



DESIGN AUTOMATION CONFERENCE

## 45th DAC Media Credential Qualification Guidelines

As a service to 45th DAC exhibitors, DAC provides media accreditation to members of the working press. Accreditation provides access to the technical sessions, exhibition, press room, press interview rooms and any scheduled press conferences. Accreditation is granted at DAC's discretion and media credentials are issued solely for the purposes of reporting on the electronic design automation and semiconductor industries, industry news events, new products, business developments and other news associated with DAC.

Media accreditation is limited to those acting in an editorial capacity for relevant publications or news organizations. Publishers/associate publishers, sales, advertising, PR, marketing, market research, technical support staff, consultants and exhibiting company personnel are not eligible for press credentials.

Applicants seeking DAC media accreditation must be prepared to provide proof of their professional status, including titled business card, publication masthead and applicant's name listed in an editorial capacity.

In addition, DAC may require supporting documentation as summarized below. Applications will be processed only upon receipt of ALL requested documentation. Pre-registration is recommended. Journalists registering on-site at the conference should bring all necessary supporting documentation. *DAC reserves the right to deny press registration based on its interpretation of these requirements at any time, during the pre-registration and on-site media registration process.*

### **45th DAC press credentials will be assigned based on the following criteria:**

#### **Business and Trade Publications/News Wire Services**

Reporters and editors from magazines, newspapers, trade publications and wire services must be able to provide a business card and a current masthead that includes their name. Contributing editors and reporters must verify they have been retained to cover DAC by presenting an original letter of assignment.

#### **Association Publications**

Reporters from internationally recognized magazines/newspapers/newsletters produced by industry associations must be able to provide both a business card with an editorial title and a current masthead that includes their name.

**Television and Radio**

Broadcast reporters and producers from news organizations must provide a business card.

**Staff and Freelance Photographers/Videographers**

Photographers and videographers from any media outlet need to provide a business card with name, title and media outlet's logo and an example of your work in an industry-related publication. Freelance photographers should provide a letter (on letterhead) from an editor or assignment manager at an industry-related publication indicating that you are photographing the tradeshow for that publication/news outlet.

**Industry Analysts**

Industry analysts must provide a business card from a recognized analyst firm.

**Financial Analysts**

Financial analysts from internationally recognized market research firms who track the EDA industry must provide a business card from a recognized analyst firm or research division of a financial institution.

**Freelance Writers**

Freelance writers must be able to provide at least one bylined article published within the last six months and must verify they have been retained to cover DAC by presenting an original letter of assignment. Those who freelance occasionally and are employed by non-news organizations are not eligible for media registration.

**Online Media**

Reporters and editors from online publications, Internet-based newsletters, and bloggers are admitted at DAC's discretion and must provide a business card and at least two bylined articles printed from their Web site. Only those reporters and bloggers whose primary professional role is reporting on the electronic design and semiconductor industries are eligible for DAC press registration. Web sites and blogs connected to and/or managed by non-publishing organizations will not be eligible. To qualify for DAC press registration, publication Web sites and blogs must contain editorial content, post original news at least once per week and cover the electronic design or semiconductor industry. Additionally, the Web site must have a readership of more than 1,000 unique visitors per month.

**Advance Registration**

All media are encouraged to register in advance using the online registration process and assigned password. Advance registered media need to go to the 45th DAC press room in the Anaheim Convention Center to pick up their DAC registration packet and press credentials. Media credentials will be distributed during open press room hours of:

Sunday, June 8 - 1:00 pm to 5:00 pm  
Monday, June 9 - 8:00 am to 6:00 pm  
Tuesday, June 10 - 8:00 am to 6:00 pm  
Wednesday, June 11 - 8:00 am to 6:00 pm  
Thursday, June 12 - 8:00 am to 2:00 pm

**On-Site Media Registration**

Proceed to the DAC Press Room in the Anaheim Convention Center. You must submit all documentation, as specified on this page and on the media registration form. No exceptions will be made. Media registrations will be accepted during open press room hours of:

Sunday, June 8 - 1:00 pm to 5:00 pm  
Monday, June 9 - 8:00 am to 6:00 pm  
Tuesday, June 10 - 8:00 am to 6:00 pm  
Wednesday, June 11 - 8:00 am to 6:00 pm

Thursday, June 12 - 8:00 am to 2:00 pm

**Media Badge: What It Entitles You To**

- Technical Sessions
- Panels, Paper sessions, Special Sessions
- Exhibition
- Keynote Address and Awards
- DAC Social Events
- Full use of the DAC Press Room and Press Interview Rooms
- Conference Attendees' Materials including the Proceedings DVD
- Birds of a Feather Meetings
- Pre-conference and Monday Workshops
- Hands-on Tutorials (with presenting company approval)

Persons issued press credentials are prohibited from advertising sales while at the 45th DAC. Press credentials will be revoked for anyone engaged in sales or solicitation activities.