

PROMOTION & SPONSORSHIP OPPORTUNITIES

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DESIGN, AUTOMATION AND TEST IN EUROPE

THE EUROPEAN EVENT FOR ELECTRONIC
SYSTEM DESIGN & TEST

20 – 22 APRIL 2026

VERONA, ITALY

PALAZZO DELLA GRAN GUARDIA



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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.

DATE 2026 is the 29th edition of an event that has always been the place for researchers, young professionals and industrial partners to meet, present their research and discuss current developments and next trends, with high emphasis on networking and professional interactions.

At DATE 2026, the hardware design community will come together for an intensive three-day format event, focussing on exchanges of ideas, networking opportunities and further strengthening of the community. The vast majority of research papers will be presented in technical sessions using short flash-presentations, where the emphasis will be on poster-supported live interactions, ensuring that the community can spend their time 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. 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 2026

- Special Day on “Embracing AI in Education and Research”
- Special Day on “Open-Source Design Ecosystem”



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DATE is the perfect opportunity to present and communicate your technology and business capabilities to a large international audience with a wide range of professional backgrounds, all coming together at a single European convening. All companies, institutions, universities, initiatives and projects that are linked to DATE as promotion partners or as sponsors benefit from the additional visibility of their corporate identity, core competencies, expertise, and goals.

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

There are various high-profile promotion & sponsorship opportunities in the course of the three-day DATE conference event, listed below. If the opportunities we offer do not meet to your needs, please feel free to contact us, for a discussion of possible ad-hoc sponsorship plans. We will be pleased to discuss other tailored promotional or branding options for you.

PROMOTION AND SPONSORSHIP OPPORTUNITIES:

Project and initiative promotion package.....	3,000 €
Basic sponsorship package.....	3,000 €
Tabletop display on-site	2,500 €
Speaker Ready Room branding.....	1,500 €
Conference Wi-Fi network	3,000 €
Advertisement in conference break slides	1,500 €
Email blast	2,000 €
Conference lanyards	2,500 €
Note pads and pens.....	1,500 €
Candy / snacks at registration desk.....	1,500 €
Reusable cups / bottles.....	1,500 €
Presentation slot in dedicated Focus Session	3,000 €
Scientific session sponsorship	price on request
Lunch break sponsorship	price on request
DATE Party sponsorship.....	price on request
Young People Programme sponsorship.....	2,000 € / 5,000 €

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 €
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DATE offers on-site opportunities for the advertisement and dissemination of R&D projects, tools, and standardisation activities from institutes, universities, and initiatives. Corresponding work may be showcased through posters and flyers displayed at the conference venue. Additional promotional



materials may be presented upon request. Roll-up posters and flyers must be delivered to the venue on time. The package fee does not include 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
- On-site display of roll-up poster and flyers at the conference venue
- Electronic version of the poster on the website
- Listing of the project in conference material
- 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 on-site 2,500 €

Interested companies or institutions can showcase a tabletop display at the conference venue. The sponsorship includes one table and two chairs in the designated sponsors display area. Companies may also set up a roll-up banner within their allocated display space.

Speaker Ready Room branding 1,500 €

All conference speakers (over 400 individuals) are required to submit their presentations to the Speaker Ready Room, where they can also make final edits before their sessions. The sponsor's logo will be featured on the Speaker Ready Room signage and displayed as a screensaver on all workstations. In addition, sponsors may supply branded mouse pads for use in the Speaker Ready Room, which must be produced and delivered to the conference venue at the sponsor's own expense.

Conference Wi-Fi network 3,000 €

A complimentary Wi-Fi connection will be available for all delegates at the conference venue. Companies or institutions may sponsor the network and, in coordination with the conference organisers, select the Wi-Fi network name and password. Wi-Fi access details will be included in all conference materials, ensuring that every delegate using the network sees the sponsor's information.

Advertisement in conference break slides 1,500 €

Companies or institutions can provide promotional material to be featured in the slides and displays shown during conference breaks and between sessions. The promotional content will appear



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alongside organisational information in a continuous loop during these periods. Each sponsor is entitled to one static promotional slide, displayed for approximately 3 to 5 seconds per cycle.

Email blast 2,000 €

Companies or institutions can promote their services or participation in the DATE Conference by providing a promotional message that will be distributed by the conference organisers to all registered participants via email prior to the event. The timing of the mailing will be coordinated with the conference organisers. The company must supply the email content in a ready-to-send HTML format.

Conference lanyards 2,500 €

Companies or institutions may sponsor the conference lanyards used for name badges, which are distributed to all fully registered on-site participants upon arrival at the venue. Sponsors are responsible for providing their own lanyards and ensuring the timely delivery of the required quantity, as specified by the conference organisers. The sponsorship fee does not cover any production or shipping costs.

Notepads and pens 1,500 €

Sponsors have the opportunity to provide branded notepads and pens, which will be made available to all registered delegates at the conference registration desk. As one of the most frequented areas during the event, the registration desk offers excellent visibility for company-branded materials. Sponsors are responsible for supplying their own notepads and pens and ensuring timely delivery of the required quantity (approximately 1,000 units, to be confirmed). All designs must be approved by the conference organisers in advance.

Candy / snacks at registration desk 1,500 €

Sponsors have the opportunity to provide branded goodies, which will be made available to all registered delegates at the conference registration desk. As one of the busiest areas during the event, the registration desk offers excellent visibility for promotional items such as small treats or branded giveaways. Sponsors are responsible for supplying and delivering their own goodies, at their own expense, in the required quantity (approximately 1,000 units, to be confirmed).

Reusable cups / bottles 1,500 €

Sponsors have the opportunity to provide reusable cups or bottles, which will be distributed to all registered delegates. As one of the most visited areas during the event, the conference registration desk offers an excellent opportunity to showcase company-branded items. Sponsors are responsible for supplying their own cups or bottles and ensuring the timely delivery of the required quantity (approximately 1,000 units, amount to be confirmed). All designs must be approved in advance by the conference organisers.

Presentation slot in Executive Session 3,000 €

Within the DATE programme, Focus Sessions explore visionary and sometimes controversial topics, examine emerging R&D challenges, and highlight trends in technical areas relevant to participants. Complementing these, Executive Sessions are entirely focused on the industrial perspective, providing sponsors with a platform to present their work. Companies and institutions interested in



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participating may submit a presentation proposal to secure a slot, which will be subject to approval by the conference organisers.

Scientific session sponsorshipprice on request

Companies and institutions have the opportunity to sponsor a DATE track or session within the official conference programme. The sponsor will be acknowledged on the DATE website alongside the corresponding track or session, as well as during the on-site portion of the conference.

Lunch Break sponsorshipprice on request

Companies or institutions have the opportunity to sponsor one of the lunch breaks during the conference. The sponsor's logo will be prominently displayed on the catering tables. Additionally, roll-up banners provided by the sponsor may be placed in the catering area on the day of the sponsored lunch.

DATE Party sponsorshipprice 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 sponsorship 2,000 € / 5,000 €

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**	2,000 €	Premium	5,000 €
Inclusion 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.

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

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

Platinum Sponsor

If the total amount of sponsorships exceeds 15,000 € net, 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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