

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 2002 Exhibits & Sponsorships Prospectus



May 12-15
2002

Caribe Royale
Resorts Suites
Orlando, Florida



Conference



Waterslide at the Caribe Royale Resort

The Conference

The Custom Integrated Circuits Conference (CICC), held May 12-15, 2002 in Orlando, FL is the world's leading Integrated Circuit (IC) design conference. This IEEE conference is a forum for analog and digital integrated circuit design and technology that has consistently drawn over 600 engineers and engineering managers. The conference features a technical program with over 130 papers covering topics in circuit design, chip architecture, fabrication, reliability, computer aided design, design tool methodologies, modeling, packaging, and SOC techniques. To augment the technical paper presentations and tutorials, the conference includes educational sessions, panel discussions, and venues for peers to interact.

Exhibits are an important part of CICC, bringing the design community together with the vendors that provide tools and technology. Exhibitors present many aspects of the design process. These include technical publications, device modeling, EDA tools, test equipment, failure analysis (FA), silicon IP, design services and foundry operations. Exhibitors gain visibility to potential customers, and the design community gets exposure to new tools and technology enablers.

The Audience

The CICC is a technical conference attended by engineers and engineering managers directly involved with the development and system integration of ICs. Exhibiting at CICC will allow direct interaction with these important customers. Nearly 25% of the attendees at past conferences have been from overseas. A list of CICC 2001 and 2002 participants may be purchased by paid Exhibitors and Sponsors. Contact the CICC conference coordinator at 301-527-0900 x207 for details.

Conference Features

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

- Monday evening Exhibitors' Reception from 5:30 to 8:00 in the Exhibits Hall. This is a popular gathering where hors d'oeuvres, beer and wine are served.
- During coffee breaks in the Exhibits Hall.
- Tuesday evening "Happy Hour" from 5:30 to 7:00 in the Exhibits Hall.
- Complimentary "Exhibits Only" guest passes for Exhibitor use.
- Exhibitors paid by January 18, 2002 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.

REGISTER EARLY!

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

See back panel for Floor Plan

Exhibitor Preview Sessions

Our Exhibitor Preview Sessions will be held on Monday, May 13, 1:00 - 2:00pm. These sessions may be used to announce new products or to describe demonstrations displayed in the Exhibit booths.

The Preview Sessions are publicized to the same standards as CICC technical presentations. Since no other CICC activities conflict with these sessions, they are well attended, offering you a great way to reach your target markets and stimulate interest in your booth.

The total number of presentation sessions is limited and will be allocated on a first come, first serve basis. Only one session per exhibitor, of either 10 or 20 minutes, can be reserved. The cost for a 20 minute session is \$450, and for a 10 minute session is \$225.

To enhance the value of these sessions to the audience, CICC 2002 will make a "Most Informative Preview Session" award based on audience feedback. The winner will be announced at the Monday evening Exhibitors' Reception, where all will know that their peers found the winner's presentation valuable. The slides from the "Most Informative Presentation" will be posted on the CICC Web site if requested.

Exhibits Hours

Exhibit Hours will be 2-8 pm on Monday, May 13 concluding with the Exhibitors' Reception, and 2-7 pm on Tuesday, May 14 concluding with the Happy Hour.

Pre-conference Publicity

The 2001 conference was publicized in the following publications: TechOnLine, Electronic Engineering Times, ISD Magazine, and Nikkei Electronics, Japan.

Web Link

In addition to the publications listed above, CICC 2002 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. The web page has been tremendously successful, so we highly recommend that Exhibitors and Sponsors take advantage of this offering.

Additional Exposure to the Audience

Hospitality Suites at the Caribe Royale Hotel will be available to CICC Exhibitors on a first come, first serve basis. Bulletin boards will be available in strategic areas specifically for advertising your suite, and Exhibitors are welcome to

Last Year's Exhibitors

3DSP Corporation

Artisan Components Inc.

Avant! Corporation

Barcelona Design Inc.

Barth Electronics Inc.

CMP Media Inc.

Celestry Design Technologies, Inc.

IBM Microelectronics ASIC

Innologic Systems Inc.

Integrated Measurement Systems

Kluwer Academic Publishers

Legend Design Technology Inc.

Mentor Graphics Corp.

Monterey Design Systems

Nassda Corporation

Neonlinear Inc.

Numerical Technologies Inc.

Nurlogic Design Inc.

Philips Semiconductors

Prema Semiconductor Inc.

Rubicad Corp.

Silvaco International

Simplex Solutions

Synopsys

TDK Semiconductor Corp.

Tality (formerly Cadence Design Services)

Tanner EDA

Verplex Systems Inc.

make private arrangements with conference attendees. Detailed information will be included with your acknowledgement 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 floorplan (see back panel). Exhibitors are further able to state which other booths they would like to be either close to or far from. Booth space requests will be given priority in the order in which paid applications are received at the conference office. Exhibitors will be notified of booth assignments in March 2002. We expect the Exhibits space at CICC 2002 to sell out, as it did in 2001. 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 2002. Until acceptance of the Exhibit fee by CICC 2002, 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, 2002. 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 Exhibits (e.g., 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 10'
- Pipe and drape. Backdrop draping is 8' 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 10'
- Pipe and drape. Backdrop draping is 8' 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.

Sponsor an event or Promotional Item at CICC

Sponsor an Event or Promotional Item at CICC

Want increased visibility at CICC?

Sponsor an event or giveaway for increased brand visibility! Assist in marketing your products and improve your recruiting efforts by putting your company name and logo in front of the many talented engineers who will be attending this conference.

Benefits of sponsorship include your logo on the CICC conference web page with a link to your home page; listing on CICC promotional materials including the Advanced Program Brochure; for the sponsored events, your banner or printed name at the event and acknowledgement during the technical session prior to the event.

Social Event Sponsorships

Exhibitors' Reception

Sponsor food and drinks at Monday's opening reception. This is a great place to have your logo in front of all the participants as a sponsor of one of the largest social events of the conference.

Monday, May 13, 5:30 pm - 8:00 pm in the Exhibits Hall

Happy Hour

Sponsor food and drinks at Tuesday's Happy Hour. After a long day at the conference, the Happy Hour is welcome break to end the day. Tuesday night is the last night the Exhibit's Hall is open, so sponsor this event and have your company be the company they remember!

Tuesday, May 14, 5:30 pm - 7:00 pm in the Exhibits Hall

Keynote Coffee Break

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

Monday, May 13, 9:30 am - 10:00 am

Coffee Break Sponsorships

Sponsor coffee, tea, and soft drinks for one hour during technical session breaks.

Monday, May 13 through Wednesday, May 15.

Promotional Items

Sponsor popular souvenir items bearing both the conference logo as well as your company's logo to be given away to all conference attendees at registration or at one of the events. This year, we are specifically looking for sponsorships of T-shirts, tote bags, and lanyards.

CD-ROM Sponsorship

Sponsor the CD-ROM containing the proceedings and presentations from the technical sessions. Your logo will be placed on the CD-ROM

artwork and, depending on available space, you can place additional promotional material on the CD-ROM. This summary of CICC 2002 will be kept by attendees for many years to come.

2002 Sponsors

(as of September 2001)

**American Microsystems Inc.
T-Shirts**

List of Sponsors from CICC 2001

**American Microsystems Inc.,
Cadence Design Systems, CMP
Media, IBM Microelectronics
ASIC, Intel Corporation, LSI Logic,
TDK Semiconductor, Philips
Semiconductor, Qualcomm,
Synopsys, Tanner EDA**

Prices for 2002

**Exhibitor's Reception - Regular
Sponsor: \$3,500; Gold Sponsor:
\$7,000.**

**Happy Hour - Regular Sponsor:
\$3,500; Gold Sponsor: \$7,000**

Keynote Coffee Break- \$5,000

Regular Coffee Breaks- \$3,500

Tote Bags- \$5,000

Lanyards- \$1,600

**CD-ROM- Regular Sponsor:
\$3,500; Gold Sponsor: \$7,000;
Full Sponsor: \$18,000**

*Please Contact Henry Chang, Conference Events Chairman, at henry@cadence.com,
408-944-7124, or Jackie Snyder, Exhibits Chairman, at jsnyder@nccn.net, 530-477-8089,
to discuss sponsorship opportunities for your company. If interested in exhibiting, please contact Jackie Snyder*

Exhibits Dates & Times

Monday, May 13

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

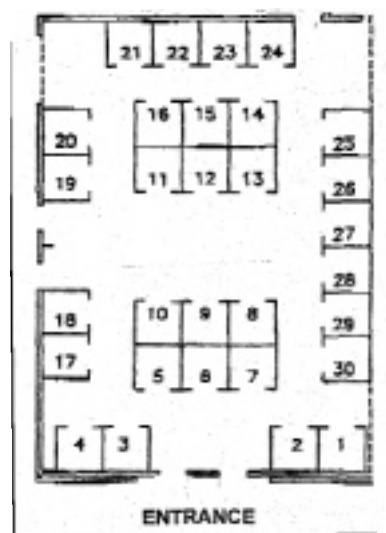
Tuesday, May 14

Exhibits Hall open:	2:00 pm - 7:00 pm
Happy Hour:	5:30 pm - 7:00 pm
Dismantle:	7:00 pm - 10:30 pm

Important Dates to Remember

November 28, 2001	Paper Submission deadline for technical conference
January 18, 2002	Exhibit Application due date for inclusion in the Advance Program
January 31, 2002	Written Cancellation must be postmarked to receive 50% refund
February, 2002	Confirmation letter and hotel room reservation form sent to Exhibitors
Mid-March, 2002	Booth assignments made and Decorator Kit sent to Exhibitors
May 12-15, 2002	CICC 2002 (Exhibits open May 13 & 14)

Exhibits Floor Plan



Hotel Information

Caribe Royale Hotel
8101 World Center Drive
Orlando, FL 32821
407-238-8000

CICC Contacts

*For additional information,
please contact*

Exhibits Chairperson

Jackie Snyder
jsnyder@nccn.net
530-477-8089

Conference Events (Sponsorships) Chairperson

Henry Chang
henry@cadence.com
408-944-7124

Conference Office

Melissa Widerkehr
CICC
Suite 312
16220 S. Frederick Rd.
Gaithersburg, MD 20877
Phone: 301-527-0900 ext. 101
Fax: 301-527-0994
melissaw@widerkehr.com