

January 3 - 7, 2005 ♦ Taj Bengal, Kolkata, India

Theme : Power Aware Design of VLSI Systems

Date: Nov. 06, 2004

Dear Sponsor,

The 18th International Conference on VLSI Design and the 4th International Conference on Embedded System are being held jointly in January 2005 in Kolkata. The theme of the joint conference is “**Power-aware Design of VLSI Systems**”.

This 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 and Exhibits program
- ♦ 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 Conferences as delegates. There will be facilities to conduct business discussions with other interested companies on collaborations, joint ventures etc. There will also be a Venture Capitalist Forum where VCs will talk about their investment priorities and budding entrepreneurs can engage with them.

**You can use this opportunity to increase visibility of your company by releasing advertisements in the Conference Souvenir.** The rate table is given below and the enrollment form with details regarding mechanical specifications and softcopy requirement are given on the next page.

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

With best regards,

**Exhibits and Sponsorship Chairs**

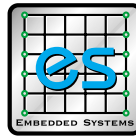
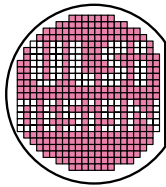
C. P. Ravikumar  
Texas Instruments  
ravikumar@ti.com

Partha Ray  
National Semiconductor  
Partha.Ray@nsc.com

Ads. in Souvenir (Rate Table)			
S.No.	Description	Nos. available	Rate (Rs.)
1	Center Spread	Taken	100,000
2	Back Cover	Taken	75,000
3	Inside Cover	2	60,000
4	Bookmark	1	60,000
5	Full Page Color	16	40,000
6	Full Page B/W	18	20,000
7	Half page B/W	29	10,000

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**VLSI TRUST 2005**



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**Mechanical details of Conference Souvenir:**

- Finished Size : 11" x 8.25"
- Print Area : 10.25" x 7.25". Full bleed possible.
- Printing Process : 4-Colour sheet-fed Offset in size 18" x 23"
- Full Page Ad size : 10.25" x 7.25". Full bleed possible.
- Half Page Ad size : 5" x 7.25"
- Material - Inside Pages : Matt Art Paper (German) 130-135 gsm
- Material - Cover : ♦ Gloss Art Board (Japanese) 250-300 gsm,  
♦ Matt lamination  
♦ UV coating

**Requirement for Advertisements in Conference Souvenir:**

- Required for Colour Ad : ♦ 4-colour separated Film Positives  
♦ 133-150 lpi (150 preferred)  
♦ Overprint black  
♦ Hard copy colour proof (progressives preferred)
- Required for B&W Ad : ♦ Film Positive  
♦ 133-150 lpi (150 preferred)  
♦ Hard copy print proof

- Alternatively : if film positives are not available, or they are not to size:  
submit artwork on CD
- ♦ in any of these formats:  
\*.CDR CorelDraw  
\*.PSD PhotoShop  
\*.EPS PostScript  
\*.PDF Acrobat, or  
\*.TIF
  - ♦ Minimum resolution: 300 dpi
  - ♦ Include required graphics
  - ♦ Include required font files - TTF and Type-1
  - ♦ Include Hard copy colour or B&W print proof.



To,  
The Conference Secretariat, VLSI/ES-2005 Conference,  
C/o. Interra Systems, 2nd Floor, STP-II, Salt Lake Electronic Complex,  
Block DN, Sector V, Bidhannagar,  
Kolkata 700 091, India.

Date: .....

Dear Sirs,  
We would like to book the following advertisement space in the Conference Souvenir for the International Conference on VLSI Design and Embedded Systems to be held at Calcutta:

Name of Company .....

Address .....

Phone ..... Fax ..... E-mail .....

Contact Person ..... Designation .....

**Space:** Serial No..... Description ..... Rate .....

**Enclosed payment:** D/D No. .... Dated .....

Bank & Branch .....

Please pay by A/c payee D/D made in favour of "VLSI TRUST 2005" payable at Kolkata.

.....  
Signature & Stamp