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EXCLUSIVE SPONSORSHIPS⁵

Aisle Signs	\$12,500	<input type="checkbox"/>
Badge Lanyards ^{1,3}	\$12,000	<input type="checkbox"/>
Conference Bag	\$15,000	<input type="checkbox"/>
DAC Exhibit Floor Seating ¹	\$20,000	<input type="checkbox"/>
DAC Electronic Proceedings	\$3,000	<input type="checkbox"/>
DAC Pavilion	\$25,000	<input type="checkbox"/>
DAC T-shirt	\$7,500	<input type="checkbox"/>
ESS (Embedded Systems and Software) Executive Day ⁴	\$10,000	<input type="checkbox"/>
Keynote Sponsorship ⁴	\$20,000	<input type="checkbox"/>
Management Day ⁴	\$25,000	<input type="checkbox"/>
Map Guide	\$9,000	<input type="checkbox"/>
Registration	\$10,000	<input type="checkbox"/>
User Track ⁴	\$25,000	<input type="checkbox"/>

HOSTED EVENT SPONSORSHIPS

Conference Coffee Breaks ⁴		
└ Exclusive Sponsor ⁵	\$10,000	<input type="checkbox"/>
└ Co-sponsor	\$2,500/ea.	<input type="checkbox"/>
Sunday Night Kick-off Reception		
└ Exclusive Sponsor ^{1,2,4,5}	\$20,000	<input type="checkbox"/>
└ Co-sponsor	\$5,000/ea.	<input type="checkbox"/>
DAC All Attendee Cocktail Hour (Mon., Tues., Weds.) ^{1,2,4,5}		
└ All Days (Monday, Tuesday, Wednesday)	\$40,000	<input type="checkbox"/>
└ Monday Only	\$20,000	<input type="checkbox"/>
└ Tuesday Only	\$15,000	<input type="checkbox"/>
└ Wednesday Only	\$10,000	<input type="checkbox"/>

PROGRAM/EXHIBIT GUIDE ADVERTISING

Program/Exhibit Guide Ad - Interior	\$2,500	<input type="checkbox"/>
Program/Exhibit Guide Ad - Inside Front Cover ⁵	\$5,000	<input type="checkbox"/>
Program/Exhibit Guide Ad - Inside Back Cover ⁵	\$4,000	<input type="checkbox"/>
Program/Exhibit Guide Ad - Outside Back Cover ⁵	\$5,000	<input type="checkbox"/>
Secondary Exhibitor Listing - Single company	\$750	<input type="checkbox"/>
Secondary Exhibitor Listing - 3 companies	\$1,500	<input type="checkbox"/>
Secondary Exhibitor Listing - up to 10 companies	\$3,000	<input type="checkbox"/>
Secondary Exhibitor Listing - 10+ companies	\$4,000	<input type="checkbox"/>

[Click here for secondary listing order form](#)

SITE-SPECIFIC PROMOTIONS

Escalator Clings - between Lobby/Registration and Exhibits ^{1,2}	\$10,000	<input type="checkbox"/>
Stair Graphics - between Lobby/Registration and Exhibits ^{1,2}	\$10,000	<input type="checkbox"/>
Stair Graphics - between Lobby/Registration and Esplanade ^{1,2}	\$7,500	<input type="checkbox"/>

ADDITIONAL ON-SITE PROMOTIONS

Carpet Logo ¹	\$4,000	<input type="checkbox"/>
Food Court/Power Station Sponsorship ⁴	\$8,000	<input type="checkbox"/>
Lobby Banner ^{2,3}	\$6,000	<input type="checkbox"/>
Wireless Internet Access (Co-sponsorship)	\$10,000	<input type="checkbox"/>
Conference Bag Insert: ³		
└ 8.5" x 11" - Single Page	\$1,250	<input type="checkbox"/>
└ 8.5" x 11" - Multiple Pages	\$1,875	<input type="checkbox"/>
└ Special Requests	Call for pricing	<input type="checkbox"/>

ON-LINE INTERACTIVE FLOORPLAN UPGRADES

Level 1	\$159	<input type="checkbox"/>
Level 2	\$495	<input type="checkbox"/>
Level 3	\$1,995	<input type="checkbox"/>
Banner Sponsorship	\$2,995	<input type="checkbox"/>

To order, go to: dac12.exh.mapyourshow.com/signup

ATTENDEE EMAIL/DIRECT MAIL DISTRIBUTIONS

(Pricing details and sort options on page 9)

Email Distribution	minimum \$1,000	<input type="checkbox"/>
Direct Mail Distribution	minimum \$600	<input type="checkbox"/>

Distribution Date(s): _____

SILVER, GOLD & PLATINUM EXHIBITOR STATUS

COMPLIMENTARY PROMOTIONS

Some items include mention in paper based publications (e.g. Program/Exhibit Guide) which are print date dependant. Certain items in your sponsorship package may not be applicable if you purchase the sponsorship following the print date.

SUBMIT VIA FAX OR EMAIL:

Richard D. Knight
rich@mpassociates.com
 +1 303-530-4334 (fax)
 +1 303-530-4562 ext. 130

PAYMENT OPTIONS:

Credit Card Authorization Form - dac.com/CC_form
 Check or Electronic Payment Instructions - dac.com/check_wire



- ¹ Production costs not included
- ² Rigging costs not included
- ³ Sponsor must provide materials
- ⁴ Corporate-branded food service items must be provided by sponsor
- ⁵ **First Right of Renewal** may apply to these sponsorships. Sponsorships must be renewed on or before September 1, 2011. Waiting lists will be established for each sponsorship. After September 1, 2011 remaining sponsorships will be awarded to the exhibitor holding the highest priority on the list for said sponsorship.

Contact Name

Company Name

Telephone

Email

Signature

Cancellation Policy - Sponsorships that include a **First Right of Renewal⁵** designation may be cancelled before November 1, 2011 without penalty. After October 31, 2011, you will be liable for the full amount of the sponsorship. The November 1, 2011 cut-off date also applies to the re-allocation of sponsorship dollars to alternate sponsorships. After October 31, 2011, exhibitor may not reallocate sponsorship dollars from First Right to Renewal sponsorships.

EXCLUSIVE SPONSORSHIPS

(First Right of Renewal may apply - Contact the DAC office regarding availability)

Aisle Signs

On a show floor the size of DAC, the aisle signs are an important reference for all attendees looking for an exhibit. Hung from the ceiling, aisle signs are visible from almost anywhere on the show floor. Additional signs may be added, but this sponsorship includes a minimum of ten, double-sided aisle signs featuring your logo.

This opportunity includes:

1. Your company logo on all Aisle Signs
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

Badge Lanyards

By providing the badge lanyards your company will be seen everywhere throughout the convention for the entire length of the event. *(Production costs not included. Sponsor must provide materials.)*

This opportunity includes:

1. Your company logo on all Badge Lanyards
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

Conference Bag

Your company logo will be printed on each conference bag, along with the DAC logo on the opposite side. Each conference bag contains the Map Guide, Program/Exhibit Guide, DAC Proceedings and the DAC T-shirt.

This opportunity includes:

1. Your company logo on all Conference Bags
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

DAC Exhibit Floor Seating

Banks of seating will be placed on the exhibit floor at various locations around the show floor. By sponsoring the DAC Exhibit Floor Seating, you will give attendees a chance to thank you for allowing them to rest their tired feet, and deliver your show message (with your company name and logo) through the signage included at each seating area. There will be a minimum of eight seating areas.

This opportunity includes:

1. Your company logo on seating area signage
2. Right to provide chair slips with your company's logo *(Production costs not included.)*
3. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
4. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

DAC Electronic Proceedings

The DAC Electronic Proceedings will be put in the hands of every full-conference attendee.

This opportunity includes:

1. Your logo and sponsorship status on the DAC Proceedings.
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

EXCLUSIVE SPONSORSHIPS *(continued)*

(First Right of Renewal may apply - Contact the DAC office regarding availability.)

DAC Pavilion

The ever popular DAC Pavilion brings the technical conference to the exhibit floor with a wide variety of panels and presentations, featuring approximately 20 technical, business and strategy discussions.

This opportunity includes:

1. Your company logo and sponsorship status recognized on:
 - a) DAC Pavilion event signage
 - b) DAC Pavilion web page
 - c) DAC Pavilion page(s) in the program/exhibit guide
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

DAC T-shirt

Boost your corporate visibility with this exclusive sponsorship. Your company logo will be emblazoned on the back of the T-shirt with the DAC logo on the front. All attendees receiving a conference bag will also receive a T-shirt. T-shirt is white unless otherwise specified. *(Alternate colors available at extra cost.)*

This opportunity includes:

1. Your customized message (with logo) on back of DAC T-shirt
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

ESS (Embedded Systems and Software) Executive Day

This opportunity gives a single company exposure to a highly targeted audience of users (customers) and prominent positioning as an industry leader. The ESS Executive Day program is scheduled for Wed, June 6 and is comprised of up to three sessions, and a coffee break. The ESS Executive Day is an important part of DAC's expanded Embedded Systems and Software conference program and is targeted at engineering managers and executives involved in system-on-chip design.

This opportunity includes:

1. Your company logo and sponsorship status recognized on:
 - a) ESS Executive Day transition slides (before and after each session)
 - b) ESS Executive Day page(s) in the Program/Exhibit Guide
 - c) ESS Executive Day signage
 - d) ESS Executive Day event web page
 - e) Service/dining table signage
2. Right to provide corporate-branded food service items (e.g. cups, napkins) *(Corporate-branded food service items must be provided by sponsor.)*
3. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
4. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

(If after Jan. 13, 2012, no sponsor is secured for the single sponsorship, individual sessions will be made available for exhibitors to select topic areas that tie closely with their product mix. Pricing is TBD based on availability.)

EXCLUSIVE SPONSORSHIPS *(continued)*

(First Right of Renewal may apply - Contact the DAC office regarding availability.)

Keynote Sponsorship

The 48th DAC's initial keynote featured Apple cofounder Steve Wozniak, attracting almost 2,000 (50%) of DAC's attendees. Be the proud keynote sponsor for the 49th DAC, and have your name associated with a well known speaker who will bring a broad view of the electronics industry to DAC.

This opportunity includes:

1. 30 front-row seats at the keynote
2. Two seats at the preceding luncheon with the keynote speaker and DAC Executive Committee
3. Your company logo and sponsorship status recognized on:
 - a) Keynote transition slides (intro and outro)
 - b) Keynote signage
4. Right to provide corporate-branded items (e.g. cups, napkins) for the coffee break prior to the keynote *(Corporate-branded food service items must be provided by sponsor.)*
5. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
6. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

(49th DAC Keynote speaker will be announced in early 2012.)

Management Day

This opportunity gives a single company the chance to gain exposure to a highly targeted audience of users (customers) and prominently position you as an industry leader. The program is expected to be comprised of up to three sessions, an exclusive presenters' dinner, a closing reception, and a coffee break. It is positioned as part of the conference program and takes place in conjunction with the technical sessions. Your company logo will be on the transition slides shown before and after each session. Your company will also be highlighted as the Management Day sponsor on the DAC website, conference signage, in the Program/Exhibit Guide, and more.

This opportunity includes:

1. Your company logo and sponsorship status recognized on:
 - a) Management Day transition slides (before and after each session)
 - b) Management Day page(s) in the Program/Exhibit Guide
 - c) Management Day signage
 - d) Management Day event web page
 - e) Service/dining table signage
2. Right to provide corporate-branded food service items (e.g. cups, napkins) *(Corporate-branded food service items must be provided by sponsor.)*
3. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
4. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

(If after Jan. 13, 2012, no sponsor is secured for the single sponsorship, individual sessions will be made available for exhibitors to select topic areas that tie closely with their product mix. Pricing is TBD based on availability.)

Map Guide

Virtually every single person attending DAC uses the DAC Map Guide. This is an extremely valuable sponsorship that puts your company logo in front of everyone at the show.

This opportunity includes:

1. Your company logo on the front cover of the Map Guide (~2/3 of the cover)
2. Your company logo and message on the back cover of the Map Guide (entire back cover)
3. 2" x 3" thumbnail ad indicating the location of your exhibit on the floor plan
4. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
5. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

EXCLUSIVE SPONSORSHIPS *(continued)*

(First Right of Renewal may apply - Contact the DAC office regarding availability.)

Registration

DAC offers an exclusive Registration Sponsorship, so get your company recognized early and often with this exciting sponsorship.

This opportunity includes:

1. Your customized message (with logo) as a screensaver on all registration terminals (60 sec. inactivity refresh)
2. Right to provide corporate-branded mouse pads in Registration area
3. Your company logo appearing on:
 - a) Registration area signage
 - b) Home page of each registration terminal in the lobby
4. Your company logo, link and sponsorship status recognized on:
 - b) Each attendee's electronic registration receipt
 - c) Registration information page of the DAC website
5. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
6. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

User Track

The User Track sponsorship offers exposure to attendees in a technical session setting and will drive brand awareness and traffic to your booth. The User Track is to be comprised of up to 10 sessions featuring approximately 50 presentations and 75 poster presentations over three conference days. It is positioned as part of the conference program and will take place in conjunction with the technical sessions. Your company logo will be on the transition slides shown before and after each session. Your company will be highlighted as the User Track sponsor on the DAC website, conference signage, in the Program/Exhibit Guide and more.

This opportunity includes:

1. Your company logo and sponsorship status recognized on:
 - a) User Track transition slides (before and after each session)
 - b) User Track page(s) in the Program/Exhibit Guide
 - c) User Track signage
 - d) User Track web page
 - e) Service/dining table signage
2. Right to provide corporate-branded food service items (e.g. cups, napkins) *(Corporate-branded food service items must be provided by sponsor.)*
3. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
4. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

(If after Jan. 13, 2012, no sponsor is secured for the single sponsorship, individual sessions will be made available for exhibitors to select topic areas that tie closely with their product mix. Pricing is TBD based on availability.)

HOSTED EVENT SPONSORSHIPS

Conference Coffee Breaks

Technical Sessions Coffee Breaks take place once in the morning and once in the afternoon on Tuesday, Wednesday and Thursday for a total of six coffee breaks.

This opportunity includes:

1. Your logo and sponsorship status recognized on Conference Coffee Breaks:
 - a) Area signage
 - b) Service/dining table signage
2. Right to provide corporate-branded food service items (e.g. cups, napkins) *(Corporate-branded food service items must be provided by sponsor.)*
3. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
4. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

Sunday Night Kick-off Reception

Every year, the DAC Executive Committee and the EDA Consortium host the the who's who event that kicks off the Design Automation Conference. Get your name in front of all the semiconductor industry big wigs who converge on the reception to network, have a few refreshments and talk about the big week ahead.

This opportunity includes:

1. Your company logo and sponsorship status recognized on:
 - a) Reception signage
 - b) Reception web page
 - c) Reception page in the program/exhibit guide
 - d) Service/dining table signage
2. Right to provide and hang company banner *(Rigging and production costs not included.)*
3. Right to provide corporate-branded food service items (e.g. cups, napkins) *(Corporate-branded food service items must be provided by sponsor.) (Exclusive Sponsor Only.)*
4. The option of personalizing the event with a theme, band, etc. *(Must be approved by show management.) (Exclusive Sponsor Only.)*
5. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
6. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

DAC All Attendee Cocktail Hour

The DAC All Attendee Cocktail Hour is a chance for 'all' DAC participants to network at the end of each day of the exhibition (Mon., Tues., Wed.) from 6:00 – 7:00pm. Complimentary cocktails and hors d'oeuvres are provided to 'all' attendees (Full-Conference, Free Monday and Exhibits Only) and exhibitors. As the DAC All Attendee Cocktail Hour sponsor, you will be allowed an opportunity to present a two-minute time slot to thank everyone for coming, plus a brief message promoting your company or announcing a prize drawing. The DAC All Attendee Cocktail Hour sponsorship will put your name in front of a huge crowd!

This opportunity includes:

1. A two-minute microphone time slot at the beginning of each cocktail hour
2. Your company logo and sponsorship status recognized on:
 - a) DAC Cocktail Hour signage
 - b) DAC Cocktail Hour web page
 - c) DAC Cocktail Hour page in the program/exhibit guide
 - d) Service/dining table signage
3. Sponsor mention during daily announcement on the exhibit floor to remind attendees to participate
4. Right to provide and hang company banner *(Rigging and production costs not included.)*
5. Right to provide corporate-branded food service items (e.g. cups, napkins) *(Corporate-branded food service items must be provided by sponsor.)*
6. The option of personalizing the event with a theme, band, etc. *(Must be approved by show management.)*
7. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - a) Web page (dac.com/sponsors)
 - b) Lobby banner
 - c) Page in the program/exhibit guide
8. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DAC deems appropriate

PROGRAM/EXHIBIT GUIDE ADVERTISING

Program/Exhibit Guide Ad - Interior

The Program/Exhibit Guide is the printed program distributed on-site to all attendees to reference the technical program and exhibitors. The Program/Exhibit Guide is also used by attendees as a reference tool throughout the year. Program/Exhibit Guide ads are full-page ads. Typically, the Program/Exhibit Guide will be 8.5" x 11", but size can vary from year to year.

Program/Exhibit Guide Ad - Inside Front Cover

Program/Exhibit Guide Ad - Inside Back Cover

Program/Exhibit Guide Ad - Outside Back Cover

(First Right of Renewal may apply - Contact the DAC offices for availability.)

Secondary Exhibitor Listing - Single company

Secondary Exhibitor Listing - 3 companies

Secondary Exhibitor Listing - up to 10 companies

Secondary Exhibitor Listing - 10+ companies

Each secondary listing gives the represented or partner company access to be listed as an exhibitor in all direct mail pieces, the Program/Exhibit Guide, Map Guide and have a full eBooth. With a secondary exhibitor listing, your partners will receive badges with their own company name, info, etc...

SITE-SPECIFIC PROMOTIONS

Escalator Clings - between Lobby/Registration and Exhibits [Click here to view](#)

Stair Graphics - between Lobby/Registration and Exhibits - [Click here for specifications](#), [Click here to view example](#)

Stair Graphics - between Lobby/Registration and Esplanade [Click here to view](#)

These strategically placed, high profile opportunities give you the ability to 'repeatedly' remind attendees you are an "800 lb gorilla". For additional specifics concerning these opportunities, please contact Rich Knight +1 303-530-4562 ext. 130.

ADDITIONAL ON-SITE PROMOTIONS

Carpet Logo - [Click here for specifications](#)

Prominently display your company logo and booth number on the DAC show floor! Carpet logos are a great way to direct customers to your booth and reinforce your presence throughout the show. Special requests are available. *(Production costs not included.)*

Food Court/Power Station Sponsorship

If you sponsor one of the DAC Food Courts/Power Stations, your logo will be included on the tent cards and power connections at each table. It will also appear on the food court banner. The exhibit floor food courts are very busy with impromptu meetings and attendees taking quick breaks while checking email. As attendees use the food court, they will have ample opportunity to thank you for giving them the opportunity to rest their feet and recharge their laptop batteries. *(Corporate-branded food service items must be provided by sponsor.)*

Lobby Banner - [Click here for specifications](#)

Announce a new product, direct attendees to your booth and reinforce your brand and show presence! Gain immediate visibility as attendees access the exhibit entrances by purchasing the right to place a banner in the convention center lobby areas. Banners can vary in size. Banner locations are available on a first-come, first-served basis. *(Rigging and production costs not included.)*

Conference Bag Insert

Exhibitors have the opportunity to include information within the conference bags. Each full-conference attendee receives a bag containing the Map Guide, Program/Exhibit Guide, Conference T-shirt and the Conference Proceedings. *(Sponsor must provide materials.)*

Wireless Internet Access *(Co-sponsorship)*

DAC is lighting up the entire convention center with wireless internet access as a complimentary service to attendees. This sponsorship includes a corporate rotating splash page each time an attendee logs in. Wireless internet access has become an invaluable service at DAC and is an excellent opportunity to gain visibility both on and off the exhibit floor!

This opportunity includes:

1. Your company logo and sponsorship status recognized on:
 - a) Wireless Internet Access signage
 - b) Wireless Internet Access splash page

ON-LINE INTERACTIVE FLOORPLAN UPGRADES

Each exhibiting company receives a complimentary Basic Level. This service automatically allows your listing to appear in the "Exhibitor Search" function displaying your company name, address, phone number, booth number and URL. In addition, we are offering further levels of opportunity to brand and market your company to the DAC attendees.

Level 1

Includes your logo, a "Featured Exhibitor" icon in exhibitor search results, product listings, and a "Send Email" button where buyers can easily send you a message. You will also have access to valuable sales leads generated through the MyShow agenda planner, and access to traffic activity stats.

Level 2

Includes **Level 1**, three customizable, interactive product display panels, so you can show attendees what you're bringing to the show through graphics and text, inclusion in the "Featured Exhibitor" search option, and Product Categories. "Level 2" exhibitors are also highlighted on the floor plan with a "corner peel" graphic on their booths. At this level, you're able to customize your graphics and messaging to match your show marketing cycle.

Level 3

Includes **Level 2**, a multimedia flash or video presentation, a "Featured Exhibitor" icon with priority placement in exhibitor search results. Exhibitors at this level stand out in every way. Not only do you have the dramatic impact of video, but your brand is remembered as cutting edge.

Banner Sponsorship

Rotating banner sponsorships catch everyone's attention and your listing stats will reflect it! As a Banner Sponsor, you receive a 360 x 45 pixel piece of real-estate at the bottom of the floor plan window ensuring everyone knows who you are. Banner Sponsorships are limited, so act now to reserve your space!

ATTENDEE EMAIL/DIRECT MAIL DISTRIBUTIONS

The DAC attendee list includes Conference and Exhibit-Only attendees and is only available to DAC exhibitors.

Email and Direct Mail Distributions

Email Distributions are available throughout the year, however, email distributions for individual company promotions from April – June must be scheduled in advance and are available on a first-come, first-served basis. Email distributions will be conducted by show management.

Your Direct Mail recipient list will be sent to a third-party mail house of your choice.

Conditions

Lists are on a rental basis for a one-time mailing and are limited solely to DAC exhibitors. The list may only be used by DAC exhibitors in relation to products and services offered as a part of their DAC participation. The list may not be used for recruiting or to promote any non-DAC related meeting, conference or event. All promotional emails will be distributed from the DAC office. Minimum payment must accompany the order form to secure an email distribution date. The remaining balance, if there is a difference, will be invoiced after the email distribution has been sent.

Pricing

Lists are based on price per recipient. Filters can be applied to target your message to the appropriate recipients. Filters are based on the categories listed below and more than one filter may be applied. *(The minimum price for an Email Distribution is \$1,000. The minimum price for a Direct Mail Distribution is \$600.)*

	Email	Direct
Unfiltered	\$0.35	\$0.20
Filtered	\$0.40	\$0.25

FILTER OPTIONS

1) In which industry segment does your group or organization work?

- (101) System Design - System
- (102) System Design - Board
- (103) System Design - Hardware
- (104) System Design - Software
- (105) EDA Software
- (106) IP/Core Design
- (107) Foundry/IC Manufacturing
- (108) Design Services
- (109) University/Research Institution
- (110) Financial
- (111) Publishing/Media/Industry Analysis

2) What is your principal job function?

- (201) Executive/Senior Management
- (202) Engineering Management
- (203) CAD Engineering Management
- (204) CAD Engineer
- (205) Hardware Logic Design Engineer
- (206) Hardware Physical Design Engineer
- (207) Verification Engineer
- (208) Application Engineer
- (209) Embedded Software Engineer
- (210) Embedded Hardware Engineer
- (211) Application Software Engineer
- (212) Test & Assembly
- (213) System Architect
- (214) Professor/ Researcher
- (215) Student
- (216) Financial or Industry Analyst
- (217) Venture Capitalist
- (218) Editor/Publisher
- (219) Marketing/Sales
- (220) Board Design & Layout

3) What type of design are you involved in?

- (301) Analog ICs/Mixed Signal ICs
- (302) Analog/Mixed Signal Systems
- (303) ASIC
- (304) Application Specific Std. Part (ASSP)
- (305) Digital ICs
- (306) Digital Systems
- (307) DSPs
- (308) RTOS
- (309) Firmware
- (310) Middleware
- (311) Application
- (312) Embedded Systems
- (313) MEMS
- (314) Memory
- (315) Microprocessor/Microcontroller Design
- (316) PCB Layout
- (317) PLDs/FPGAs
- (318) RF/Microwave
- (319) Specialized Processors (GPU, NPU, etc.)
- (320) Library Models/IP/Cores
- (321) Not directly involved in design

4) What primary end product or service do you work on?

- (401) Automotive Electronics
- (402) Avionics, Military, Government
- (403) Communication Systems (Wired or Wireless)
- (404) Components (Passives)
- (405) Computer Systems & Peripherals
- (406) Consumer Electronics
- (407) Medical Equipment
- (408) Design Services/Consultant
- (409) EDA Software
- (410) Embedded Systems
- (411) Research/Education
- (412) Semiconductors
- (413) Library Models/IP/Cores
- (414) Media/Publishing

5) Which products and/or services in the following areas do you recommend, purchase or influence the purchase of?

- (501) Analog/MS Design Simulation
- (502) Digital Logic Simulation
- (503) Physical Verification
- (504) Other Logic Verification
- (505) Logic Design and Synthesis
- (506) Packaging
- (507) PCB
- (508) Placement & Routing
- (509) Full Custom Layout
- (510) Test
- (511) RTL & Formal Verification
- (512) Equivalence Checking
- (513) Design for Manufacturing & Yield
- (514) Algorithm Design
- (515) System Design & Specification
- (516) (Embedded) Software Design
- (517) HW/SW Codesign
- (518) Foundry/Silicon Vendor
- (519) Application Specific Std. Part (ASSP)
- (520) Embedded Software and System Design
- (521) System/Logic Design
- (522) Physical Design
- (523) Verification
- (524) Post Silicon Services
- (525) Libraries/Models
- (526) IP/Cores
- (527) None

6) Which tool flow do you predominately use?

- (601) Embedded Software Design
- (602) Custom/Structured Custom
- (603) COT
- (604) ASIC
- (605) FPGA
- (606) Other

SILVER, GOLD & PLATINUM EXHIBITOR STATUS

To ensure DAC exhibitors are getting an outstanding return on their investment, we have compiled bonus sponsorship packages for exhibiting companies to be recognized as DAC's Silver, Gold and Platinum Exhibitors. Each level is based on a combination of investment in exhibit floor space and promotional sponsorships. Upon reaching Silver, Gold, or Platinum status, companies will receive the benefits for each respective level.

Exhibitor Status Implementation

As exhibiting companies reach certain levels, they will be contacted in order to provide the necessary artwork and materials to complete the implementation. Platinum exhibitors will be contacted concerning Food Court/Power Station Sponsorship specifics.

Exhibitor Status Calculation

1. Sponsorships and promotional items included on this document are assigned one point for each dollar spent.
2. Exhibit space, calculated as the total cost for booth and suite space, is .7 points for each dollar spent. Does not include money spent on installation/dismantle, material handling or other booth related expenses. If an EDAC discount is applicable, points will be computed after the discount.



65,000 points
Recognition in promotional email sidebar
Recognition on the DAC website
Exhibitor Status Banner in lobby



100,000 points
Silver Exhibitor benefits PLUS:
Recognition at the General Session
Plasma screen in Lobby



125,000 points
Gold Exhibitor benefits PLUS:
Food Court/Power Station Sponsorship

COMPLIMENTARY PROMOTIONS

These promotions are available to all exhibitors at no extra charge.

Complimentary Conference Registrations

Each exhibitor receives at least 2 free conference registrations. For every additional 500 square feet of exhibit space, starting at 1,000 square feet, another free conference registration will be granted – maximum 20. Conference registrations may be distributed in house to your employees or customers/clients.

Virtual DAC Web Booth

The DAC website is used as the primary reference tool by attendees prior to DAC. The complimentary Virtual DAC web booth allows exhibitors to post logos, company and product descriptions, online presentations, company contacts and press releases/media kits. This site has become even more useful for attendees with improved search capabilities and an improved user interface to better match attendees with exhibitors by product category.

Program/Exhibit Guide Company Listing

Each exhibitor is entitled to an 80-word or less company/product description in the Program/Exhibit Guide. The guide is distributed on-site to all attendees and is a valuable reference tool for locating and learning about exhibitors. *(Submit through your Virtual DAC Web Booth.)*

Hyperlinking to DAC!

Create an ad on your website featuring your booth # at DAC and link it to www.dac.com. To obtain a high resolution copy of the DAC logo, please visit the DAC website at:

dac.com/logos