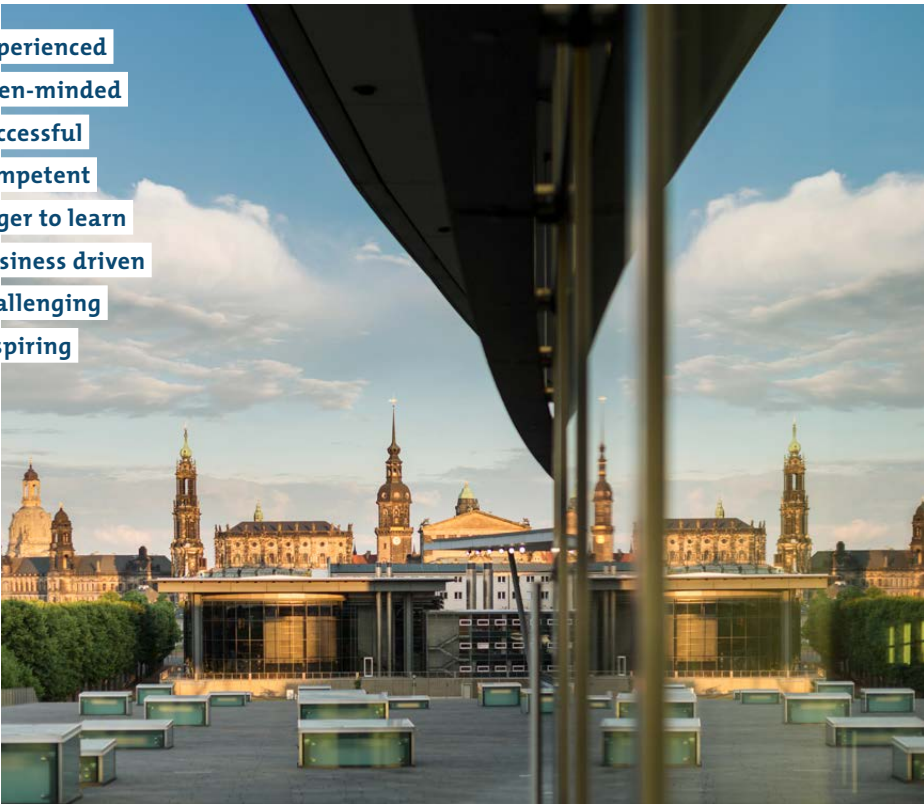


# Exhibition & Sponsorship

## Opportunities



- experienced
- open-minded
- successful
- competent
- eager to learn
- business driven
- challenging
- inspiring



**DATE2018**

ICC, Dresden, Germany

Conference 19–23 March

Exhibition 20–22 March



Design, Automation and Test in Europe

[www.date-conference.com](http://www.date-conference.com)

follow us on



# Location and Venue

# DATE<sup>18</sup>

**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 development tools and platforms for hardware and software development, showing a range of products from the front-end to back-end chip design through to silicon test and manufacture, from system architecture through to embedded software implementation and networking.



## International Congress Center Dresden (ICCD)

The International Congress Center Dresden and the adjoining Maritim hotel are located on the banks of the river Elbe with a spectacular view at the historic city centre. The ICCD with its modern architecture offers all facilities and technical requirements for hosting large international conferences. It is easily accessible from Dresden Airport by public transport and within walking distance to downtown Dresden and all famous sights.

### Venue:

MARITIM Hotel & International Congress Centre  
Dresden (ICCD)  
Ostra-Ufer 2 / Devrientstraße 10-12  
01067 Dresden, DE

## Dresden – City of Excellence

The Saxon state capital Dresden is beautifully located in the picturesque environment of the river Elbe valley in the eastern part of Germany. It belongs to the Saxon Triangle metropolitan area with around 2.4 million inhabitants. The city possesses a rich cultural life with plenty of popular sights such as the rebuilt Frauenkirche, combining both a unique baroque flair and a modern vivid spirit. It is well-known as popular tourist destination with short walking distances, but moreover recognized for its cutting-edge technology and economy sector in Germany and abroad. With more than 46 research institutes, various universities, and numerous non-university research organizations, Dresden states an important centre of science. The Dresden University of Technology is one of the 10 largest universities in Germany and part of the German Universities Excellence Initiative.

Silicon Saxony is one of Europe's most successful trade association for the semiconductor, electronic, microsystems and software industries, with meanwhile more than 300 members.

DATE is cooperating closely with Silicon Saxony to maximize quality visitor attendance to the show and increase visibility of the conference in the region. Dresden therefore states the perfect venue for another successful edition of the DATE conference.



## Speaking Opportunities

DATE is the perfect opportunity to communicate your company's technological and business capabilities to scientific, industrial and commercial audiences in a single European event. All companies who hold presentations at DATE benefit from the additional visibility of their corporate identity, their products and their expertise. We strongly encourage companies to take advantage of this by submitting proposals for all of the speaking opportunities listed here.

## Technical Conference

The **DATE conference** addresses all aspects of research into technologies for electronic and embedded system engineering. It covers the design process, test, and automation tools for electronics ranging from integrated circuits to distributed embedded 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 telcoms, wireless communications, multimedia, health-care, smart energy and automotive systems.

### Topics are arranged according to four groupings:

- D – Design Methods & Tools
- A – Application Design
- T – Test, Reliability, and Robustness
- E – Embedded and Cyber-physical Systems

Companies involved in innovative industrial designs are particularly encouraged to submit papers to foster the feedback from real-world design to research.

DATE also hosts a number of **special sessions**, events within the main technical programme such as panels, hot-topic sessions and embedded tutorials to highlight and inform about special-interest and emerging topics.

## Special Topics for 2018

Two Special Days in the programme will focus on two areas bringing new challenges to the system design community:

- **Future and Emerging Technologies**
- **Designing Autonomous Systems**

Moreover, the DATE 2018 technical programme and exhibition will have a special focus on the following

**topics: 5G wireless networks, 3D-IC integration, FD-SOI, and IoT.**

→ Papers can be submitted either for standard oral presentation or for interactive presentation. **The Programme Committee also encourages proposals for Special Sessions, Tutorials, Friday Workshops, European Projects, University Booth, PhD Forum and Exhibition Theatre.** All papers have to be submitted electronically by Sunday, September 10, 2017 via: [www.date-conference.com](http://www.date-conference.com). Please contact the DATE Conference Organization if you require more information or visit the web site.

## Exhibition Theatre

Chair: Jürgen Haase, edacentrum, DE

The exhibition theatre, located in the exhibition area close to the booths, provides speaking opportunities to all interested exhibitors. The exhibition theatre programme is a mix of panel discussions and user presentations that give exhibition visitors and conference delegates a dynamic overview of key technical and business issues in electronic and embedded systems design. Submissions are invited from exhibiting companies and projects, industry consortia, technology groups, standards bodies, or any person with opinions on future industry trends.

**Panels** – discuss future trends, hot-topic technologies and business aspects of the Systems-on-Chip, EDA and IP markets. Panels combine invited industry experts and analysts for a more controversial look at the electronic design marketplace.

**Customer Testimonials** – allow exhibiting companies the chance to demonstrate their technical expertise and the advantages of their products through the experiences of a customer. More relevant to real-world designers than a regular sales pitch, offering engineers an insight into good working practices and current design methods, customer testimonial papers are a great way to draw a crowd at DATE.

**Special Sessions** – a selection of sessions and invited speakers from the technical conference programme will be presented in the Exhibition Theatre, providing added value to exhibition visitors.

→ Final deadline for Exhibition Theatre submissions – **Oct. 29, 2017**

**Organize your own special session in the Exhibition Theatre! Please contact Jürgen Haase for more details: [haase@edacentrum.de](mailto:haase@edacentrum.de)**

# Vendor Opportunities

## The Exhibition

The DATE exhibition will run for three days (Tuesday-Thursday). The spacious exhibition area will be located close to the conference rooms in the heart of the International Congress Centre and benefits from natural daylight. As the area is positioned centrally and will host the coffee and lunch break area as well, a constant frequentation will be guaranteed. DATE also arranges a number of special events and features on the show floor in order to increase exhibition visits, such as an Exhibition Reception on Tuesday evening, extended conference breaks and an Exhibition Theatre with industry themed presentations.

Thus, the exhibition offers the perfect opportunity for discussions and talks with conference delegates, for gaining new industry contacts or intensifying existing business relationships. **Furthermore, the DATE exhibition states the perfect venue for industries to meet university professors to foster their university programme and especially for PhD Students to meet their future employers.**

DATE continues to be a growing event attracting more than 1,500 conference delegates and exhibition visitors annually.



## Stand Packages

DATE 2018 is offering the following stand options to make exhibiting easy to plan and more cost-effective to budget. All options include one complimentary conference delegate pass.

→ Please note: this complimentary conference registration includes access to all conference sessions, conference materials, catering as well as entrance to the DATE Party, but it does neither include access to the Monday Tutorials nor to the Friday Workshops.

### Option 1 Table Top Display

- 3 m<sup>2</sup> space (1.5 × 2.0 m)
- Back wall panels (white)
- Table & 2 chairs
- 1kw electricity
- Waste basket

→ Total cost: € 2,200

### Option 2 Standard Shell Scheme Booth

- Carpeted space (grey carpet)
- Wall panels (white)
- Fascia board on each open side with company name (max. 30 letters)
- Table & 2 chairs
- Brochure rack
- Waste basket
- 3 spotlights
- 1kw electricity

→ Total cost:

6m<sup>2</sup> 2×3m € 3,300

9m<sup>2</sup> 3×3m € 4,400

12m<sup>2</sup> 3×4m € 5,500



The vibrant exhibition at DATE 2016, Dresden

## Exhibition Opening Hours

**March 20, 2018: 10h00 – 18h30\***

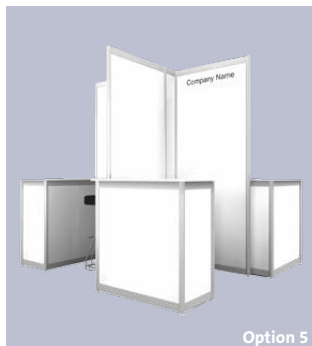
**March 21, 2018: 10h00 – 18h30**

**March 22, 2018: 10h00 – 17h00**

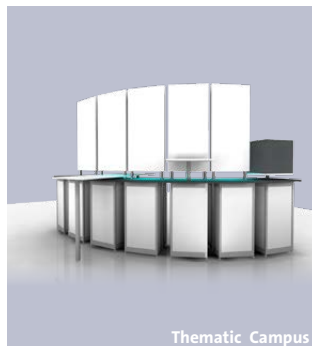
\*Exhibition Reception from 18h30 – 19h30



Option 2



Option 5



Thematic Campus

### Option 3 Space only (price on application)

If you wish to build your own booth, K.I.T. Group would be pleased to provide you with a quote based on your requirements. Please contact the Exhibition Manager to discuss your options.

### Option 4 Start-Up Booth

DATE offers a great value introduction to the exhibition for start-up companies. This is a 6 sqm 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: € 2,500

### Option 5 European Project Booth

DATE offers a good value booth package to European Projects/Clusters who wish to show their work and results during the DATE exhibition.

- Small cubicle, carpeted (1.5 × 1.5m)
- White hard-coated wall panels, on 2 sides
- Reception counter & stool
- White nameboard
- 1kw electricity connection
- Access to shared meeting space

→ Total cost: € 2,000

In addition to the booth reservation, European Project coordinators will have the opportunity to rent a dedicated meeting room at a special rate for pre-

senting the project and meeting their community. For more information, please contact the DATE Conference Organization K.I.T. Group.

### Joint Thematic Campus

DATE exhibition will pick-up the attractive concept of thematic campus which has been very successful during DATE2016 with almost 20 contributing companies and research institutions. Main objective of the campus concept is to focus on major trends in the semiconductor and electronic systems industry and create synergies between those clusters.

Interested companies will have the possibility to join a Thematic Campus in order to benefit from a mutual presentation & approach of their target audience. **Those thematic campuses focus on hot topics such as 5G wireless networks, autonomous systems, etc.** For detailed information and a concrete offer, please contact the Exhibition Chair Hans-Juergen Brand, IDT; DE, hans-juergen.brand@idt.com

- The General Terms and Conditions apply.
- A preliminary floor plan will be sent on request.

### Early Bird Discount

Early bird discount of 5% applicable for all bookings received before 30 October, 2017\*

→ ESD Alliance Members companies receive an additional 6% discount\*

\* Please note that this discount only applies for booth reservations (Option 1-5), but not for any other offers made by the organizers.

# Sponsorship Opportunities

There are various effective 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.

**All sponsors will benefit from prominent acknowledgement in all DATE publications (such as on the homepage, in the programme booklet etc.).**

## DATE 2018 Conference Breaks and Social Events

Interested companies can sponsor one of the official conference breaks or evening events. All coffee and lunch breaks will take place in the exhibition area on the terrace level of the ICC Dresden.

- **Official sponsor of a DATE Lunch Break**  
The sponsoring includes banners in the lunch area and the company logo on the menus & lunch tickets.  
**POA (price on application)**
- **Official sponsor of a DATE Coffee Break**  
The sponsoring includes signs with the company logo on the tables in the coffee break area.  
**POA (price on application)**
- **Official sponsor of the Exhibition Reception, March 20, 2018, 18h30 – 19h30**  
The sponsoring includes banners, the company logo on the tables, handing out promotional company material etc.  
**POA (price on application)**
- **Official sponsor of the DATE Party, March 21, 2018, 19h30 – 23h00**  
The sponsoring includes banners at the venue, 10 free party tickets, the company logo on the menus and catering tables etc.  
**POA (price on application)**

## DATE 2018 Conference Materials

Interested companies can sponsor one of the below-listed conference materials (to be distributed to

delegates on-site). The company's logo will be placed on the material, respectively. Alternatively, companies can also provide their own promotional material which then must be approved by the Conference Organization in advance. Detailed information will be provided upon booking.

- **Official sponsor of the DATE Conference Bags**  
**€ 4,500** (plus production costs, if applicable)
  - **Official sponsor of the DATE Conference Lanyards**  
**€ 3,000** (plus production costs, if applicable)
  - **Insert in the DATE Conference Bags**  
One (1) promotional material (max. 4 connected DIN-A4 pages) to be placed into the congress bags.  
**€ 1,600** (plus production costs)
  - **Advertisement in the Exhibition Guide**  
Interested companies can place an advertisement in the Exhibition Guide (as part of the programme booklet).  
It is available online shortly before the conference and will be distributed to all registered delegates on-site. Release: March, 2018
- |   |                |
|---|----------------|
| → One (1) full inner page:                | <b>€ 1,200</b> |
| → One (1) full cover page (front inside): | <b>€ 2,500</b> |
| → One (1) full cover page (back inside):  | <b>€ 2,500</b> |
| → One (1) full cover page (back outside): | <b>€ 3,500</b> |

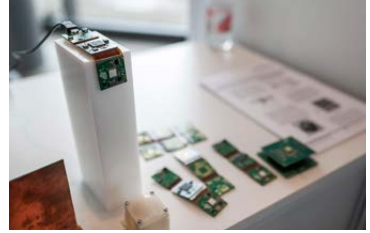
## Date Web Portal

DATE has a busy web portal which is updated regularly with conference and exhibition news as information becomes available. Interested industry partners can place web banners and upload company profile information throughout the year.

- Company logo on entry page OR registration page of the DATE website. Prices start from 1,200 €
- Option to publish technical white papers and news on DATE website
- Email blast prior to the conference (message sent to the DATE mailing list to advertise the company activities at DATE)  
Prices start from 1,900 € increasing to 2,500 € the week before DATE

→ [www.date-conference.com](http://www.date-conference.com)





## Do Not Miss to Organize Your Own Session

Interested companies may organise their own session, e.g. tutorial, business meeting, hands-on or workshop during the official show dates in a dedicated meeting room at a special rate. Book your meeting room now and benefit from the opportunity to reach your target audience exclusively during this slot.

For detailed information, please contact the DATE Conference Organization.

As there is limited availability, please communicate your requirements early in advance, by January 31, 2018, the latest.



## Previous Exhibitors and Sponsors

Exhibitors and Sponsors at DATE 2016 in Dresden, Germany, included:

5G Lab Germany  
 Advantest Europe GmbH  
 Aeneas  
 ALTERA (now part of Intel)  
 Bosch Sensortec GmbH  
 Cadence Academic Network  
 CHIP DESIGN MAGAZINE  
 Circuits Multi-Projects (CMP)  
 Cisco  
 City of Dresden  
 CONCEPT ENGINEERING GmbH  
 COSEDA Technologies GmbH  
 Design & Reuse  
 DREWAG  
 EDA Confidential  
 EDACafé  
 EETimes Europe  
 Elektronik i Norden  
 Engineering & Technology Magazine – Published by The IET  
 EURO PRACTICE (IMEC vzw)  
 Fractal Technologies Inc.  
 Fraunhofer Institute for Integrated Circuits IIS  
 GLOBALFOUNDRIES Europe Ltd.  
 High Performance Center Functional Integration in Micro- and Nanoelectronics

HiPEAC  
 IDT  
 IMAGINATION TECHNOLOGIES  
 IMMS gGmbH  
 INCHRON GmbH  
 Infineon Technologies AG  
 INTENTO DESIGN  
 Invecas  
 Magillem Design Services  
 Mathworks  
 Mentor Graphics  
 Microtest – Microelectronics  
 Global Solutions  
 Monozukuri  
 MunEda  
 Nokia  
 Penta Systematic  
 Presto Engineering Inc.  
 Springer Nature  
 Synopsys  
 Tata Consultancy Services Limited (TCS Innovation Labs)  
 T-Systems Multimedia Solutions GmbH  
 TU Dresden – cfaed/HAEC  
 TUM CREATE Ltd  
 University Booth

X-FAB Semiconductor Foundries  
 Xilinx University Program

**European Projects:**  
 DREAMS – CONTREX – PROXIMA (MCC)  
 EuroSERVER  
 ExaNoDe  
 Fast Tracker for Hadron Collider Experiments  
 MANGO  
 MoRV  
 NANOxCOMP  
 REPARA  
 SAFURE  
 TETRACOM

**DATE is sponsored by the European Design and Automation Association, the ESD Alliance, IEEE Council on EDA, ECSI, ACM-SIGDA & RAS.**

**In cooperation with**

- IEEE Computer Society test technology technical Council (ttc)
- IEEE Solid-State Circuits Society (SSCS)
- International Federation for Information Processing (IFIP)



## General Information and Contacts

|                           |   |                                 |  |
|---------------------------|---|---------------------------------|--|
| <b>Title of the event</b> | <b>DATE 2018 – Design, Automation and Test in Europe</b>  | <b>Exhibition Theatre Chair</b> | <b>Juergen Haase</b><br>edacentrum GmbH, DE<br>haase@edacentrum.de   |
| <b>Date</b>               | <b>March 19 – 23, 2018</b>  | <b>Conference Organization</b>  | <b>K.I.T. Group GmbH Dresden</b><br>Bautzner Str. 117–119<br>01099 Dresden, DE<br>date@kitdresden.de   |
| <b>Venue</b>              | <b>MARITIM Hotel &amp; International Congress Centre Dresden (ICCD)</b><br>Ostra-Ufer 2/<br>Devrientstraße 10-12<br>01067 Dresden, DE | <b>Conference Manager</b>       | <b>Franziska Röhrig</b><br>roehrig@kitdresden.de<br>Phone: +49 351 4967 541  |
| <b>Participants</b>       | <b>about 1,500 delegates from Europe and abroad</b>   | <b>Exhibition Manager</b>       | <b>Kathleen Schäfer</b><br>Email: schaefer@kitdresden.de<br>Phone: +49 351 4842 964  |
| <b>General Chair</b>      | <b>Jan Madsen</b><br>Technical University of Denmark, DK<br>jama@dtu.dk   | <b>Local Arrangements/ICT</b>   | <b>Robert Wittig &amp; Gerhard Fettweis</b><br>Technical University Dresden, DE<br>robert.wittig@tu-dresden.de<br>gerhard.fettweis@tu-dresden.de |
| <b>Programme Chair</b>    | <b>Ayse K. Coşkun</b><br>Boston University, MA, US<br>acoskun@bu.edu  |                                 |  |
| <b>Exhibition Chair</b>   | <b>Hans-Jürgen Brand</b><br>IDT, DE<br>hans-juergen.brand@idt.com   |                                 |  |

[www.date-conference.com](http://www.date-conference.com)