

Exhibition & Sponsorship

Opportunities

experienced

open-minded

successful

competent

eager to learn

business driven

challenging

inspiring



DATE 2019

Firenze Fiera, Fortezza da Basso,
Florence, Italy

Conference 25–29 March

Exhibition 26–28 March



Design, Automation and Test in Europe

www.date-conference.com

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DATE 19

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.**

The DATE exhibition features many of the world's leading suppliers of EDA 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.



Firenze Fiera, Fortezza da Basso

A masterpiece of the Renaissance architecture, the Fortezza has been the main Congress & Exhibition Center venue for Florence and for central Italy since 1967, being strategically located in the historic city centre.

The Fortezza da Basso – a unique location in the world, combining perfectly restored historic locations and offering a wonderful visual impact of the 16th century walls on one side of the building.

The conservative restoration of the whole area was carried out according to the requirements of the event organisers, exhibitors and visitors.

Venue:

Firenze Fiera
Fortezza da Basso
Padiglione Spadolini, lower floor
Viale Filippo Strozzi, 1
Florence, IT

One city, a thousand faces

Florence is the capital of Tuscany Region, centrally located and very easy to reach via an international airport hub. Art, culture, modernity and vibrancy: Florence is much more than the cradle of Renaissance. Vaunting an unparalleled past of unimaginable accomplishments, Florence is a contemporary city that offers year-round entertainment. Striking architecture and monuments, museums of masterpieces, as well as fashion, theatres, gardens, modern art exhibitions, excellent places to eat and drink, and an international flair that has always set this city apart. It is time to fall in love with Florence. It is situated on the plain of the Arno River between the hills that made this region famous, surrounded by towns, villages and enchanting landscapes. Due to its history, today Florence can offer a lot of astonishing venues like the Palazzo Pitti or Palazzo Vecchio, the Town Hall of Florence, many churches like the Basilica di Santa Croce, the Basilica di Santa Maria Novella and also some open air museums such as Giardino delle Rose and Giardino di Boboli. Florence is also a modern destination that offers many opportunities for events and activities for guests. In 2019, all over Italy but particularly Florence and the nearby home town Vinci will be celebrating the 500th anniversary of the death of the genius Leonardo da Vinci.



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.

→ 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, 9 September 2018, via: www.date-conference.com. Please contact the DATE Conference Organization if you require more information or visit the website.

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, healthcare, smart energy and automotive systems.

Topics are arranged according to four groupings:

- D – Design Methods and Tools
- A – Application Design
- T – Test and Dependability
- 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 2019

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

- **Embedded meets Hyperscale and HPC**
- **Model-Based Design of Intelligent Systems**

Moreover, the **DATE 2019 technical programme and exhibition will have a special focus on the following topics: internet of things, artificial intelligence, smart energy, security, automotive, space, healthcare, robotics and industry 4.0.**

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 (hot topic, tutorial) 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 – 26 October 2018**

Organise your own panel, hot topic or tutorial session in the Exhibition Theatre! Please contact Jürgen Haase for more details: 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. 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 1,400 conference delegates and exhibition visitors annually.



The vibrant exhibition at DATE 2018, Dresden

Exhibition Opening Hours

26 March 2019: 10h00 – 18h30*
 27 March 2019: 10h00 – 18h30
 28 March 2019: 10h00 – 16h00

*Exhibition Reception from 18h30 – 19h30



Stand Packages

DATE 2019 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 m² space (1.5 × 2.0 m)
- Back wall panels (white)
- Table & 2 chairs
- 1kw electricity
- Waste basket
- White nameboard

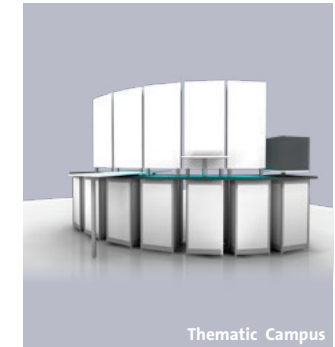
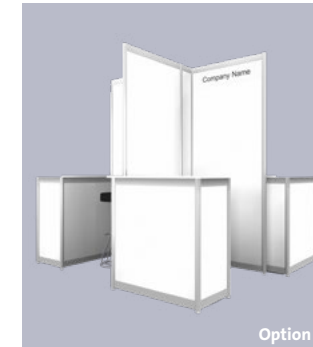
→ Total cost: € 2,200

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:

6m² 2×3m € 3,300
 9m² 3×3m € 4,400
 12m² 3×4m € 5,500



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
 - 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 presenting 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 the last DATE conferences. 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 internet of things, automotive, smart energy, space, healthcare, security, artificial intelligence, robotics and industry 4.0.** For detailed information and a concrete offer, please contact the Exhibition Chair Luca Fanucci, University of Pisa, IT; luca.fanucci@unipi.it

- 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 2018*

→ 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 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.

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

DATE 2019 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.

- **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, 26 March 2019, 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, 27 March 2019, 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 2019 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, 2019

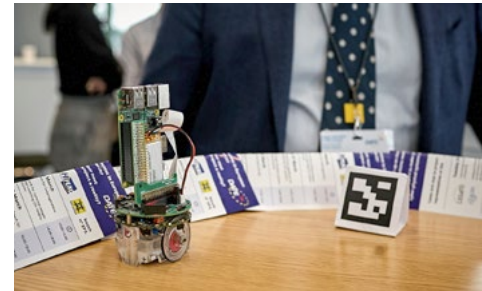
- One (1) full inner page: € 1,200
- One (1) full cover page (front inside): € 2,500
- One (1) full cover page (back inside): € 2,500
- One (1) full cover page (back outside): € 3,500

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 €
- 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



Do Not Miss to Organise 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 31 January 2019, the latest.

Previous Exhibitors and Sponsors (incl. DATE 2018, Dresden)

5G Lab Germany
Advantest Europe GmbH
Aeneas
ALTERA (now part of Intel)
Arm Ltd.
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
Dream Chip Technologies GmbH
DREWAG
EDA Confidential
EDACafé
EETimes Europe
Elektronik i Norden
Engineering & Technology Magazine – Published by The IET
EUROPRACTICE (IMEC vzw)
Fractal Technologies Inc.
Fraunhofer Institute for Integrated Circuits IIS
GLOBALFOUNDRIES Europe Ltd.
High Performance Center Functional Integration in Micro- and Nanoelectronics
IDT Europe GmbH

IMAGINATION TECHNOLOGIES
IMMS gGmbH
INCHRON GmbH
Infineon Technologies AG
INTENTO DESIGN
Invecas
Magillem Design Services
Mathworks
Mentor, A Siemens Business
Microtest – Microelectronics
Global Solutions
Monozukuri
MunEda
Nokia
Penta Systematic
Platform Design Automation, Inc.
Presto Engineering Inc.
Racyics GmbH
River Publishers
Springer Nature
Synopsys
Tata Consultancy Services Limited (TCS Innovation Labs)
Texas Instruments
T-Systems Multimedia Solutions GmbH
TU Dresden – caed/HAEC
TUM CREATE Ltd
University Booth
X-FAB Semiconductor Foundries
Xilinx University Program

European Projects:

COEMS – Continuous Observation of Embedded Multicore Systems
DREAMS – CONTREX – PROXIMA (MCC)
dReDBox (Disaggregated Data Center in a Box)
EuroSERVER
ExaNoDe
Fast Tracker for Hadron Collider Experiments
HiPEAC – European Network on High Performance and Embedded Architecture and Compilation
MANGO
MoRV
NANOxCOMP
REPARA
SAFURE
TETRAMAX

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

In cooperation with

- IEEE Computer Society Test Technology Technical Council (TTTC)
- IEEE Solid-State Circuits Society (SSCS)
- International Federation for Information Processing (IFIP)



General Information and Contacts

Title of the event	DATE 2019 – Design, Automation and Test in Europe	Exhibition Chair	Luca Fanucci University of Pisa, IT luca.fanucci@unipi.it
Date	25 – 29 March 2019	Exhibition Theatre Chair	Jürgen Haase edacentrum GmbH, DE haase@edacentrum.de
Venue	Firenze Fiera Fortezza da Basso Padiglione Spadolini, lower floor Viale Filippo Strozzi, 1 Florence, IT	Conference Organization	K.I.T. Group GmbH Dresden Bautzner Str. 117–119 01099 Dresden, DE date@kitdresden.de
Participants	about 1,400 delegates from Europe and abroad	Exhibition Manager	Kathleen Schäfer Email: date@kitdresden.de Phone: +49 351 4842 964
General Chair	Jürgen Teich Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU), DE juergen.teich@fau.de	Local Arrangements/ICT	Luca Fanucci University of Pisa, IT luca.fanucci@unipi.it
Programme Chair	Franco Fummi University of Verona, IT franco.fummi@univr.it		Frank Hannig Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU), DE frank.hannig@fau.de