



# *Sponsorship & Exhibits Brochure*

**IEEE 2018 Custom Integrated Circuits Conference**

***CICC will be held at the DoubleTree Hotel Mission Valley, San Diego, California  
Sunday April 8 through Wednesday April 11, 2018***

***Join us as a Sponsor and / or an Exhibitor for the 2018 CICC***

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

The IEEE Custom Integrated Circuits Conference (CICC) is the premier conference devoted to IC development. 2018 will be the 29<sup>th</sup> year for CICC, which showcases original, first-published innovative analog and digital circuit techniques covering a broad spectrum of technical topics. It is a forum for circuit, IC and SoC designers, CAD developers, manufacturers and ASIC users. CICC is the conference to find out how to solve design problems and improve circuit design and chip design techniques.

The conference features a technical program with over 125 lecture presentations. To augment the technical paper presentations and tutorials, the conference includes educational sessions, panel discussions, and venues for peers to interact.

CICC is a technical conference attended by engineers and engineering managers directly involved with the development and system integration of ICs. Exhibiting and Sponsorships get your company's name and products in front of these customers.

95% of the attendees in 2017 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.

Sponsors and Exhibitors gain great exposure for their company's name and products. They also demonstrate 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. Sponsors and Exhibitors are a very important part of CICC, bringing the design community together with the companies that provide tools, technology and intellectual property.

# Sponsorship Opportunities

## General Conference Sponsorship (\$15,000)

Take advantage of maximum visibility and exclusivity – only one General Conference Sponsorship is available. Your name and logo will be visible during the entire conference and will take top billing when all Sponsors are shown. This will also make you a Platinum Level Sponsor.



## Monday Welcome Reception Sponsorship (\$10,000)

Sponsor the Welcome Reception (food and refreshments) during which the best papers from the conference will be able to present posters. This is a great place to have your logo in front of all the participants as a sponsor of the first networking session of the conference. Monday, April 9, 5:30 pm - 8:00 pm in the Exhibits Hall.

## Tuesday Conference Reception Sponsorship (\$10,000)

Sponsor the Conference Reception (food and refreshments) during which the best papers from the conference will be able to present posters. After two days at the conference, the second networking session and reception are a welcome break to end the day to discuss exceptional student papers and meet potential future colleagues. Tuesday, April 10, 5:30 pm - 8:00 pm in the Exhibits Hall.



## Wednesday Outstanding Paper Awards Reception (\$10,000)

(New for 2018)

Sponsor the Outstanding Paper Awards Reception (food and refreshments), which will be held on the last day of the conference, Wednesday April 11. This will be the closing ceremony for the 2018 Conference during which the Best Paper and Outstanding Paper Awards will be presented. This will be the last event at the conference and a great place to have your company name in front of the participants.

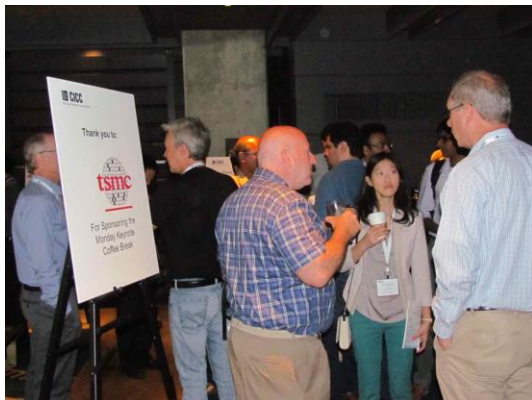
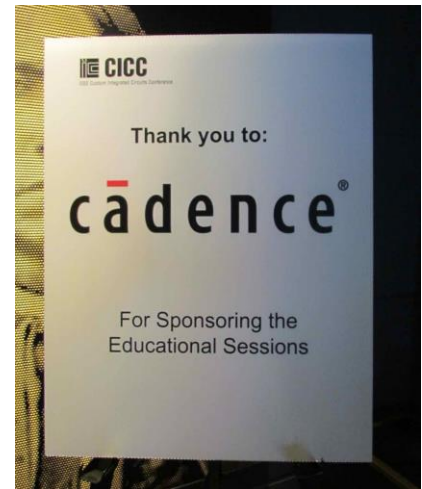
### **Conference Proceedings Sponsorship (\$7,500)**



Sponsor the flash drive containing the proceedings and presentations from the technical sessions. Your logo will be placed on the flash drive artwork and, depending on space, you can place additional promotional material on the drive. This summary of CICC 2018 will be kept by attendees for many years to come.

### **Educational Session Honorarium Sponsorship (2 available at \$5,000 each)**

Sponsor the educational session speakers for half of the educational sessions and get your company logo and name acknowledged in the sessions opening comments and during the entire conference.



### **Keynote Coffee Break Sponsorship (\$5,000)**

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

### **Panel Sessions Sponsorship (\$5,000)**

Sponsor the panel sessions, which are interactive and address key topics, and get your company logo and name acknowledged in the sessions opening comments. Monday, April 9 through Wednesday, April 11.





### **Forum Sessions Sponsorship (\$5,000)**

Sponsor the forum sessions that address areas that are attracting significant research effort, and get your company logo and name acknowledged in the sessions opening comments. Monday, April 9 through Wednesday, April 11.

### **Internet Access for Attendees (\$5,000)**

Sponsor wireless internet access for all attendees.



### **Lanyard Sponsorship (\$5,000)**

Sponsor lanyards to hold the badges for all attendees at CICC 2018. Your logo will be placed on the lanyard.

### **Best Paper Award Sponsorship (\$7,500)**

(New for 2018)

Sponsor the Award for the best overall paper from the entire student, regular and invited papers for CICC 2018.

### **Outstanding Paper Awards (\$5,000 each available as indicated)**

(New for 2018)

Sponsor one of the Outstanding Paper Awards given for the best papers from 2018. Choices include:

- Outstanding Student Paper (3 available)
- Outstanding Regular Paper (1 available)
- Outstanding Invited Paper (1 available)

**Most Popular Educational Presentation (\$5,000)**  
(New for 2018)

Sponsor the award for the best educational speaker from the Educational Sessions for 2018.

**Audio/Video Sponsorship (4 available at \$4,000 each)**

Sponsor the audio and electronic presentation equipment for one quarter of the educational and technical sessions and get your company logo and name acknowledged in the session opening comments. Monday, April 9 through Wednesday, April 11.



**Coffee Break Sponsorship (3 available at \$3,000 each)**

Sponsor coffee, tea and soft drinks during the conference breaks between Technical Sessions. Monday, April 9 through Wednesday, April 11.

**Student Registration Aid Sponsorship (\$2,500 each)**

Sponsor registration for students to attend CICC 2018



## Sponsorship Levels and Thank You to Our 2017 Sponsors:

	<b>Platinum Sponsor:</b> <b>Silicon Laboratories</b> - <i>For the General Conference and the Proceedings Sponsorships</i>	Platinum Sponsor (\$15,000 & above)
	<b>Gold Sponsor:</b> <b>Analog Devices</b> - <i>For the Internet Access and the Best Regular Paper Award Sponsorships</i>	Gold Sponsor (\$10,000 - \$14,999)
	<b>Silver Sponsors:</b>	
	<b>Cadence Design Systems</b> - <i>For the Educational Session Sponsorship</i>	
	<b>Cirrus Logic</b> - <i>for the Conference Lanyard Sponsorship</i>	
	<b>Huawei</b> - <i>for the Forum Session Sponsorship</i>	Silver Sponsor (\$5,000 - \$9,999)
	<b>Intel</b> - <i>For the Best Student Paper and Student Registration Aid Sponsorships</i> <small>* Intel and the Intel logo are trademarks of Intel Corporation in the United States and other countries</small>	
	<b>Mentor</b> - <i>for the Monday and Tuesday Coffee Breaks</i>	
	<b>Qualcomm</b> - <i>For the Panel Session Sponsorship</i>	
	<b>TSMC</b> - <i>for the Keynote Coffee Break Sponsorship</i>	
	<b>Bronze Sponsors:</b>	
	<b>Catalyst Foundation</b> - <i>For the Student Registration Aid Sponsorship</i>	Bronze Sponsor (\$2,500 - \$4,999)
	<b>IBM</b> - <i>For the Student Registration Aid Sponsorship</i>	

# Exhibit Opportunities

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.

CICC is, very much, a user's conference. The vast majority of the attendees are designers or design managers. So this is an excellent opportunity to get your company's name and products in front of the people who are making the design decisions.

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 during which the best papers from the conference will be able to present posters.
- Tuesday evening "Conference Reception" and Poster Presentations from 5:30 to 8:00 in the Exhibits Hall during which the best papers from the conference will be able to present posters.
- 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.

## Booth Rates & Terms

### Standard Booth

\$3,000/booth

### Booth with Silver or above Sponsorship

\$1,500/booth

### Technical Publisher Booth

\$1,000/booth

### ***The Exhibit Booth fee includes:***

- One 8' 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)

## **Exhibits Dates & Times**

### **Monday, April 9**

Set-Up: 12:00 pm - 3:00 pm  
Exhibits Hall open: 4:00 pm - 8:00 pm  
Welcome Reception: 5:30 pm - 8:00 pm

### **Tuesday, April 10**

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**

November 6, 2017	Paper Submission deadline for technical conference
February 2018	Confirmation letter and hotel room reservation form sent to Exhibitors
March 2018	Booth assignments made and Decorator Kit sent to Exhibitors
March 2, 2018	Written Cancellation must be postmarked to receive 50% refund
April 8 – 11, 2018	CICC 2018 (Exhibits open Monday and Tuesday, April 9 - 10)

### **Want increased visibility at CICC?**

Improve your brand recognition and 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 and Exhibits include your company name on the CICC conference web page with a link to your website; listing on CICC promotional materials; and your banner or printed name at sponsored event or on your booth. Sponsors are announced at the Keynote Presentation and thanked on the slides at the beginning of all of the technical sessions. If your company is interested in becoming a Sponsor or Exhibitor, contact the CICC Sponsorship & Exhibits Chair, Paul Billig, at [pbillig@pacbell.net](mailto:pbillig@pacbell.net).