

# *icdc*



## *Exhibitor Prospectus*

*DAC IC Design Central Partner Pavilion*

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## **Anaheim Convention Center Anaheim, California**

June 14 - 16, 2010



DESIGN AUTOMATION CONFERENCE

Sponsored by:



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

## The IC Design Central (ICDC) 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

*Foundry, IP and Design Services, Assembly/Package, Test, System Interconnect*

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

1. **30-MINUTE PRESENTATION SLOT** on the ICDC stage. Each participating company receives a 30-minute presentation slot in the ICDC theater. Exhibitors with 400+ sq. ft. (e.g. 20x20) of exhibit space receive two 30-minute presentation slots. 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. Highlighted ICDC Partner Pavilion on the “You Are Here” boards, Map Guide, and in the Exhibit Guide
  - c. Attendee Promotion: To ensure a high attendee turnout, DAC heavily promotes the ICDC via print and electronic ads in industry media, direct mail, full-page ads in the Final Program/Exhibit Guide, and more

## The DAC ‘First Timer’ Program!

**ICDC exhibitors who are participating at DAC for the first-time 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
- 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

## The User Track! One of DAC’s Most Popular Tracks Drives Engineer Attendance!

ICDC exhibitors also benefit from the creation of the DAC User Track, which delivers conference content aimed at driving 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 System-Level Design (Front-End):

- 1.1 Hardware/Software Co-Design
- 1.2 System and High-Level Hardware Synthesis
- 1.3 Power/Area/Performance Trade-Offs
- 1.4 Embedded Software Tools
- 1.5 Bus and Network Communication Strategies
- 1.6 Emulation and Verification

### 2 Silicon-Level Design (Back-End):

- 2.1 Physical Synthesis Tools and Techniques
- 2.2 Floorplanning
- 2.3 Timing and Circuit Analysis
- 2.4 DRC and DFM
- 2.5 Test and Debug
- 2.6 Analog and Mixed Signal Design
- 2.7 Custom, Standard Cell and FPGA Design Flows
- 2.8 Tool Control and Integration

Do you have a customer with a story (case study) about how they were able to achieve silicon faster as a result of a tool or methodology from your company? Encourage them to share their success at DAC’s User Track and help other engineers benefit from the capabilities you offer.



### DAC’s green leaf grows!

Since 2007, DAC has been actively reducing the resources consumed in the production of the conference.

## 46th DAC Attendees Were Polled...

At next year's DAC, attendees said they would like to see more:

EDA Exhibitors	46%
IP Exhibitors	26%
Design Services Exhibitors	23%
Foundry Exhibitors	22%

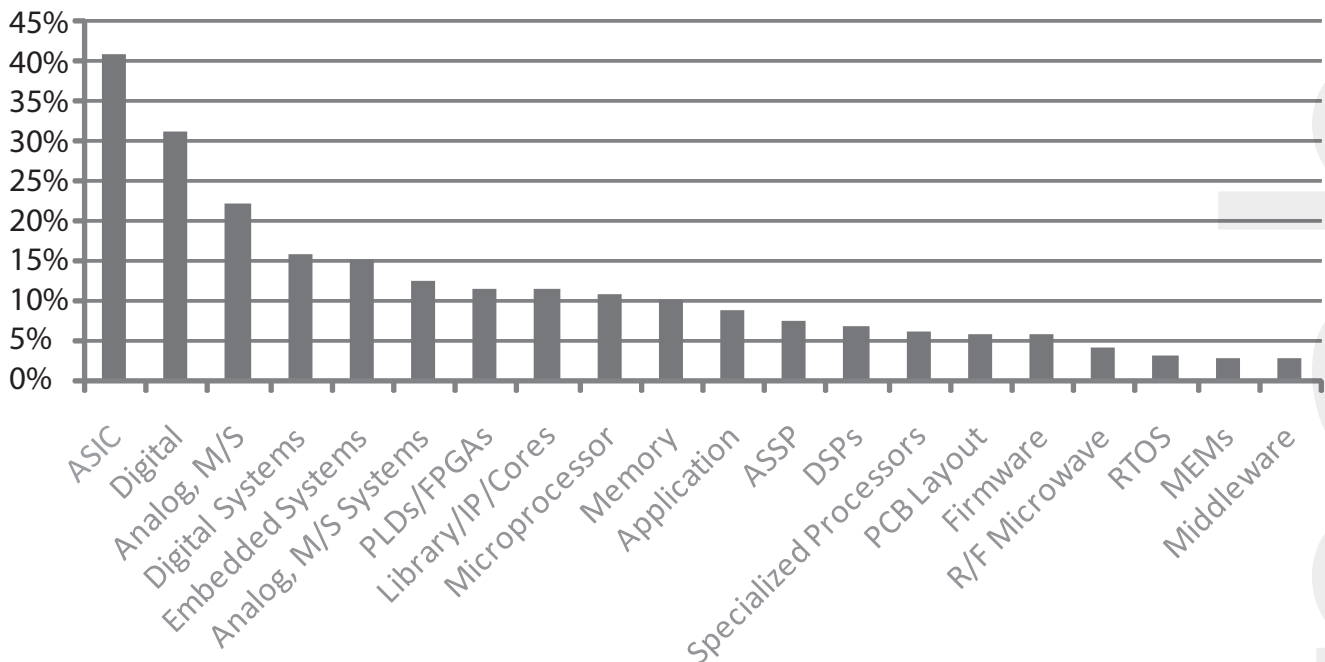
Percentage of attendees involved in the purchase of:

EDA Software	73%
IP/Libraries	51%
Design Services	51%
Foundry Services	37%

Percentage of those involved in a purchase who **authorize** a purchase of:

EDA Software	18%
IP/Libraries	16%
Design Services	18%
Foundry Services	14%

DAC Attendees are involved in the design of:



## 47th DAC General Information

The Design Automation Conference (DAC) convenes for the 47th time in Anaheim, CA. DAC is recognized as the world's premier EDA and semiconductor design conference and exhibition. 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, Best of DAC, customer meetings, and social functions. Plan your participation today!

## Exhibit Space Pricing Information

Pricing for 2010 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 2010 first-time DAC participating companies.*

## To Reserve Space, Contact:

Richard D. Knight  
MP Associates, Inc.  
1721 Boxelder St., Ste. 107  
Louisville, CO 80027  
tel **303-530-4562 ext. 130**  
fax 303-530-4334  
rich@mpassociates.com

## Exhibit Hours

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

Monday, June 14	9:00am - 6:00pm
Tuesday, June 15	9:00am - 6:00pm
Wednesday, June 16	9:00am - 6:00pm

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 48th DAC
- Choice of hotel accommodations, including hospitality suites, and meeting space in the convention center
- A complimentary printed list of 47th 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 Anaheim Convention Center offers DAC over 300,000 square feet of exhibit space. The Management 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 47th DAC has selected MP Associates, Inc. (MPA) as the conference and exhibit manager. MPA acts as an agent for DAC.



DESIGN AUTOMATION CONFERENCE

exhibits@dac.com