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## **INNOVATIVE EXHIBITION FORMAT ENHANCES ATTENDEES' EXPERIENCE AT 41<sup>ST</sup> DESIGN AUTOMATION CONFERENCE**

*Combined Booth and Demo Suites Delivers a Streamlined, Richer Experience for  
Conference Attendees*

**BOULDER, Colo.** □ *February 2, 2004* □ Exhibitors can now combine exhibit booth space and demonstration suites to maximize attendees' experience while helping to lower overall exhibition costs at the 41<sup>st</sup> Design Automation Conference (DAC) to be held June 7-11 in San Diego, Calif. The new format reduces travel between booths and suites for attendees and reduces staffing requirements for exhibitors, keeping more traffic and potential leads on the exhibit floor exposed to all exhibitors.

“Combining the booths and suites at DAC represents a significant innovation for a conference of this type in North America,” said Sharad Malik, 41st DAC general chair. “The new layout is expected to increase exhibitor ROI (return on investment), allowing attendees to visit more exhibitors and giving both exhibitors and attendees more opportunity for private demonstrations and meetings.”

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The DAC exhibit floor is patterned after a shopping mall concept, with large exhibitors “anchoring” the show floor connected by two main aisles that are fronted by small and mid-sized exhibitors. Traditional exhibition displays will be set in the front portion of each exhibitor’s space with the demo suite behind for greater privacy for in-depth product demonstrations. Those companies without demo suites and some with smaller suite requirements will be clustered in central areas between the two main aisles.

The conference will also feature the popular DAC Pavilion, which is slated for an expanded line-up of panels and special presentations, a food court and lounge areas. Currently 165 companies have registered with DAC and over 200 are expected to participate by June. So far, well over half (55%) of the exhibitors are participating in the demo suite program and suite space totals nearly 90,000 of the 160,000 square feet of space occupied by exhibitors.

### **About DAC**

DAC is the premier forum for the electronic design industry to exchange information on products, methodologies, and processes. Attended by more than 10,000 developers, designers, researchers, managers, and engineers from leading electronics companies and universities around the world, DAC includes more than 200 exhibitors and offers a robust technical program covering the electronics industry's hottest trends.

The conference is sponsored by the Association for Computing Machinery/Special Interest Group on Design Automation (ACM/SIGDA), the Institute of Electrical and Electronics Engineers/Circuits and Systems Society (IEEE/CAS) and the Electronic Design Automation Consortium (EDA Consortium). For more information, including registration, visit the DAC Web site at [www.dac.com](http://www.dac.com), or contact DAC management at 800-321-4573.

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