



EXHIBITOR PROSPECTUS



June 5-10, 2011
San Diego, California

Sponsored by:



In technical
cooperation with:



WWW.DAC.COM

48 DAC Floorplan

Embedded Systems Software (ESS)

----- Indicates main traffic aisle



Exhibitor Forum

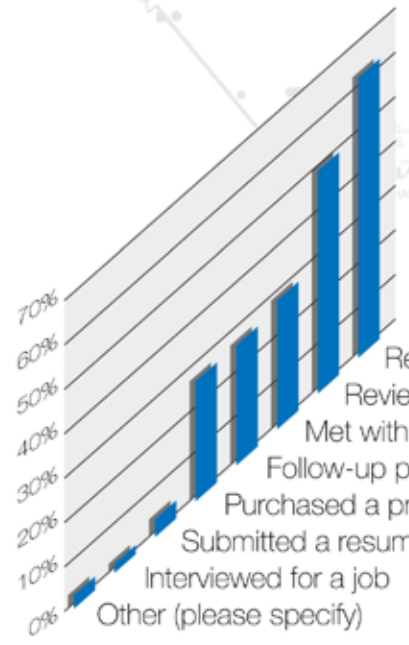
Entrance

Entrance

Registration

DAC Pavilion

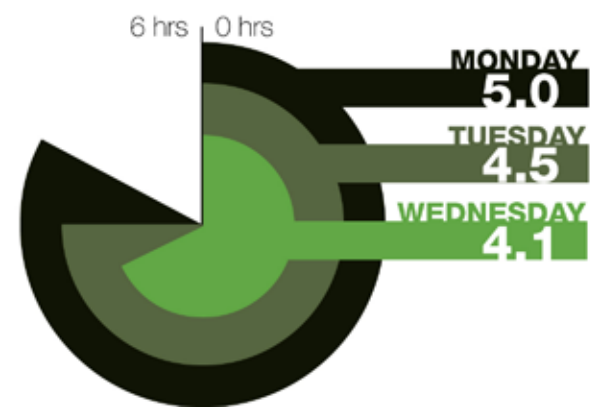
DAC Pavilion



- Researched a product or exhibitor
- Reviewed information on exhibitor's website
- Met with exhibitor after DAC
- Follow-up phone contact with an exhibitor
- Purchased a product or service
- Submitted a resume
- Interviewed for a job
- Other (please specify)

Actions taken (or plan to) as a result of attending DAC

Hours spent on the exhibit floor:



SPECIAL FEATURES OF THE EXHIBITION

The DAC exhibition is a central hub for attendees to meet exhibitors, but DAC goes to extra efforts to bring quality content to the show floor. Complex technology purchase decisions require being both aware of products and informed on best practices and how tools and processes are being used. Content is king and, in addition to the many conference offerings, the DAC exhibit floor offers three venues for presentations that bring attendees to the floor.

DAC Pavilion

The DAC Pavilion is the marquee theater on the show floor with over 18 different presentations that address technology and business issues in a fast-paced short presentation format. These 45-60 minute presentations feature the electronic design industries trendsetters and industry insiders. Attendees get the real story on what's real, what's coming and how to be prepared.

Exhibitor Forum

The Exhibitor Forum Theater is on the exhibit floor (Booth 1684 in Hall B of the San Diego Convention Center) and is designed to accommodate approximately 100 attendees. Each day will have two sessions, one in the morning and one in the afternoon. Each session will have three 40 minute presentations (30 min. presentation, 5 min. Q&A, and 5 min. turnaround).

Embedded Systems & Software Android Theater – New

DAC, the premier conference and exhibition devoted to design and design automation (EDA), is bringing together Embedded Systems supply chain vendors to showcase hardware design and embedded systems tools, IP, and services used to develop Android-based products from concept through research to final delivery.

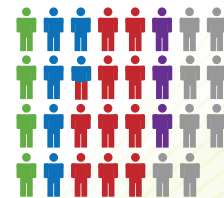
Roles played in the selection and/or purchase of design related products and services:

Total Attendance: 3102

Identify Need Evaluate Alternatives Recommend Specific Purchase Authorize Purchase Not Involved = 100 attendees

EDA / Design Tools Software

13% 18%
34% 10%



IP / Libraries

15% 13%
14% 5%



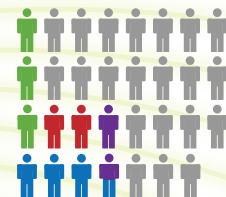
Design Services

13% 12%
16% 7%



IC Manufacturing Services

9% 11%
7% 4%



THE DAC 'FIRST TIMER' PROGRAM!

DAC has a program to help first-time DAC exhibitors get additional exposure and discounted services. First-time exhibitors at DAC receive the following benefits:

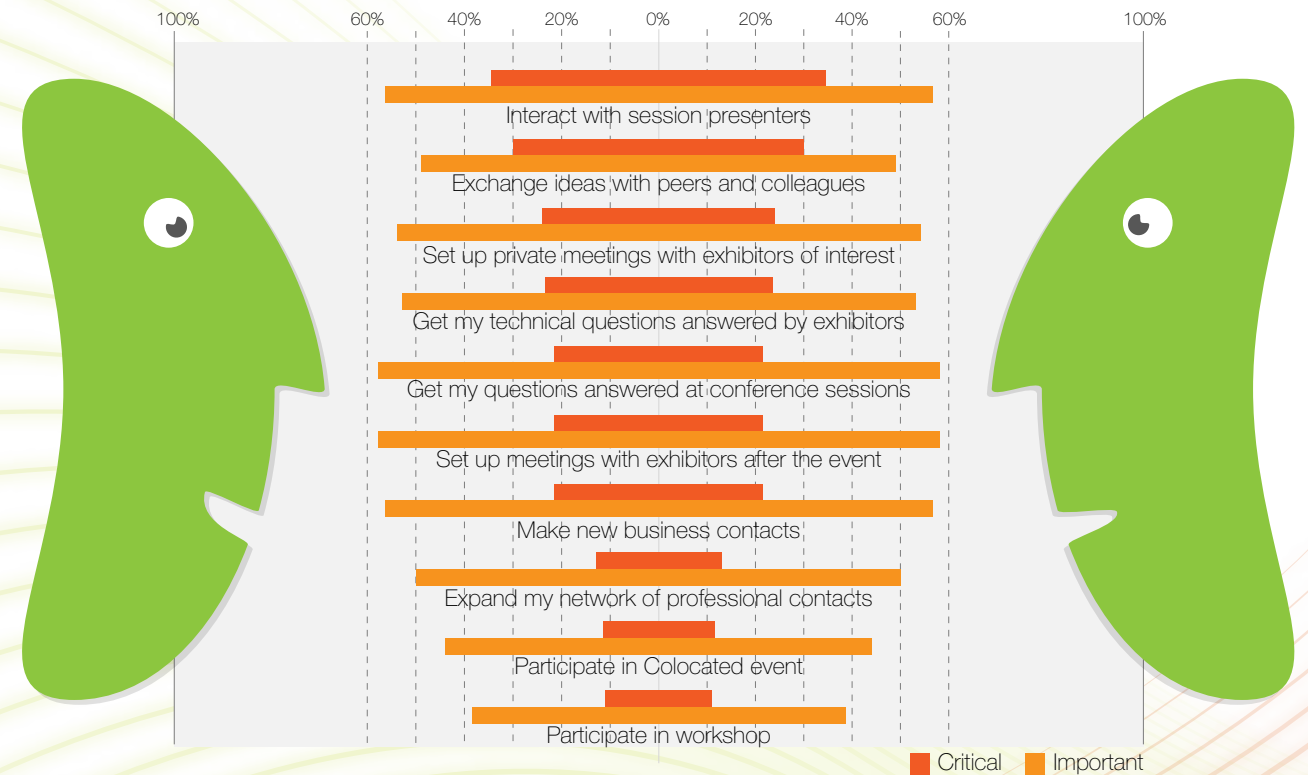
- A floor graphic in front of your booth designating you as a "must see" participant
- Discounted carpet and furniture package from our official contractor, GES Expo Services
- Your company listed on the "Who's New" page on the DAC website pointing attendees to the new exhibitors with links to your Virtual DAC web 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
- Plus the additional benefits listed on the back page

SUITES – WHAT MAKES DAC DIFFERENT

Design automation products are complex, highly proprietary products that require in-depth discussions to fully explore the ability of the product to meet the customer's needs. To address this need DAC has developed its unique Suite package to offer exhibitors a simple, cost-effective way to build private meeting suites into their booths. The Suite package* is included in your space rental and can drastically reduce your exhibit costs while giving you the privacy to perform incredibly substantive conversations with potential customers.

*minimum total size 200sf

Face-to-face interaction by importance:



EMBEDDED SYSTEMS AND SOFTWARE (ESS)

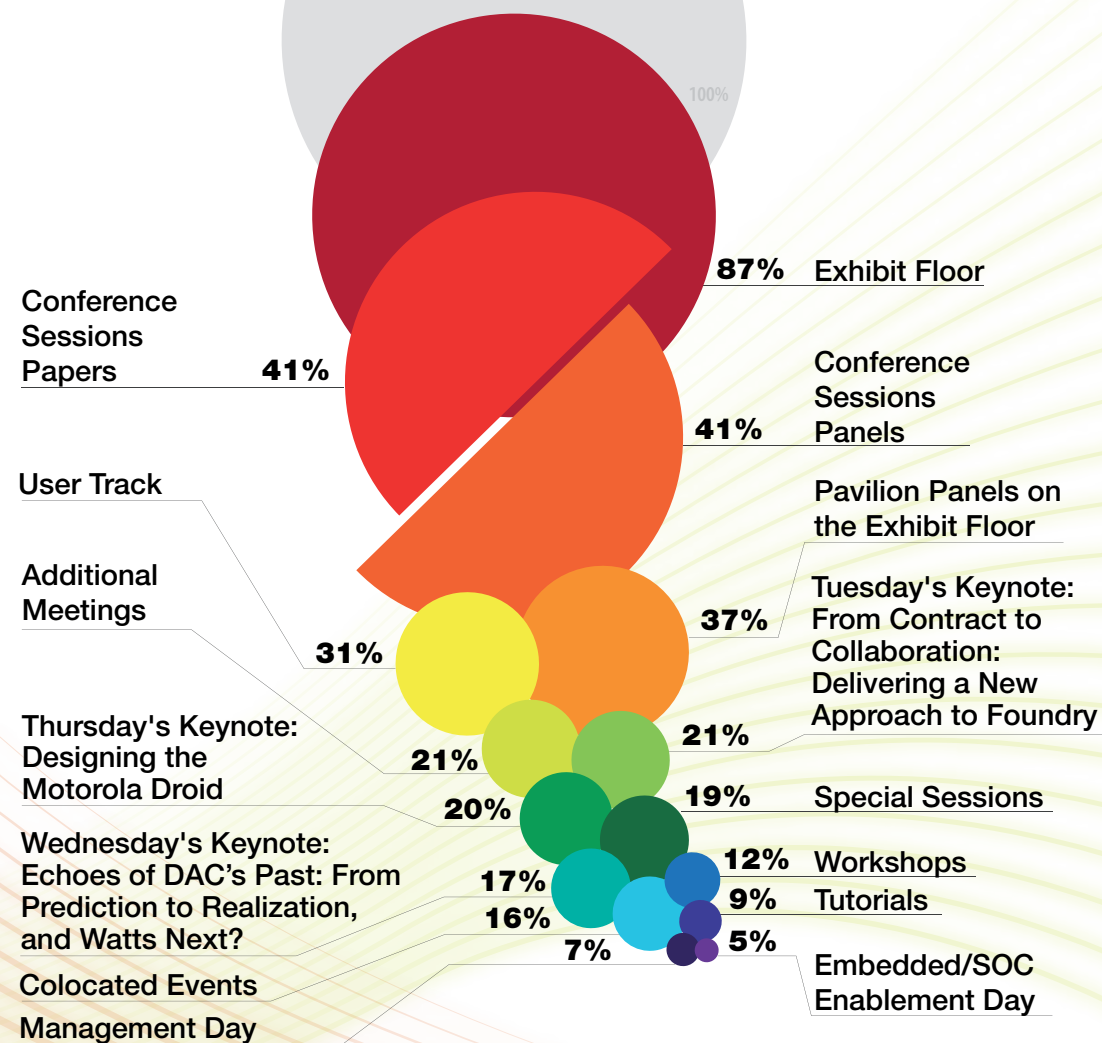
DAC, the premier conference and exhibition devoted to design and design automation (EDA), is bringing together Embedded Systems supply chain vendors to showcase hardware design and embedded systems tools, IP, and services used to develop Android-based products from concept through research to final delivery. To drive attendance there is parallel focus on Embedded Systems and Software in the technical conference. Over 30% of the DAC technical program is dedicated to Embedded Systems and Software including:



- Major Keynote Address
- ~50 technical research papers
- A major panel and special session
- An embedded systems track in the User Track including poster session.
- The Embedded/SoC Management program featuring panels and presentations focused on system-on-chip design issues for engineering managers
- Tutorials and workshops

Attendees will receive an unprecedented amount of embedded content at DAC 2011 through research and technical presentations, exhibitor product demonstrations and teardowns on the exhibit floor.

Attendance by event component:



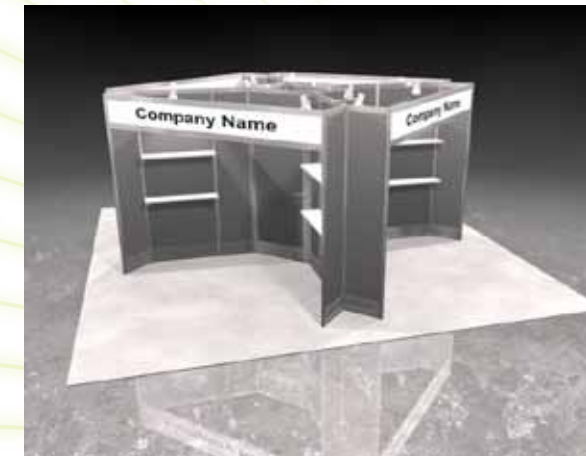
EMBEDDED SYSTEMS AND SOFTWARE ZONE

Why the ESS Zone?

The ESS Zone is a special area on the DAC exhibit floor dedicated to embedded systems and software vendors. It provides you with opportunities to meet an audience of designers who play a critical role in system-level design and implementation.

The ESS Zone is designed to allow maximum exposure to the entire DAC audience while providing a focused area on the exhibit floor for attendees to view your exhibit.

This focused area also features Android-based product teardowns in the ESS Zone theater. The ESS Zone is also being promoted heavily to attract local Southern California embedded engineers who attend as a result of DAC's embedded technical program.



ESS Zone Details

As an exhibitor in the DAC Embedded Systems and Software Zone, you will experience these benefits:

1. A pre-designed "Turn-key" booth package. Exhibitors need only to supply booth graphics and promotional materials (both 10x10 and 20x20 configurations)
2. Special benefits available only to exhibitors in the ESS Zone, as part of DAC's overall publicity efforts for the ESS Zone, including:
 - a. A page on the DAC website detailing the ESS program and listing participating companies
 - b. Highlighted ESS Pavilion on the "You Are Here" boards, Map Guide, and in the Final Program/Exhibit Guide
 - c. Attendee Promotion: To ensure a high attendee turnout, DAC heavily promotes the ESS segment of the conference and Pavilion via industry media, advertising, SEO/SEM, e-mail, full-page ads in the Final Program/Exhibit Guide, and more
3. Additional exposure through the product teardown sessions
4. Additional benefits if needed, and at no extra cost:
 - a. DAC provided staff to collect leads and direct attendees to displays
 - b. Participating companies will receive all leads collected by the booth staff
5. Cost to participate: \$5000 (10x10 booth)



WACI

DAC includes papers with genuinely forward-looking, radical, and innovative ideas in the area of electronic design or electronic design automation. The WACI sessions feature novel (and even preliminary or unproven) technical ideas. The aim of WACI is to promote revolutionary and way-out ideas that do not fit the conventional mold, that inspire discussion among conference attendees, that create a buzz, and that get people talking. Research that incrementally improves on prior work is not suited for this category.

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STUDENT DESIGN CONTEST

ISSCC and DAC will jointly sponsor the 2011 ISSCC/DAC Student Design Contest. The contest promotes excellence in the design of electronic systems within an academic environment and provides a forum in which undergraduate/graduate students' ingenuity can be shared with an audience of academic/industrial technical experts. The winners will present their designs through a poster at ISSCC 2011 and DAC 2011. Designs can be for analog, digital, MEMS, optics, biological, or programmable circuits and embedded systems/platforms in any of the three categories: operational, system-level, or conceptual.

MANAGEMENT DAY

The DAC-2011 Management Day provides managers with timely information to help them make decisions where business and technology intersect. This is a unique opportunity for managers to gain insights from their peers in the industry. Today's complex SoCs require different types of optimizations and the adoption of emerging solutions to meet such requirements. Optimizing for volume production, low power, and shrinking sizes necessitates accurate trade-off analysis and technical/business decision-making by management. Also, moving to new semiconductor technology nodes, such as 22 and 28nm, can significantly affect the choices

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of suppliers. The Management Day sessions discuss these changing needs and present corresponding management decision criteria that allow managers to make the right choices from a pool of alternate options for flows, methodologies and suppliers.

PANELS

DAC panels are the source for attendees to participate in enlightening discussions and hear engaging debates between noted industry experts. There are panels at DAC for all interests whether about design trends such as 3D ICs, how software is revolutionizing design flows, high-level synthesis or low-power design; or where the industry is headed for embedded systems, cloud computing for semiconductor design, and multi-core design. In fact, the program features 29 technical session and Pavilion panels to choose from. These lively discussions are a highlight of the DAC program and feature ideas that can only be experienced live at DAC.

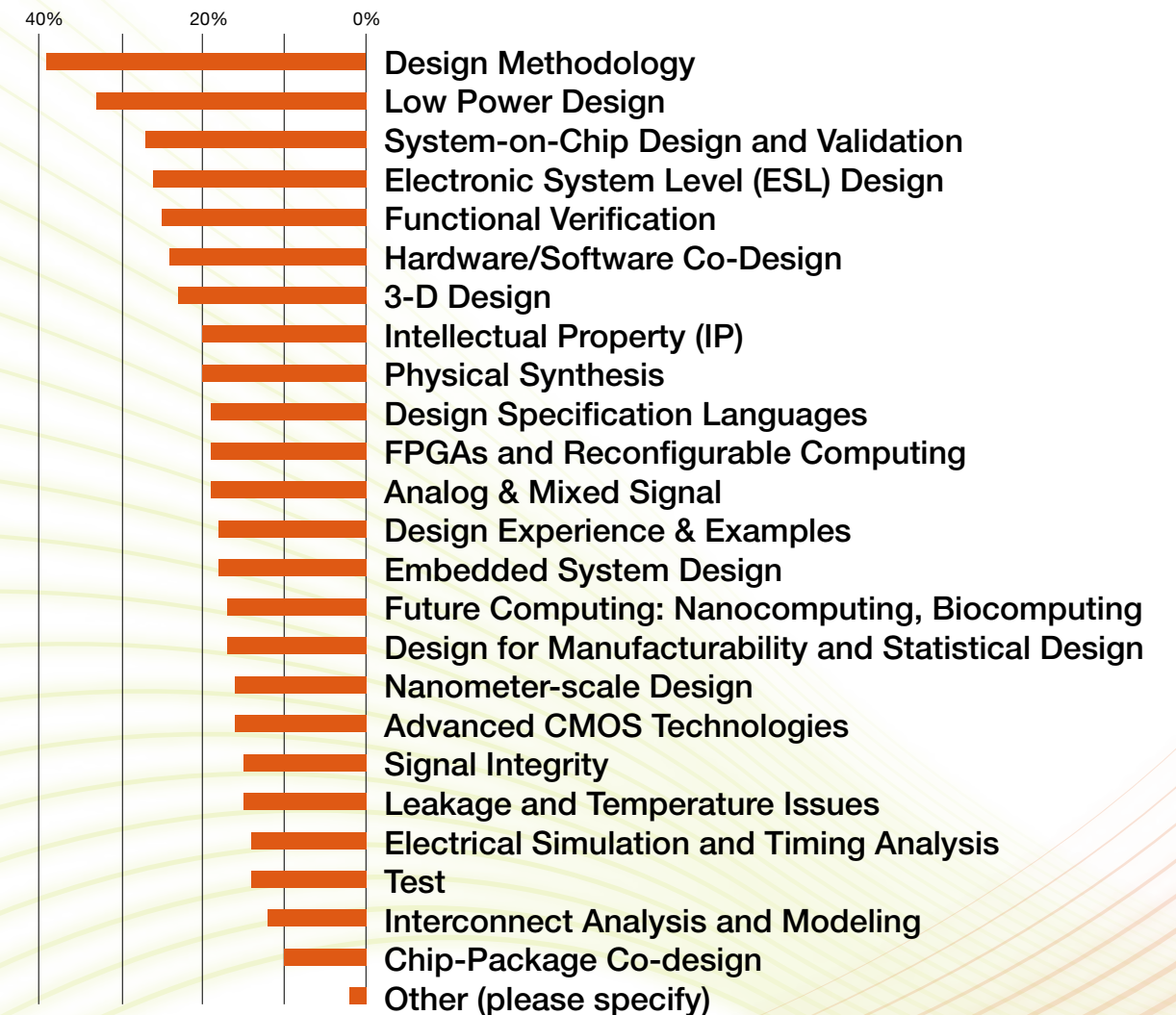
SPECIAL SESSIONS

Special sessions will deal with a wide variety of themes such as progress in networks-on-chip research, virtualization for mobile embedded devices, challenges in analog modeling, introduction to cyber-physical systems, design for reliability, designing resilient systems from unreliable components, a holistic view on energy management – cell phones to power grids and post-silicon validation. Leading research and industry experts will present their views on these topics.

RESEARCH PAPERS

The core of the technical program consists of peer-reviewed papers organized in the 35 technical paper sessions. These papers cover a broad set of topics ranging from system-level design, low-power, physical design and manufacturing, embedded systems, logic and high level synthesis, simulation, verification, test, and emerging technologies. Some of the novel papers present cutting research in property checking, global routing, variation characterization, silicon mismatch, cache design for routers, rewiring, logic optimization with don't cares, Boolean matching, and low energy processor design. There is also an increasing importance of system level design, low-power design and analysis, and physical design and manufacturability.

Topics that motivate future attendees by importance:



USER TRACK

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

The User Track at DAC highlights contributions by users of EDA flows and tools, and targets designers and practitioners: design tool users, hardware or software designers, application engineers, consultants, and flow or methodology developers. 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 while addressing the real-life issues facing IC designers, application engineers, and design flow developers. It provides valuable insights and experiences with in-house or commercial EDA tool flows. User Track papers may describe the application of EDA tools to the design of a novel electronic system, or the integration of EDA tools within a design flow or methodology to produce such systems. A User Track paper may be problem-specific in scope (e.g., analyzing substrate coupling during floorplanning) or may address a specific application domain (e.g., designing wireless handsets).

This year, we received
149 submissions, a 27%
increase from last year's
submissions.

WORK IN PROGRESS (WIP)

In contrast to other tracks at DAC, this track aims to provide authors an opportunity for early feedback on work-in-progress or to share early results. A WIP submission must be one page in length, in PDF format, and clearly specify a technical problem, outline a solution, and provide some early results. WIP submissions will be accepted for presentation at a poster session.

WORKSHOPS AND COLOCATED EVENTS

DAC workshops and colocated events offer in-depth, interactive explorations between experts focused on domain specific topics. Workshops and colocated events complement the technical sessions by focusing on a specific area and going into a level of detail not possible through the technical sessions and panels. Among the topics presented are: SystemC, System-level Design, Security, Design for Manufacturing and Yield, Low-power Design, Analog/MS design, SoC, Virtual Platforms, and a variety of business topics.

48TH DAC GENERAL INFORMATION

The Design Automation Conference (DAC) convenes for the 48th time in San Diego, CA. DAC is recognized as the world's premier event for the design of electronic circuits and systems. Vendors of EDA tools, semiconductor IP, silicon fabrication, 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.

Among the many opportunities to showcase your company and products are the exhibit/suite space, special promotional opportunities, Virtual DAC, Hands-on Tutorials, 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.

For contracts received prior to September 1, 2010, the cost for exhibit space is as follows:

- The first 100 square feet of exhibit space is \$38.50 per square foot
- From 101 to 400 square feet the cost is \$30.75 per square foot
- From 401 to 900 square feet the cost is \$29.25 per square foot
- From 901 to 1500 square feet the cost is \$28.00 per square foot
- From 1501 to 3000 square feet the cost is \$26.25 per square foot
- 3001 square feet and above the cost is \$23.50 per square foot

For contracts received on or after September 1, 2010, the cost for exhibit space is as follows:

- The first 100 square feet of exhibit space is \$43.00 per square foot
- From 101 to 400 square feet the cost is \$34.50 per square foot
- From 401 to 900 square feet the cost is \$32.75 per square foot
- From 901 to 1500 square feet the cost is \$31.50 per square foot
- From 1501 to 3000 square feet the cost is \$29.50 per square foot
- 3001 square feet and above the cost is \$26.50 per square foot

Suite-only pricing*:

Cost for contracts received prior to September 1, 2010 is \$43.00 per square foot.

Cost for contracts received on or after September 1, 2010 is \$48.00 per square foot.

Suite-only space is available exclusively to first-time 2011 DAC participating companies.

*Suite-only space is available exclusively to first-time 2011 DAC participating companies.

Become an EDA Consortium member for FY2011 by October 10, 2010 and receive a 10% discount on all space!

Exhibit Hours

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

Monday, June 6	9:00am - 6:00pm
Tuesday, June 7	9:00am - 6:00pm
Wednesday, June 8	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.
- One Exhibitor Manual which, in addition to pertinent and updated marketing information, supplies the forms required to order equipment and services.

Additional Benefits

- A listing and company description in the official Final Program/Exhibit Guide.
- A Virtual DAC web booth.
- Access to the 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 48th 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 San Diego Convention Center offers DAC over 600,000 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 48th DAC has selected MP Associates, Inc. (MPA) as the conference and exhibit manager. MPA acts as agent for DAC.

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

48th DAC

c/o MP Associates, Inc.
1721 Boxelder St., Ste. 107
Louisville, Colorado 80027 USA
T 303.530.4333
F 303.530.4334
exhibits@dac.com

