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VLSI Society Of India (VSI)

Supported By

Ministry Of Communications & Information Technology, Govt.
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IEEE Circuits and Systems Society (CAS)

IEEE Computer Society

IEEE Council on Electronic Design Automation
(CEDA)

SIGDA/ACM

INVITATION TO SPONSORS

Dear Industry Leader,

Redefining the status quo has rarely been as momentous a necessity as now - with defining changes in almost all factors that significantly affect our daily life. This is reflected in the need for increasing automation, efficiencies, going green in all aspects, deriving maximum from existing resources, preserving them, and utilizing new resources in new forms, influenced by the increasing role of gadgets in daily life. And the lynchpin of this, increasingly, is embedded electronics, % of which is constantly on the raise in all that encompass our life - computing, communications, electronic gadgets, entertainment, education, medical, automotive, clean tech, like never before.

As the paradigm shifts from just pure chips alone, to include (embedded) systems, transcending to new domains, few ecosystems symbolize this new era (not just as creator/developer but most importantly as market) as much as India and within that as much as Pune: the proud host of **VLSI2013** (vlsidesignconference.org) - The 26th International Conference on VLSI Design, with the theme **Green Technology - A New Era For Electronics**, and the 12th International Conference on Embedded Systems are being held jointly at Hyatt Regency, Pune, Maharashtra, India, during **January 5-9, 2013**.

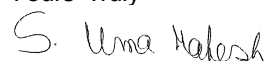
The joint conference will act as a unique catalyst to accelerate the involvement of companies in the area of VLSI design and embedded systems. This conference will give companies an opportunity to put across their products and solutions in a forum which is unique - as no other conference in India is dedicated to designers of both hardware and software systems. VLSI2013 will be attended by business leaders, technology visionaries, and designers, from across the globe. There will be facilities to conduct business discussions with other interested companies on collaborations and joint ventures. And here all the four vertices of the ecosystem: Corporates, Academia. Researchers and Regulators seamlessly mingle to enhance the learning quotient. The organizing committee is taking all the steps to ensure good participation, both in terms of quantity and quality, through

- ✓ A strong technical program including keynote speeches, full-day tutorials, papers, Panels
- ✓ Students Program
- ✓ Industry Forum and Exhibits program
- ✓ An exemplary fellowship program

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, VLSI 2013 is **the** appropriate forum that provides perfect opportunities for you to ensure immense business value. Please find below details of the sponsorship opportunities for your favorable consideration. As you will notice, the packages are formulated to ensure the best possible Return On Investment (RoI) for your company. The rate table (Please note that the sponsorship package rates are **slated to rise from September 17, 2012.**), enrollment form and details of various sponsorships are attached herewith

Your early decision to participate 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,

Yours Truly



(S. Uma Mahesh)

Sponsorship Chair
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Sponsorship Packages

Besides the individual sponsorship items, there are sponsorship packages available for sponsors who want to derive exclusive benefits from the conference. The packages' snapshot is given below:

Packages	Status	Original # of Slots	Slots Available	Value	Sponsorship Value - Program Offerings		
					Other unquantifiable Benefits		
					Key Notes	Panel seats	Industry Forum
Silicon	Open	1	0	2,200,000	First Keynote day-1		
Platinum	Open	3	1	1,700,000	Banquet, First Keynote day-2 & 3 (FIFO)		
Gold	Open	4	2	1,200,000	1. Keynote 9 2. Inaguration of Exhibits 3. Inaguration of Industry Forum 4. Awards Ceremony 5. Banquet Dinner Speech 6. Student Conference keynote 7. Sponsor Tutorial 8. Sponsor Student Conf.	1 Seat	
Silver	Open	6	5	600,000		1 Seat	
Bronze	Open	8	4	400,000			1 Seat

Note:

- ❖ ALL payments MUST be in Indian Rupees ONLY. With sponsors taking care of and responsible for ensuring prevailing conversion rates - from whatever currency into Indian rupees, on the day of remittance.
- ❖ Service Tax @12.36%, on the sponsorship package amount (mentioned above) should be paid by the sponsor directly to Gol and NOT to the conference.
- ❖ TDS is applicable @ 2%
- ❖ All Sponsors will get a discount on the additional (To what they get by default as a part of each package) Exhibit Booths they take
 - 1 Exhibit Booth - 25% Discount
 - 2-3 Exhibit Booths - 33 % Discount
 - More than 3 Exhibit Booths - 50 % Discount

Sponsorship Packages Details:

1. Silicon Sponsorship:

Silicon sponsor will get the following benefits:

- ❖ Appropriately sized logo on the side panels of the backdrop of the main hall, along with other applicable logos (Logos to be provided by the sponsor as per conference's spec)
- ❖ Logo (to be provided by the sponsor as per the given spec) on the conference badge, along with the conference logo
- ❖ Logo (to be provided by the sponsor as per the given spec) on the conference bag, along with the conference logo
- ❖ Center Spread advertisement as provided by the sponsor in the conference brochure.
- ❖ Coverage in print media as per conference's publicity plan that gets to be in place
- ❖ Four (4) exhibit stalls (each of 3x3 sqm)

- ❖ 10 free invitation passes to the banquet session.
- ❖ 10 free invitations to conference.
- ❖ 15 fellowships (Selected by the conference as per the Fellowship Program)

There will be **One Silicon Sponsor** for the conference.

2. Platinum Sponsorship:

Platinum sponsors will get the following benefits:

- ❖ Appropriately sized logo on the side panels of the backdrop of the main hall, along with other applicable logos (Logos to be provided by the sponsor as per conference's spec)
- ❖ Logo (to be provided by the sponsor as per the given spec) on the conference TShirt, along with the conference logo (Distributed equally in same #s across the 3 sponsors)
- ❖ Logo (to be provided by the sponsor as per the given spec) on the student conference bag, along with the conference logo (Each 1/3rd of total # of bags will have logo of one Platinum sponsor)
- ❖ Logo (to be provided by the sponsor as per the given spec) on the CD-Holder, along with the conference logo (Distributed equally in same #s across the 3 sponsors)
- ❖ Inside covers advertisement as provided by the sponsor in the conference brochure (for 2 of the sponsors) and book mark (for one sponsor) on FCFS basis (FIFO)
- ❖ Coverage in print media as per conference's publicity plan that gets to be in place
- ❖ Three (3) exhibit stalls (each of 3x3 sqm)
- ❖ 8 free invitation passes to the banquet session.
- ❖ 8 free invitations to conference.
- ❖ 10 fellowships (Selected by the conference as per the Fellowship Program)

There will be **Three Platinum Sponsors** for the conference.

3. Gold Sponsorships:

Gold sponsors will get the following benefits:

- ❖ Appropriately sized logo on the side panels of the backdrop of the main hall, along with other applicable logos (Logos to be provided by the sponsor as per conference's spec)
- ❖ Pendrive (with conference proceedings) (Distributed equally in # across the 4 sponsors)
- ❖ Conference Mug with sponsor logo (Logos to be provided by the sponsor as per conference's spec) (Distributed equally in # across the 4 sponsors)
- ❖ Full page advertisement as provided by the sponsor in the conference brochure.
- ❖ Coverage in print media as per conference's publicity plan that gets to be in place
- ❖ One (1) exhibit stalls (of 3x3 sqm)
- ❖ 6 free invitation passes to the banquet session.
- ❖ 6 free invitations to conference.
- ❖ 8 fellowships (Selected by the conference as per the Fellowship Program)

There will be **Four Gold Sponsors** for the conference.

4. Silver Sponsorships:

Silver sponsors will get the following benefits::

- ❖ Appropriately sized logo on the side panels of the backdrop of the main hall, along with other applicable logos (Logos to be provided by the sponsor as per conference's spec)
- ❖ Conference Pen (Logos to be provided by the sponsor as per conference's spec) (Distributed equally in # across the 6 sponsors)
- ❖ Visiting card/Pen holder (Logos to be provided by the sponsor as per conference's spec) (Distributed equally in # across the 6 sponsors)
- ❖ Conference Notepad (Logos to be provided by the sponsor as per conference's spec) (Distributed equally in # across the 6 sponsors)
- ❖ Full page advertisement as provided by the sponsor in the conference brochure.
- ❖ Coverage in print media as per conference's publicity plan that gets to be in place

- ❖ 4 free invitation passes to the banquet session.
- ❖ 4 free invitations to conference.
- ❖ 4 fellowships (Selected by the conference as per the Fellowship Program)

There will be **Six Silver Sponsors** for the conference.

5. **Bronze Sponsorships:**

Bronze sponsors will get the following benefits:

- ❖ Appropriately sized logo on the side panels of the backdrop of the main hall, along with other applicable logos (Logos to be provided by the sponsor as per conference's spec)
- ❖ Conference Cap (Distributed equally in # across the 8 sponsors) (Logo to be provided by the sponsor as per the given spec)
- ❖ Sporty water Bottle (Distributed equally in # across the 8 sponsors) (Logo to be provided by the sponsor as per the given spec)
- ❖ Half page advertisement as provided by the sponsor in the conference brochure.
- ❖ Coverage in print media as per conference's publicity plan that gets to be in place
- ❖ 2 free invitation passes to the banquet session.
- ❖ 2 free invitations to conference.
- ❖ 2 fellowships (Selected by the conference as per the Fellowship Program)

There will be **Eight Bronze Sponsors** for the conference.

NOTE: All content for display material, banners, backdrops, advertisements, to be put up as part of sponsorships collaterals, will have to be supplied by the sponsors, in the formats required, within the timelines specified

January 5th-10th, 2013 at Hyatt Regency, Pune, India

SPONSORSHIP FORM (VLSI Design 2013)

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):

Detail of the sponsorship(Please mention the package and/or the item(s):
(Please refer to the item pricings below, along with the package details above)

Net Amount: `_____

[Total Amount, Less TDS]

Payments:

All payments to be made in favor of: " **VLSI Design 2013**"

Payment Mode (Please tick one): Draft Cheque Online

i. Enclosed please find a Bank Draft**/Cheque Number: _____ dated _____ drawn on
_____ (Bank Name)

** Bank Draft should be on drawn payable at Pune, Maharashtra, India

ii. **Online:**

Bank: HDFC Bank Ltd

Account Number 00070310004920

Account title VLSI DESIGN 2013

IFSC Code HDFC0000007

Bank Address: # 8/24, Salco Center, Richmond road, Bangalore 560025, Karnataka, India

Signature:

Date:

Sponsorship Items List

Sponsors are invited to choose from the following list of items.

S. No	Sponsorship	Sponsors	Number	Price in Rs.	Status
1	Panel Discussions		2	2,00,000	Open
2	Keynote Speeches		8	4,00,000	Open
3	Inaugural Ceremony/Cultural Event		1	5,00,000	Open
4	Banquet Dinner		1	10,00,000	Open
5	Tea/Coffee		3	2,00,000	Open
6	Conference Lunch		3	6,00,000	Open
7	Tutorial		8	1,50,000	Open
8	Tutorial Lunch		1	3,00,000	Open
9	Awards Ceremony		1	3,00,000	Open
10	Freebie with Corporate Logo*		1	75,000	Open
11	Design Contest		1	3,00,000	Open
12	Internet Connectivity		1	1,50,000	Open
13	Paper Sessions		16	50,000	Open
14	Conference Kit Material		1	45,000	Open
15	E advertisements		25	25,000	Open
16	Internet Stall		1	1,50,000	Open
17	Registration Area		1	1,50,000	Open
18	Student Program		4	1,50,000	Open
19	Banners		10	1,00,000	Open

Note:

- Freebie with corporate logo has to be given by the companies. (The above price doesn't include the Freebie)
- Taxes in addition to the above prices as per the regulatory norms
- In case of common item of interest among sponsors, higher sponsorship package sponsors will be given the first preference, if applicable

Souvenir Advertisements List

Conference shall release a souvenir during the conference. There are variety of advertising possibilities in the souvenir, as given below:

S. No	Description	Nos. Available	Price	Status
1	Back Cover	1	1,00,000	Open
2	Bookmark	1	60,000	Open
3	Full Page (Color)	40	50,000	Open
4	Half Page	40	25,000	Open

Note: Advertisers to provide the advertisement to be published as per the specs given by the conference within the timeline

Details about 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. Your company's name will be mentioned as a sponsor in the conference brochure

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. The keynote is expected to provide insight into the industry and not a sales pitch for the sponsor. As sponsor, you will have the option of nominating a speaker for one keynote speech. 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. Your company's name will be mentioned as a sponsor in the conference brochure and program as well.
3. **Inaugural Ceremony** – Can take place on the morning of January 7th, 2013. A leading government official or a prominent person from the industry will inaugurate the ceremony. As sponsors, you will have the option of proposing the banquet speaker. The Program/Conference Committee reserves the right to make the final decision. The talk is expected to provide insight into the industry and not a sales pitch for the sponsor
4. **Banquet Dinner** - There will be a banquet dinner on January 8th, 2013. A prominent industry figure will deliver the banquet speech. The speech is expected to provide insight into the industry and not a sales pitch for the sponsor. As sponsors, you will have the option of nominating the banquet speaker. 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. 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
5. **Cultural Program** - There will be a cultural program on the evening of January 8th, 2013. 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 (three) 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** – 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 8th, 2013. 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. **Conference Mug Sponsorship** - Sponsors will have their name and logo prominently displayed on the conference mug that will be given to all conference registrants.

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. **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.
13. **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.
14. **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.
15. **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.

Sponsorship Chair Contact Details:

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