DATE offers a wide range of opportunities to participate in the show. Listed below are just some of the promotional and branding opportunities available. If you have specific ideas of how you would like to achieve extra prominence we are always open to discuss new possibilities.

**General Branding:**
- Official sponsor of all DATE conference lunches. Includes banners in lunch area, logo on menus, reserved table & lunch tickets. 
  Prices start from €1000 per day
- Official sponsor of the DATE party. This can include banners at the venue, 20 free party tickets, logos on napkins, your own company branded cocktail etc. – POA
- Official sponsor of the Exhibition Drinks Reception. Can include banners in exhibit hall, napkins, leaflets handed out during this period etc. – POA
- Official sponsor of the DATE coffee break. This will include banners including your company logo. –
  Prices start from €1500 (exclusive of production costs)
- Official sponsor of the DATE show bags – Includes company logo on bag plus up to 4 pieces in the show bag for free –
  €2500 (exclusive of production costs)
- Official sponsor of the show lanyards –
  €2500 (exclusive of production costs)
- Full page advert in Exhibitor Guide distributed at show -
  Prices start from €950
- Insert in the conference delegate bag –
  €1500 (exclusive of production costs)

**previous exhibitors and sponsors**

Exhibitors and Sponsors at DATE 2011 included:


DATE is sponsored by the European Design and Automation Association, the EDA Consortium, IEEE Council on EDA, ECI, ACM-SIGDA & RAS. In cooperation with IEEE Computer Society (TTC), IEEE Solid-State Circuits Society (SSCS), IET and IEEE.

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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 showing a range of products from the front-end to back-end chip design through to silicon test and manufactures, from system architecture through to embedded software implementation and networking.

The International Congress Center Dresden is one of the most modern of its kind in Germany and Europe and fully meets fill-requirements for cutting-edge seminars, conference and event technology. The Congress Center and adjoining Maritim Hotel are situated in the heart of the city, only a few steps away from most sights of Dresden and are easily accessible from Dresden Klotzsche Airport by train, tram or car.

Around the city limits, is an attractive and energetic modern city connecting the location and venue

The DA TE exhibition will run for three days (Tuesday-Thursday) in halls on the ground floor of the congress centre. The halls benefit from natural daylight and are largely pillar free.

DATE also arranges a number of special events and features on the show floor to allow busy conference delegates more time and justification to visit the show floor. An opening night drink reception, extended delegate coffee breaks, show-floor catering areas and an exhibition theatre of industry themed presentations. All these activities are intended to make DATE a more attractive place for industry professionals to do business.

DATE continues to be a growing event with a 40% increase of exhibition visitor numbers at DATE 2011 (890) compared to DATE 2010. In addition the overall number of conference attendees (1,400) increased by 8% compared to the successful DATE 2010 event.

DATE offers a great value introduction to the exhibition for start-up companies. This is a 6sqm standard shell scheme booth (option 2 above). Qualifying conditions apply for start-ups:

- Your company should be no older than 5 years old
- Your company has not exhibited at DATE previously

Total Cost: €2,000 + VAT

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The vibrant exhibition at DATE 2010, Dresden

German VAT 19%