

24th International
Conference On VLSI Design



10th International Conference
On Embedded Systems

Dear Exhibitor,

The 24th International Conference on VLSI Design and the 10th International Conference on Embedded Systems with the theme '**Embedded Solutions for Emerging Markets**' will be held during 2nd-7th January, 2011 at Indian Institute of Technology, Madras, Chennai.

The conference will provide a vibrant platform for a wide cross section of working professionals to interact and exchange useful ideas. We are expecting participation by business leaders and designers from all over the world. Typically over a thousand professionals participate in the conferences as delegates. 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 the entire VLSI Design ecosystem, including embedded SW.

This provides a once in a year opportunity for ALL players of the VLSI design space to introduce, showcase, promote, popularize, to the world, your offerings, services, products, by participating in the VLSI exhibition. There will be facilities to conduct business discussions with other interested companies on potential business relations, collaborations, joint ventures etc.

The exhibition will be open for 3 days (January 4 to 6, 2011) coinciding with the days of the main conference. The exhibition floor area will be accessible to all the registered conference attendees. There are a limited number of approximately 100 sq. ft. booths in the Exhibition area. We request you to avail the opportunity and book the stalls at the earliest.

To ensure that your booth draws your target audience, we have planned:

- Dissemination of information through print & electronic media.
- List of exhibitors and links to their websites will be available at the conference website.
- Exhibit booths will be located around the conference venue.

The enclosed exhibition brochure provides details to enable you to plan for participation. We look forward to working with you to make VLSI Design Conference 2011 a trend-setting success.

Best Regards,

Exhibit Chair, VLSI 2011

Vikas Gautam
Synopsys, India
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Exhibit Information

Booth Specifications and Charges:

Rate per Booth of 10x10 ft size: (Payment for booth bookings must be made in full, along with application, to be recorded as firm bookings) :

Till (on or before) Nov 30, 2010: 35,000 INR (750 USD approx.)
After Nov 30, 2010: 45,000 INR (950 USD approx.)

- There is no free conference registration included with the booth. Exhibitors, if they wish to participate in conference, will have to register separately, to attend the conference technical program
- The same rate per booth will apply irrespective of the number of booths taken by an organization
- Silicon, Platinum, Gold, Silver and Bronze conference sponsors shall get free booths for 500 Sqft, 400 Sq ft, 300 Sq. ft, 200 Sq. ft and 100 sq.ft respectively
- Service tax(as applicable) will be borne by the Exhibitors
- Each exhibit booth will get 3 lunch coupons
- **Universities can avail of a promotional rate of 25,000 INR (550 USD approx) per booth**

Booth rental includes:

- Fully constructed stalls, under covered exhibition space, built with three-sided Octonorm.
- 1 table and 3 chairs, 15 amp power socket, 1 spike buster, fascia with company name. (Further details will be available in the Exhibitor's manual).
- Maximum load of 1 KW
- Exhibition for 3 days (January 4-6, 2011).
- Exhibitor's name will be included in the Conference Website with links to their respective home page.
- Company profiles will appear in the Exhibitors Manual of the final conference program brochure / souvenir. Exhibitors are requested to provide the company profiles by Nov 30, 2010.
- Exhibitor's name will be displayed in the list of exhibitors at the Conference venue.

Besides, the exhibitors can avail of the following by paying separate charges:

- Additional power will be charged at Rs. _____ per unit. (Actual cost details will be available closer to the conference).
- Exhibitor's registration (for people involved with Exhibition) to the Conference
- Internet Connectivity (if available)

The exhibition venue, IIT, Madras, will provide uninterrupted electrical supply for general lighting of the hall and for the computers of the exhibitions. Further, any additional needs should be taken care of by the exhibitors. In case the needs are identified in advance, the Conference organizers can attempt to arrange for some vendors to take care of the needs for the exhibitors at the nominal rates charged by the vendor. All such needs must be given in writing to the Exhibit Chair by November 30, 2010.

EXHIBITORS BOOKING FORM

1. Name and Address of the Exhibitor:

Homepage web site: _____

2. Name of the contact person:

Tel: _____ Mobile: _____

Fax _____ E-mail: _____

3. Fascia writing (in block letters); maximum 28 characters including space.

4. Company and Products Description to be included in the Conference Brochure: (Please provide a separate write-up).

5. Participation charges:

Booth Area	Rate	Total Amount
Total Amount		Rs.

6. Additional items required

7. Declaration

We request the Organizers of VLSI Design 2011 to book exhibition space in accordance to the above requirement. We agree to abide by the terms and conditions attached with this application form and any other regulations/conditions contained in the guidelines for the exhibition.

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

***Bank drafts should be drawn on a bank in Bangalore. All payments should be made in favor of "VSI-VLSI Design 2011"**

Signature: _____

Date: _____

TERMS & CONDITIONS

BOOKINGS

Bookings should be against full payment and for a minimum of 100 sq ft built-up booth. No structural alterations will be allowed to the booths. All exhibits activities will be restricted within the booth(s).

DESIGN

Booth designs must be submitted to the Organizer for approval before starting construction. The Organizer reserves the right to request the Exhibitor to dismantle any exhibit not conforming to the guidelines, which are to be found in the Exhibitor Manual. The Exhibitor Manual will be provided, once the completed application form is received.

PAYMENT

Payment for space bookings must be made in full, along with application, to be recorded as firm bookings. Application forms without participation fee will not be considered for final allotment. Any expense accrued during the exhibition will have to be cleared before gate passes can be issued for the removal of exhibits. Cheques/Demand Drafts should be drawn in favor of **“VSI-VLSI Design 2011”** payable at Bangalore. Please mail the payment to:

Attention:

V. Kamakoti

Reconfigurable Intelligent Systems Engineering (RISE) Lab

Department of Computer Science and Engineering

Indian Institute of Technology, Madras

Chennai - 600036

India

CANCELLATIONS

Cancellation must be received in writing. Date of receiving cancellation and cancellation charges below:

Till Dec 01, 2010 : 25% of participation fee

Dec 1 to Dec 14, 2010 : 50% of participation fee

On or after Dec 15, 2010: 80% of participation fee

RISK

The Exhibitor uses the premises and its facilities at his own risk. All property brought on the premises by the Exhibitor shall be at the Exhibitor's risk.

SECURITY

The Organizer will provide basic security arrangements for the conference. Security for individual booths, if required, will be the responsibility of the Exhibitor. The Organizer will make available a security agency through which the Exhibitor may hire individual security personnel for this purpose. The Organizer will not be responsible for any theft, loss or damage that the Exhibitor may suffer during the conference period. Exhibitors are advised in their own interest to arrange for insurance cover of their items on display.

SAFETY MEASURES

On the finalization of floor plans, the Exhibitor will be issued instructions regarding measures to be taken for the safety of the booth and the conference as a whole. The Exhibitor is required to follow these instructions strictly.

- Although general fire protection equipment would be installed, Exhibitors will be required to provide portable firefighting equipment at their stands.
- Although facilities for First Aid services will be available at the Conference venue, Exhibitors are advised to ensure that First Aid Kits are provided in their stands for emergencies.
- Smoking and consumption of alcohol is strictly prohibited anywhere in the conference premises.

LIABILITY

Exhibitors are liable to compensate for any damage caused to partitioning, flooring, furniture or any other fixtures provided by the Organizer. The Organizer will not be liable for any loss due to theft, pilferage or damage by fire, accident, vandalism or other causes and the Exhibitor expressly waives and releases any claim or demand it may have against the Organizer by reason of any damage to or loss of any property of the Exhibitor.

It should be noted that while no security deposit is being taken, in the unlikely case of occurrence of any damages that the conference has to pay for rectification to the conference premises and/or exhibits designer, the exhibitor hereby agrees to pay for the same completely.

The Organizer does not maintain insurance covering Exhibitor's property. It is required that Exhibitors obtain adequate insurance coverage at their own expense, for property loss or damage and liability for personal injury.

INDEMNIFICATION

Exhibitor agrees to protect and hold the Organizer forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Exhibitor and the Organizer regarding the Exhibition premises.

FORCE MAJEURE

Under the conditions of force majeure, which also include strikes, lockouts, closures, riots, natural calamities, the Organizer reserves the right to alter the opening and duration or even cancel the entire exhibition. In case of change in dates and duration of the Exhibition, the rules and regulations and the agreement between the Exhibitors and the Organizer will remain unaffected. In case of cancellation of the exhibition owing to causes beyond the Organizer's control, the participation fee will be refunded to the Exhibitors after deducting the non-recoverable proportionate costs already incurred by the Organizer.

ELECTRICAL SAFETY

- Electrical wiring and installation must be done by Exhibitors' registered professional electrician ensuring proper wiring, switches, etc., and will need the approval of the Organizer.
- The main supply points in an electrical installation in the stall should be easily accessible and should not be concealed.
- To take care of voltage fluctuations, the participants should fix up constant voltage transformer or insulation transformer or stabilizer for power sensitive machines.
- Type of wiring to be used for lighting should be double PVC or single PVC in conduit pipe and for equipment the same should be by means of armored cable or wires in MS conduit pipes.

REGULATIONS

The Exhibitor is required to abide strictly by the following:

Use the stall for permitted display only.

- Do not place any display or other material outside the space allotted which may cause obstruction to the entrance, exit and passage.
- Do not play or use any audio system that causes disturbance in the nearby stalls or outside. If the Organizer in his absolute discretion considers such a noise to be undesirable, he shall give verbal directions to the Exhibitor to that effect.
- Do not store any hazardous or flammable materials in the stall.
- Do not carry any goods or materials to or from the Exhibition area except through the entrance and service areas provided for the purpose.
- Do not make any alterations or additions whatsoever to the stall or to erect any structure in front of the stall or elsewhere outside, unless approved by the Organizer in writing.
- Do not interfere, under any circumstances, with the electrical and or other infrastructure laid out by the Organizer.
- Comply with any regulations made by the Organizer with regard to security, environment, safety and pollution of all kinds.
- Bring the regulations to the notice of all his employees or agents.

The organizer reserves the right by notice to change or add to the regulations in the terms and conditions.

PLEASE RETAIN A COPY FOR YOUR RECORD.

Contact Details:

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