



One of the Pools at the Town and Country Hotel

The Conference

The Custom Integrated Circuits Conference (CICC), held May 6-9, 2001 in San Diego, CA is the world's leading Integrated Circuit (IC) design conference. This IEEE conference, which has consistently drawn over 700 engineers and engineering managers to San Diego, features a technical program with over 130 papers on a range of topics about design, fabrication, and integration of ICs 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.

Conference

The Audience

The CICC is a technical conference attended by engineers and engineering managers directly involved with the development and system integration of ICs. 75% of the attendees at CICC 2000 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 2000 and 2001 Participant's List may be purchased by paid Exhibitors space or Sponsors. Contact the CICC conference coordinator at 301-527-0900 x207 for details.

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 19, 2001 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.

Last Year's Exhibitors

Aristo Technology, Inc.	IBM Microelectronics	Sagantec North America, Inc.
Barcelona Design Inc.	InnoLogic Systems, Inc.	Simplex Solutions, Inc.
BTA Technology, Inc.	Integrated Measurement Systems, Inc.	Synopsys, Inc.
Cadence Design Systems	Kluwer Academic Publishers	Tanner EDA
CADMOS Design Technology, Inc.	Legend Design Technology, Inc.	TDK Semiconductor Corp.
Circuit Semantics	Magma Design Automation, Inc.	TechOnLine
CMP Media	Mentor Graphics	Verplex Systems, Inc.
Frequency Technology, Inc.	Moscape, Inc.	
Hewlett-Packard Company	Philips Semiconductors	

Exhibitor Preview Sessions

Our Exhibitor Preview Sessions will be held on Monday, May 7, 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 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 \$450 for a 20-minute time slot or \$225 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 to further stimulate attendee interest, CICC 2001 will award a "Most-Informative Preview Session" certificate. Attendees of the Preview Sessions will vote for the most-informative session on a questionnaire. The results will be compiled and the winner announced at the heavily-attended Monday evening Exhibitors' 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 7, concluding with the Exhibitors' Reception; and 11 a.m. to 7 p.m. on Tuesday May 8, 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 2000 conference was publicized in the following publications: TechOnLine, Electronic Engineering Times, ISD Magazine, and Nikkei Electronics, Japan.

Web Link

In addition to publications such as the list above, CICC 2001 will emphasize use of the CICC web site (<http://www.ieee-cicc.org>) 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 Exhibitors' 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 Town and Country 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.

REGISTER EARLY!

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

See back panel for Floor Plan

Exhibitor Application & Assignment

Exhibitors are asked to select their 1st, 2nd and 3rd location choices from the Exhibits Hall floor plan (see back panel). 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 2001. We expect the Exhibits space at CICC 2001 to sell out, as it did in 2000. Prospective Exhibitors are encouraged to reserve space early.

To apply for an Exhibit Booth, 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 2001. Until acceptance of the Exhibit fee by CICC 2001, no agreement exists. See back panel for floor plan.

Refund Policy

50% of the Exhibit fee is refundable if written notification is postmarked no later than January 31, 2001. 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 Exhibits (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

\$2,850/booth

The Exhibit Booth fee includes:

- One 10' x 10' booth space, height limit 7'
- Pipe and drape. Backdrop draping is 7' high and includes 32" high side dividers
- One complimentary conference registration (admission to technical sessions and one copy of the Proceedings)
- Five complimentary "Exhibits Only" guest passes
- Twenty-four hour perimeter security
- One 7" x 44" sign denoting name of exhibitor
- Cleaning and maintenance of Exhibits aisles.
- Refreshments during official breaks
- Monday Evening Exhibitors' Reception (wine, beer, hors d'oeuvres,)
- Tuesday evening Happy Hour

Library Booth

\$1,500/booth

(For book and journal vendors. Displays of reference books and documentation only)

The Library Booth fee includes:

- One 10' x 10' booth space, height limit 7'
- Pipe and drape. Backdrop draping is 7' high and includes 32" high side dividers
- One 7" x 44" sign denoting name of Exhibitor
- Twenty-four hour perimeter security
- Cleaning and maintenance of Exhibits aisles.
- Refreshments during official breaks
- Monday Evening Exhibitors' Reception (wine, beer, hors d'oeuvres)
- Tuesday evening Happy Hour

University Booth

\$1,500/booth

(For Universities to publicize microelectronics research activities)

The University Booth fee includes all items included under the Library Booth Fee.

osure

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 7, 5:30 pm - 8:00 pm in the Exhibits 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 8, 5:30 pm - 7:00 pm in the Exhibits Hall

Sponsor food and drinks at Happy Hour. On Tuesday, after a long day at the conference, the Happy Hour 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 be *the* company they remember!

Keynote Coffee Break

Monday, May 7, 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 are 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 the 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 and CD ROM sponsorships 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.

2001 Sponsors

(as of Sept. 2000)

American Microsystems Inc.
T-Shirts

Philips Semiconductors
CD ROM

List of Sponsors from CICC 2000

American Microsystems Inc.
T-Shirts

Cadence Design Systems
Beer during Tuesday's Happy Hour

CMP Media
Publicity in EE Times and ISD Magazine

Hewlett-Packard
Three digital cameras as door prizes

Magma Design Automation, Inc.
Tuesday morning coffee break

Motorola
*Monday morning coffee break
and mugs*

TechOnLine
Complimentary publicity e-mailing

Contact Larry Wissel, Exhibits Chairman, at wissel@us.ibm.com, 802-769-6244, or Henry Chang, Conference Events Chairman, at henry@cadence.com, 408-944-7124, to discuss sponsorship opportunities for your company.

Exhibits Dates & Times

Monday, May 7

Set-Up:	8:00 am - 1:30 pm
Exhibits Hall open:	2:00 pm - 8:00 pm
Exhibitor Preview Sessions	1:00 pm - 2:00 pm
Exhibitor's Reception	5:30 pm - 8:00 pm

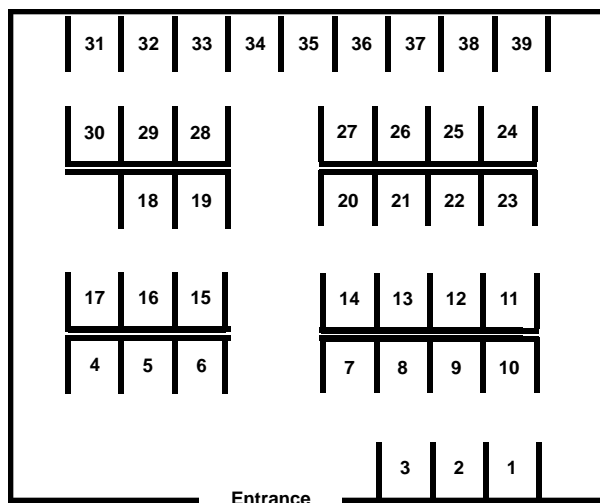
Tuesday, May 8

Exhibits 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

November 29, 2000	Paper submission deadline for technical conference
January 19, 2001	Exhibit Application due date for inclusion in the Advance Program
January 31, 2001	Written cancellation must be postmarked to receive 50% refund
February, 2001	Confirmation letter and hotel room reservation form sent to Exhibitors
Mid-March, 2001	Booth assignments made and Decorator Kit sent to Exhibitors
May 6-9, 2001	CICC 2001 (Exhibits open May 7 & 8)

Exhibits Hall Floor Plan



Hotel Information

Town and Country Hotel
 500 Hotel Circle North
 San Diego, CA 92108
 619-291-7131

CICC Contacts

*For additional information,
 please contact*

Exhibits Chairman

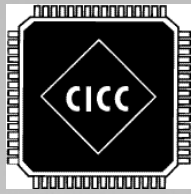
Larry Wissel
 wissel@us.ibm.com
 802-769-6244

Conference Events (Sponsorships) Chairman

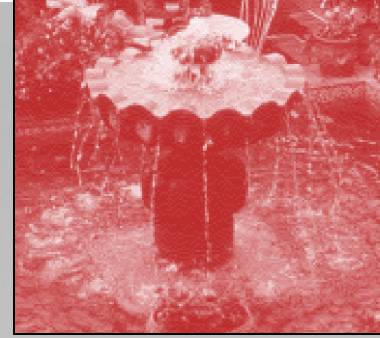
Henry Chang
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 408-944-7124

Conference Office

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C u s t o m
I n t e g r a t e d
C i r c u i t s
C o n f e r e n c e



CICC 2001 Exhibits & Sponsorships **Prospectus**



May 6-9
2001

Town and Country Hotel
San Diego, California

