



Sponsored By

VLSI Society Of India (VSI)
Ministry Of Communications & Information
Technology, Govt. Of India (MCIT)

In Association With

IEEE Circuits and Systems Society
IEEE ED/SSC/CAS Bangalore Chapter
ACM SIGDA
India Semiconductor Association (ISA)

INVITATION TO SPONSORS

Dear Industry Leader,

VLSI2010, the 23rd International Conference on VLSI Design and the 9th International Conference on Embedded Systems, will be jointly held at the NIMHANS Convention Center, Bengaluru (Bangalore), Karnataka, India, during January 3rd – 7th, 2010, with the theme “*Affordable Technologies for Emerging Markets*”.

The year gone by has seen the global economy in a state of flux. Being *the oil of the information age*, Semiconductors is not only adversely affected (like all other segments), but more importantly, is being looked at as the catalyst for kick starting the new growth cycle.

Emerging from this economic scenario is the fact that *emerging markets* are *the* future, and that India has to lead the way to recovery. With the emergence of new requirements, new technologies and with many a domain at an inflection point, the road ahead will be more embedded-semiconductor-solution centric than ever witnessed before. And, slowly but surely the market shall see products & solutions that are *made-in-India, for India ... and ado(a)pted and sold around the world!!*

This makes this 23rd VLSI conference more relevant, and valuable than ever before. Bengaluru, with its unique place in the semiconductor and embedded systems eco-system, is rightly placed to define the new growth vector for this industry.

With this charter, Bengaluru is honored to host VLSI2010. We invite **you** – the stakeholders from the Semiconductor and Embedded Systems eco-system -- to enthusiastically participate in this premier IEEE conference.

Our VLSI conference is *the largest of its kind* in the world – and the oldest flagship event in India. Here the 3 pillars of the domain -- *Academia, Research and Industry* -- come together with the common purpose of demonstrating their latest achievements, debating the state-of-the-art, and exploring possibilities & collaborations. The joint conference will act as a unique catalyst to accelerate the involvement of Indian companies in the VLSI design and embedded systems space.



At VLSI2010, you will experience high caliber technical papers, topical tutorials, visionary keynotes and insightful panel discussions centered around the theme of *Affordable Technologies for Emerging Markets*.

Adding excitement to the conference will be the show-casing of indigenous efforts from India through the acclaimed '*Made For India*' framework at the informative Industry Forum. Also on display will be meritorious efforts from students, which have been carefully hand-picked by an eminent jury.

Please find below details of the sponsorship opportunities. As you will notice, the packages are formulated to ensure the best possible Return On Investment (RoI) for your company.

As a leader, one of the most important challenges for you today is to establish the technical leadership of your company and to showcase yourselves to the technical community. And, VLSI2010 is ***the*** appropriate venue that provides perfect opportunities for you to ensure this - At this juncture of our industry, VLSI2010 offers immense business value.

I request your early decision to participate which will be invaluable for us in ensuring that the conference will exceed your expectations. We will be glad to get an opportunity to provide more details and close with you at the very earliest, which will help us provide maximum returns to you as a sponsor from the very beginning....

Yours truly,

S. Uma Mahesh

S. Uma Mahesh
Indrion Technologies
Sponsorship Chair, VLSI2010
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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	Amount (Rs.)	# of Packages	# Available
1.	Silicon	700000	1	-
2.	Platinum	500000	3	-
3.	Gold	400000	4	3
4.	Silver	300000	6	4
5.	Bronze	200000	8	6

Note: Sponsorship attracts Service Tax @ 10.30%, **in addition to the above rates**. Service tax payment remittance to the government should be **made by the sponsor directly**, and **not to VLSI 2010**. And, please provide that acknowledgement to the conference at the earliest possible time.

Silicon Sponsorship: *Silicon sponsor* will get the following benefits:

- First right to select premium sponsorship items
- Name on the front cover of the conference program brochure/souvenir
- Banners on the side walls of the main hall of the conference.
- Appropriately sized name and logo on the side panels of the backdrop of the conference halls' stage
- Appropriately sized logo display in the conference website
- Coverage in print media
- Centre spread in the conference souvenir (sponsor to provide the ad within time line specified)
- 25% discount for exhibition booths
- 7 free invitation passes to the banquet session (if held)
- 7 free invitation passes to the cultural evening (if held)
- 12 free (registrations) invitations to 2 day tutorial or 3 day conference (sponsors are expected to communicate the choice by the early registration deadline)
- 15 free fellowship registrations

There will be one exclusive Silicon sponsor for the conference.

Platinum Sponsorships: *Platinum sponsors (3 in number)* will get the following benefits:

- Right to select premium sponsorship items (after Silicon)
- Appropriately sized name and logo on the side panels of the backdrop of the conference halls' stage
- Appropriately sized logo display in the conference website
- Coverage in print media
- Inside cover ad in the conference souvenir (sponsor to provide the ad within time line specified)
- 25% discount for exhibition booths
- 5 free invitation passes to the banquet session (if held)
- 5 free invitation passes to the cultural evening (if held)
- 8 free (registrations) invitations to 2 day tutorial or 3 day conference (sponsors are expected to communicate the choice by the early registration deadline)
- 10 free fellowship registrations

Gold Sponsorships: *Gold sponsors (4 in number)* will get the following benefits:

- Right to select premium sponsorship items (after Silicon and Platinum sponsors)
- Appropriately sized name and logo on the side panels of the backdrop of the conference halls' stage
- Appropriately sized logo display in the conference website
- Coverage in print media



- Book mark in the souvenir (along with other Gold sponsors i.e. 3 logos on the bookmark)
- 25% discount for exhibition booths
- 4 free invitation passes to the banquet session (if held)
- 4 free invitation passes to the cultural evening (if held)
- 6 free (registrations) invitations to 2 day tutorial or 3 day conference (sponsors are expected to communicate the choice by the early registration deadline)
- 5 free fellowship registrations

Silver Sponsorships: *Silver sponsors (6 in number)* will get the following benefits:

- Right to select premium sponsorship items (after Silicon, Platinum and Gold sponsors)
- Appropriately sized name and logo on the side panels of the backdrop of the conference halls' stage
- Appropriately sized logo display in the conference website
- Coverage in print media
- One page color ad in the conference souvenir (sponsor to provide the ad within time line specified)
- 25% discount for exhibition booths
- 3 free invitation passes to the banquet session (if held)
- 3 free invitation passes to the cultural evening (if held)
- 3 free (registrations) invitations to 2 day tutorial or 3 day conference (sponsors are expected to communicate the choice by the early registration deadline)
- 3 free fellowship registrations

Bronze Sponsorships: *Bronze sponsors (8 in number)* will get the following benefits:

- Right to select premium sponsorship items (after Silicon, Platinum, Gold and Silver sponsors)
- Appropriately sized name and logo on the side panels of the backdrop of the conference halls' stage
- Appropriately sized logo display in the conference website
- Coverage in print media
- Half a page color ad in the souvenir (sponsor to provide the ad within time line specified)
- 25% discount for exhibition booths
- 2 free invitation pass to the banquet session (if they are held)
- 2 free invitation pass to the cultural evening (if they are held)
- 2 free (registrations) invitations to 2 day tutorial or 3 day conference (sponsors are expected to communicate the choice by the early registration deadline)
- 2 free fellowship registrations

NOTE:

Keynotes at VLSI2010 will be part of the day time technical program – morning session and after lunch. For presenting any keynote at VLSI2010, please provide your topic, speaker details to the technical program chair.



SPONSORS REPLY FORM (VLSI Design 2010)

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): Silicon, Platinum, Gold, Silver, Bronze, Sponsorship Items (pl. provide details)

Net Amount: Rs. _____

Enclosed please find a bank draft**/cheque number: _____ dated _____

drawn on _____ (bank)

** Demand Draft/at par Cheque should be drawn on "VSI – VLSI DESIGN 2010" payable at BENGALURU

Signature

Date:



Sponsorship	Number	Available	Price Rs. (Each)
Event Sponsorships			
Inaugural Ceremony	1	1	2,00,000
Banquet and Awards Dinner Night	1	1	2,50,000
Special sessions and panels	3	3	1,50,000
Design-EDA-Systems Contest	1	1	1,50,000
Tutorial	8	8	1,00,000
Student Track	2	2	1,00,000
Fellow Sponsorship (6 Fellows)	8	8	1,00,000
Industry Forum	1	1	30,000
Sponsorship Items			
Registration Bag	2	2	2,50,000
Conference Shirt	1	1	3,00,000
Conference T-Shirt	1	1	2,50,000
Cap	1	1	2,00,000
Conference Mug	1	1	1,75,000
Pen	2	2	1,00,000
Note Pad	2	2	50,000
Banner / Board Advertising			
Banners in Registration Area	3	3	1,00,000 (for Main Conference), 75,000 (for Tutorials), 50,000 (for Student Track)
Banners in Conference area	4	3	10,000 per banner
Banners in Exhibit area			5,000 per banner
Program schedule boards	2	2	50,000
Souvenir			
Normal Page color	4	3	30,000
Half Page color			20,000
Normal Page B/W	4	4	15,000
Half Page B/W	4	4	10,000



Details of Sponsorship Items

- 1. Inaugural Ceremony** - This will take place on the morning of January 5th, 2010. A leading government official or a prominent person from the industry chosen by the conference will inaugurate the ceremony. As a sponsor, a suitable dignitary from your company will introduce the speaker, and you will be the host for lunch on the Inaugural day (company's name will be prominently displayed on banners during lunch).
- 2. Banquet and Awards Dinner Night** - There will be a banquet dinner on January 6th, 2010. A prominent industry figure will deliver the banquet speech. Sponsorship for this event will also ensure your company's name and banner be prominently displayed during this event.. 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.
- 3. Special sessions and panels** – These will involve stalwarts from the industry and academia presenting or discussing topics of relevance, as decided by the conference program committee. Sponsorship for this event will ensure your company's name and banner be prominently displayed during this event. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.
- 4. Design-EDA-Systems Contest** - The aim of the contests is to promote excellence in design, EDA and systems in educational, research and industry establishments by providing a platform for professionals in the field of “VLSI and Embedded System” to showcase their designs and tools. The contest will be named after the sponsoring company.
- 5. Student Track** – A one-day student track will be held for students from premier colleges on January 7th, 2010.
- 6. Tutorial Sponsorships** – The conference will run 8 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 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.
- 7. Registration Bag Sponsorship** - Sponsors of the registration kit will have their name and logo prominently displayed on the registration bag. At least 2 sponsor are expected for the bag (to share the cost) and close to 600 bags are expected to be made that will be given to each conference delegate
- 8. Conference Shirt, T-Shirt Sponsorship** - Sponsors will have their name and logo prominently displayed on the conference Shirt, T-shirt that will be given to all conference registrants.
- 9. Conference Mug Sponsorship** - Sponsor will have its name and logo prominently displayed on the conference mug that will be given to all conference registrants.
- 10. Cap** – Sponsor will have its name printed on the cap that will be given away to registered delegates at the conference.
- 11. 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.

12. 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.

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

- **Video streaming**
- **UPS**
- **Internet Access**

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 the information and contents for the display material, boards and banners to be put up as part of sponsorship in various categories will have to be supplied by the sponsors
- For Exhibits, please refer to the "Exhibit Options" tab at the Conference website (<http://www.vlsiconference.com>)

Contact Details:

Sponsorship Chair

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