



18th International Conference on VLSI Design and 4th International Conference on Embedded Systems

INVITATION TO SPONSORS

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**".

Kolkata (formerly Calcutta) is a vibrant city and is of significant historical importance as the capital city of colonial India. It is the city of J. C. Bose, S. N. Bose, C. V. Raman and represents the rich scientific heritage of India. It is also the land of Tagore, the home of rich cultural heritage consisting of exquisite literature, music, paintings and other art forms and the Bengali cuisine. Within Kolkata and in West Bengal, there is a large population of researchers and professionals in the area of VLSI Design and Embedded Systems. Also there are several companies in and around Kolkata engaged in the development of VLSI and Embedded System solutions.

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 by sponsoring the conference and increasing the visibility of your company. The rate table, enrollment form and details of various sponsorships are attached.

If you confirm your sponsorships by August 31, 2004, you will be entitled to an early bird discount of 15%. 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

Sponsorship (Rate Table)

S.No	Sponsorship	Number Available***	Rate in Indian Rs.
1	Panel Discussions	1	100,000
2	Keynote Speeches	5	200,000
3	Vendor Showcase per 30 minutes slots	25	15,000
4	Banquet Dinner	1	500,000
5	High Tea	1	200,000
6	Cultural Program	1	300,000
7	Conference Lunch	3	100,000
8	Tutorial	6	100,000
9	Tea	6	50,000
10	Awards Ceremony	1	100,000
11	Registration Kit	1	500,000
12	Conference T-Shirt	1	200,000
13	Conference mug	1	100,000
14	Fellowships (per fellow)	200	12,000
15	Freebie with Corporate logo to attendees	1	60,000
16	VC Forum	1	100,000
17	Birds of a feather	1	50,000
18	Banners / Pillars *	<See bellow>	*
19	Advertisements in Souvenir **	<See below>	**
20	Advertisement - Link in the conference web-page	10	25,000
21	10-years' archive of VLSI Design Proceedings	1	200,000

* Banners / Pillars (Rate Table)

S.No	Description	Number	Rate
1	Banners in Crystal Pre-function / Banquet Foyer	4	50,000
2	Banners in Lunch & Banquet Dinner Area	4	25,000
3	Banners at other Places within Conference venue	Any number	15,000
4	Banners at City Streets out of airport and in the vicinity of conference venue	Any number	25,000
5	Pillars at Strategic places in the venue	4	25,000

** Ads. in Souvenir (Rate Table)

S.No	Description	Nos available	Rate
1	Center Spread	1	100,000
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

Hurry!!! If you confirm your sponsorships by August 31, 2004, you will be entitled to an early bird discount of 15%.

*** The Numbers Available indicates the approximate number of such items that the Conference Committee is targeting. The Committee reserves the right to modify these numbers as required.

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:

1. *Platinum* (1 number)
2. *Gold* (4 numbers)
3. *Silver* (6 numbers)
4. *Bronze* (10 numbers)

Platinum Sponsorship. As Platinum sponsors, you will get the following exclusive benefits:

- The choice of selecting sponsorship items worth Rs 10 lakhs (pre-discounted) 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.
- Exhaustive publicity on all publicity material of the conference.
- 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.
- Extensive 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.
- 5 Free registrations to the conference.

All these items are available to you under the Platinum Sponsorship Package for just Rs 10 Lakhs. And there will be only one exclusive Platinum sponsor for the conference. Please contact the Sponsorship chairs for details.

Gold Sponsorships. As Gold Sponsors, you will get the following benefits:

- The choice of selecting sponsorship items worth Rs 5 lakhs (pre-discounted) 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.
- Extensive 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.
- 3 Free registrations to the conference.

All these items are available to you under the Gold Sponsorship Package for just Rs 5 Lakhs. There will be only 4 Gold Sponsorship Packages for the conference. Please contact the Sponsorship chairs for details.

Silver Sponsorships. As Silver Sponsors, you will get the following benefits:

- The choice of selecting sponsorship items worth Rs 3 lakhs (pre-discounted) from the list of available sponsorships.

- Name and logo on the side panels of the backdrop of the main hall.
- Extensive Coverage in Print media.
- Special mention in the Conference brochure.
- 3 Free invitation passes to the banquet session.
- 2 Free invitation passes to the cultural evening.
- 2 Free registrations to the conference.

All these items are available to you under the Silver Sponsorship Package for just Rs 3 Lakhs. There will be only 6 Silver Sponsorship Packages for the conference. Please contact the Sponsorship chairs for details.

Bronze Sponsorships. As Bronze Sponsors, you will get the following benefits:

- The choice of selecting sponsorship items worth Rs 1 lakh (pre-discounted) from the list of available sponsorships
- Extensive Coverage in Print media.
- Special mention in the Conference brochure.
- 1 Free invitation pass to the banquet session.
- 1 Free invitation pass to the cultural evening.
- 1 Free registration to the conference.

All these items are available to you under the Bronze Sponsorship Package for just Rs 1 Lakhs. There will be only 10 Bronze Sponsorship Packages for the conference. Please contact the Sponsorship chairs for details.

SPONSORS REPLY FORM (VLSI Design 2005)

1.Name and address of the sponsor:

2.Homepage Website

3.Name of the contact person:

Tel: _____ Mobile: _____

Fax: _____ E-mail: _____

4.**Declaration:** We would like to sponsor the following conference event(s) in the VLSI Design 2005

S. NO.	Sponsorship Type	No of Units	Amount in Rs.	Remarks
1	Panel Discussions			
2	Keynote Speeches			
3	Vendor Showcase per 30 minutes slots			
4	Banquet Dinner			
5	High Tea			
6	Cultural Program			
7	Conference Lunch			
8	Tutorial			
9	Tea			
10	Awards Ceremony			
11	Registration Kit			
12	Conference T-Shirt			
13	Conference mug			
14	Fellowships (per fellow)			
15	Freebie with Corporate logo to attendees			
16	VC Forum			
17	Birds of a feather			
18	Banners / Pillars			
19	Advertisements in Souvenir			
20	e-Advertisement			
21	10-years' archive of VLSI Design Proceedings			
	Total Amount			

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 on a bank in Kolkata. **ALL PAYMENTS SHOULD BE MADE IN FAVOUR OF "VLSI TRUST 2005"**

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 also 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. However, the Program Committee of the conference reserves the right to the final selection of the speaker. Sponsorship for this event will ensure your company's name and banner prominently displayed during this event. 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.
- 3. Vendor showcase** - You can buy 30-minute slots in the Vendor showcase where you can present your latest products and technologies to a captive audience. A special hall has been reserved throughout the 3 days of the conference for this. Multiple slots can also be reserved.
- 4. Banquet Dinner** - There will be a banquet dinner on Jan 4, 2005. A prominent industry figure will deliver the banquet speech. As sponsors, you will have the option of nominating the banquet speaker. However, 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 also 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. High Tea** - There will be a high tea on the evening of Jan 3, 2005. Sponsorship for this event will also ensure your company's name and banner prominently displayed during the high tea in the lunch / dinner area. You will get one 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. Also, your company's name and contact information will be printed on the tea coupons. Please note that this event will be hosted only if there is a sponsor for it.
- 6. Cultural Program** - There will be a cultural program on the evening of Jan 3, 2005. 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. Details will be available around middle of 2004. 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 this 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 that this event will be hosted only if there is a sponsor for it.
- 7. Conference Lunch** - There will be a lunch every day of the conference. Sponsorship for this event will ensure your company's name and banners prominently displayed during the lunch in the lunch area. Your company's name, logo and contact information will be printed on the lunch coupons.
- 8. Tutorial Sponsorships** – The conference will run 6 to 8 tutorials on topics of interest on the last 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 sponsors 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 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.

9. **Tea** - There will be two tea sessions, on each day of the tutorial and 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.
10. **Awards Ceremony** - There will be an awards ceremony on the Banquet 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.
11. **Registration Kit Sponsorship** - Sponsors of the registration kit will have their name and logo prominently displayed on the registration kit including the bag.
12. **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.
13. **Conference Mug Sponsorship** - Sponsors will have their name and logo prominently displayed on the conference mug that will be given to all conference registrants.
14. **Fellowship sponsorship** – Academic Fellows are students who are attend the Conference on Financial Assistance provided by the Fellowship Sponsors. This sponsorship is a very useful mean of enabling 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 as well. A special acknowledgement by the Steering Committee will also be made for all the Fellowship Sponsors.
15. **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.
16. **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.
17. **Birds of a feather** – A special hall has been reserved for "*Birds of a feather*" sessions to promote discussions and interactions on topics of mutual interest. Sponsorship for this event will ensure your company's name and logo on a banner prominently on this hall on all the 3 days of the conference. Your company's name will be mentioned as a sponsor in the Conference brochure and program as well.
18. **Banners / Pillars** - There will be banners displayed in various places in the venue (including the select places – Crystal Pre-function foyer & Banquet Foyer) or on city streets from the airport and around the venue. Crystal is the main conference hall. There will also be Pillars put at four strategic places within the conference venue. Sponsorship of banners / pillars will ensure your company's name, logo, and any message on the banners / pillars. Your company's name will be mentioned as a sponsor in the Conference brochure and program as well.
19. **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.
20. **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.
21. **Proceedings Archive** – Sponsors will have their name written on each CD containing the 10 year archive of VLSI Design proceedings.
22. **Administrative Support** - Following administrative support sponsorships are available:
 - ❑ **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:

Exhibits and Sponsorship Chairs
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