



DESIGN **AUTOMATION** CONFERENCE

Sponsored by:



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In Technical
Cooperation with:



Exhibit at DAC and meet the world's leading buyers of tools, processes, and services used in the design of electronic circuits and systems.

San Francisco – A great venue for DAC!

San Francisco's close proximity to Silicon Valley makes it a great venue for DAC. In fact, DAC has enjoyed as much as a 20% increase in attendance in San Francisco compared to other venues. You can expect to see over 5,000 design engineers and design managers representing over 1,000 different companies, including over 80% of the world's top semiconductor companies.

The IC Design Central Partner Pavilion – Putting More Design into DAC

The IC Design Central Partner Pavilion was developed at DAC to illustrate the many critical design functions necessary to produce *working* silicon on time and on budget. Besides EDA vendors, companies from all areas of the design and product development process– Foundry, IP, Design Services, Assembly/Package, Test, and system interconnect must cooperate to offer integrated front-to-back solutions that ensure first-time-successful silicon and predictable time-to-market. DAC has created the IC Design Central Partner Pavilion to help DAC attendees find the exact design flows and solutions they need to create today's challenging designs.

The IC Design Central (ICDC) Partner Pavilion Program

Pavilion Area A: **Foundry, IP and Design Services**

Pavilion Area B: Assembly/Package, Test, System Interconnect

The ICDC Partner Pavilion includes two specific exhibiting areas and a central stage for use by ICDC exhibitors. As an exhibitor in the ICDC Partner Pavilion, you will receive the following benefits:

1. One 30-minute presentation slot on the ICDC Pavilion stage. Two 30-minute presentation slots will be granted for those exhibitors who reserve 400+ sq. ft. (e.g. 20x20) of exhibit space. Extended arrangements can also be made to host events such as breakfasts, luncheons, and cocktails.
2. A listing on the DAC ICDC webpage.
3. Special benefits available only to exhibitors at the ICDC Partner Pavilion, as part of DAC's overall publicity efforts for the Pavilion, including:
 - a. A page on the DAC website detailing the ICDC program and listing participating companies
 - b. An ICDC insert into every attendee conference bag. The insert, which includes your company's logo and booth number, will also be distributed from information kiosks throughout DAC
 - c. Highlighted ICDC Partner Pavilion on the "You Are Here" boards, Map Guide, and in the Exhibit Guide
 - d. Attendee Promotion: To ensure a high attendee turnout, DAC will heavily promote the ICDC via print and electronic ads in industry media, direct mail, DACeZine features, full-page ads in the Final Program/Exhibit Guide, and more

The DAC 'First Timer' Program!

As a first-time exhibitor at DAC, you will receive the following benefits:

- A floor graphic in front of your booth designating you as a "must see" participant
- Discounted carpet and furniture package from our official contractor, GES Expo Services
- Your company listed on the "Who's new" page on the DAC website pointing attendees to the new exhibitors with links to your Virtual DAC booth
- On-site daily announcement listing new exhibitors and booth numbers
- Company name highlighted in the Final Program/Exhibit Guide and fold-out Map Guide
- Company name highlighted on the "You Are Here" boards on the exhibit floor
- Highlight as a "must see" in DACeZine e-newsletters prior to the conference

DAC's content is expanding to attract more Design Engineers...

Driving DAC Attendance – The New 'User Track'

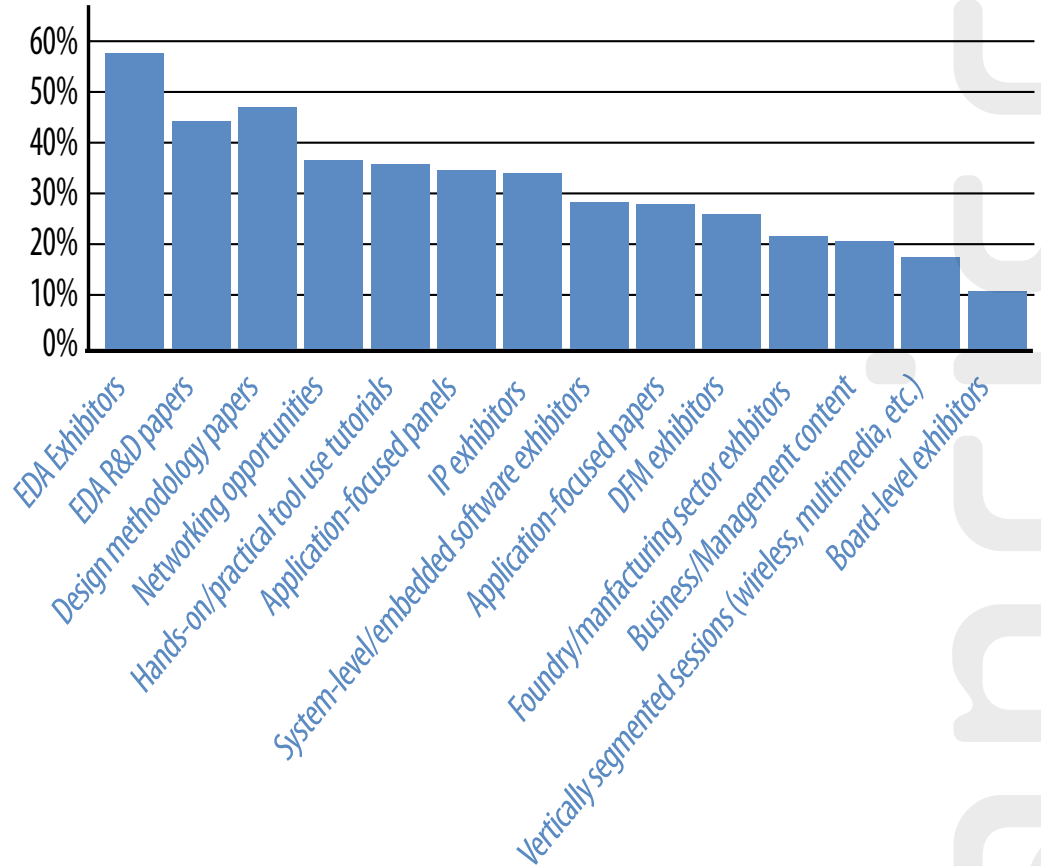
DAC is creating an entirely new track to attract even more design engineer attendance. The **User Track** gives attendees an opportunity to explore solutions to design problems, see how design ideas have been implemented, and exchange ideas and observations with fellow designers. This track can also help attendees in evaluating how tools demonstrated by exhibitors are used to solve the design issues and realize the design approaches presented by the speakers. Magnetic, energizing and sometimes controversial presentations will be drawn from the following topic areas:

1. Embedded Software Design
2. System-level Modeling
3. System-level Communication
4. Hardware/Software Codesign
5. System-level Power Analysis and Management
6. System-level Testing, Verification and Emulation
7. Applications of RTL-to-GDS Design Tools and Flows
8. Timing, Power or Noise Analysis
9. Manufacturability Analysis and Optimization
10. Signal Integrity and Design Reliability
11. Chip-level Testing
12. Chip and System Bring-up
13. Analog/Mixed-signal and RF Design
14. FPGA Design, FPGA-based Designs
15. Cutting-edge Chip Design
16. Cutting-edge System Design

45th DAC Attendee Snapshot:

45th DAC attendees were asked:

"Which of the following event offerings would you like to see more of at next year's DAC?"



45th DAC attendees were asked:

"What is the highest role you play in the selection and/or purchase of design-related products and services at your organization for each purchase category?"



	Percentage of attendees who Authorize Purchase by category	Percentage of attendees Involved in Purchase by category
EDA/Design Tools Software	16%	76%
IP/Libraries	14%	55%
Design Services	13%	55%
IC Manufacturing Services	11%	39%

Contact us today for complete details on how your company can be a part of DAC's IC Design Chain Pavilion.

Richard D. Knight
 rich@dac.com
 tel. 303-530-4333 ext. 130



46th DAC General Information

The Design Automation Conference (DAC) convenes for the 46th time in San Francisco, CA. DAC is recognized as the world's premier event for the design and design automation of electronic circuits and systems. Vendors of EDA tools, semiconductor IP, silicon fabrication, design services, design-for-manufacturing and embedded system-on-chip development tools are invited to participate in this important event.

DAC attendees represent a highly-qualified audience of design engineers, corporate and engineering management, developers, researchers, financial and industry analysts, and members of the press. This audience represents the decision-makers at all levels of the buying process from the leading semiconductor, computer, telecommunication, and consumer electronics companies. Nowhere else will you find the same combination of influential buyers, press coverage, and exposure to further your sales and marketing objectives.

The many opportunities to showcase your company and products include: exhibit/suite space, special promotional opportunities, Virtual DAC, hands-on tutorials, Best of DAC, customer meetings, and social functions. Plan your participation today!

Exhibit Space Pricing Information

Pricing for 2009 follows a graduated discount system based on size of the exhibit space according to the schedule below. Exhibit space must be licensed in 10' x 10' increments.

The cost for exhibit space is as follows:

- The first 100 square feet of exhibit space is \$42.00 psf
- From 101 to 400 square feet the cost is \$33.50 psf
- From 401 to 900 square feet the cost is \$32.00 psf
- From 901 to 1500 square feet the cost is \$30.50 psf
- From 1501 to 3000 square feet the cost is \$28.50 psf
- 3001 square feet and above the cost is \$25.50 psf

Suite only pricing* is \$46.00 psf.

**Suite-only space is available exclusively to 2009 first-time DAC participating companies.*

Exhibit Hours

Exhibit hours have been scheduled to provide maximum interaction between conference attendees and exhibitor personnel:

Monday, July 27	9:00am - 6:00pm
Tuesday, July 28	9:00am - 6:00pm
Wednesday, July 29	9:00am - 6:00pm
Thursday, July 30	9:00am - 1:00pm

Booth Licensing Includes:

- Illuminated exhibit space with 8' high backwall drape if needed and 3' high side rails
- Suite walls and carpet according to the contract schedule
- A 7" x 44" identification sign with your company name and booth number (linear booths only)
- General exhibit hall security service
- Daily aisle-cleaning service

Additional Benefits

- A listing and company description in the official Final Program/Exhibit Guide and fold-out Map Guide
- A Virtual DAC web booth
- Access to DAC promotional opportunities
- Priority space selection for the 47th DAC
- Choice of hotel accommodations, including hospitality suites, and meeting space in the convention center
- A complimentary printed list of 46th DAC registrants following the conference
- ONE free conference registration for every 500 square feet of booth space. Minimum: two full registrations; Maximum: twenty full registrations

About the Facilities

The Moscone Center offers DAC over 440,000 square feet of exhibit space. DAC will carpet the aisles. There is easy access to electrical outlets and good loading facilities. All technical sessions will take place in close proximity to the exhibit area.

Exhibit Manager

The 46th DAC has selected MP Associates, Inc. (MPA) as the conference and exhibit manager. MPA acts as an agent for DAC.

To reserve space, complete and mail or fax the Exhibit Space Application/Contract to:

46th DAC
c/o MP Associates, Inc.
1721 Boxelder St., Ste. 107
Louisville, CO 80027 USA
T +1.303.530.4333
F +1.303.530.4334
exhibits@dac.com



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