For 56 years, the Design Automation Conference has been recognized as the premier conference on leading-edge research and practice in tools and methodologies for the design and automation of electronic systems. DAC offers the semiconductor and electronic design industry outstanding education, training, exhibits and networking opportunities for a worldwide community of designers, researchers, tool developers, executives, and academics. DAC focuses on innovation, research, tools and design technologies for all aspects of the design and automation of electronic systems. Secure your participation today!

More than 6,000 designers, researchers, tool developers and executives will attend!

Technology moves fast! To compete, you must be in touch with your customers, competitors, and have a vision for what’s coming. More than 6,000 participants come from all over the world to DAC to get that vision through outstanding research sessions, education, training classes, vendor exhibits, and superb networking opportunities.

**Industry Segment**

- **Automotive** 3%
- **Cyber Security** 2%
- **EDA Software** 25%
- **IP/Core Design** 17%
- **Machine Learning and AI** 13%
- **Foundry/IC Manufacturing** 6%
- **Design in the Cloud/Design IT** 4%
- **Internet of Things** 4%
- **Consumer Electronics** 5%
- **Design Services: ASIC and Post Silicon** 6%

**Products/Services You Recommend, Purchase, or Influence the Purchase Of**

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Logic Simulation</td>
<td>26%</td>
</tr>
<tr>
<td>RTL &amp; Formal Verification</td>
<td>24%</td>
</tr>
<tr>
<td>Analog/AMS Design/Simulation</td>
<td>20%</td>
</tr>
<tr>
<td>Physical Verification</td>
<td>18%</td>
</tr>
<tr>
<td>Placement &amp; Routing</td>
<td>19%</td>
</tr>
<tr>
<td>Physical Design</td>
<td>17%</td>
</tr>
<tr>
<td>Machine Learning/Al Software and Tools</td>
<td>24%</td>
</tr>
<tr>
<td>HW/SW co-Design</td>
<td>23%</td>
</tr>
<tr>
<td>Verification</td>
<td>17%</td>
</tr>
<tr>
<td>IP/Cores</td>
<td>18%</td>
</tr>
<tr>
<td>IP</td>
<td>15%</td>
</tr>
<tr>
<td>System Design and Specification</td>
<td>21%</td>
</tr>
<tr>
<td>Machine Learning, AI, and Applications</td>
<td>18%</td>
</tr>
<tr>
<td>System/Logic Design</td>
<td>16%</td>
</tr>
<tr>
<td>Full-Custom Layout</td>
<td>13%</td>
</tr>
<tr>
<td>Design for Manufacturing &amp; Yield</td>
<td>11%</td>
</tr>
<tr>
<td>Embedded Software and System Design</td>
<td>15%</td>
</tr>
<tr>
<td>Libraries/Models</td>
<td>11%</td>
</tr>
<tr>
<td>(Embedded) Software Design</td>
<td>14%</td>
</tr>
<tr>
<td>Test</td>
<td>11%</td>
</tr>
<tr>
<td>Foundry/Silicon Vendor</td>
<td>7%</td>
</tr>
<tr>
<td>Packaging</td>
<td>8%</td>
</tr>
<tr>
<td>PCB</td>
<td>9%</td>
</tr>
<tr>
<td>Engineering IT Hardware</td>
<td>8%</td>
</tr>
<tr>
<td>Engineering IT Services</td>
<td>5%</td>
</tr>
<tr>
<td>Post Silicon Services</td>
<td>4%</td>
</tr>
<tr>
<td>Application Specific Std. Part (ASSP)</td>
<td>3%</td>
</tr>
</tbody>
</table>

*From DAC 2019 registration records and event audit

**Primary Job Function**

**Engineering 26%**
- Design Engineer (includes chip, module, & board)
- Verification Engineer
- CAD Engineer, including Application Engineer
- Application Software Engineer
- System Architect
- Embedded Software Engineer
- Embedded Hardware Engineer
- Manufacturing, Test & Assembly

**Management 32%**
- Engineering Management (CAD, design, & software)
- Executive/Senior Management

**Other 42%**
- Professor/Researcher
- Student
- Marketing/Sales
- Editor/Publisher
- Financial or Industry Analyst

*From DAC 2019 registration records and event audit
85% of attendees play a role in their organization’s purchasing decisions

DAC is the nexus for the technology, research, and commercial development of products that enable the design of today’s leading electronic circuits and systems. Nowhere else will you find the rich combination of tools, IP, products, engineers, developers, executives, and researchers who are at the heart of the design and fabrication of the world’s most complex semiconductors and SoCs. As an exhibitor, you will gain access to decision-makers at all levels of the buying process from the leading semiconductor, computer, telecommunication and consumer electronics companies.

Suites – What Makes DAC Unique!

Design automation tools and software are complex, highly proprietary products that require in-depth discussions to fully explore the ability of the product to meet the customer’s needs. To address this need, DAC’s unique “suite package” offers exhibitors a simple, cost-effective way to build private meeting suites into their booths (minimum booth size 200 sq. ft.). The suite package is part of your space rental and includes the suite walls and carpet, which can drastically reduce your exhibit costs while providing you with your own private meeting space.

Note: DAC provides Suite space on the following basis:

- Exhibit space of 100 sq. ft. – no Suite space provided.
- Exhibit space from 200 to 400 sq. ft. – at least 100 square feet of your floor space must be public booth space.
- Exhibit space greater than 400 sq. ft. – at least 25% of your floor space must be public booth space.

Keep in mind that DAC does not allow Suite walls within 5’ of a main traffic aisle, so the entrance to your Suite must open either into your public booth space or the area designated as “Suite Only Access”.

Exhibit Space Rental:

Pricing for 2020 follows a graduated discount system based on size of the exhibit space according to the schedule below. Exhibit space must be rented in 10’ x 10’ increments:

- The first 100 square feet of exhibit space is $46.50 per square foot
- From 101 to 800 square feet the cost is $37.50 per square foot
- From 801 - 2000 square feet the cost is $34.25 per square foot
- 2001 square feet and above the cost is $30.75 per square foot

Additional Benefits:

- A descriptive listing on the DAC website, which will later serve your prospective buyers as a product directory
- An Exhibitor Portal, which allows you to upload your logo, company description, products, contact info and more
- Access to the DAC sponsorship and advertising opportunities available only to exhibitors
- Access to hotel accommodations, including hospitality suites and meeting space, in the official DAC hotels
- One (1) complimentary conference registration for every 500 square feet of exhibit space (minimum: two full registrations, maximum: twenty full registrations)
- Priority space selection for the 58th DAC, July 12 - 14, 2021 at Moscone Center West in San Francisco, CA

Suite Only Rental:

Suite-only space is available exclusively to first-time 2018 DAC participating companies at $51.00 per square foot.
Join More Than 170 Leading Suppliers*

Achronix Semiconductor
Agile Analog
Agnisys
Aldec
Alphawave
Altair Engineering
AMIQ EDA
AnaGlobe
Analog Bits
Analogx
Andes Technology
ANSYS
Arcadia Innovation
Ausdia
Avatar Integrated Systems
Avery Design Systems
AWS
Baum
Blue Pearl Software
Breker Verification Systems
Cadence Design Systems
CAST
Chip Design
ChipEstimate.com
City Semiconductor
ClioSoft
CMP
Concept Engineering GmbH
Corigine
Coventor
Defacto Technologies SA
Design and Reuse
Digicomm Semiconductor
DINI Group
Dorado Design Automation
Doulos
Easy-Logic Technology
EDACafe.com
EDDRS
Efinix
Empyrean Software
Entasy
EUROPRACTICE / IMEC
Exellicon In
Exostiv Labs
Faraday Technology
FishTail Design Automation
Flanders Investment & Trade
Flex Logix Technologies
Fractal Technologies
Global Semiconductor Alliance
Global TCAD Solutions
Google
Gyrfalcon Technology
Huawei Technologies USA
IBM
IC Manage
Imperas Software
Integrand Software
Intel
Intento Design
Jedat
Kalypso
Keysight Technologies
LegUp Computing
Library Technologies
Lorentz Solution
Magillem Design Services
Magwel NV
Menta
Mentor, A Siemens Business
Methods
Metrics Technologies
Microsoft
Microway
Mirabilis Design
Mixel
Mobile Semiconductor
MODECH
Moortec Semiconductor
MOSIS
Movellus
MunEDA GmbH
Omni Design Technologies
OneSpin Solutions
OpenLM
OpenText
Oski Technology
Perforce Software
ProDesign Electronics
ProPlus Design Solutions
Pulsic
Pure Storage
QuickLogic
Real Intent
Rescale
S2C USA
Sage Design Automation
Samsung Electronics
Sankalp USA
Sawblade Electronics
Scientific Analog
Semifore
Semitronix
Si2
SiFive
Sigasi
Silicon Creations
Silicon Frontline Technology
SILICONGATE
SILVACO
Sintegra
SKILLCAD
Skyzimer Taiwan
SmartDV Technologies
Sonnet Software
Spectral Design & Test
StarNet Communications
SureCore
Synopsys
TerrainEDA
Tessolve
Tortuga Logic
True Circuits
Truechip Solutions
TSMC
UltraSoC
Univa
Verific Design Automation
Verification Academy
Verifyer
Veritools
Xpeedic Technology
XYALIS
Zipalog

Reserve Your Exhibit Space. Contact Us Today!

Patrick Filippelli E: PFilippelli@heiexpo.com P: 630.929.7960
Zach Erickson E: ZErickson@heiexpo.com P: 630.929.7934
DAC Exhibits Sales Team, c/o Hall-Erickson, Inc.
E: exhibits@dac2020.com W: dac.com

* DAC 2019 Exhibitors – Sponsors in bold
DAC offers exhibitors a menu of opportunities to leverage and extend your brand message beyond your exhibit space and throughout the convention center. Opportunities include sponsorship of the conference education program and materials, hosted events during the week, feature areas in the convention center, and advertising in print, digital, and onsite banners. There is an opportunity to achieve every marketing objective for every exhibit budget.

Stand Out from the Crowd with Sponsorship and Advertising Opportunities

Conference Programs:
- Designer Track
- IP Track
- I Love DAC Promo

Conference Materials:
- Badge & Lanyard
- Conference Bag
- DAC T-shirt

Hosted Events:
- Student Events
- Networking Receptions
- Welcome Reception
- Exhibit Hall Coffee Breaks

Advertising – Print and Digital:
- Conference & Exhibits Guide
- Map Guide
- Mobile App Splash Page
- Wireless Internet
- Conference Bag Insert

Sponsorships – Onsite:
- DAC Pavilion
- Design-on-Cloud Pavilion
- Exhibit Floor Charging Stations
- Registration Area
- Research Track Charging Stations

Advertising – Onsite:
- Bussing
- Lobby Banner
- Exhibition Entrance Banner
- Column Surrounds
- Keynote Entrance Banner
- Technical Session Banner
- Escalator Banner
- Escalator Runner/Cling
- Aisle Signs
- Lobby Digital Sign
- Exhibit Hall Floor Graphics

Reserve Your Opportunity. Contact Us Today!

Patrick Filippelli E: PFilippelli@heiexpo.com P: 630.929.7960
Zach Erickson E: ZErickson@heiexpo.com P: 630.929.7934
DAC Exhibits Sales Team, c/o Hall-Erickson, Inc.
E: exhibits@dac2020.com W: dac.com

2019 Sponsors
DAC 2020 is co-located with SEMICON West at Moscone Center

Laying the foundation for the future of the global electronics systems design ecosystem, DAC and SEMICON West will co-locate in July, 2020 and July, 2021 at Moscone Center in San Francisco.

SEMI, the industry association representing the global electronic product design and manufacturing supply chain, is the organizer and producer of SEMICON West as well as six additional global SEMICON conferences.

DAC, the premier event for the design of electronic circuits and systems, and for electronic design automation (EDA) and silicon solutions, is sponsored by the Association for Computing Machinery (ACM), and the Institute of Electrical and Electronics Engineers (IEEE), and is supported by ACM’s Special Interest Group on Design Automation (ACM SIGDA).

This co-location represents a game-changing combination of world-class technical programs and exhibitions designed to give engineering attendees a central event to network, attend technical sessions and get exposed to the latest vendor technologies from the entire design and manufacturing ecosystem.

**Exhibit Schedule***

**Installation:**
- Friday, July 17: 8:00 am – 4:30 pm
- Saturday, July 18: 8:00 am – 4:30 pm
- Sunday, July 19: 8:00 am – 4:30 pm

**Exhibit Hours:**
- Monday, July 20: 10:00 am – 6:00 pm
- Tuesday, July 21: 10:00 am – 6:00 pm
- Wednesday, July 22: 10:00 am – 6:00 pm

**Dismantling:**
- Wednesday, July 22: 6:00 pm – 9:00 pm
- Thursday, July 23: 8:00 am – 4:30 pm

* Exhibit schedule subject to change