53rd DAC EXHIBITOR PROSPECTUS

Austin Convention Center
Austin, Texas

Exhibition: June 6-8, 2016
Conference: June 5-9, 2016

DAC.com
The Design Automation Conference (DAC), celebrating its 53rd year as the premier conference devoted to the design and automation of electronic systems (EDA), is the leading EDA conference.

DAC 2016 is a not-to-miss occasion for the worldwide community of system designers, system architects, logic and circuit designers, validation engineers, CAD managers, senior managers, executives, researchers and academics. As well as planning for a robust technical program, the DAC Executive Committee is planning several exciting events that will be announced in the upcoming months.

The 53rd DAC will be held at the Austin Convention Center in Austin, TX, from June 5 - 9, 2016. DAC's focus is on innovation and research, tools, algorithms, EDA tool usage and design technologies for all aspects of electronic circuit, system, and embedded design. In addition to conventional EDA topics, DAC 2016 is also focusing on embedded systems and software (ESS), automotive, electronic design, semiconductor IP, and IC security.
2015 ATTENDEE PROFILE

4,393 DAC ATTENDEES
7,011 TOTAL PARTICIPANTS

PRIMARY JOB FUNCTIONS

ENGINEERING ............................................................... 39%
- CAD ............................................................................. 13%
- Design Engineer (includes chip, module, & board) .......... 13%
- Verification .................................................................... 5%
  - Application Software Engineer .................................. 3%
  - System Architect ....................................................... 2%
  - Embedded Software Engineer .................................. 1%
  - Embedded Hardware Engineer .................................. 1%
  - Manufacturing, Test & Assembly .............................. 1%

MANAGEMENT ........................................................... 34%
- Executive/Senior Management ............................... 16%
- Engineering Management ........................................ 18%

OTHER ............................................................... 25%
- Professor/Researcher ............................................... 8%
- Student ................................................................. 7%
- Marketing/Sales ...................................................... 7%
  - Editor/Publisher ..................................................... 1%
  - Financial or Industry Analyst ................................. 1%
  - Venture Capitalist .................................................. 1%

DESIGN TYPE

ASIC ............................................................... 39%
- Digital ICs .......................................................... 31%
- Analog ICs/Mixed Signal ICs ................................. 22%
  - Embedded Systems ............................................ 16%
  - Digital Systems ................................................ 17%
  - Not directly involved in Design ......................... 18%
  - Analog/Mixed Signal Systems ......................... 14%
  - Memory ........................................................... 13%
  - Application ....................................................... 10%
  - Microprocessor/Microcontroller Design ........... 11%
  - PLDs/FPGAs ..................................................... 11%
  - Library Models/IP/Cores .................................. 11%
  - Firmware .......................................................... 7%
  - Application Specific Std. Part (ASSP) ................. 7%
  - DSPs ............................................................... 6%
  - Specialized Processors (GPU, NPU, etc.) ........... 7%
  - PCB Layout ........................................................ 6%
  - Middleware ...................................................... 4%
  - R/F Microwave .................................................. 5%
  - RTOS ............................................................... 4%
  - MEMS .............................................................. 4%

PRODUCTS/SERVICES YOU RECOMMEND, PURCHASE, OR INFLUENCE THE PURCHASE OF

- Digital Logic Simulation ................................................. 28%
- Logic Design and Synthesis ............................................. 25%
- Analog/AMS Design/Simulation ................................. 20%
- Physical Verification .................................................... 23%
- RTL & Formal Verification ........................................... 22%
- None ........................................................................ 16%
- Placement & Routing ................................................... 20%
- Physical Design ........................................................... 19%
- Verification ................................................................. 15%
- IP/Cores ................................................................... 15%
- Equivalence Checking ................................................ 14%
- System Design & Specification ................................. 13%
- HW/SW co-Design ..................................................... 13%
- IP ............................................................................ 14%
- Full-Custom layout ..................................................... 13%
- Design for Manufacturing & Yield ......................... 12%
- Embedded Software & System Design ................. 10%
- Test ......................................................................... 10%
- Other Logic Verification ............................................. 11%
- System/Logic Design ................................................ 11%
- Algorithm Design ..................................................... 10%
- Libraries/Models ....................................................... 10%
- (Embedded) Software Design ............................... 8%
- Foundry/Silicon Vendor ............................................ 8%
- Packaging ............................................................... 7%
- Post Silicon Services ................................................ 5%
- PCB ....................................................................... 7%
- Application Specific Std. Part (ASSP) ...................... 3%
EXHIBIT SPACE PRICING

Pricing for 2016 follows a graduated discount system based on size of the exhibit space according to the schedule below. Exhibit space must be rented in 10’ x 10’ increments. Become an EDA Consortium member for FY2015 by October 1, 2015 and receive a 10% discount on all space! Find membership information at http://www.edac.org.

For contracts received prior to September 1, 2015, the cost for exhibit space is as follows:
- The first 100 square feet of exhibit space is $40.50 per square foot
- From 101 to 800 square feet the cost is $32.50 per square foot
- From 801-2000 square feet the cost is $29.50 per square foot
- 2001 square feet and above the cost is $26.50 per square foot

For contracts received on or after September 1, 2015, the cost for exhibit space is as follows:
- The first 100 square feet of exhibit space is $44.50 per square foot
- From 101 to 800 square feet the cost is $35.50 per square foot
- From 801 - 2000 square feet the cost is $32.50 per square foot
- 2001 square feet and above the cost is $29.00 per square foot

SUITES – WHAT MAKES DAC DIFFERENT

Design automation tools 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’s unique suite package offers 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 providing you with your own private meeting space. DAC provides suite walls and carpet to the ‘suite’ area of an exhibit space.

Exhibit space must have a portion of the area designated as public access to all attendees.
- Floor spaces less than 400 square feet - a minimum of 100 square feet of an Exhibitor's floor space must be public.
- Floor space 400 square feet or greater - 25% of an Exhibitor's space must be public.

SUITE - ONLY

Suite-only space is available exclusively to first-time 2016 DAC participating companies.
- Cost for contracts received prior to September 1, 2015 is $44.00 per square foot.
- Cost for contracts received on or after September 1, 2015 is $49.00 per square foot.

MARKETING AND SPONSORSHIP OPPORTUNITIES

Leverage and extend your presence as a DAC Exhibitor through targeted marketing and sponsorship options. Contact Karen Popp: Email karen@dac.com or call +1 303-530-4562 x133 or +1 415-305-5557.

EXHIBIT HOURS

Exhibit hours are Monday - Wednesday, June 6-8, from 10:00am to 6:00pm.

ABOUT THE FACILITIES

The Austin Convention Center offers DAC over 260,000 square feet of exhibit space. The Management will carpet the aisles. There is easy access to all necessary services and adequate loading facilities. All technical sessions will take place in close proximity to the exhibit area.

PARTICIPATE TODAY!

If you would like to learn more about exhibiting at DAC, please contact:
Karen Popp, Director of Sales and Business Development
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Tel +1 303-530-4562 x133 or +1 415-305-5557 • Fax +1 303-530-4334
The Design Automation Conference (DAC) is the world's leading technical conference and trade show focusing on Integrated Circuit (IC) design and Electronic Design Automation (EDA). Topics at DAC cover all aspects of IC design such as synthesis, verification, embedded systems, test, and much more. The Austin Convention Center in Austin, Texas, will again host the event. Given its proximity to the Silicon Hills, DAC 2016 expects to attract over 7,000 participants; more than half of whom are IC designers and design management from the top IDM, semiconductor, and systems companies as well as emerging start-ups.

DAC is increasingly focused on automotive electronics, embedded systems, IC security, and semiconductor IP. Look for exciting things in both these hot areas. DAC is the leading event for engineers and EDA buyers to look for the products and services that allow them to bring their ever increasingly complex silicon to market. By exhibiting at DAC, you will have valuable face time to introduce attendees to the benefits of your products and services. To raise your visibility at the show, DAC also offers a number of sponsorship opportunities that will drive even more traffic to your exhibit! With all the opportunities DAC offers you to meet with new customers you can’t afford not to be there. Contact us today, and get ready for success!

TO RESERVE SPACE, CONTACT:

The Exhibits Department at MP Associates, Inc.
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Visit DAC.com for more information such as pricing, floor plan, and promotional opportunities.