



Exhibitor and Sponsorship Announcement

IEEE 2010 Custom Integrated Circuits Conference

CICC returns to San Jose, California in September, 2010.

The IEEE Custom Integrated Circuits Conference will be held September 19 - 22, 2010 at the DoubleTree Hotel, San Jose, California

Join us as an exhibitor and sponsor for the 2010 CICC

www.ieee-cicc.org

The Conference

The IEEE Custom Integrated Circuits Conference (CICC), will be held September 19 - 22, 2010 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, technology and intellectual property .

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.

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 8:00 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.

Register Early!

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

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 2009 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.

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.

Exhibitor Application & Assignment

Exhibitors are asked to select their 1st, 2nd and 3rd location choices from the preliminary exhibits hall floor plan (see next page). Exhibitors are further able to request 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. The final floor plan will be determined in August 2010. Exhibitors will be notified of booth assignments at that time.

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 2010. Until acceptance of the Exhibit fee by CICC 2010, no agreement exists.

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.

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 (wine, beer, hors d'oeuvres)

Refund Policy

50% of the Exhibit fee is refundable if written notification is received no later than May 31, 2010. After that date, Exhibit fees are non-refundable in the event of Exhibitor cancellation.

CICC website
www.ieee-cicc.org

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.

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 2010 will be kept by attendees for many years to come.

Presentation Sponsorship

Sponsor all of the audio and electronic presentation equipment for the conference, Sunday, September 19 through Wednesday, September 22. 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.

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 20, 5:30 pm - 8:00 pm in the Exhibits Hall.

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 21, 5:30 pm - 8:00 pm in the Exhibits Hall.

Keynote Coffee Break Sponsorship

Sponsor coffee, tea and soft drinks during the conference break immediately after the Keynote Address, Monday, September 20, 9:30 am - 10:00 am.

Coffee Break Sponsorship

Sponsor coffee, tea, and soft drinks for one hour for one coffee break, Monday, September 20 through Wednesday, September 22.

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.

Student Aid Sponsorship

Sponsor the registration fees for 10 student attendees.

Prices for 2010

**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

Best Invited Paper Award Sponsorship - \$2,500

Best Regular Paper Award Sponsorship - \$2,500

Best Student Paper Award Sponsorship - \$2,500

Best Poster Paper Award Sponsorship - \$2,500

Student Aid Sponsor - \$5,000

2009 Sponsors

AMD for the Student Aid Sponsorship

SMSC for the Best Invited Paper Award Sponsorship

Altera for the Best Regular Paper Award Sponsorship

Qualcomm for the Best Student Paper Award Sponsorship

ON Semiconductors Tuesday Morning Coffee Break

NXP for the Conference Tote Bag Sponsorship

Synopsys for the Monday Reception

Designer's Guide Consulting for the Publicity Sponsorship

Exhibits Dates & Times

Monday, September 20

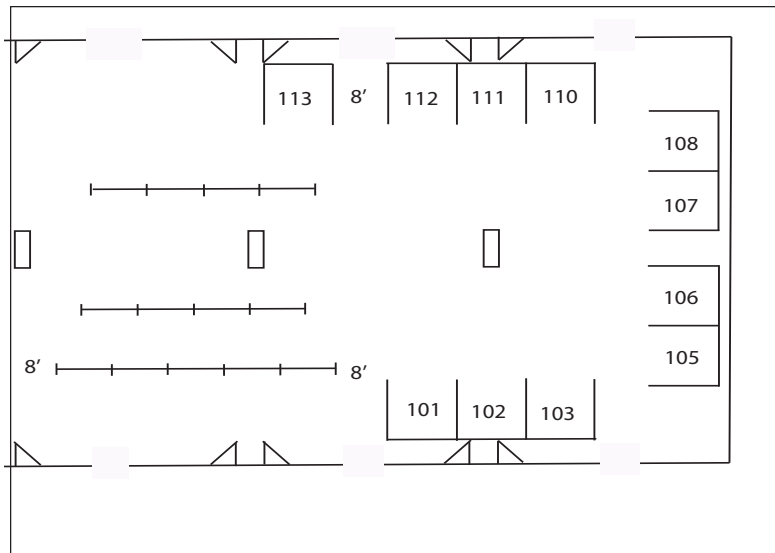
Set-Up: 11:00 am - 3:00 pm
Exhibits Hall open: 4:00 pm - 8:00 pm
Welcome Reception: 5:30 pm - 8:00 pm

Tuesday, September 21

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

Important Dates to Remember

April 7, 2010	Paper Submission deadline for technical conference
May 31, 2010	Written Cancellation must be postmarked to receive 50% refund
July, 2010	Confirmation letter and hotel room reservation form sent to Exhibitors
August, 2010	Booth assignments made and Decorator Kit sent to Exhibitors
Sept. 19 - 22, 2010	CICC 2010 (Exhibits open September 20 and 21)



Preliminary Exhibit Floor Plan
(final floor plan will be released in August 2010)

Hotel Information

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

CICC Contacts:

For additional information, please contact:

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