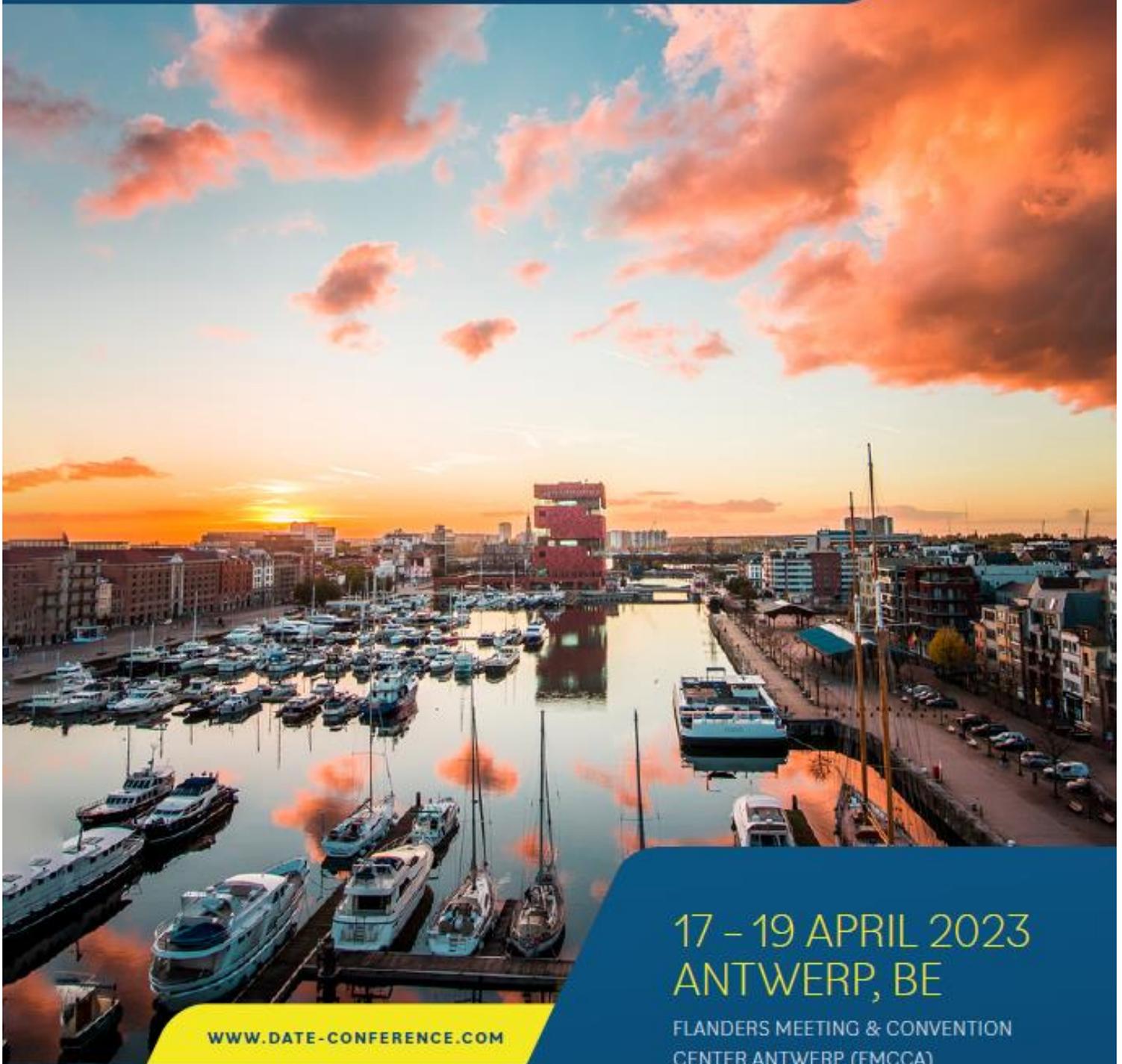


# PROMOTION & SPONSORSHIP OPPORTUNITIES



DESIGN, AUTOMATION  
AND TEST IN EUROPE

THE EUROPEAN EVENT FOR  
ELECTRONIC SYSTEM DESIGN & TEST



17 – 19 APRIL 2023  
ANTWERP, BE

FLANDERS MEETING & CONVENTION  
CENTER ANTWERP (FMCCA)

[WWW.DATE-CONFERENCE.COM](http://WWW.DATE-CONFERENCE.COM)



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The DATE conference is the main European event bringing together designers and design automation users, researchers and vendors, as well as specialists in the hardware and software design, test and manufacturing of electronic circuits and systems. DATE puts a strong emphasis on both technology and systems, covering ICs/SoCs, reconfigurable hardware and embedded systems as well as embedded software.

For its 2023 edition, DATE presents itself in a renewed format: After three years of online editions due to COVID-19, DATE 2023 focusses on interaction as well as reinforcing and rebuilding links in the community. Accordingly, we employ some substantial changes to the established format intending for significant added value for in-person participation: Rather than spreading the attendance throughout an entire week, we condense DATE to three days – and make them count! Furthermore, the vast majority of regular papers will be presented in a renewed format of technical sessions focussing on live interactions (in addition to the common full-length presentations available before, during and after the conference by video). By this, we make sure that the community can actually do what conferences are for: meeting, discussing and exchanging.

## 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. 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 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 focussing on emerging topics bringing new challenges to the community, with presentations and interactions on interesting and timely issues.

### **SPECIAL DAYS ON EMERGING TOPICS AT DATE 2023**

- Special Day on Human AI-Interaction
- Special Day on Personalised Medicine

**There is also a special initiative on:** Autonomous Systems Design



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**DATE is the perfect opportunity to present and communicate your technological and business capabilities to scientific, industrial and commercial audiences at one single European event. All companies, institutions, universities, initiatives and projects that are linked to DATE as promotion partners or sponsors benefit from the additional visibility of their corporate identity, their products, services, expertise and cause.**

**Take advantage by participating in DATE 2023 with the following promotion & sponsorship opportunities!**

There are various effective promotion & sponsorship opportunities 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 you.

## PROMOTION OPPORTUNITIES

### Project and initiative promotion package

**2,000 €**

DATE provides on-site opportunities for the advertisement and dissemination of R&D projects, tools, and standardization information for institutes, universities, and initiatives for the on-site display of posters and flyers at the conference venue. Other additional information may be displayed on demand. Roll-up posters and flyers have to be delivered to the venue in due time. The package amount excludes potential production or shipping costs. The project and initiative promotion package includes the following benefits:

- Listing of project with name, logo and project profile on the conference website and in the conference app
- On-site display of roll-up poster and flyers at the conference venue
- Electronic version of the poster on the web site
- Listing of the project in conference material
- One complimentary conference registration

## SPONSOR 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 and in the conference app
- 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 can be topped up with any of the below-mentioned additional sponsorship opportunities to increase the company's visibility at DATE 2023.**



## ADDITIONAL SPONSORSHIP OPPORTUNITIES – OVERVIEW

<u>Email blast</u> ⓘ	2,000 €
<u>Advertisement in conference app</u> ⓘ	1,500 €
<u>Roll up / Flyer on-site</u> ⓘ	1,500 €
<u>Conference lanyards</u> ⓘ	2,500 €
<u>Presentation slot in dedicated Focus Session(s)</u> ⓘ	3,000 €
<u>Scientific session sponsorship</u> ⓘ	Price on request
<u>Lunch break sponsorship</u> ⓘ	Price on request
<u>DATE Party sponsorship</u> ⓘ	Price on request
<u>Young People Programme</u> ⓘ	from 1,000 €

### Email blast 2,000 €

Companies may advertise their products/services or participation in DATE 2023 by providing a promotional text that will be sent by the conference organisation to all registered participants via email prior to the conference. The timing of the mailing has to be agreed upon with the conference organisation. The mailing content has to be provided by the company in a ready-to-send html-format.

### Advertisement in conference app 1,500 €

Interested companies may provide an advertisement (e.g., promotion of products etc.) which will be prominently included in the conference app, or alternatively can be sent to delegates via the conference app on the chosen day of sponsorship. The advertisement is subject to approval by the conference organisation.

### On-site Advertisement by Roll-up / flyer 1,500 €

Interested companies may provide a roll-up and flyers for display at the conference venue. The material has to be delivered to the venue in due time. The sponsorship amount does not include any potential production or shipping costs.

### Conference lanyards 2,500 €

Interested companies may sponsor the conference lanyards for the name badge which every fully registered on-site participant will receive upon arrival at the venue. Companies have to provide their own lanyards (to be delivered to the venue in due time in the requested quantity which will be communicated by the conference organisation accordingly). The sponsorship amount does not include any potential production costs.

### Presentation slot in dedicated Focus Session(s) 3,000 €

As part of the DATE 2023 programme, Focus Sessions concentrate on visionary and controversial issues, discuss new R&D problems and address trends in the technical domains that are of interest to participants. Further Focus Sessions are fully dedicated to the industrial perspective and are intended as a platform for sponsors to present their work. Interested companies may submit their presentation proposal to receive one of the presentations slots. Proposals are subject to approval.



### Scientific session sponsorship

price on request

Interested companies may sponsor one of the DATE tracks/sessions that are part of the official conference programme. Acknowledgement will be given to the sponsor in line with the corresponding track/session on the DATE website as well as during the on-site part of the conference.

### Lunch break sponsorship

price on request

Interested companies may sponsor one of the lunch breaks scheduled during the on-site part of the conference. The company logo will be displayed on the catering tables. Roll-ups (supplied by the company) may be displayed in the catering area on the day of sponsorship.

### DATE Party sponsorship

price on request

On the second conference evening there will be a social event for all attendees. Interested companies may sponsor this networking event. The company logo will be displayed on the catering tables of the social event. Rollups (supplied by the company) may also be displayed at the venue. The sponsorship amount includes five complimentary party tickets.

### Young People Programme

from 1,000 €

The Young People Programme (YPP) at DATE 2023 is an initiative targeting Masters/PhD students and early-stage researchers with the goal of increasing their visibility, establishing contacts with academic as well as industrial institutions and encouraging discussion about future career perspectives and upcoming research initiatives. The programme includes various events. All these activities, PhD Forum, Careers Fair – Industry and Student Group Fair as well as Careers Fair - Academia, will be held in-person, to allow strong participation and interaction, in a format offering networking and connection opportunities. 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](mailto:ypp@date-conference.com).

YPP sponsorship amounts support the participation of high potential students who applied to receive supported participation. Only selected PhD and Master students will receive support for their participation in the Young People Programme.

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

Basic*	1,000 €	Premium	5,000 €
<ul style="list-style-type: none"> <li>• Inclusion of company's logo (and video) on Young People Programme pages on DATE website</li> <li>• Participation in the Careers Fair-Industry**</li> <li>• Possibility to post job vacancies on the HiPEAC portal (+ job wall at venue) and receive CVs of applicants for these positions</li> <li>• Mention of company during online recruitment event</li> </ul>		<ul style="list-style-type: none"> <li>• Inclusion in sponsors listing on DATE website (incl. company profile and logo)</li> <li>• Inclusion of company's logo (and video) on YPP pages on DATE website</li> <li>• Mention of company during online recruitment event</li> <li>• Access to application forms of YPP student participants</li> <li>• Participation in the Careers Fair – Industry**</li> <li>• Participation in Student Group Fair to discuss sponsorship with student groups</li> <li>• Possibility to attend speed dating event</li> <li>• Possibility to participate in the Careers Fair – Industry panel</li> <li>• Possibility to post job vacancies in HiPEAC portal (+ job wall at venue) and receive CVs of applicants for these positions</li> <li>• One complimentary conference registration for recruiter</li> </ul>	



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\*For companies who booked the [basic conference sponsorship package](#), the basic option of the Young People Programme sponsorship is already included.

\*\*To register, visit: <https://www.date-conference.com/young-people-programme> and look for the career fairs industry registration form.

## SPONSORSHIP LEVELS - GOLD AND PLATINUM SPONSORS

DATE appreciates any additional contributions for the event. Tailor-made packages can also be arranged to suit your special request. Feel free to contact us for your individual sponsorship solution and ideas.

### Gold Sponsor

If the total amount of sponsorships exceeds 10,000 €, the sponsor is listed as a gold sponsor of the event.

### Platinum Sponsor

If the total amount of sponsorships exceeds 15,000 €, the sponsor is listed as a platinum sponsor of the event.

#### Other ideas or special requests?

Feel free to contact us to discuss your ideas.

**Sponsorship Manager:** Kathleen Schäfer | K.I.T. Group GmbH Dresden |  
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