



# *Exhibitor and Sponsorship Announcement*

## **IEEE 2008 Custom Integrated Circuits Conference**

***CICC returns to San Jose, California in September, 2008. . . . .***

The IEEE Custom Integrated Circuits Conference will be held September 21 - 24, 2008 at the DoubleTree Hotel, San Jose, California

***Join us as an exhibitor and sponsor for the 2008 CICC***

[www.ieee-cicc.org](http://www.ieee-cicc.org)

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### **The Conference**

The IEEE Custom Integrated Circuits Conference (CICC), will be held September 21 - 24, 2008 at the DoubleTree Hotel, San Jose, California. CICC is one of the world's leading integrated circuit (IC) design conference.

The conference features a technical program with over 190 lecture and poster presentations. To augment the technical paper presentations and tutorials, the conference includes educational sessions, panel discussions, and venues for peers to interact.

Exhibits and sponsors are an important part of CICC, bringing the design community together with the companies 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.

Sponsors gain great exposure for their company's name and products. Sponsorship also demonstrates the company's leadership in supporting CICC, which, as the foremost IC design conference, is an important forum for education and communications in the industry.

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### **Conference Features**

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

- Monday evening Welcome Reception and Poster Presentations from 5:30 to 8:00 in the Exhibits Hall.
- Tuesday evening "Conference Reception" and Poster Presentations from 5:30 to 7:30 in the Exhibits Hall.
- Complimentary "Exhibits Only" guest passes for Exhibitor use.
- Exhibitors and Sponsors will be listed on the CICC web page
- Sponsors will be announced at the Keynote and thanked on the slides at the beginning of the technical sessions.

A dedicated Press Room will provide comfortable surroundings for interviews and dissemination of press packs.

***Register Early!***

Booth Assignment Is on a  
"First-Come, First-Served" Basis  
See back panel for Floor Plan

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## 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, while sponsorship gets your company's name and products in front of these customers.

95% of the attendees in 2007 either recommended the purchase of, or influenced the purchase of, many aspects of the IC and system process including tools, services, IP, libraries, packaging, foundries, PCBs and systems. This gives you broad access to the people making or influencing the decision to purchase products from your company.

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## Web Link

Exhibitors and Sponsors will be listed on the CICC web site. We are again offering our Exhibitors and Sponsors the opportunity to have a web link from the CICC web site to a marketing/newsletter page of their choice. In addition, Exhibitors will be allowed to promote their exhibit to attendees through a posting on the website.

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## Exhibitor Application & Assignment

Exhibitors are asked to select their 1st, 2nd and 3rd location choices from the Exhibits hall floorplan (see next page). 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 August 2008.

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 2008. Until acceptance of the Exhibit fee by CICC 2008, no agreement exists.

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## 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-July.

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## Booth Rates & Terms

### Standard Booth

\$3,000/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 the 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
- Monday Evening Welcome Reception (wine, beer, hors d'oeuvres)
- Tuesday Evening Conference Reception

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### University Booth

\$600/booth

*(For Universities to publicize microelectronics research activities and opportunities for continuing education)*

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

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## Refund Policy

50% of the Exhibit fee is refundable if written notification is received no later than May 31, 2008. After that date, Exhibit fees are non-refundable in the event of Exhibitor cancellation.

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## 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 company's name on the CICC conference web page with a link to your website; listing on CICC promotional materials; for the sponsored events, and your banner or printed name at the event. Sponsors are announced at the Keynote Presentation and thanked on the slides at the beginning of the technical sessions.

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### **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 2006 will be kept by attendees for many years to come.

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### **Presentation Sponsorship**

Sponsor all of the audio and electronic presentation equipment for the conference, Sunday, September 16 through Wednesday, September 19. This is the only sponsorship which gives your company name visibility to all of the attendees at both the Educational Sessions as well as the technical sessions. Partial Presentation Sponsorships are also available.

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### **Welcome Reception Sponsorship**

Sponsor food and drinks at Monday's Welcome Reception and Poster Presentation. This is a great place to have your logo in front of all the participants as a sponsor of the first social event of the conference, Monday, September 17, 5:30 pm - 8:00 pm in the Exhibits Hall.

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### **Conference Reception Sponsorship**

Sponsor food and drinks at Tuesday's Conference Reception. After a long day at the conference, the reception is a 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, September 23, 5:30 pm - 7:30 pm in the Exhibits Hall.

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### **Keynote Coffee Break Sponsorship**

Sponsor coffee, tea and soft drinks during the conference break immediately after the Keynote Address, Monday, September 22, 9:30 am - 10:00 am.

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### **Coffee Break Sponsorship**

Sponsor coffee, tea, and soft drinks for one hour for one coffee break, Monday, September 22 through Wednesday, September 24.

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### **Internet Cafe Sponsorship**

Everyone wants to check their email when they are at the conference. Sponsor the Internet Cafe, where participants can log on and get connected.

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### **Student Aid Sponsorship**

Sponsor the registration fees for 10 student attendees.

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## **Prices for 2008**

**Presentation Sponsorship - \$20,000  
(Partial Presentation Sponsorship \$2,500)**

**CD-ROM Sponsorship - \$15,000**

**Welcome Reception Sponsorship - \$7,500**

**Conference Reception Sponsorship - \$7,500**

**Keynote Coffee Break Sponsorship - \$4,500**

**Regular Coffee Break Sponsorship - \$3,500**

**Internet Cafe Sponsorship - \$5,000**

**Best Paper Award Sponsorship - \$2,500**

**Poster Session Demonstration Sponsor - \$2,000**

**Student Aid Sponsor - \$2,500**

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## **2007 Sponsors**

**NXP Semiconductors** for the CD ROM

**AMI Semiconductors** for the T-Shirts

**AMD** for the Student Aid Sponsorship

**Texas Instruments** for the Presentation Sponsorships

**Cadence Design Systems**

for the Sunday Tutorials

**Analog Devices** for the Sunday Tutorials and

the Best Invited Paper Award Sponsorship

**Altera** for the Best Regular Paper Award Sponsorship

**GE Global Research**

for the Best Student Paper Award Sponsorship

**Designer's Guide Consulting** for the Publicity Sponsorship

## Exhibits Dates & Times

### Monday, September 22

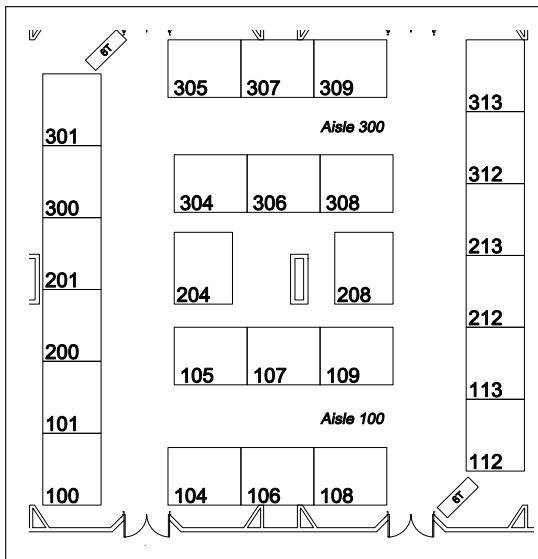
Set-Up: 8:00 am - 3:00 pm  
Exhibits Hall open: 4:00 pm - 8:00 pm  
Welcome Reception: 5:30 pm - 8:00 pm

### Tuesday, September 23

Exhibit Hall open: 4:00 pm - 8:00 pm  
Conference Reception: 5:30 pm - 8:00 pm  
Dismantle: 7:30 pm - 10:30 pm

### Important Dates to Remember

April 7, 2008	Paper Submission deadline for technical conference
May 30, 2008	Written Cancellation must be postmarked to receive 50% refund
July, 2008	Confirmation letter and hotel room reservation form sent to Exhibitors
August, 2008	Booth assignments made and Decorator Kit sent to Exhibitors
Sept. 21 - 24, 2008	CICC 2008 (Exhibits open September 22 and 23)



**Exhibits Floor Plan**

### **CICC Contacts:**

*For additional information, please contact:*

#### **Exhibits Chairperson**

Tom Andre  
tom.andre@freescale.com  
512-996-4218

#### **Sponsorship Chairperson**

Eric Naviasky  
enav@cadence.com  
410-290-2809

#### **Conference Office**

Melissa Widerkehr  
CICC  
19803 Laurel Valley Place  
Montgomery Village, MD 20886  
301-527-0900 x 101  
melissaw@widerkehr.com

### **Hotel Information**

#### **DoubleTree Hotel**

2050 Gateway Place  
San Jose, CA 95110  
408-453-4000  
www.doubletree.com

# Application to Exhibit

Custom Integrated Circuits Conference  
September 21 - 24, 2008, DoubleTree Hotel, San Jose, CA

## Please type or print:

Organization Name: \_\_\_\_\_  
(Exactly as it will appear in all CICC publications and on the booth sign)

Address: \_\_\_\_\_  
\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Email Address for Contact Person: \_\_\_\_\_

## CICC Web Page Link

Would you like a link to your company's web page from the CICC Web Page? Yes \_\_\_\_\_ No \_\_\_\_\_

Address for link: \_\_\_\_\_

Please describe your company and products to be exhibited. This write up will be included on the CICC website to introduce your company to our audience.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Booth Choices:

Please specify type of booth(s):

\_\_\_\_\_ Regular Booth(s) @ \$3,000 each ..... \$ \_\_\_\_\_  
\_\_\_\_\_ University Booth(s) @ \$600 each ..... \$ \_\_\_\_\_  
\_\_\_\_\_ Sponsorship of \_\_\_\_\_ ..... \$ \_\_\_\_\_  
TOTAL AMOUNT ENCLOSED ..... \$ \_\_\_\_\_

**Please list company(s) from whom you wish to be:**

Separated: \_\_\_\_\_

Near: \_\_\_\_\_

List three choices of exhibit space (see floor plan in the Prospectus). Booth assignments are made on a first-come, first-served basis.

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

**Fee is due in full with application.** Applications not accompanied by appropriate payment will be delayed in processing and space assignment. This form serves as an invoice. A separate invoice will not be sent. Make all checks payable to "CICC 2008".

All exhibits are subject to approval and review by CICC 2008. We/I agree to all requirements, restrictions, and obligations set forth in the 2008 Exhibitor Prospectus, the conditions of the Exhibitor's Agreement outlined on the following page, and any other rules and directives which at any time are issued by CICC 2008 in connection with the CICC 2008 Exhibit. We/I further acknowledge that CICC 2008 reserves the right, in its absolute discretion, to reject this Application to Exhibit. Moreover, this application form shall not become a binding contract until fully executed by both parties hereto.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

## Please complete form and return with payment to:

CICC 2008  
19803 Laurel Valley Place  
Montgomery Village, MD 20886  
Phone: 301-527-0900 x 101, Fax: 301-527-0994, Email: cicc@his.com

For CICC use only: Accepted by: \_\_\_\_\_ Date: \_\_\_\_\_ Total Cost: \_\_\_\_\_

Amt Pd.: \_\_\_\_\_ Ck #: \_\_\_\_\_ Booth #: \_\_\_\_\_ Notes: \_\_\_\_\_

# Conditions of the Exhibitor's Agreement

**1. APPLICATIONS AND ELIGIBILITY:** Application for booth space must be made on the printed form provided by the Custom Integrated Circuits Conference (CICC), contain the information requested, and be executed by an individual who has authority to act for the applicant (exhibitor). CICC reserves the absolute right to reject any such application.

**2. AGREEMENT TO CONDITIONS:** Each exhibitor, for himself and his employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with CICC.

**3. ASSIGNMENT OF SPACE:** Classification of exhibits and assignment of space will be determined by CICC based on the character of the proposed exhibits and individual requirements and preferences to location for each exhibitor. CICC reserves the right to change the space assignment after acceptance of the application should it be necessary in the best interest of the Exhibition. No exhibitor shall assign, sublet or share the whole or any part of his space.

**4. PAYMENT:** Payment in full must accompany the Application to Exhibit. Applications not accompanied by the appropriate fee will be delayed in processing and space assignment.

**5. INSURANCE:** In all cases, exhibitors wishing to insure their goods must do so at their own expenses.

**6. BOOTHS:** Standard booth equipment (back and side wall draping and identification sign) will be provided by CICC without cost to the exhibitor if ordered in advance. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall project as to obstruct the view of adjacent booths. No part of any display may be over 10 feet in height. The back three feet of rented space may be occupied from the floor up to 10 feet in height; the front of the rented space may be occupied from the floor up to 48 inches only.

**7. CARE OF EXHIBIT SPACE:** The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he is contracted.

**8. PROTECTION OF THE EXHIBIT FACILITY:** Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to, columns, walls, floors or other parts of the hotel or convention hall exhibit area without permission of CICC and the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibit Manager, the hotel or convention hall manager or their assistants.

**9. INSTALLATION AND DISMANTLING:** The specific requirements as to the time for installation and dismantling of exhibits shall be supplied to each exhibitor for the particular conference or convention. Such requirements shall be binding upon the exhibitor as though fully set forth herein. All displays must be in place and set up one hour prior to the official opening of the show. Space not occupied or set up by that time may be re-assigned for other purposes by CICC.

**10. DEFAULT OCCUPANCY:** Any exhibitor failing to occupy space contracted for is not relieved of the obligation to pay for such space at the full rental price, and CICC shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied by one hour before the official show opening.

**11. ACCESS TO DISPLAYS:** CICC may from time to time promulgate such regulations governing hours of access to displays and eligibilities for admission thereto as may be found in its judgment to be most practical.

**12. PERSONNEL:** Booth personnel, including demonstrators and receptionists, are required to confine

their activities within the exhibitor's booth space. All exhibitors participating in the CICC conference are expected to use special care whenever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that personnel so selected by them will be of a caliber in keeping with the high standards of the exhibition and the meeting.

**13. USE OF SPACE:** Exhibits shall be shown only in the official exhibit areas as established by the CICC Exhibits Manager. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment or information concerning services, or movies of such articles, equipment or services in private suites or rooms during the conference or convention, in accordance with prior agreements between CICC and officials of hotels and the convention bureau in the locale of the specific conference or convention.

No exhibitor shall permit any other corporation or firm or its representative to use the space allotted to him, nor shall he display articles not manufactured or sold normally by him.

**14. DISTRIBUTION OF PRINTED MATTER, ETC.:** Neither exhibitors nor non-exhibitors shall distribute to the conference or convention delegates printed matter, samples, souvenirs and the like, except from within rented space. Special distribution of such material elsewhere must be approved by the Exhibits Chairperson.

**15. CONFLICTING MEETING AND SOCIAL EVENTS:** In the interest of the success of the entire conference and exhibition, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the conference or exhibit hall during the official hours of the conference and exhibit.

**16. CANCELLATION OR RELOCATION OF CONFERENCE:** In the event of cancellation or relocation of any conference, due to circumstances within CICC's direct control, the liability of CICC shall be limited to refund of fees paid to CICC by the exhibitor. In the event CICC has no control over the cancellation or relocation of any conference, CICC shall have no liability of any kind but may at its discretion refund any fees paid by the exhibitor.

**17. CANCELLATION BY EXHIBITOR:** Should the exhibitor be unable to occupy and use the exhibit space contracted for and should he notify CICC in writing by May 30, 2008, 50% of all fees paid by the exhibitor to date will be refunded. No refund of any fees will be made if cancellation is received after May 30, 2008.

**18. CICC'S RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY:** CICC reserves the right to remove from the hotel or convention hall premises any or all of the property of the exhibitor should the conference or convention be canceled or relocated or should the exhibitor violate any of the conditions of the Exhibitor's Agreement. This right may be exercised without prior notice and without hearing.

**19. VIOLATIONS OF THE CONDITIONS:** Any of the following actions by an exhibitor shall constitute a violation of the conditions of the Exhibitor's Agreement.

- a. Participation in or affiliation with the conference and/or exhibition by firms or organizations to whom recruiting and/or staffing is a significant function of business.
- b. Use of a display of equipment, products or services that varies in any significant way from the

description on the Application to Exhibit.

- c. Violation of any municipal, state or federal laws, rules or regulations, including safety codes.
- d. Failure to follow the procedures prescribed in sections 1 through 18.
- e. Failure to remove his property from the hotel or exhibit hall upon cancellation or relocation of the conference.

## 20. LIABILITY:

- a. CICC undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the exhibitor, his officials, agents or employees, or for the protection of the property of the exhibitor or his representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other causes. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised by CICC shall be deemed purely gratuitous on its part and shall in no way be construed to make it liable for any loss or inconvenience suffered by the exhibitor.
- b. The exhibitor agrees to indemnify and hold CICC and its agents harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of his representatives or from the display or use of property of the exhibitor.
- c. CICC shall not be liable for any failure to deliver space to an exhibitor or for the loss of allotted space of an exhibitor who has contracted for exhibit space under the terms of this agreement, if nondelivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God, acts of a public enemy, strikes, the authority of the law, or any cause beyond its control. CICC will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse exhibitors pro-rata on any booth fee paid, less any and all legitimate expenses incurred by CICC for advertising, administration and similar related costs.

**21. REMEDIES:** General. In the event the exhibitor violates any of the conditions of the exhibitor's Agreement, CICC reserves an absolute right to invoke either or both of the following remedies, which shall be in addition to, and not in lieu of, any other rights or remedies granted under this agreement or available under general contract law.

- a. CICC may order the exhibitor to remove his exhibit and personnel, or have them removed under the provisions of section 18. In these circumstances, no part of the exhibitor's fees will be returned.
- b. CICC may refuse thereafter to enter into any agreement with the same or related signatory/exhibitor to lease booth space at future conferences sponsored by CICC.