

# MARKETING OPPORTUNITIES

## DVCON EXPO 2019

February 25-28, 2019 • DoubleTree Hotel, San Jose, CA

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### SPONSORSHIPS

Attendee Breaks	\$3,150
Best Paper & Poster Award	\$3,150
Coffee Tumbler	\$4,200
Colocated Conference	\$6,000
Digital Display	\$3,150
Hotel Key Card	\$2,100
Monday Night Reception	\$8,000
Name-Badge Lanyard	\$4,200
Pen & Notebook	\$4,200
Reception	\$5,250
Registration	\$3,150
Square Banner Ad (on DVCon.org home page)	\$3,150
Tutorial with Luncheon	\$17,500
Tutorial without Luncheon	\$10,500

### GOLD & SILVER SPONSORS

Gold Sponsor	\$7,350
Silver Sponsor	\$5,250

### CONFERENCE PROGRAM + EXHIBIT GUIDE AD

Outside Back Cover	\$2,625
Inside Back Cover	\$1,575
Inside Front Cover	\$1,575

### CUSTOM SPONSORSHIP PACKAGE

### ATTENDEE EMAIL/DIRECT MAIL DISTRIBUTIONS

Email Distribution	<i>minimum \$525</i>
<i>Distribution Date(s)</i>	_____

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

### SUBMIT VIA FAX OR EMAIL:

**MP Associates, Inc.** +1 303-530-4334 (fax)  
**exhibits@dvcon.org** +1 303-530-4562 (phone)

\_\_\_\_\_  
*Contact Name*

\_\_\_\_\_  
*Company Name*

\_\_\_\_\_  
*Telephone*

\_\_\_\_\_  
*Email*

\_\_\_\_\_  
*Signature*

## ... SPONSORSHIPS ...

### **Attendee Breaks**

Technical session breaks take place once in the morning and once in the afternoon on Tuesday and Wednesday for a total of 4 breaks. You have the opportunity to sponsor both breaks on the day of your choice.

This opportunity includes:

1. Your logo and sponsorship status recognized on Attendee Breaks:
  - a) Area Signage
  - b) Service/Dining table signage
2. Right to provide corporate-branded food service items (e.g. cups, napkins)
3. Mentioned in the opening session presentation slides
4. Your company logo and sponsorship status recognized on Sponsor Recognition:
  - a) Web page
  - b) Page in the Conference Program/Exhibit Guide
  - c) Pre-conference Promotions

### **Best Paper Award**

DVCon awards offer an opportunity to recognize the achievements of individuals and teams for both Oral and Poster presentations. The Best Paper Award sponsorship is a great gesture and shows generosity towards the DVCon community.

This opportunity includes:

1. Your company logo on the DVCon Best Paper Award
2. Your Logo on on-site conference sign and mentioned in the opening session presentation slides
3. Your company logo and sponsorship status recognized on Sponsor Recognition:
  - a) Web page
  - b) Page in the Conference Program/Exhibit Guide
  - c) Pre-conference Promotions
4. Your logo on the DVCon Best Paper voting page

### **Coffee Tumbler**

Welcome each DVCon attendee with a customized coffee tumbler. Be the company all attendees thank when they enjoy their morning coffee. Production Included.

This opportunity includes:

1. Your company logo on the tumbler
2. Your company logo and sponsorship recognized on Sponsor Recognition
3. Your company logo and sponsorship status recognized on Sponsor Recognition:
  - a) Web page
  - b) Page in the Conference Program/Exhibit Guide

## ... SPONSORSHIPS ...

### Colocated Conference

Do you have an event that would benefit the DVCon community? Colocate with DVCon to increase your event exposure.

*\*Date and time restrictions may apply. Your event must not conflict with other DVCon event activities.*

This opportunity includes:

1. Your logo and event description on the DVCon website.
2. Your company logo and full event listing in the DVCon Conference Program/Exhibit Guide.
3. Included in DVCon pre-event emails, press releases and other social media outlets to advertise your event.

### Digital Display

There will be a digital display installed in the premium area of the conference/exhibition where your announcement will be displayed in a rolling mode.

### Hotel Key Cards

Hotel key cards at the DoubleTree hotel will include your logo on front of key card. This opportunity includes:

1. Your logo and sponsorship status recognized on front of Key Cards
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
  - a) Web page
  - b) Page in the Conference Program/Exhibit Guide
3. Your sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DVCon deems appropriate.

### Monday Night Reception

The Monday night DVCon reception is the best chance for conference attendees to network at the end of the day which gives you, the sponsor, the ability to get your company name out in front of all attendees. Be the exclusive sponsor of this popular night and the attendees will be sure to Thank You! Beer, wine and hors d'oeuvres will be provided to all attendees and exhibitors.

This opportunity includes:

1. Your company logo and sponsorship status recognized on:
    - a) Reception signage
    - b) Reception page in the Conference Program / Exhibit Guide
    - c) Reception signage at each bar location
    - d) Web page
  2. Branded napkins (production included)
  3. Opportunity to create a signature drink
  4. Customized 1 meter sign that will be up during the reception (you create the graphic of your choice and DVCon will produce)
  5. Mentioned during the daily announcement
  6. Option to provide a giveaway during the reception
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## ... SPONSORSHIPS ...

### **Name-Badge Lanyard**

By providing the badge lanyard your company will be seen everywhere throughout the length of the event. It will be given to each attendee and exhibitor when they pick up their badge.

This opportunity includes:

1. Your company logo on the lanyard
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
  - a) Web page
  - b) Page in the Conference Program/Exhibit Guide
  - c) Pre Conference Promotions

*\*Production of the lanyard is included.*

### **Pen & Notebook**

Have your logo and company message imprinted on pens and notepads for each attendee at the conference.

This is an item attendees are certain to use at the conference.

### **Reception**

A DVCon reception is a chance for conference attendees to network at the end of the day Tuesday and Wednesday which gives you, the sponsor, the ability to get your company name out in front of all these attendees. You have your choice of day to sponsor, available on a first-come, first-serve basis. Beer, wine and hors d'oeuvres will be provided to all attendees and exhibitors.

This opportunity includes:

1. Your company logo and sponsorship status recognized on:
  - a) Reception signage
  - b) Reception page in the Conference Program / Exhibit Guide
  - c) Reception signage at each bar location
  - d) Web page
2. Branded napkins (production included)
3. Opportunity to create a signature drink
4. Customized 1 meter sign that will be up during the day of the reception (you create the graphic of your choice and DVCon will produce)
5. Mentioned during the daily announcement

## ... SPONSORSHIPS ...

### Registration

DVCon 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
2. Right to provide corporate-branded mouse pads in registration area
3. Your company logo appearing on Registration area signage
4. Your company logo, link and sponsorship status recognized on:
  - a) Each attendee's electronic registration receipt
  - b) Registration information page on the DVCon website
5. Company recognition on all Conference email distributions promoting registration
6. Your company logo and sponsorship status recognized on Sponsor Recognition:
  - a) Web page
  - b) Page in the Conference Program/Exhibit Guide

### Square Banner Ad (on DVCon home page)

Have your company logo seen every time a person goes to the DVCon website. This is great exposure for your company and will run on the homepage for a total of three months. Time frame on homepage depends on signing of contract.

This opportunity includes:

1. Your custom 125x125 banner ad on the DVCon home page

## ... CONFERENCE PROGRAM ADS ...

The Conference Program/Exhibit Guide is the printed program distributed on-site to all attendees to reference the technical program and exhibitors. The Conference Program/Exhibit Guide is also used by attendees as a reference tool throughout the year. Conference Program/ Exhibit Guide will be 8.5"x11".

<b>Conference Program/Exhibit Guide Ad - Outside Back Cover</b>	<b>\$2,625</b>
<b>Conference Program/Exhibit Guide Ad- Inside Back Cover</b>	<b>\$1,575</b>
<b>Conference Program/Exhibit Guide Ad- Inside Front Cover</b>	<b>\$1,575</b>

## ... SPONSORSHIPS ...

### ***Tutorial with Luncheon***

This opportunity includes:

1. Complimentary 8x10 booth on the Exhibit Floor
2. Company content specific, individualized Luncheon
3. Ability to collect contact information from the Sponsored Luncheon attendees
4. Copy of the 2018 and 2019 Attendee Lists (no email addresses)
5. Copy of the Sponsored Tutorial Attendee List (email addresses included)
6. Tutorial and Luncheon content will be publicized via monthly newsletters, DVCon website, Conference Program and in the Opening Session presentation slides
7. One dedicated email distribution to the DVCon mail list
8. Other promotional items like banners, flyers, gift items, etc. can be distributed at this event
9. Presenters for the tutorial and lunch are entitled to a complimentary one-day registration
10. Up to 10 complimentary one-day registrations for the tutorial or lunch presentation

### ***Tutorial without Luncheon***

1. 10 minute commercial presentation during the tutorial
2. Complimentary 8x10 booth on the Exhibit Floor
3. Copy of the 2018 and 2019 Attendee Lists (no email addresses)
4. Copy of the Sponsored Tutorial Attendee List (email addresses included)
5. Tutorial content will be publicized via monthly newsletters, DVCon website, Conference Program and in the Opening Session presentation slides
6. One dedicated email distribution to the DVCon mail list
7. Other promotional items like banners, flyers, gift items, etc. can be distributed during the Tutorial
8. Presenters for the tutorial are entitled to a complimentary one-day registration
9. Up to 5 complimentary one-day registrations for the tutorial or lunch presentation

## ... GOLD & SILVER SPONSORS ...

### ***Gold Sponsorship***

This great opportunity includes:

1. Your logo on DVCon home page
- 2 Your logo on pre-conference promotions
3. Your Gold status recognized in the Conference Program / Exhibit Guide
4. One dedicated email distributions to the DVCon attendee list
5. Five complimentary All Access Conference registrations
6. One 8'x10' booth space

### ***Silver Sponsorship***

This great opportunity includes:

1. Your logo on DVCon home page
- 2 Your logo on pre-conference promotions
3. Your Silver status recognized in the Conference Program / Exhibit Guide
4. One dedicated email distributions to the DVCon attendee list
5. Three complimentary All Access Conference registrations
6. One 8'x10' booth space

## ... CUSTOM SPONSORSHIP PACKAGE ...

### ***Custom Package***

We are open to any new sponsorship ideas or opportunities. If you have anything you would like to do at this year's DVCon please let us know, we are open to suggestions.

Purchase 3 or more DVCon sponsorships we will take 10% off the total sponsorship price.

## ... ATTENDEE EMAIL/ DIRECT MAIL DISTRIBUTIONS ...

### Email and Direct Mail Distributions

Email distributions are available throughout the year and 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 DVCon exhibitors. The list may only be used by DVCon exhibitors in relation to products and services offered as a part of their DVCon participation. The list may not be used for recruiting or to promote any non-DVCon related meeting, conference or event. All promotional emails will be distributed from the DVCon office.

### 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.

	Email	Direct
Unfiltered	\$0.35	\$0.20
Filtered	\$0.50	\$0.25

### DVCon 2018 Survey Questions

1. What is your primary job function?  
*(Check all that apply)*

- 101. System Design
- 102. Standard IC Design
- 103. ASIC /SoC Design
- 104. DSP Design
- 105. Microprocessor/ Microcontroller Design
- 106. IP Development
- 107. Library Development
- 108. Analog/Mixed Signal
- 109. EDA Methods & Tools
- 110. Verification
- 111. FPGAs & PLDs
- 112. Multi-Chip Modules
- 113. PCB Design
- 114. Software/Embedded Software
- 115. Student
- 116. Other: \_\_\_\_\_

2. Which category most closely describes your job description? *(Pick one)*

- 201. Senior Management
- 202. Engineering Management
- 203. Design Engineer
- 204. System Architecture
- 205. Application Engineer
- 206. Marketing
- 207. Technical Marketing
- 208. Product Marketing
- 209. Sales
- 210. Research/Academic
- 211. CAD
- 212. Verification Engineer
- 213. Software Engineer
- 214. Student
- 215. Other: \_\_\_\_\_

3. What is the size in gates of your current/last design? *(Pick one)*

- 301. Not Applicable
- 302. <1M
- 303. 1 - 5M
- 304. 5 - 10M
- 305. 10M - 50M
- 306. 50 - 100M
- 307. >100M

4. Which verification language is used by either yourself or your functional verification team?  
*(Check all that apply)*

- 401. Verilog
- 402. VHDL
- 403. C/C++
- 404. SystemC
- 405. SystemVerilog
- 406. e
- 407. Not Applicable
- 408. Other: \_\_\_\_\_

5. Which verification methodology is used by your functional verification team?

- 501. UVM
- 502. OVM
- 503. VMM
- 504. eRM
- 505. SystemC/TLM
- 506. Proprietary
- 507. I am not involved
- 508. Other: \_\_\_\_\_

6. Would you be interested in receiving the quarterly newsletter of Accellera by email?

- 601. No, thanks
- 602. Yes, please subscribe me to the newsletter emailing

7. Is this your first time attending DVCon?

- 701. Yes
- 702. No