Exhibition & Sponsorship

Opportunities

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

DATE 2020

Alpexpo · Grenoble, France

Conference 9 – 13 March

Exhibition 10 – 12 March

DATE 20

Design, Automation and Test in Europe

www.date-conference.com

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DATE 20

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
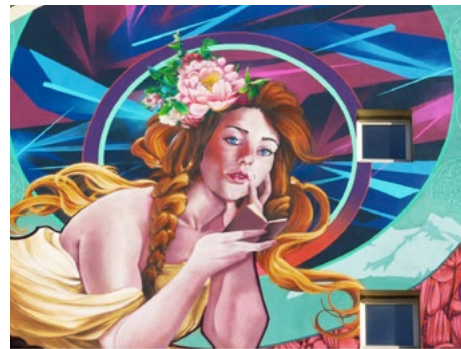FRANCE

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.
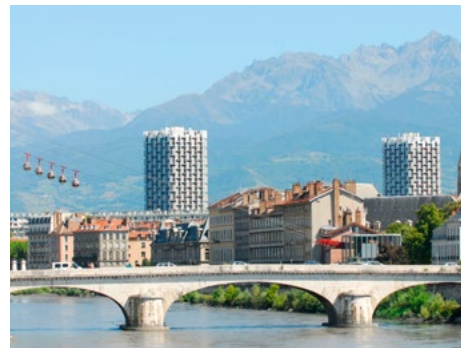Its universities (University of Grenoble-Alpes and the Grenoble Institute of Technology) train 50,000 students per year, out of which more than 5,000 BSc&MSc and 600 PhD students in engineering domains.
Grenoble provides the second largest research centre in France hosting institutions such as CNRS, CEA-LETI, MINATEC, INRIA, TIMA, Verimag.
DATE is working closely with local industry to increase the visibility of the event and to maximise quality visitor attendance.

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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 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 2020

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

• **Embedded Artificial Intelligence**
• **Silicon Photonics**

Moreover, the DATE 2020 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, European Projects, University Booth, PhD Forum and Exhibition Theatre. All papers have to be submitted electronically by Sunday, 8 September 2019, via: www.date-conference.com.** Please contact the DATE Conference Organization if you require more information or visit the website.

Exhibition Theatre

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 – **27 October 2019**

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.

DATE 2019, Florence, Italy

Exhibition Opening Hours

10 March 2020:	**10h00 – 18h30***
11 March 2020:	**10h00 – 18h30**
12 March 2020:	**10h00 – 16h00**

*Exhibition Reception from 18h30 – 19h30

Option 1

Option 2

Option 5

Thematic Campus

Stand Packages

DATE 2020 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
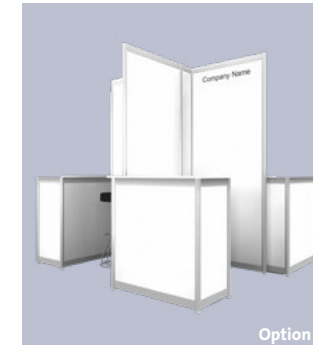
→ Total cost: € 2,200

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
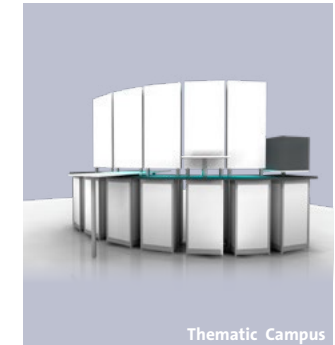- Waste basket
- 3 spotlights
- 1kw electricity

→ Total cost:
6 m²	2 × 3 m	€ 3,300
9 m²	3 × 3 m	€ 4,400
12 m²	3 × 4 m	€ 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 artificial intelligence, internet of things, automotive, quantum computing, smart energy, security, space, health-care, robotics and industry 4.0.** For detailed information and a concrete offer, please contact the Exhibition Chair Ahmed Jerraya, CEA, France; ahmed.jerraya@cea.fr

- **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 exhibition bookings received before 30 October 2019*

→ **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 2020 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, 10 March 2020, 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, 11 March 2020, 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 2020 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 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: March, 2020. 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

→ **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 2020**, the latest.

Previous Exhibitors and Sponsors (incl. DATE 2019, Florence)

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
Cobham Gaisler
CONCEPT ENGINEERING GmbH
COSEDA Technologies GmbH
Design & Reuse
Dream Chip Technologies GmbH
EDA Confidential
EDACafé
EETimes Europe
Elektronik i Norden
Engineering & Technology Magazine – Published by The IET
EUROPRACTICE (IMEC vzw)
Floadia Corporation
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

IngeniArs S. r. l.
Intel
INTENTO DESIGN
Invecas
Magillem Design Services
MathWorks
Mentor, A Siemens Business
Microtest
Global Solutions
Monozukuri
MunEda
Nokia
Penta Systematic
Platform Design Automation, Inc.
Presto Engineering Inc.
Racyics GmbH
River Publishers
SEMI
Springer Nature
Symbiotic EDA
Synopsys
Tata Consultancy Services Limited (TCS Innovation Labs)
Texas Instruments
T-Systems Multimedia Solutions GmbH
TU Dresden – cfaed/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)
Eurolab4HPC
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

… as well as several research initiatives and many, many more.

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

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

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General Information and Contacts

Title of the event	DATE 2020 – Design, Automation and Test in Europe	**Exhibition Chair**	Ahmed Jerraya CEA, Grenoble, FR ahmed.jerraya@cea.fr
Date	9 – 13 March 2020		
Venue	ALPEXPO-ALPES Congres Parc Événementiel de Grenoble Avenue d'Innsbruck – CS 52408 38034 Grenoble cedex 2, FRANCE	**Exhibition Theatre Chair**	Jürgen Haase edacentrum GmbH, DE haase@edacentrum.de
		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		
General Chair	Giorgio Di Natale CNRS / TIMA Grenoble, FR giorgio.di-natale@univ-grenoble-alpes.fr	**Exhibition Manager**	Kathleen Schäfer K.I.T. Group GmbH Dresden, DE Phone: +49 351 4842 964 date@kitdresden.de
		Local Arrangements	Pascal Vivet CEA, Grenoble, FR pascal.vivet@cea.fr
Programme Chair	Cristiana Bolchini Politecnico Milano Milano, IT cristiana.bolchini@polimi.it		
		Local Arrangement Vice Chair	Wendelin Serwe INRIA, Grenoble, FR wendelin.serwe@inria.fr

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