

SPONSORSHIP OPPORTUNITIES

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Design,
Automation
and Test
in Europe

CONFERENCE

ON-SITE EVENT

14 – 15 March 2022
Antwerp, Belgium

ONLINE EVENT

16 – 23 March 2022
Virtual Platform





DATE is a leading international event and unique networking opportunity for design and engineering of **Systems-on-Chip, Systems-on-Package, Systems-on-Board and Embedded Systems Software**.

For its 2022 event, DATE presents a special format, as the situation related to COVID-19 is improving but safety measures and restrictions will remain uncertain for the upcoming months across Europe and worldwide. In transition towards a future post-pandemic event again, DATE 2022 will host a two-day live event in presence in the city of Antwerp (Belgium), to bring the community together again, followed by other activities carried out entirely online in the subsequent days. This setup combines the in-presence experience with the opportunities of online activities, fostering the networking and social interactions around an interesting program of selected talks and panels on emerging topics to complement the traditional DATE high-quality scientific, technical and educational activities.

TECHNICAL 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 telecom, wireless communications, multimedia, healthcare and automotive systems.

Topics are arranged according to four groupings:

- 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 focused sessions on emerging topics bringing new challenges to the community, with presentations and interactions on interesting and timely issues, for both the in presence and online events.

SPECIAL TALKS AND PANELS AT DATE 2022

- Focus on Quantum and Neuromorphic Computing
- Focus on Interpretable AI and Nanoelectronics-Based Designs of edge computing systems in the IoT 2.0 Era

There is also a special initiative on:

- Autonomous Systems Design

Moreover, the DATE 2022 technical programme will have a special focus on the following topics: artificial intelligence, internet of things, automotive, quantum computing, smart energy, security, space, health-care, robotics and industry 4.0.



DATE is the perfect opportunity to present and communicate your company’s technological and business capabilities to scientific, industrial and commercial audiences in a single European event. All companies that are linked to DATE as sponsors benefit from the additional visibility of their corporate identity, their products, services and expertise. We strongly encourage companies to take advantage by participating in DATE 2022 through the following sponsorship opportunities.

SPONSOR BENEFITS – BASIC SPONSORSHIP PACKAGE

Sponsors are a key element in the success of DATE conferences. There are various effective sponsorship 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.

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 virtual conference platform
- Access to the virtual conference platform to create a showcase space where videos, presentation, advertisements etc can be uploaded and direct contact to participants can be established
- Opportunity to participate in the Career Fair of the Young People Program (see page 4)
- One complimentary conference registration in addition to the complimentary registrations according to extended sponsorship package

This basic sponsorship package can be topped up with any of the below-mentioned additional sponsorship opportunities to increase the company visibility at DATE 2022.

ADDITIONAL SPONSORSHIP OPPORTUNITIES - OVERVIEW

Email blast	2,000 €
Roll up / Flyer on-site	1,500 €
Conference bags	2,500 €
Conference bag inlay	1,600 €
Conference lanyards	1,500 €
Scientific session support	Price on request
Lunch break	Price on request
Welcome reception “Aperitive & Chat”	Price on request
DATE Party	Price on request



Email blast

2,000 €

Companies may advertise their products/services or participation in DATE 2022 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.

Roll-up / flyer display on-site

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 is excluding potential production or shipping costs.

Conference bags

2,500 €

Each fully registered on-site participant will receive a conference bag together with the conference material when arriving at the venue. Interested companies may provide their own bags (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 is excluding potential production costs.

Conference bag inlay

1,600 €

In order to increase the company/brand awareness at the on-site part of the conference, interested companies may insert one promotional item (e.g. flyer, leaflet, max. 4 connected DIN A4-pages) into the conference bags. The material must be delivered in due time in the requested quantity which will be communicated by the conference organisation accordingly. The sponsorship amount is excluding potential production costs.

Conference lanyards

1,500 €

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 is excluding potential production costs.

Scientific session support

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 virtual conference platform.

Lunch break

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.

Welcome reception "Aperitive & Chat"

price on request

On the first evening of the two-day on-site event there will be a relaxed networking event for all on-site attendees. Interested companies may sponsor this networking event. The company logo will be displayed on the catering tables. Roll-ups (supplied by the company) may be displayed in the reception area on the day of sponsorship.



DESIGN,
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THE EUROPEAN EVENT FOR ELECTRONIC SYSTEM DESIGN & TEST

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VIRTUAL PLATFORM



DATE Party

price on request

On the second evening of the two-day on-site event there will be a social event for all on-site attendees. Interested companies may sponsor this networking event. 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.

Other ideas or special requests?

Tailor-made packages can be arranged to suit your special requests. Feel free to contact us to discuss your needs and ideas.

Sponsorship Manager: Kathleen Schäfer | K.I.T. Group GmbH Dresden | Phone: +49 351 65573-134 | E-mail: date@kitdresden.de



CAREER DEVELOPMENT | NETWORKING OPPORTUNITIES

DATE is a leading European event and a unique networking opportunity for young people, researchers, and industrial partners: three initiatives are planned to foster career development for PhD student and post-doc, to attract future PhD candidates and showcase research areas with new opening positions.

All these activities will be held online in 2022, to allow a broad worldwide participation, in a format offering the networking and connection opportunities.

- PhD Forum
- Young People Program
- University Fair

Young People Program – participation opportunity for companies!

The Young People Program is an initiative targeting PhD students with the goal of supporting their career development. Participants will have an opportunity to present themselves to potential employers from EDA and microelectronics industries, possibly leading to interviews arranged during the DATE conference, if there is interest from company side. The initiative includes also activities to improve networking, seminars on how to present themselves effectively to HR representatives, and panels to stimulate discussion on how to publish effectively.

Companies get access to a selection of the most promising Ph.D. students, who will present themselves through a five minutes video and their CVs. If a student raises the interest of the company, an interview will be scheduled during the DATE 2022 conference.



Companies also have the opportunity to promote their brand as the best workplace to attract interested jobseekers through a five minutes video, that will be uploaded to the DATE 2022 website.

To register, go to: <https://www.date-conference.com/career-fair/company-preregistration>.

For details please contact Sara Vinco and Anton Klotz
young-people-program@date-conference.com

Sponsors of DATE 2022 do not have extra fees for the career fair. For companies, which would like to solely participate at the career fair, the participation fee is 500 EUR (excl. VAT).



MULTI-PARTNER PROJECTS – DISSEMINATION PACKAGE

DATE 2022 program will include sessions dedicated to multi-partner innovative and highly-technological research projects addressing the DATE 2022 topics. The sessions will support both the paper-based and proactive dissemination applications.

Proactive dissemination applications:

2,000 €

The Multi-Partner Projects session is an excellent opportunity to increase the impact of the project dissemination and outreach activities and communicate to various target audiences. Project coordinators and consortia are also invited to apply for the proactive dissemination option. This option includes:

- Project portfolio on the DATE 2022 Multi-Partner Projects public webpage. It is a template-based project description with the project logo and a 3-minute video.

Project speaker in the online live DATE 2022 Multi-Partner Projects Panel. The panel will include representatives of the European Commission and distinguished experts in collaborative research.

Each accepted application is subject to the proactive dissemination fee (2,000 EUR) that also covers one full registration for the DATE 2022 conference.

Find more information on <https://www.date-conference.com/exhibition/projects>
or contact Maksim Jenihhin multipartner-projects@date-conference.com