



Exhibition & Sponsorship Opportunities



DESIGN,  
AUTOMATION  
AND TEST  
IN EUROPE

THE EUROPEAN EVENT FOR ELECTRONIC SYSTEM DESIGN & TEST

VIRTUAL  
CONFERENCE & EXHIBITION

01 – 05 FEBRUARY 2021



DATE is a leading international event and unique networking opportunity for design and engineering of **Systems-on-Chip, Systems-on-Package, Systemson-Board and Embedded Systems Software**.

The DATE exhibition features many of the world's leading suppliers of EDA tools and platforms for hardware and software development, showing a range of products from the front-end to back-end chip design through to silicon test and manufacture, from system architecture through to embedded software implementation and networking.

### **SPEAKING OPPORTUNITIES**

DATE is the perfect opportunity to communicate your company's technological and business capabilities to scientific, industrial and commercial audiences in a single European event. All companies who hold presentations at DATE benefit from the additional visibility of their corporate identity, their products and their expertise. We strongly encourage companies to take advantage of this by submitting proposals for all of the speaking opportunities listed here.

### **TECHNICAL CONFERENCE**

The DATE conference addresses all aspects of research into technologies for electronic and embedded system engineering. It covers the design process, test, and automation tools for electronics ranging from integrated circuits to distributed embedded systems. This includes both hardware and embedded software design issues. The conference scope also includes the elaboration of design requirements and new architectures for challenging application fields such as telecoms, wireless communications, multimedia, healthcare, smart energy and automotive systems.

**Topics are arranged according to four groupings:**

**D – Design Methods & Tools**

**A – Application Design**

**T – Test and Dependability**

**E – Embedded and Cyber-physical Systems**



DESIGN,  
AUTOMATION  
AND TEST  
IN EUROPE

THE EUROPEAN EVENT FOR ELECTRONIC SYSTEM DESIGN & TEST

VIRTUAL  
CONFERENCE & EXHIBITION

01 – 05 FEBRUARY 2021



DATE also hosts a number of Special Sessions, events within the main technical programme such as panels, hot-topic sessions and embedded tutorials to highlight and inform about special-interest and emerging topics.

### **SPECIAL TOPICS FOR 2021**

Two Special Days in the programme will focus on two areas bringing new challenges to the system design community:

- Cyber-Physical Systems for Industry 4.0 and Smart Industrial Processes
- Sustainable High Performance Computing

There is also a special initiative on:

- Autonomous Systems Design

**Moreover, the DATE 2021 technical programme and exhibition will have a special focus on the following topics: artificial intelligence, internet of things, automotive, quantum computing, smart energy, security, space, health-care, robotics and industry 4.0.**





DESIGN,  
AUTOMATION  
AND TEST  
IN EUROPE

THE EUROPEAN EVENT FOR ELECTRONIC SYSTEM DESIGN & TEST

VIRTUAL  
CONFERENCE & EXHIBITION

01 – 05 FEBRUARY 2021



## EXHIBITION THEATRE

The Exhibition Theatre provides speaking opportunities to all interested exhibitors. The Exhibition Theatre programme is a mix of panel discussions and user presentations that give exhibition visitors and conference delegates a dynamic overview of key technical and business issues in electronic and embedded systems design.

**Presentation by Exhibitors** - submissions are invited from exhibiting companies and projects, industry consortia, technology groups, standards bodies, or any person with opinions on future industry trends.

**Panels** – discuss future trends, hot-topic technologies and business aspects of the Systems-on-Chip, EDA and IP markets. Panels combine invited industry experts and analysts for a more controversial look at the electronic design marketplace.

**Customer Testimonials** – allow exhibiting companies the chance to demonstrate their technical expertise and the advantages of their products through the experiences of a customer. More relevant to real world designers than a regular sales pitch, offering engineers an insight into good working practices and current design methods, customer testimonial papers are a great way to draw a crowd at DATE.

**Special Sessions** – a selection of sessions (hot topic, tutorial) and invited speakers from the technical conference programme will be presented in the Exhibition Theatre, providing added value to exhibition visitors.

» Final deadline for Exhibition Theatre submissions: 18 December 2020 «

Organise your own panel, hot topic or tutorial session in the Exhibition Theatre!  
Please contact Jürgen Haase for more details: [haase@edacentrum.de](mailto:haase@edacentrum.de)



DESIGN,  
AUTOMATION  
AND TEST  
IN EUROPE

THE EUROPEAN EVENT FOR ELECTRONIC SYSTEM DESIGN & TEST

VIRTUAL  
CONFERENCE & EXHIBITION

01 – 05 FEBRUARY 2021



## YOUNG PEOPLE PROGRAM

The DATE 2021 conference includes a Career Fair bringing together the most promising Ph.D. Students and potential job seekers in the EDA field with recruiters.

Companies get access to a selection of the most promising Ph.D. students, who will present themselves through a five minutes video and their CVs. If a student raises the interest of the company, an interview will be scheduled during the DATE 2021 conference.

Companies also have the opportunity to promote their brand as the best workplace to attract interested jobseekers through a five minutes video, that will be uploaded to the DATE 2021 website.

To register, go to: <https://www.date-conference.com/career-fair/company-preregistration>.

Companies, which are exhibiting at DATE 2021 do not have extra fees for the career fair. For companies, which would like to participate at career fair, but are not exhibiting the participation fee is 500 EUR (excl. VAT).



For details please contact [young-people-program@date-conference.com](mailto:young-people-program@date-conference.com).



DESIGN,  
AUTOMATION  
AND TEST  
IN EUROPE

THE EUROPEAN EVENT FOR ELECTRONIC SYSTEM DESIGN & TEST

VIRTUAL  
CONFERENCE & EXHIBITION

01 – 05 FEBRUARY 2021



## VENDOR & SPONSORSHIP OPPORTUNITIES

### BASIC (Exhibitors)

- Logo/ Link (website, virtual platform)
- Company profile (website, virtual platform)
- Small banner (virtual platform)
- Link to video(virtual platform)
- Download information material (virtual platform)
- Chat function at the booth (virtual platform)
- Presentation in the Exhibition Theatre - if requested - (see page 3)
- Participation in Young People Program - if requested - (see page 4)
- One complimentary conference registration\*

(\*Please note: this complimentary conference registration includes access to all conference sessions as well as conference materials, but it does neither include access to the Monday Tutorials nor to the Friday Workshops.)

**Total cost: € 2,500**

### Additional booking options:

- |   |                         |
|---|-------------------------|
| • Own live video chat (within the booth)                                  | <b>€ 1,000</b>          |
| • Email Blast   | <b>€ 2,000</b>          |
| • Fringe Meetings   | <b>€ 500</b>            |
| • Participation in the Young People Program (if no exhibitor/sponsor)     | <b>€ 500</b>            |
| • Technical support (videochat)   | <b>price on request</b> |
| • (Possibility to integrate interactive quizzes (organised by companies)) |                         |

The screenshot shows the DATE 21 virtual platform interface. It includes a header with the DATE 21 logo and event details. The main content area is divided into sections: 'Members' (listing Kathleen Schäfer), 'Description' (providing details about the 24th DATE conference and exhibition), 'Video' (featuring a DATE 21 video player), and 'Links' (providing the website URL: <https://www.date-conference.com/>). A 'Sponsorship Prospectus' link is also visible in the top right corner.

### Other ideas or special requests?

Tailor-made packages can be arranged to suit your special requests. Feel free to contact us to discuss your needs and ideas.

**Exhibition Chair:** Pascal Vivet | CEA, Grenoble, FR | E-mail: [pascal.vivet@cea.fr](mailto:pascal.vivet@cea.fr)

**Exhibition Manager:** Kathleen Schäfer | K.I.T. Group GmbH Dresden | Phone: +49 351 65573-134 | E-mail: [date@kitdresden.de](mailto:date@kitdresden.de)