



DESIGN AUTOMATION CONFERENCE

FROM CHIPS TO SYSTEMS – LEARN TODAY, CREATE TOMORROW

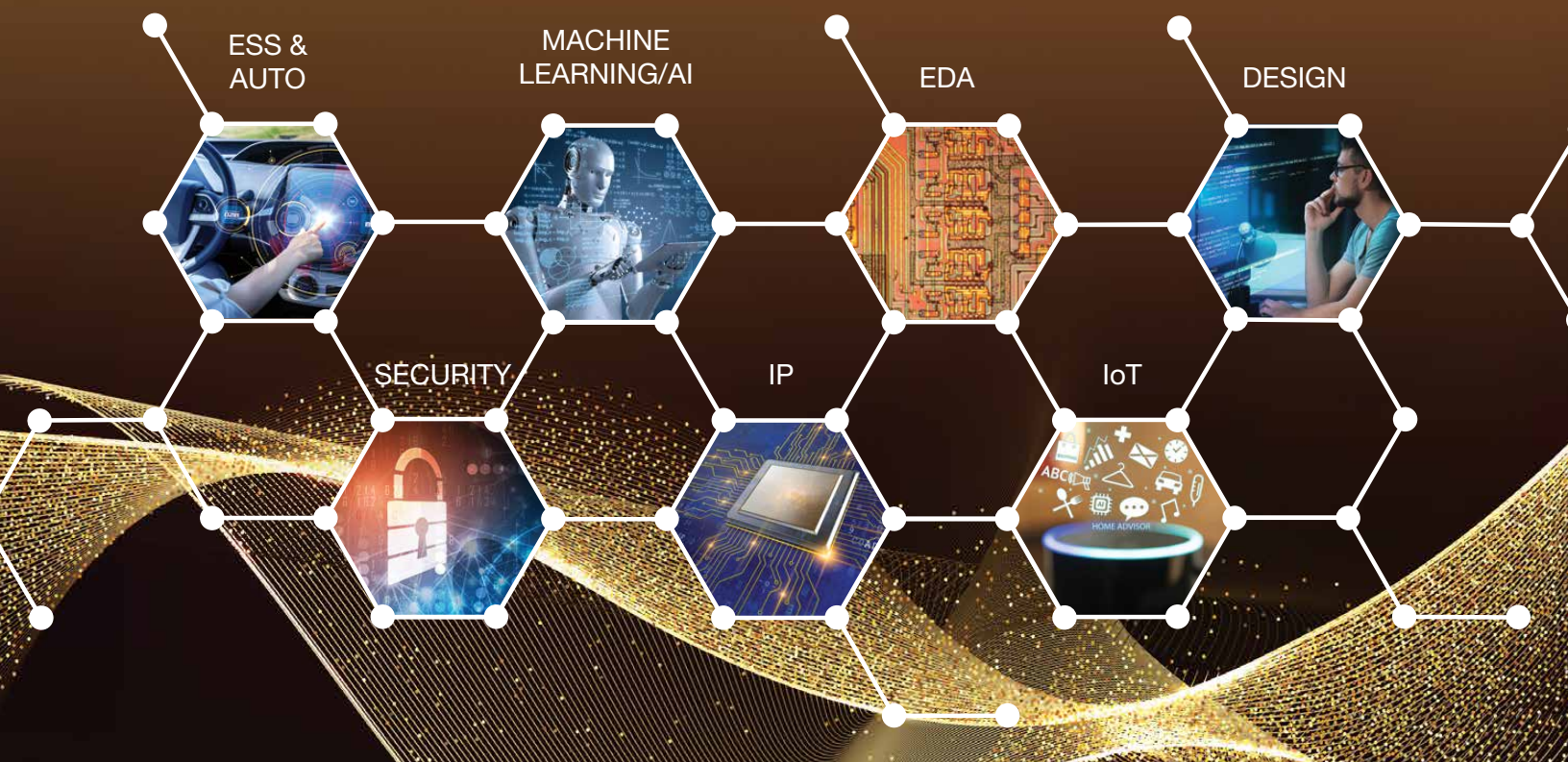
Las Vegas Convention Center, Las Vegas, NV

Exhibition: June 3 – 5, 2019

Conference: June 2 – 6, 2019

EXHIBITOR PROSPECTUS

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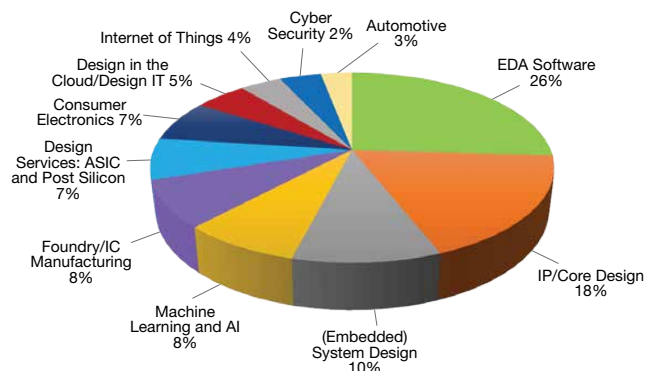
56TH DAC EXHIBITOR PROSPECTUS

For 56 years, the Design Automation Conference has been recognized as the premier event on leading-edge research and practice in tools and methodologies for the design and automation of electronic systems. DAC offers the semiconductor and electronic design industry outstanding education, training, exhibits and networking opportunities for a worldwide community of designers, researchers, tool developers, executives, and academics. DAC focuses on innovation, research, tools and design technologies for all aspects of the design and automation of electronic systems. Secure your participation today!

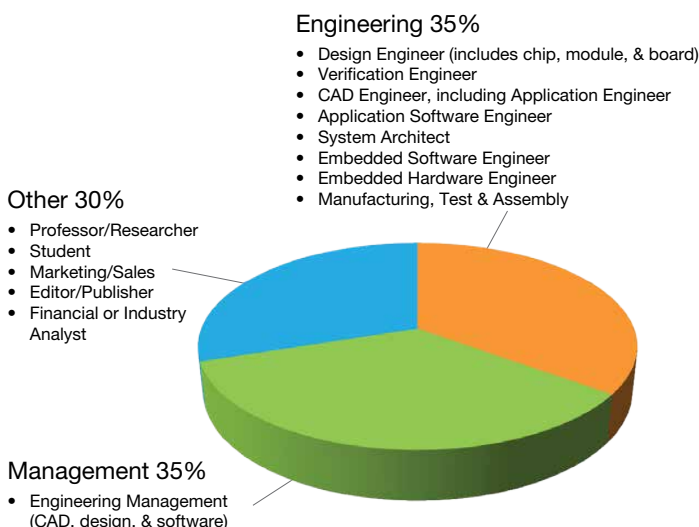
2018 Attendee Profile – 4,039 DAC Attendees – 6,344 Total Participants

Technology moves fast! To compete, you must be in touch with your customers, competitors, and have a vision for what's coming. More than 6,000 participants come from all over the world to DAC to get that vision through outstanding research sessions, education, training classes, vendor exhibits, and superb networking opportunities.

Industry Segment



Primary Job Function



Products/Services You Recommend, Purchase, or Influence the Purchase Of

Digital Logic Simulation	27%
RTL & Formal Verification	23%
Analog/AMS Design/Simulation	22%
Physical Verification	22%
Placement & Routing	21%
Physical Design	18%
Machine Learning/AI Software and Tools	17%
HW/SW co-Design	16%
Verification	16%
IP/Cores	16%
IP	16%
System Design and Specification	15%
Machine Learning, AI, and Applications	14%
System/Logic Design	14%
Full-Custom Layout	13%
Design for Manufacturing & Yield	11%
Embedded Software and System Design	10%
Libraries/Models	10%
(Embedded) Software Design	10%
Test	9%
Foundry/Silicon Vendor	8%
Packaging	8%
PCB	7%
Design IT	6%
Post Silicon Services	5%
Application Specific Std. Part (ASSP)	3%

Join More Than 150 Leading Suppliers Including:





85% of attendees play a role in their organization's purchasing decisions

DAC is the nexus for the technology, research, and commercial development of products that enable the design of today's leading electronic circuits and systems. Nowhere else will you find the rich combination of tools, IP, products, engineers, developers, executives, and researchers who are at the heart of the design and fabrication of the world's most complex semiconductors and SoCs. As an exhibitor, you will gain access to decision-makers at all levels of the buying process from the leading semiconductor, computer, telecommunication and consumer electronics companies.

Exhibit Space Rental:

Pricing for 2019 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:

- The first 100 square feet of exhibit space is \$45.50 per square foot
- From 101 to 800 square feet the cost is \$36.50 per square foot
- From 801 - 2000 square feet the cost is \$33.25 per square foot
- 2001 square feet and above the cost is \$29.75 per square foot

Additional Benefits:

- A descriptive listing on the DAC website, which will later serve your prospective buyers as a product directory
- An Exhibitor Portal, which allows you to upload your logo, company description, products, contact info and more
- Access to the DAC sponsorship and advertising opportunities available only to exhibitors
- Access to hotel accommodations, including hospitality suites and meeting space, in the official DAC hotels

- One (1) complimentary conference registration for every 500 square feet of exhibit space (minimum: two full registrations, maximum: twenty full registrations)
- Priority space selection for the 57th DAC, June 22 - 24, 2020 at Moscone Center West in San Francisco, CA

Suites – What Makes DAC Unique!

Design automation tools and software 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 (minimum booth size 200 sq. ft.). The suite package is part of your space rental and includes the suite walls and carpet, which can drastically reduce your exhibit costs while providing you with your own private meeting space.

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

Suite Only Rental:

Suite-only space is available exclusively to first-time 2019 DAC participating companies at \$50.00 per square foot.

Contact Us Today!

Patrick Filippelli or Zach Erickson

DAC Exhibits Sales Team, c/o Hall-Erickson, Inc.

Phone: 1.630.434.7779

Email: exhibits@2019dac.com

Web: DAC.com



Stand Out from the Crowd with Sponsorship and Advertising Opportunities

DAC offers exhibitors a menu of opportunities to leverage and extend your brand message beyond your exhibit space and throughout the convention center. Opportunities include sponsorship of the conference education program and materials, hosted events during the week, feature areas in the convention center, and advertising in print, digital, and onsite banners. There is an opportunity to achieve every marketing objective for every exhibit budget.

Questions? Contact Patrick Filippelli at PFilippelli@heiexpo.com, 630.929.7960, or Zach Erickson at ZErickson@heiexpo.com, 630.929.7934.

Contact Us Today!

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Exhibit Schedule*

Installation:

Friday, May 31	8:00 AM – 4:30 PM
Saturday, June 1	8:00 AM – 4:30 PM
Sunday, June 2	8:00 AM – 4:30 PM

Exhibit Hours:

Monday, June 3	10:00 AM – 6:00 PM
Tuesday, June 4	10:00 AM – 6:00 PM
Wednesday, June 5	10:00 AM – 6:00 PM

Dismantling:

Wednesday, June 5	6:00 PM – 9:00 PM
Thursday, June 6	8:00 AM – 4:30 PM

* Exhibit schedule subject to change



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