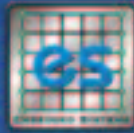


**21st International
Conference On VLSI Design**



2008



**7th International Conference
On Embedded Systems**

4th - 8th JANUARY, 2008 at HICC, Hyderabad - India

Sponsored by:

VLSI Society of India (VSI)
Ministry of Information Technology,
Government of India
IEEE Circuits and Systems Society

ACM Special Interest Group on Design Automation
IEEE Solid State Circuits Society

INVITATION TO SPONSORS

Dear Sponsor,

The 21st International Conference on VLSI Design and the 7th International Conference on Embedded Systems are being held jointly in 4th-8th January, 2008 in Hyderabad.

Hyderabad, the fifth largest metropolis of India, is the state capital of Andhra Pradesh, known for its rich history and culture with monuments, mosques, temples, and a rich Heritage in arts, crafts and dance. The place is a natural and sophisticated blend of old and new - an old Nawabi culture with a new pro-active approach and hospitality. The Golconda Fort, capital of the kingdom by that name, is today very much part of the city, as is Cyberabad, a new local area created to keep pace with the rapidly growing Information Technology sector. Pearls, bangles, silks, computer software, handicrafts and above all a delectable cuisine add to the splendor of this great city.

The joint conference will act as a unique catalyst to accelerate the involvement of Indian companies in the area of VLSI design and embedded systems. This conference will give companies an opportunity to put across their products and solutions in a forum which is unique - as no other conference in India is dedicated to designers of both hardware and software systems. The organizing committee is taking steps to ensure good participation, both in terms of quantity and quality, through

- A strong technical program consisting of keynote speeches, full-day tutorials, invited papers, and submitted papers
- Panel discussions and birds-of-a-feather sessions
- Industry Forum
- A strong fellowship program

The conference will be attended by business leaders and designers from all over India and many from outside India. We expect over a thousand professionals to participate in the conference as delegates. There will be facilities to conduct business discussions with other interested companies on collaborations and joint ventures. There will also be a Venture Capitalist Forum where VCs will talk about their investment priorities and many from outside India. We expect over a thousand professionals to participate in the conference as delegates. There will be facilities to conduct business discussions with other interested companies on collaborations and joint ventures. There will also be a Venture Capitalist Forum where VCs will talk about their investment priorities and engage with budding entrepreneurs. You can use this opportunity to sponsor events and increase the visibility of your company at the conference. The rate table, enrollment form and details of various sponsorships are attached to this document. You will be entitled to an early bird discount of 10% if you confirm your sponsorship and make payment by October 1st, 2007.

We look forward to active participation from your company in this premier conference.

With best regards,

Sponsorship Chairs

S. Uma Mahesh
Indrion Technologies
sum_mahesh@yahoo.co.in

Sponsorship Packages

Besides the individual sponsorships, there are sponsorship packages available for sponsors who want to derive exclusive benefits from the conference. The packages available are:

| S.NO | Packages | Status | Slots Available |
|------|--------------|--------|-----------------|
| 1. | Platinum | Sold | 0 |
| 2. | Premium Gold | Sold | 0 |
| 3. | Gold | Sold | 0 |
| 4. | Silver | Sold | 0 |
| 5. | Bronze | Sold 4 | 1 |

1. *Platinum* (1 number) – Rs 12 Lakhs ✦ (after early bird discount)
2. *Premium Gold* (3 numbers) - Rs 8 Lakhs (after early bird discount)
3. *Gold* (5 numbers) – Rs 6 Lakhs (after early bird discount)
4. *Silver* (7 numbers) _ Rs 4 Lakhs (after early bird discount)
5. *Bronze* (10 numbers) – Rs 2 Lakhs (after early bird discount)

- ❖ **The above price does not include 12.36% service tax.**
- ❖ **Please add 12.36% service tax while making a cheque.**
- ❖ **Exhibits are NOT included in the sponsorship. But, that the sponsors will get a preference in exhibit allocation.**
- ❖ **3 x 3 Exhibit Booth cost 1, 00,000 + service tax but not included in the sponsorship.**
- ❖ **All Sponsors will get 25 % discount on Exhibit booth.**

Platinum Sponsorship: Platinum sponsors will get the following exclusive benefits:

- The choice of selecting sponsorship items worth **Rs 9.5 lakhs** from the list of available sponsorships.
- A 10-minute exclusive presentation before the selected plenary session in the conference.
- Name on the front cover of the conference program brochure.
- Sponsor's name and logo on the registration badges.
- Banners on the side walls of the main hall of the conference.
- Name and logo on the side panels of the backdrop of the main hall.

- Coverage in print media.
- Special mention in the conference brochure.
- 10 free invitation passes to the banquet session.
- 10 free invitation passes to the cultural evening.
- 12 free invitations to conference.
- 12 fellowships included

There will be one exclusive Platinum sponsor for the conference.

Premium Gold Sponsorship: Premium Gold sponsors will get the following benefits:

- The choice of selecting sponsorship items worth **Rs 6.5 lakhs** from the list of available sponsorships.
- Name on the back cover of the conference program brochure.
- Banners on the side walls of the main hall of the conference.
- Name and logo on the side panels of the backdrop of the main hall.
- Coverage in print media.
- Special mention in the conference brochure.
- 7 free invitation passes to the banquet session.
- 7 free invitation passes to the cultural evening.
- 8 free invitations to conference.
- 8 fellowships included

There will be three Premium Gold sponsors for the conference.

Gold Sponsorships: Gold sponsors will get the following benefits:

- The choice of selecting sponsorship items worth **Rs 4.5 lakhs** from the list of available sponsorships
- Banners on the sidewalls of the main hall of the conference.
- Name and logo on the side panels of the backdrop of the main hall.
- Coverage in print media.
- Special mention in the conference brochure.
- 5 free invitation passes to the banquet session.
- 5 free invitation passes to the cultural evening.
- 6 free invitations to conference.
- 6 fellowships included

There will be 5 Gold sponsorship packages for the conference.

Silver Sponsorships: Silver sponsors will get the following benefits:

- The choice of selecting sponsorship items worth **Rs 3 lakhs** from the list of available sponsorships.
- Name and logo on the side panels of the backdrop of the main hall.
- Coverage in print media.
- Special mention in the conference brochure.
- 3 free invitation passes to the banquet session.
- 4 free invitations to conference.
- 4 fellowships included

There will be 7 Silver sponsorship packages for the conference.

Bronze Sponsorships: Bronze sponsors will get the following benefits:

- The choice of selecting sponsorship items worth **Rs 1.5 lakhs** from the
- list of available sponsorships
- Coverage in print media.
- Special mention in the conference brochure.
- 1 free invitation pass to the banquet session.
- 2 free invitations to conference.
- 2 fellowships included

There will be 10 Bronze sponsorship packages for the conference.

SPONSORS REPLY FORM (VLSI Design 2008)

1. Name and address of the sponsor:

2. Homepage Website URL:

3. Name of the contact person:

Tel:

Mobile:

Fax:

E-mail:

4. Declaration: We would like to sponsor the following conference event(s):

Package (circle one): Platinum, Premium Gold, Gold, Silver, and Bronze

| S.No | Sponsorship | Sponsors | Status | Number | Price |
|------|-------------------------------|--|--------|--------|----------|
| 1. | Panel Discussions | Rambus, Intel | Closed | 2 | 2,00,000 |
| 2. | Keynote Speeches | Mentor Graphics, ST, Qualcomm, Transwitch, Sun, Broadcom | 2 open | 8 | 4,00,000 |
| 3. | Inaugural Ceremony | AMD | Closed | 1 | 5,00,000 |
| 4. | Banquet Dinner | Xilinx | Closed | 1 | 5,00,000 |
| 5. | Tea / Coffee | Intel | 2 open | 3 | 2,00,000 |
| 6. | Conference Lunch | | open | 3 | 3,50,000 |
| 7. | Tutorial | | open | 8 | 1,50,000 |
| 8. | Tutorial Lunch | | open | 2 | 1,50,000 |
| 9. | Awards Ceremony | Mentor Graphics | Closed | 1 | 3,00,000 |
| 10. | Registration Bag | NXP, Synopsys, Magma, Rambus | Closed | 1 | 4,50,000 |
| 11. | Conference T-Shirt | AMD | Closed | 1 | 3,00,000 |
| 12. | Conference Mug | Mentor Graphics | Closed | 1 | 2,00,000 |
| 13. | Freebie With Corporate Logo * | | open | 1 | 50,000 |
| 14. | VCForum | Cadence | sold | 1 | 2,00,000 |
| 15. | 10-Years' Archive Proceedings | | open | 1 | 3,00,000 |
| 16. | Design Contest | | open | 1 | 3,00,000 |
| 17. | Cap | AMD | Closed | 1 | 2,00,000 |
| 18. | Internet Connectivity | | open | open | 1,50,000 |
| 19. | Paper Sessions | | open | 16 | 50,000 |
| 20. | Pen | Synopsys | open | 1 | 1,00,000 |
| 21. | Internet Stall | | Open | 1 | 1,50,000 |
| 22. | Registration Area | Magma | Closed | 1 | 1,50,000 |
| 23. | Student Lunch | | open | 2 | 1,50,000 |
| 24. | Student Tea/coffee | | open | 2 | 1,50,000 |
| 25. | Student Program | | open | 4 | 1,50,000 |
| | | | | | |

*Freebie with corporate logo has to be given by the companies. (The above price doesn't include the Freebie)

| S.No | Description | No's Available | Price |
|------|-------------------|----------------|----------|
| 1. | Center Spread | 1 | 1,00,000 |
| 2. | Back Cover | 1 | 75,000 |
| 3. | Inside Cover | 2 | 60,000 |
| 4. | Bookmark | 1 | 60,000 |
| 5. | Normal Page Color | 50 | 40,000 |
| 6. | Normal Page B/W | 50 | 20,000 |

| | | | |
|----|---------------|----|--------|
| 7. | Half Page B/W | 50 | 10,000 |
|----|---------------|----|--------|

Net Amount (Total amount: Less early bird discount, if applicable, less TDS): Rs.

Enclosed please find a bank draft**/cheque number: _____ dated
 _____ drawn on _____ (bank)

** Bank draft should be on drawn payable at Hyderabad.

ALL PAYMENTS SHOULD BE MADE IN FAVOUR OF "VLSI TRUST 2007"

Signature

Date:

Details of Sponsorship Items

1. Panel Discussions - These will involve stalwarts from the industry and academia discussing topics of relevance. Sponsorship for this event will ensure your company's name and banner prominently displayed during this event. You will get a 5 min slot in this plenary session to introduce your company. You will also get a 30 min slot at the vendor showcase with this sponsorship. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.

2. Keynote Speeches - These will have leading technologists, world renowned experts and CEO level people from major companies in the area of VLSI design and embedded systems speaking on contextual topics. As sponsors, you will have the option of nominating a speaker for one keynote speech. The speech is expected to provide insight into the industry and not a sales pitch for the sponsor. The Program Committee of the conference reserves the right to make the final decision on selection of the speaker. Sponsorship for this event will ensure your company's name and banner prominently displayed during speech. You will get a 30 min slot at the vendor showcase with this sponsorship. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.

3. Inaugural Ceremony – This will take place on the evening of January 5Th, 2008. A leading government official or a prominent person from the industry will inaugurate the ceremony. As sponsors, you will have the option of nominating the banquet speaker. The speech is expected to provide insight into the industry and not a sales pitch for the sponsor. The Program/Conference Committee reserves the right for the final selection of the speaker.

4. Banquet Dinners - There will be a banquet dinner on January 6Th and 7Th, 2008. A prominent industry figure will deliver the banquet speech. As sponsors, you will have the option of nominating the banquet speaker. The speech is expected to provide insight into the industry and not a sales pitch for the sponsor. The Program Committee reserves the right for the final selection of the speaker. Sponsorship for this event will also ensure your company's name and banner prominently displayed during this event. You will get two 30 min slots at the vendor showcase with this sponsorship. Your company's name will also be printed on the banquet invitation cards. It will also be mentioned as a sponsor in the conference brochure and program as well.

5. Cultural Program - There will be a cultural program on the evening of January 6Th and 7Th, 2008. The program will feature prominent cultural personality or group. Possibilities being explored include magic show, musical soiree, current affairs debate, puppet theatre or the like. Sponsorship for this event will also ensure your company's name and banner prominently displayed during this event. You will get a 5 min slot before start of the program to introduce your company. You will get one 30 min slot at the vendor showcase with this sponsorship. Your company's name will also be printed on the Cultural Evening Invitation cards. It will also be mentioned as a sponsor in the conference brochure and program as well. Please note this event will be hosted only if there is a sponsor for it.

6. Conference Lunch – Lunch will be served on all days of the conference. Sponsorship for this event will ensure prominent display of your company's name in the lunch area. Your company's name, logo and contact information will be printed on the lunch coupons.

7. Tutorial Sponsorships – The conference will run 6 tutorials on topics of interest on the first two days of the conference. The tutorials are a high point of the conference. They are well attended by the industry and conference fellows. Each tutorial can be sponsored separately. As sponsor of a tutorial you will have the choice of selecting the tutorial topic and the speaker. However, the Tutorial Committee reserves the right to the final selection of the topic and the speaker. As sponsors, your company name will be printed on the tutorial material given to each attendee. Your company's name and logo will be displayed prominently during the tutorial sessions. Banners with your company name will also be displayed during the lunch at the lunch area on the day of the tutorial. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.

8. Tea / Coffee - There will be two tea sessions, on each day of the conference. Sponsorship for this event will ensure your company's name and banner prominently displayed during this event. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.

9. Awards Ceremony - There will be an awards ceremony on January 6, 2006. Sponsorship for this event will ensure your company's name and banner prominently displayed during this event. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.

10. Registration Bag Sponsorship - Sponsors of the registration kit will have their name and logo prominently displayed on the registration bag.

11. Conference T-Shirt Sponsorship - Sponsors will have their name and logo prominently displayed on the conference T-shirts that will be given to all conference registrants.

12. Conference Mug Sponsorship - Sponsors will have their name and logo prominently displayed on the conference mug that will be given to all conference registrants.

13. Fellowship Sponsorship – Academic Fellows are students who attend the conference on financial assistance provided by the Fellowship Sponsors. This sponsorship will allow worthy students to attend the conference at a nominal cost. As a Fellowship sponsor, you would sponsor any number of fellows to the conference. The sponsored fellow's registration kit would include a badge displaying the name of the sponsoring company. Your company's name will be mentioned as a sponsor in the conference brochure and program. A special acknowledgement by the Steering Committee will also be made for all the Fellowship sponsors.

14. Freebies To The Registrants Sponsorship - You can reach out to all the conference registrants, by providing a freebie with your company's name and logo. The freebie provided by you will be given at the time of registration to each attendee. In case, you want the conference organizers to also provide the freebie, the organizers can provide options to you for the same. The organizers can also procure the selected item and manage the logistics on your behalf. In this case, in addition to the sponsorship amount, the sponsors will also provide the cost of the items.

15. VC Forum - There will be a venture capitalist forum on one day during the conference. This will be a plenary session. Sponsorship for this event will ensure your company's name and logo on banners prominently displayed during this event. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.

16. Advertisements in Souvenir – Full-page color advertisements will be inserted in the souvenir. You will need to provide the four-color separations images of your ads.

17. e-Advertisement - Links in the conference home page - There will be e-advertisements in the conference home page. Sponsors of these would have their advertisements with links to their company site, in the conference home page.

18. Proceedings Archive – Sponsors will have their name written on each CD containing the 10 year archive of VLSI Design proceedings.

19. Cap – Sponsors will have their name printed on the cap and will be given away to registered delegates at the conference.

20. Administrative Support - Following administrative support sponsorships are available: (This is not listed in the table)

- **Audio-visual systems**
- **UPS**
- **Internet Access**
- **Computers**

As sponsors for these items, you would be required to supply the requisite support during the conference. Sponsorship of the above ensures a banner prominently displaying company's logo and name. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.

NOTE: All display material, boards and banners to be put up as part of sponsorship in various categories will have to be supplied by the sponsors.

Contact Details:

Sponsorship Chairs

S. Uma Mahesh

Indrion Technologies

sum_mahesh@yahoo.co.in (+919845296508)