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DESIGN, AUTOMATION
AND TEST IN EUROPE

THE EUROPEAN EVENT FOR ELECTRONIC
SYSTEM DESIGN & TEST

31 MARCH – 2 APRIL 2025
LYON, FRANCE

CENTRE DE CONGRÈS DE LYON

The DATE conference is the main European event bringing together designers and design automation users, researchers and vendors, as well as specialists in the hardware and software design, test and manufacturing of electronic circuits and systems. DATE puts a strong emphasis on both technology and systems, covering ICs/SoCs, reconfigurable hardware and embedded systems as well as embedded software.

DATE 2025 is the 28th edition of an event that has always been the place for researchers, young professionals and industrial partners to meet, present their research and discuss the current development and next trends, with high emphasis on social interaction.

At DATE 2025, the DATE community, again, comes together for the conference in an intensive three-day format, focussing on interaction as well as further strenghening the community. The vast majority of regular papers will be presented in technical sessions using short flash-presentations, where the emphasis is on poster-supported live interactions (in addition to the common full-length presentation videos available before, during and after the conference). By this, we make sure that the community can actually do what conferences are for: meeting, discussing and exchanging.

# THE CONFERENCE

The conference addresses all aspects of research into technologies for electronic and (embedded) systems engineering. It covers the design process, test and tools for design automation of electronic products ranging from integrated circuits to distributed large-scale systems. This includes both hardware and embedded software design issues. The conference scope also includes the elaboration of design requirements and new architectures for challenging application fields such as sustainable computing, Internet of Everything, augmented living, secure systems, healthcare and automotive systems. Engineers, scientists and researchers involved in innovative industrial designs are particularly encouraged to submit papers to foster feedback from design to research.

**Topics are arranged according to the four tracks:**

| | |
|---|---|
| **D** | **Design Methods & Tools** |
| **A** | **Application Design** |
| **T** | **Test and Dependability** |
| **E** | **Embedded Systems Design** |

The scientific research track is complemented by a set of sessions focussing on emerging topics bringing new challenges to the community, with presentations and interactions on interesting and timely issues.

**SPECIAL DAYS AND INITIATIVES ON EMERGING TOPICS AT DATE 2025**
- Special Day "New Trends in AI/ML"
- Special Day "Emerging Computing Paradigms"
- Special Initiative "Autonomous Systems Design"

**DATE is the perfect opportunity to present and communicate your technological and business capabilities to scientific, industrial and commercial audiences at one single European event. All companies, institutions, universities, initiatives and projects that are linked to DATE as promotion partners or sponsors benefit from the additional visibility of their corporate identity, their products, services, expertise and cause.**
**Take advantage by participating in DATE conference with the following promotion & sponsorship opportunities!**

There are various effective promotion & sponsorship opportunities in the course of the DATE conference, as stated below. If the mentioned opportunities do not correspond to your needs, please feel free to contact us. We will be pleased to discuss further promotional or branding options in order to arrange a tailor-made proposal for you.

## PROMOTION AND SPONSORSHIP OPPORTUNITIES - OVERVIEW

Project and initiative promotion package ................................................................................ 3,000 €

Basic sponsorship package .................................................................................................... 3,000 €

Tabletop display on-site ......................................................................................................... 2,500 €

Speaker ready room branding ................................................................................................ 1,500 €

Conference WiFi network ........................................................................................................ 3,000 €

Advertisement in conference break slides ............................................................................. 1,500 €

Email blast ............................................................................................................................. 2,000 €

Conference lanyards .............................................................................................................. 2,500 €

Note pads and pens ............................................................................................................... 1,500 €

Candy / snacks at registration desk ....................................................................................... 1,500 €

Reusable cups / bottles .......................................................................................................... 1,500 €

Presentation slot in dedicated Focus Session ....................................................................... 3,000 €

Scientific session sponsorship ....................................................................................... price on request

Lunch break sponsorship ............................................................................................... price on request

DATE Party sponsorship ................................................................................................ price on request

Young People Programme sponsorship ............................................................... 2,000 € / 5,000 €

*Click on each promotion / sponsorship opportunity to find out more details.*
*All prices are indicated as net amounts, VAT may be applied.*

## PROMOTION OPPORTUNITIES*

### Project and initiative promotion package ................................................................. 3,000 €

DATE provides on-site opportunities for the advertisement and dissemination of R&D projects, tools, and standardisation information for institutes, universities, and initiatives for the on-site display of posters and flyers at the conference venue. Other additional information may be displayed on demand. Roll-up posters and flyers have to be delivered to the venue in due time. The package amount

excludes potential production or shipping costs. The project and initiative promotion package includes the following benefits:

- Listing of project with name, logo and project profile on the conference website
- On-site display of roll-up poster and flyers at the conference venue
- Electronic version of the poster on the web site
- Listing of the project in conference material
- One complimentary conference registration

## SPONSORSHIP OPPORTUNITIES*

Basic sponsorship package ................................................................................................. 3,000 €

The basic sponsorship package includes the following benefits:

- Listing of company with official name, logo and company profile on the conference website
- Listing of company in all conference material, e.g. on-site slides etc.
- Opportunity to participate in the Young People Programme (see basic option of Young People Programme sponsorship opportunity)
- One complimentary conference registration

**The basic sponsorship package can be extended with any of the below-mentioned additional sponsorship opportunities to increase the company's visibility at DATE conference.**

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Tabletop display on-site ................................................................................................. 2,500 €

Interested companies may present themselves with a tabletop display at the conference venue. The sponsorship includes a designated display area with one table and two chairs. A rollup can be placed in the display area by the company itself.

Speaker ready room branding ......................................................................................... 1,500 €

All conference speakers must submit their presentation to the speaker ready room. They can also edit their presentations there. The sponsor logo will be included in the speaker ready room signage and used as a screensaver on the working stations. Sponsors may also provide mouse pads to be used in the speaker ready room which have to be produced and delivered to the conference venue at the sponsor's expense.

Conference WiFi network ................................................................................................. 3,000 €

There will be a free WiFi connection for all delegates at the conference venue. Interested companies/institutions may sponsor the network. The sponsor may choose the WiFi network name and password, in consultation with the conference organisation. WiFi network information is included in all conference material. All delegates using the WiFi network will use and see the sponsor's information.

Advertisement in conference break slides ...................................................................... 1,500 €

Interested companies/institutions may provide promotional material which will be included in the slides/displays that run during conference breaks and in between sessions. Promotion material will

be placed among organisational information which will run in an infinite loop during those times. The sponsor is entitled to one promotion slide with static content (display time: 3 to 5 sec.).

## Email blast ................................................................................................................ 2,000 €

Companies may advertise their products/services or participation in DATE conference by providing a promotional text that will be sent by the conference organisation to all registered participants via email prior to the conference. The timing of the mailing has to be agreed upon with the conference organisation. The mailing content has to be provided by the company in a ready-to-send html-format.

## Conference lanyards ................................................................................................... 2,500 €

Interested companies may sponsor the conference lanyards for the name badge which every fully registered on-site participant will receive upon arrival at the venue. Companies have to provide their own lanyards (to be delivered to the venue in due time in the requested quantity which will be communicated by the conference organisation accordingly). The sponsorship amount does not include any potential production costs.

## Note pads and pens ................................................................................................... 1,500 €

Sponsors may provide note pads and pens which will be available for each registered delegate at the conference registration desk. The conference registration desk is highly frequented during the conference days and thus a great place to offer company branded note pads and pens. The sponsor provides its own note pads and pens which have to be delivered to the conference venue in the requested quantity (~ 1,000, to be confirmed) in due time. The layout must be approved by the conference organisation.

## Candy / snacks at registration desk ......................................................................... 1,500 €

Sponsors may provide goodies which will be available for each registered delegate at the conference registration desk. The conference registration desk is highly frequented during the conference days and thus a great place to offer company branded goodies, such as pieces of candy. The sponsor provides its own goodies which have to be delivered to the conference venue at the sponsors own cost in the requested quantity (~ 1,000, to be confirmed).

## Reusable cups / bottles ............................................................................................. 1,500 €

Sponsors may provide resuable cups / bottles which will be available for each registered delegate. The conference registration desk is highly frequented during the conference days and thus a great place to offer company branded cups / bottles. The sponsor provides its own cups / bottles which have to be delivered to the conference venue in the requested quantity (~ 1,000, to be confirmed) in due time. The layout must be approved by the conference organisation.

## Presentation slot in dedicated Focus Session ........................................................... 3,000 €

As part of the DATE programme, Focus Sessions concentrate on visionary and controversial issues, discuss new R&D problems and address trends in the technical domains that are of interest to participants. Further Focus Sessions are fully dedicated to the industrial perspective and are intended as a platform for sponsors to present their work. Interested companies may submit their presentation proposal to receive one of the presentions slots. Proposals are subject to approval.

## Scientific session sponsorship................................................................price on request

Interested companies may sponsor one of the DATE tracks/sessions that are part of the official conference programme. Acknowledgement will be given to the sponsor in line with the corresponding track/session on the DATE website as well as during the on-site part of the conference.

## Lunch break sponsorship ....................................................................price on request

Interested companies may sponsor one of the lunch breaks scheduled during the on-site part of the conference. The company logo will be displayed on the catering tables. Roll-ups (supplied by the company) may be displayed in the catering area on the day of sponsorship.

## DATE Party sponsorship......................................................................price on request

On the second conference evening there will be a social event for all attendees. Interested companies may sponsor this networking event. The company logo will be displayed on the catering tables of the social event. Rollups (supplied by the company) may also be displayed at the venue. The sponsorship amount includes five complimentary party tickets.

## Young People Programme sponsorship .............................................. 2,000 € / 5,000 €

The Young People Programme (YPP) at DATE conference is an initiative targeting Masters/PhD students and early-stage researchers with the goal of increasing their visibility, establishing contacts with academic as well as industrial institutions and encouraging discussion about future career perspectives and upcoming research initiatives. The programme includes various events. All these activities, PhD Forum, Careers Fair – Industry and Student Group Fair as well as Careers Fair - Academia, will be held in-person, to allow strong participation and interaction, in a format offering networking and connection opportunities. All information about the Young People Programme is available on the DATE website. For details, please contact the YPP chairs at ypp@date-conference.com

YPP sponsorship amounts support the participation of high potential students who applied to receive supported participation. Only selected PhD and Master students will receive support for their participation in the Young People Programme.

In line with the Young People Programme, different sponsorship options are offered:

| | Basic** 2,000 € | Premium 5,000 € |
|---|---|---|
| Inlcusion of company (incl. profile and logo) in conference sponsor listing on DATE website | | ✓ |
| Inclusion of company logo (and video) on YPP page on DATE website | ✓ | ✓ |
| Inclusion of company in YPP promotion on DATE social media accounts | ✓ | ✓ |
| Access to application forms of YPP student participants | ✓ | ✓ |
| Company presentation during dedicated session on-site, followed by speed dating event with student participants | | ✓ |
| Tabletop in conference sponsor display area *(stand-alone value: 2,500 €)* | | ✓ |
| 2 complimentary conference registrations for recruiter | | ✓ |

*\*\*For companies who booked the [basic sponsorship package](), the basic option of the Young People Programme sponsorship is already included. Please inform the conference organisation accordingly.*

# SPONSORSHIP LEVELS - GOLD AND PLATINUM SPONSORS

DATE appreciates any additional contributions for the event. Tailor-made packages can also be arranged to suit your special request. Feel free to contact us for your individual sponsorship solution and ideas.

### Gold Sponsor
If the total amount of sponsorships exceeds 10,000 € net, the sponsor is listed as a gold sponsor of the event.

### Platinum Sponsor
If the total amount of sponsorships exceeds 15,000 € net, the sponsor is listed as a platinum sponsor of the event.

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**Other ideas or special requests?**

Feel free to contact us to discuss your ideas.

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