

EXHIBITION & SPONSORSHIP

OPPORTUNITIES

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



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DATE 2021

Alpexpo | Grenoble, France

Conference 1 - 5 February

Exhibition 2 - 4 February



Design, Automation
and Test in Europe

www.date-conference.com

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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.



ALPEXPO ESPACE ALPES CONGRÈS

Alpexpo is located in close proximity to the centre of Grenoble and provides a modern, well equipped location for DATE. It is one of Europe's most prestigious venues for economic, cultural and sporting events. Alpexpo is a 15 minute tram ride from the centre of Grenoble, 30 minutes from Grenoble airport and 45 minutes from Lyon airport. Grenoble is located in the heart of the Alps and is surrounded by the outstanding natural beauty of the Belledonne, Chartreuse and Vercors massifs.

Venue:

ALPEXPO-ALPES Congres
Parc Événementiel de Grenoble
Avenue d'Innsbruck – CS 52408
38034 Grenoble cedex 2
FRANCE

GRENOBLE – CENTRE OF TECHNOLOGY

Grenoble has a great number of assets such as its manufacturing companies, renowned higher-education institutions and internationally-recognised research laboratories, that make it the one of the largest technology and research centres in Europe.

Grenoble is the key European semiconductor site with more than 200 companies in micro/nano technologies and embedded software, including 100 start-ups and 90 SMEs, offering the working environment for 38,000 people.

Its universities (University of Grenoble-Alpes and the Grenoble Institute of Technology) train 50,000 students per year, out of which more than 5,000 BSc&M-Sc and 600 PhD students in engineering domains.

Grenoble provides the second largest research centre in France hosting institutions such as CNRS, CEA, MINATEC, INRIA, TIMA, Verimag.

DATE is working closely with local industry to increase the visibility of the event and to maximise quality visitor attendance.

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 telecoms, wireless communications, multimedia, healthcare, smart energy and automotive systems.

Topics are arranged according to four groupings:

D – Design Methods & 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 2021

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

- › Cyber-Physical Systems for Industry 4.0 and Smart Industrial Processes
- › Sustainable High Performance Computing

There is also a special initiative on:

- › Autonomous Systems Design

Moreover, the DATE 2021 technical programme and exhibition 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.

- › 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, Multi-Partner Innovative Research Projects, University Booth, PhD Forum and Exhibition Theatre. All papers have to be submitted electronically by Monday, 14 September 2020, via: www.date-conference.com. Please contact the DATE Conference Organisation if you require more information or visit the website.

EXHIBITION THEATRE

The Exhibition Theatre, which is located close to the exhibition area, 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: **2 November 2020**

Organise your own panel, hot topic or tutorial session in the Exhibition Theatre! Please contact Jürgen Haase for more details: haase@edacentrum.de

YOUNG PEOPLE PROGRAMME

The Young People Programme aims at bringing together recruiters from EDA Companies with Ph.D. Students and potential job seekers. Companies have the opportunity to present their latest research challenges and to promote their brand as the best workplace, to attract interested jobseekers. Additionally, companies adhering to the Young People Programme get access to a selection of the most promising Ph.D. students in the EDA field, that will present themselves through a quick presentation and through their CVs. If a student raises the interest of the company, the Young People Programme chairs will schedule an interview at the company booth or in dedicated interview rooms.

For more details, please contact **Anton Klotz and Sara Vinco:**
young-people-programme@date-conference.com





OPTION 1



OPTION 2

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, 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 in the directly neighbouring 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.

EXHIBITION OPENING HOURS

2 February 2021: 10h00 – 18h30*

3 February 2021: 10h00 – 18h30

4 February 2021: 10h00 – 16h00

*Exhibition Reception from 18h30 – 19h30

STAND PACKAGES

DATE 2021 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 2x3m € 3,300

9m² 3x3m € 4,400

12m² 3x4m € 5,500



OPTION 5

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 Multi-Partner Innovative Research Projects Booth

DATE offers a good value booth package to Multi-Partner Innovative Research 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, 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 Organisation K.I.T. Group.

EARLY BIRD DISCOUNT

Early bird discount of 5% applicable for all exhibition bookings received before 2 November 2020*

» 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 organisers.

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 2021 CONFERENCE BREAKS AND SOCIAL EVENTS

Interested companies can sponsor one of the official conference breaks or evening events.

› 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, 2 February 2021, 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, 3 February 2021, 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, Florence, Italy

DATE 2021 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 Organisation 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 provide an advertisement that will be placed 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: February, 2021. Production costs:

- » 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

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 Organisation. As there is limited availability, please communicate your requirements early in advance, by 15 December 2020, the latest.



PREVIOUS EXHIBITORS AND SPONSORS (INCL. DATE 2019, FLORENCE)

5G Lab Germany	GLOBALFOUNDRIES	Springer Nature	HiPEAC – European Network
Advantest Europe GmbH	Europe Ltd.	Symbiotic EDA	on High Performance and
Aeneas	High Performance Center	Synopsys	Embedded Architecture
ALTERA (now part of Intel)	Functional Integration in	Tata Consultancy	and Compilation
Arm Ltd.	Micro- and Nanoelectronics	Services Limited (TCS	MANGO
Bosch Sensortec GmbH	IDT Europe GmbH	Innovation Labs)	MoRV
Cadence Academic Network	IMAGINATION	Texas Instruments	NANOxCOMP
CHIP DESIGN MAGAZINE	TECHNOLOGIES	T-Systems Multimedia	REPARA
Circuits Multi-Projects (CMP)	IMMS gGmbH	Solutions GmbH	SAFURE
Cisco	INCHRON GmbH	TU Dresden – cfaed/HAEC	TETRAMAX
Cobham Gaisler	Infinion Technologies AG	TUM CREATE Ltd	... as well as several
CONCEPT ENGINEERING	IngeniArs S. r. l.	University Booth	research initiatives and
GmbH	Intel	X-FAB Semiconductor	many, many more.
COSEDA Technologies	INTENTO DESIGN	Foundries	
GmbH	Invocas	Xilinx University Program	
Design & Reuse	Magillem Design Services		DATE is sponsored by
Dream Chip	MathWorks		the European Design and
Technologies GmbH	Mentor, A Siemens Business		Automation Association,
EDA Confidential	Microtest		the ESD Alliance, the IEEE
EDACafé	Global Solutions		Council on EDA, ECSI,
EETimes Europe	Monozukuri		ACM-SIGDA and RAS.
Elektronik i Norden	MunEda		In cooperation with
Engineering & Technology	Nokia		› IEEE Computer Society
Magazine – Published	Penta Systematic		Test Technology Technical
by The IET	Platform Design		Council (TTTC)
EUROPRACTICE (IMEC vzw)	Automation, Inc.		› IEEE Solid-State Circuits
Floadia Corporation	Presto Engineering Inc.		Society (SSCS)
Fractal Technologies Inc.	Racyics GmbH		› International Federation for
Fraunhofer Institute for	River Publishers		Information Processing (IFIP)
Integrated Circuits IIS	SEMI		

European Projects:

COEMS – Continuous Observation of Embedded Multicore Systems
 DREAMS – CONTREX – PROXIMA (MCC)
 dReDBox (Disaggregated Data Center in a Box)
 Eurolab4HPC
 EuroSERVER
 ExaNoDe
 Fast Tracker for Hadron Collider Experiments

GENERAL INFORMATION

AND CONTACTS

TITLE OF THE EVENT

DATE 2021 – Design, Automation
and Test in Europe

DATE

1-5 February 2021

VENUE

ALPEXPO-ALPES Congres
Parc Événementiel de Grenoble
Avenue d'Innsbruck – CS 52408
38034 Grenoble cedex 2, FR

PARTICIPANTS

about 1,400 delegates from
Europe and abroad

GENERAL CHAIR

Franco Fummi
Università di Verona, IT
franco.fummi@univr.it

PROGRAMME CHAIR

Ian O'Connor
École Centrale de Lyon, FR
ian.oconnor@ec-lyon.fr

EXHIBITION CHAIR

Pascal Vivet
CEA, Grenoble, FR
pascal.vivet@cea.fr

EXHIBITION THEATRE CHAIR

Jürgen Haase
edacentrum GmbH, DE
haase@edacentrum.de

CONFERENCE ORGANISATION

K. I. T. Group GmbH Dresden
Bautzner Str. 117–119
01099 Dresden, DE
date@kitdresden.de

EXHIBITION MANAGER

Kathleen Schäfer
K. I. T. Group GmbH Dresden, DE
Phone: +49 351 65 57 31 34
date@kitdresden.de

LOCAL ARRANGEMENTS

Giorgio Di Natale
CNRS / TIMA Grenoble, FR
giorgio.di-natale@univ-grenoble-alpes.fr

LOCAL ARRANGEMENT VICE CHAIR

Wendelin Serwe
INRIA, Grenoble, FR
wendelin.serwe@inria.fr

LOCAL INSTITUTIONS LIAISON CHAIR

Ahmed Jerraya
CEA, Grenoble, FR
ahmed.jerraya@cea.fr

