

## **THE CONFERENCE**

Custom Integrated Circuits Conference (CICC), held May 21-24, 2000 in Orlando FL, is the world's leading Integrated Circuit (IC) design conference. This IEEE conference, with a 1999 attendance of over 650 engineers and engineering managers, features a technical program with over 130 papers on a range of topics about design, fabrication, and integration of Application Specific Integrated Circuits (ASICs) and Application Specific Standard Products (ASSPs), as well as educational sessions and panel discussions.

Exhibits are an important feature of CICC, bringing IC designers and technologists together with suppliers of CAD tools and IC technology, libraries and design services. Integration of Exhibits with the technical program has made CICC a long-lived and vibrant conference representing IC design.

## **THE AUDIENCE**

The CICC is a technical conference attended by engineers and engineering managers directly involved with the development and system integration of Application Specific Integrated Circuits. 75% of the attendees at CICC '99 were IC designers, system-level designers, and CAD integrators. Exhibiting at CICC will allow direct interaction with these important customers. Nearly 25% of the attendees at past conferences have been from overseas. CICC '99 and 2000 Participant's List may be purchased by paid Exhibitors or Sponsors. Contact the CICC conference coordinator at 301-527-0900 x316 for details.

## **LAST YEAR'S EXHIBITORS**

Advanced Management Solutions  
Aristo Technology Inc.  
Aspec Technology  
Avant! Corporation  
BTA Technology, Inc.  
Cadabra  
Cadence Design Systems, Inc.  
Chrysalis Symbolic Design, Inc.  
Circuit Semantics

Delphi Delco Electronics Systems  
EPIC Technology Group at Synopsys  
Hewlett-Packard Company  
Kluwer Academic Publishers  
Library Technologies, Inc.  
Mentor Graphics  
Miller Freeman, Inc.  
Moscape, Inc.  
Nurlogic Design, Inc.  
OEA International, Inc.  
Penton Media, Inc.  
Pivotal Technologies  
Siborg Systems Inc.  
Silvaco International  
Simplex Solutions, Inc.  
Tanner EDA  
Veritools, Inc.

## **CONFERENCE FEATURES**

The following conference features offer greatest Exhibitor and Sponsor exposure to the attendees:

- Monday evening Exhibitors' Reception from 5:30 to 8:00 in the Exhibits Hall. This reception, including hors d'oeuvres and wine and beer stations, is extremely popular with CICC attendees.
- Morning and Afternoon Refreshments in the Exhibits Hall
- Tuesday evening "Happy Hour" from 5:30 p.m.-7:00 p.m. in the Exhibits Hall
- Complimentary "Exhibits Only" guest passes for Exhibitor use.
- Exhibitors paid by January 15, 2000 will be listed in our Advance Program
- Exhibitors and Sponsors will be listed on the CICC web page.
- A dedicated Press Room will provide comfortable surroundings for interviews and dissemination of press packs.

## **EXHIBITOR PREVIEW SESSIONS**

Our Exhibitor Preview Sessions will be held on Monday, May 22, from 1:00 pm - 2:00 pm.

These sessions may be used to announce new products or to describe demonstrations displayed in the Exhibits booths. They are publicized and organized to the same standards as CICC technical papers; since no other CICC activities will conflict with these sessions, they are well-attended, offering you a great way to get in front of your target market and stimulate attendee interest in your booth.

Cost is \$400 for a 20-minute time slot or \$200 for a 10-minute time slot. The total number of presentation slots is limited and will be allocated on a first-come, first-served basis. Only one slot (choice of 20-minute or 10-minute) per Exhibitor can be reserved.

To enhance the value of these Preview Sessions to the audience and also to further stimulate attendee interest, CICC 2000 will award a "Most-Informative Preview Session" certificate. Attendees of the Preview Sessions will indicate the most-informative session on a questionnaire. The results will be compiled and the winner announced at the heavily-attended Monday evening Exhibitor's Reception, where the full audience will know that their peers found the winner's presentation valuable. This well-publicized award is expected to attract high-quality Preview Sessions. Additionally, the slides of the Most-Informative presentation will be posted on the CICC Web site if desired.

## **EXHIBITS TRAFFIC**

Exhibit Hours will be 2 p.m. to 8 p.m. on Monday May 22, concluding with the Exhibitors' Reception; and 11 a.m. to 7 p.m. on Tuesday May 23, concluding with the Happy Hour. Despite the concurrent papers of the Technical Program, the first hours of the Exhibits on Monday are well-attended because the Exhibits are newly available to conference attendees. The Tuesday hours before Happy Hour are ideal for extended discussions with conference attendees who

desire in-depth product and services information. The concluding social functions are very heavily-attended.

## **PRE-CONFERENCE PUBLICITY**

The 1999 conference was publicized in the following publications: Computer Design Magazine, Electronic Engineering Times, Elektroniktidningen, Sweden, Electronics Times, United Kingdom, and Nikkei Electronics, Japan.

## **WEB LINK**

In addition to publications such as the list above, CICC 2000 will emphasize use of the CICC web site (<http://www.ieee.org/conference/cicc>) for publicity. Exhibitors and Sponsors will be listed on the web site. We are again offering our Exhibitors and Sponsors the opportunity to have a web link from the CICC home page to a marketing/Newsletter page of their choice. This allows potential attendees to have easy access to our Exhibitor's and Sponsors' new product announcements, business updates, product information, etc. The web page has been tremendously successful, so we highly recommend that each Exhibitor or Sponsor take advantage of this offering.

## **ADDITIONAL EXPOSURE TO THE AUDIENCE**

Hospitality Suites at the Caribe Royale Hotel will be available on a "first-come, first-served" basis to CICC Exhibitors. Bulletin boards will be available in strategic areas specifically for advertising your suite, and Exhibitors are welcome to make private arrangements with conference attendees. Detailed information will be included with your acknowledgment letter upon receipt of your paid application.

## **EXHIBITOR APPLICATION & ASSIGNMENT**

Exhibitors are asked to select their 1st, 2nd and 3rd location choices from the Exhibits Hall floor plan. Exhibitors are further able to state which other booths they would like to be either close to or far from. Booth spaces will be

assigned according to date of receipt by the conference office of paid applications. Exhibitors will be notified of booth assignments in March 2000. We expect the Exhibits space at CICC 2000 to sell out, as they did in 1999. Prospective Exhibitors are encouraged to reserve space early.

To apply for an exhibit space, complete the enclosed application form and mail it with your payment to the conference office. All applications are subject to review by the CICC Exhibits Chairman prior to acceptance by CICC 2000. Until acceptance of the exhibit fee by CICC 2000, no agreement exists.

#### **REFUND POLICY**

50% of the exhibit fee is refundable if written notification is postmarked no later than January 29, 2000. After that date, exhibit fees are non-refundable in the event of exhibitor cancellation.

#### **EXHIBITOR'S SERVICE KIT**

A complete Exhibitor's Service Kit containing general and technical information regarding the Exhibition (i.e., telephone, electrical and audio/visual services, etc.), facility information, ordering instructions and rates (i.e., shipment, storage, furniture rental, etc.) will be sent to each exhibitor in mid-March.

#### **Booth Rates & Terms**

##### **Standard Booth                    \$2,750/booth**

The Exhibitor Booth fee includes:  
SOne 10' x 10' booth space, height limit 10'  
SPipe and drape. Backdrop draping is 8' high and includes 32" high side dividers  
SOne complimentary conference registration (admission to technical sessions and one copy of the Proceedings)  
SFive complimentary "Exhibits Only" guest passes  
STwenty-four hour perimeter security  
SOne 7" x 44" sign denoting name of exhibitor  
SCleaning and maintenance of Exhibits aisles.  
SRefreshments during official breaks  
SMonday Exhibitors Reception (wine, beer, hors d'oeuvres,)  
STuesday evening Happy Hour

##### **Library Booth                        \$1,000/booth**

(For book and journal vendors. Displays of reference books and documentation only)  
The Library Booth fee includes:  
SOne 10' x 10' booth space, height limit 10'  
SPipe and drape. Backdrop draping is 8' high and includes 32" high side dividers  
SOne 7" x 44" sign denoting name of Exhibitor  
STwenty-four hour perimeter security  
SCleaning and maintenance of Exhibits aisles.  
SRefreshments during official breaks  
SMonday Exhibitors' Reception (wine, beer, hors d'oeuvres)  
STuesday evening Happy Hour

##### **University Booth                    \$1,000/booth**

(For Universities to publicize microelectronics research activities)  
The University Booth fee includes all items included under the Library Booth Fee.

### ***REGISTER EARLY!***

Booth Assignments & Exhibitor Preview Session Participation is on a "First-Come, First-Served" Basis

## Exhibit Dates & Times

### Monday, May 22

Set-Up: 8:00 am - 1:30 pm  
Show: 2:00 pm - 8:00 pm  
Exhibitor Preview Sessions: 1:00 pm - 2:00 pm  
Exhibitors Reception: 5:30 pm - 8:00 pm

### Tuesday, May 23

Exhibit Hall Open: 11:00 am - 7:00 pm  
Happy Hour: 5:30 pm - 7:00 pm  
Dismantle: 7:00 pm - 10:30 pm

### Important Dates to Remember

December 1, 1999	Paper submission deadline for technical conference
January 14, 2000	Exhibit Application due date for inclusion in the Advance Program
January 28, 2000	Written cancellation must be postmarked to receive 50% refund
February, 2000	Confirmation letter and hotel room reservation form sent to exhibitors
Mid-March, 2000	Booth assignments made and Decorator Kit sent to exhibitors
May 21 - 24, 2000	CICC 2000 (Exhibits open May 22 & 23)

Floor Plan

### **HOTEL INFORMATION**

Caribe Royale Hotel  
14300 International Drive  
Lake Buena Vista, FL 32821  
407-238-8000

### **CICC CONTACTS**

For additional information, please contact

Exhibits Chairman  
Larry Wissel  
wissel@us.ibm.com  
802-769-6244

Conference Events  
(Sponsorships) Chairman  
Jim Lipman  
ednjim@earthlink.com  
925-606-1370

Conference Office  
Melissa Widerkehr  
CICC  
Suite 400B  
101 Lakeforest Boulevard  
Gaithersburg, MD 20877  
Phone: 301-527-0900 x 101  
Fax: 301-527-0994  
melissaw@widerkehr.com

want increased visibility at CICC?  
looking for additional contacts....

## **Sponsor an Event or Promotional Item at CICC. . . .**

### **Social Event Sponsorships**

*Sponsorships will include a sign at the sponsored event, a listing on the conference web page, including a link to the Sponsor's home page, and listing of Sponsorships on all promotional materials. Social Events that may be fully or partially sponsored include:*

#### **Exhibitors' Reception**

*Monday, May 22, 5:30 pm - 8:00 pm in the Exhibit Hall*

Sponsor food and drinks at the opening reception of the conference. Monday is the first night the exhibits are open and the reception is attended by all conference registrants. This is a great place to have your name in front of all the participants as a sponsor of the largest social event of the conference.

#### **Happy Hour**

*Tuesday, May 23, 5:30 pm - 7:00 pm in the Exhibit Hall*

*Sponsor food and drinks at the Happy Hour Reception. On Tuesday, after a long day at the conference, the Happy Hour Reception is welcome relaxation and is attended by all conference registrants. Tuesday is the last night the exhibits are open, so sponsor this event and have your company, the company they remember!*

#### **Monday Morning Coffee Break**

*Monday, May 22, 9:30 am - 10:00 am*

*Sponsor coffee and tea and souvenir mugs with your logo during the conference break immediately after the Keynote Address.*

#### **Coffee Break Sponsorship**

Sponsor coffee, tea, and soft drinks for one hour. Coffee breaks on in the Exhibits Hall on Monday and Tuesday afternoon.

On Tuesday and Wednesday morning and Wednesday afternoon, when the Exhibits aren't open, coffee breaks are in the foyer outside the meeting rooms. By supporting these breaks you bring additional attention to your company name outside of the Exhibits Hall.

### **Promotional Items**

Popular souvenir items bearing both the conference logo as well as your company's logo may be given away to all conference attendees at registration. Items may be inexpensive (e.g., pens or notepads) or may be much more desirable (e.g, cloth attache cases that every attendee will use to carry his proceedings and notes at the conference, and will use afterwards as well).

Any tasteful item appropriate to the conference may be chosen; the popular T-shirts have

already been sold as of this printing, but many other possibilities are available. Please inquire from one of the conference contacts (below) for availability and prices for a specific item.

A promotional item deserving special attention is a CD ROM with the Conference Proceedings. Every attendee will have a paper copy of the Proceedings which they will use at the conference to follow the presentation and to take notes; but many would desire a CD ROM version for reference after the conference. This CD ROM version of the Proceedings will not be made available unless it is sponsored. The sponsorship would enable every attendee to take home the CD ROM bearing the CICC logo as well as the sponsoring company's logo. This will impress many attendees as not being a marketing trinket but rather as being a serious enhancement to the value of the conference.

Contact Larry Wissel, Exhibits Chairman, at [wissel@us.ibm.com](mailto:wissel@us.ibm.com), 802-769-6244, or Jim Lipman, Conference Events Chairman, at [ednjim@earthlink.com](mailto:ednjim@earthlink.com); 925-606-1370, to discuss sponsorship opportunities for your company.