

43rd DAC Media Credential Qualification Guidelines

As a service to 43rd 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.

43rd 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.

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 Publications

Reporters from online publications, editors from online Internet-based, newsletter or solicited-article publications are admitted at DAC's discretion and must provide a business card and at least two bylined articles printed from their Web site. The site must contain editorial content and cover the electronic design or semiconductor industry. Personal Web pages and blogs will not be accepted.

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 43rd DAC press room located in Room 121 of the Moscone Center to pick up their credentials. Media credentials will be distributed during open press room hours of:

Sunday, July 23	1:00 pm to 5:00 pm
Monday, July 24	8:00 am to 6:00 pm
Tuesday, July 25	8:00 am to 6:00 pm
Wednesday, July 26	8:00 am to 6:00 pm
Thursday, July 27	8:00 am to 2:00 pm

On-Site Media Registration

Proceed to the DAC Press Room, Room 121 of the Moscone 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, July 23	1:00 pm to 5:00 pm
Monday, July 24	8:00 am to 6:00 pm
Tuesday, July 25	8:00 am to 6:00 pm
Wednesday, July 26	8:00 am to 6:00 pm
Thursday, July 27	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 proceedings DVD
- Birds of a Feather
- Pre-conference and Monday Workshops
- Hands-on Tutorials (with presenting company approval)

Persons issued press credentials are prohibited from advertising sales while at the 43rd DAC. Press credentials will be revoked for anyone engaged in sales or solicitation activities.