

Theme: Safe and Secure Intelligent Systems

COME, BE THE ENABLER OF THE 31ST INTERNATIONAL CONFERENCE ON VLSIDESIGN (VLSID18) & 17TH INTERNATIONAL CONFERENCE ON EMBEDDED SYSTEMS – AND ENHANCE YOUR POSITIONING

Dear Industry Leader,

It must be an exciting feeling to be the essential enabler of this ecosystem in transition. With the way world does the same things differently and new things differentiatingly (sic) - constantly yet rapidly evolving, there is never a dull day in the life of our professional community. The paradigm shift is encompassing all stakeholders, new technologies, newer opportunities. The most enthralling thing for us – in our semiconductor, embedded domain is, in a way the more things change, the more they become even more important, engrossing and rewarding.

When one thinks of modern day, it means embedded, sustainable, secure, intelligence, integrated solutions, in all aspects of life. This is particularly palpable for India, with plethora of opportunities, each more exciting than the other – Make In India, Startup India, Smart Cities, Swach Bharat. The time is ready for complete solutions made for India, by India, in India – with international angle being very much conjoined.

It is this epiphany that the 31st International Conference on VLSI Design and 17th International Conference on Embedded Systems (VLSID2018) gearing up to address. With the theme of Safe and Secure Intelligent Systems, VLSID2018 will be a platform that will bring together all stakeholders, facilitating enriching, enlightening, enabling discussions and exchange of thoughts, during January 6-10, 2018. And, the stage is the pulse of possibility – Pune !!

VLSID2018 is working towards being the channel of connectivity bringing together students, designers, engineers, researchers, technology visionaries and corporate leaders representing government departments, professional and trade institutions from every corner of the world. The organization committee is striving to deliver quantity implanted with quality, with paramount importance to technical program that shall include:

- | | |
|---------------------------|-------------------------|
| ✓ Keynote speeches | ✓ Student Program |
| ✓ Technical papers | ✓ Fellowship Program |
| ✓ Panels | ✓ Industry Forum |
| ✓ Exhibits | ✓ Design Contest |
| ✓ Tutorials and Workshops | ✓ Investor Interactions |

As a leader, one of your key challenges is to establish the technical leadership of your company and to showcase yourself to your stakeholders in your business as among the key protagonists one should clamour to be associated with. VLSID2018 is a high value, ROI ensured avenue for you to do exactly that, while contributing to building the ecosystem – thus delivering for yourself long term benefits too.

We would like to invite you to be a part of this coveted International conference, as sponsor, participant. Please refer below for the sponsorship packages. In order to convey how much your association means to us, we will like to offer an **early bird discount of 10%**, if your participation is formalized *through closure and payment* by the closure of **Q2 '17 - June 30, 2017, and early bird discount of 5%, before July 31, 2017.**

Request you to go through the package details below and provide an earliest opportunity to discuss and get you on board, so that we can travel together from early days, to deliver the very best of value.

Counting on your defining participation

Yours Truly,

General Chairs
Sponsorship Team
Exhibits Team
Finance Chair

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Silicon sponsor gets the following benefits:

- Appropriately places logos during the Inauguration Ceremony of the Main Conference
- Keynote Speech on Day 1 of Main Conference
- **One** Panel Discussion seat on Day 1 of Main Conference
- One of the Keynote Speeches on Day 1 of Student Conference
- Advertisement in the **Centre Spread** of the conference program souvenir
- Logo on the program Pamphlets, along with the conference logo and other sponsors' logos
- Coverage in print media as per conferences publicity plan that gets to be in place.
- Logo/Name on sponsors' choice of items from the provided list (FCFS) up to the allotted amount
- **One(1) (6m x 6m)** exhibit stall (Equiv. to **4 standard exhibit stalls**)
- **Six (3ftx6ft)** standees
- **Ten(10)** free invitation passes to the banquet session
- **Twenty Five (25)** free invitations to conference
- **Twenty Five (25)** fellowships (*Selected by the conference as per the Fellowship Program*)

Unique opportunity to be the one and only Silicon sponsor.**PLATINUM****₹ 18,00,000/=**

Platinum sponsors get the following benefits:

- **One** Sponsored Tutorial
- Keynote Speech on Day 1 or Day 2 of Main Conference
- **One** Panel Discussion seat on Day 1 or Day 2 of Main Conference
- Advertisement in the **Inside Covers** of the conference souvenir (FCFS)
- Logo on the program Pamphlets, along with the conference logo and other sponsors' logos
- Coverage in print media as per conference's publicity plan that gets to be in place
- Logo/Name on sponsors' choice of items from the provided list (FCFS) up to the allotted amount
- **One (1) (6m x 3m)** Exhibit stall (Equiv. to **2 standard exhibit stalls**)
- **Four (4)** (3ftx6ft) standees
- **Six (6)** free invitation passes to the banquet session
- **Eighteen (18)** free invitations to conference
- **Eighteen (18)** fellowships (*Selected by the conference as per the Fellowship Program*)

Opportunities open for **TWO** Platinum sponsorships.**GOLD SPONSORSHIPS****₹ 10,00,000/=**

Gold sponsors get the following benefits:

- Keynote Speech on Day2 or Day3 of Main Conference
- **Full Page** advertisement in the conference souvenir
- Logo on the program Pamphlets, along with the conference logo and other sponsors' logos
- Logo/Name on sponsors' choice of items from the provided list (FCFS) up to the allotted amount
- Coverage in print media as per conference's publicity plan that gets to be in place
- **One (1) (3m x 3m)** Exhibit stall (Equiv. to **1 standard exhibit stall**)
- **Three (3)** (3ftx6ft) standee
- **Four(4)** free invitation pass to the banquet session
- **Fifteen (15)** free invitations to the conference
- **Fifteen (15)** fellowships (*Selected by the conference as per the Fellowship Program*)

Opportunities open for **TWO** Gold sponsorships.

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SILVER

₹ 7,50,000/=

Silver sponsors get the following benefits

- Logo/Name on sponsors' choice of items from the provided list (FCFS) up to the allotted amount
- **Half page** advertisement in the conference souvenir
- Logo on the program Pamphlet, along with the conference logo and other sponsors' logos
- Coverage in print media as per conference's publicity plan that gets to be in place
- **One (1) (3m x 3m)** exhibit stall (Equiv to 1 standard exhibit stall) in the open area exhibits hall
- **Three (3)** (3ftx6ft) standee
- **Two (2)** free invitation passes to the banquet session
- **Ten (10)** free invitations to the Conference
- **Ten (10)** fellowships (*Selected by the conference as per the Fellowship Program*)

Opportunities open for **Eight** Silver sponsorships.

BRONZE

₹ 5,00,000/=

Bronze sponsors get the following benefits

- Logo/Name on sponsors' choice of items from the provided list (FCFS) up to the allotted amount
- Name on the back cover of the conference program souvenir
- Logo on the program Pamphlets, along with the conference logo and other sponsors logos
- Coverage in print media as per conference's publicity pan that gets to be in place
- **One (1) (3m x 3m)** Exhibit stall. (Equiv. to 1 standard exhibit stall)
- **Two (2)** (3ftx6ft) standees
- **One (1)** free invitation pass to the banquet session
- **Five (5)** free invitations to conference
- **Five (5)** fellowships (*Selected by the conference as per the Fellowship Program*)

Opportunities open for **TEN** Bronze sponsorships.

Note:

- In case of common item(s) of interest, higher sponsorship package sponsors will be given the first preference, if applicable.
- All content for display material, banners, backdrops, advertisements, to be put up as part of sponsorships collaterals, have to be supplied by the sponsors, in the formats required, within the timelines specified. HR Logos to be provided by the sponsors as per conference's spec. PLEASE NOTE: In case the information required from sponsors (as mentioned above) doesn't come within the timeline specified, conference reserves the right to chose them – logo, content, as it deems sufficient, to ensure that the progress of the conference is on track
- ALL payments MUST be in Indian Rupees ONLY. With sponsors taking care of, and ARE responsible for ensuring prevailing conversion rates (from whatever currency into Indian rupees), on the day of remittance
- Taxes as applicable on the date of payment remittance by the sponsor will be in addition to the stated sponsorship package, to be paid by the sponsor

DETAILS

Sponsors are invited to choose from the following list of kit items/options (FCFS). Please note – there can be changes to this list, that will be informed to the sponsors, as applicable

CONFERENCE KIT ITEMS

1. Polo-shirt - Appropriately placed logo on the sleeve along with the conference logo on the shirts handed out at the conference.
2. Back Pack - Appropriately placed logo along with the conference logo on the bag handed out at the conference.
3. Pen Drive - Conference Proceedings
4. Conference Mug - Appropriately placef logo along with the conference logo on the Conference Mug.

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5. Notepad - Appropriately placed logo along with the conference logo on the notepads handed out at the conference.
6. Pen - Appropriately placed name/logo along with the conference logo on the Pen
7. Sling Bag (Student Conf) - Appropriately placed name/logo along with the conference logo on the front of the sling bag handed out at the Student Conference.
8. Lanyard - Appropriately placed name/logo along with the conference logo on the Lanyard.
9. Name badge - Appropriately placed name/logo along with the conference logo on the Name Badge.
10. Cap - Appropriately places logo along with the conference logo on the Conference Cap.

CONFERENCE ITEMS: Sponsors are invited to choose from the following list of items, options

Sponsorship Item	Number	Price (₹.)
Inaugural Ceremony	1	7,50,000
Design Contest	1	5,00,000
Sponsored Tutorial	3	4,00,000
Tutorial	6	2,00,000
Awards Ceremony	1	4,00,000
Internet Connectivity	1	3,00,000
Paper Sessions	16	75,000
Conference Kit Material (For inclusion. Material to be provided by the sponsor)	6	50,000
E advertisements	25	25,000
Banners/Standees (Up to 6' x 3')	10	75,000
Media Centre	1	75,000
Speaker Lounge	1	2,00,000
Conference Lunch	3	4,00,000
Conference Tea	6	1,50,000
Tutorial Lunch	2	2,00,000
Tutorial Tea	4	75,000
Banquet Dinner	1	6,00,000
Cultural Program	1	5,00,000
Registration Area	1	7,50,000
Industry Forum	1	2,00,000
VC Forum	1	1,00,000
Student Conference	1	6,00,000
Speaker Mementoes	50	3,00,000
Fellowships (Per Fellow)	100	15,000
Transportation (For Fellows)	1	25,000

DESCRIPTION OF SPONSORSHIP ITEMS

1. **Inaugural Ceremony** - Planned for the morning of January 8th 2018. A leading government official or an industry leader will inaugurate the ceremony. As sponsor you will be seated on the dais along with other dignitaries on stage, will get an opportunity to formally welcome the delegates, introduce the inaugural speaker. The talk is expected to provide insight into the industry and not a sales pitch for the sponsor.
2. **Inauguration of Exhibits** - Planned for the morning of January 8th 2018. A leading government official or an industry leader will inaugurate the ceremony. As sponsor you will be get to be involved in the inauguration process

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3. **Banquet Dinner** - There will be a banquet dinner on January 9th 2018. Sponsorship for this event will ensure your company's name and banner prominently displayed during the event. Your company's name will be mentioned as sponsor in conference souvenir and be printed on the banquet invitation
4. **Banquet Speech** - A prominent domain personality 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 or introducing the speaker. The Program Committee reserves the right for the final selection of the speaker. Your company's name will be mentioned as sponsor in conference souvenir and be printed on the banquet invitation
5. **Cultural Program** - There will be a Cultural Event on January 9th 2018, during the banquet function. Sponsorship for this event will ensure your company's name and banner prominently displayed during the event. Your company's name will be mentioned as sponsor in conference souvenir.
6. **Conference Lunch** - Lunch will be served on all (three) days of the conference. Sponsorship for this event will ensure prominent display of your company's name in the lunch area, along with other sponsors
7. **Conference Tea** - Tea will be served twice a day, on all (three) days of the conference. Sponsorship for this event will ensure prominent display of your company's name, along with other sponsors
8. **Design Contest** - Sponsorship for this event will ensure your company's name and banner prominently displayed during the event. Your company's name will be mentioned as sponsor in conference souvenir.
9. **Industry Forum** - Sponsorship for this event will ensure your company's name and banner prominently displayed during the event. You will get to inaugurate the Industry Forum and give a talk. Your company's name will be mentioned as sponsor in conference souvenir.
10. **VC Forum** - Sponsoring for this event will ensure your company's name and banner prominently displayed during the event. You will get to introduce the event and can refer a speaker
11. **Sponsored Tutorial** - As sponsor you can give a tutorial of your choice (topic has to be approved by the technical program committee) in lines of regular tutorials, at the venue. You will have to prepare the content, prepare the required material
12. **Tutorial** - Conference conducts tutorials on prominent topics on the first two days. Tutorials are a high point of the conference, well attended by the industry and conference fellows. Sponsorship is on per tutorial basis. Your company's name and logo will be displayed prominently during the tutorial sessions.
13. **Tutorial Lunch** - Banners with your company name will 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 souvenir.
14. **Tutorial Tea/Coffee** - There will be two tea sessions, on each day of the tutorial. Sponsorship for this event will ensure your company's name and banner prominently displayed. Your company's name will be mentioned as a sponsor in the conference souvenir.
15. **Awards Ceremony** - There will be an awards ceremony on January 9th 2018. Sponsorship for this event will ensure your company's name and banner prominently displayed during this event. Your representative is likely to have a stage presence at some time during the award giving ceremony. Your company's name will be mentioned as a sponsor in the conference souvenir, along with a one-page advertisement.
16. **Conference Mementos** - . Your company's name will be mentioned as a sponsor in the conference souvenir,
17. **Internet Connectivity** - Your company's name/logo will be displayed at the time of logging in. This has to be provided and ensured by you
18. **Paper Sessions** - As sponsor you can choose from any of the paper sessions. Your association with that session is communicated through your branding at the venue. You might also get to provide a memento to the session in charge.
19. **Fellowships** - Fellows attend the conference on financial assistance provided by the Fellowship Sponsors. This sponsorship will allow students, professors, researchers, selected through a diligent process, to attend the conference, a;; expenses paid. Fellowship sponsor can sponsor as many fellows as they like to. Sponsoring company's name will be mentioned in the conference souvenir. In addition, a special acknowledgement by the Steering Committee shall be made

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20. **Transportation (For Fellows)** – Your brand will be visibly displayed on the transportation arrangement made for the fellows. There will be a display (banner/standee) at the venue, during all the 5 days of the conference acknowledging the same
21. **Material in the delegate kit** - You can reach out to all the conference registrants, by inserting material/item of your choice into the delegate kit. As sponsor you will need to provide these items - one per delegate kit, at least a week before the conference date, at the designated place.
22. **Advertisements in Souvenir** - Full, half page colour advertisements will be inserted in the souvenir. You will need to provide the advertisement content as per the given specs at least one week before the conference date. *
23. **E-Advertisement** - 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
24. **Banners/Standees** - A banner of up to 6' x 3' size with your given content will be displayed in the conference area. Content to be provided by you
25. **Registration Area** - As sponsor you're branding will be displayed in the registration area for all the 5 days. This is a highly visible branding, with all the participants walking along this area
26. **Media centre** - Media covering the conference will be given an exclusive space. As sponsor you will have your banner displayed in this area
27. **Speaker Lounge** - Meant exclusively for the speakers. Will have almost all the prominent people visiting this area one time or other, thus guaranteeing high visibility with valuable target audience. As sponsor your banner will be displayed in this area
28. **Administrative Support** - Following administrative support sponsorships are available (*This is not listed in the table*) - Audio-visual Systems, UPS, Internet Access Et Computers - Sponsorship of these ensures a banner prominently displaying company's logo and name. Your company's name will be mentioned as a sponsor in the conference souvenir.

ECOSYSTEM EXHIBITIONS

Conference provides well integrated exhibits opportunities that are planned to be seamlessly ingrained with the natural flow of the conference and audience. The exhibition will be open for 3 days (Monday, January 8 to Wednesday, 10, 2018) coinciding with the days of the main conference. The Exhibition centre floor area will be accessible to all the registered conference attendees.

The exhibits are planned as follows:

Booth Sizes	Price (INR)
Open Enrolment (3m X3m) Two side Open	1L
Open Enrolment (3m X3m) One side Open	80K
Open Enrolment (3m X2m) Two side Open	70K
Open Enrolment (3m X2m) One side Open	60K
Table space (for start-ups only) (4FtX2Ft) + Chairs	10K

Conference has made arrangements for all participants to take more exhibition stalls – thus facilitating them to make a bigger splash of larger RoI, by making the stalls even more attractive:

1. For *Metal Sponsors*, additional booths:
 - a. 1 Exhibit Booth - 25% Discount
 - b. 2-3 Exhibit Booths - 33 % Discount
 - c. More than 3 Exhibit Booths - 50 % Discount
2. For exhibitors, additional booths:
 - a. 2 booths - 5% discount
 - b. 4 booths- 10% discount
3. 50% discount for booths only for start-ups, *Universities, Educational & Training Institutions*

Conference exhibit stalls come with:

- 3 spot lights
- 1 table

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- 2 Chairs
- 1 Name facia
- 5 Amp Power socket for operating one standard computer and display (Up to 1KW)
- The Exhibition venue will provide uninterrupted electrical supply for general lighting of the hall. It is NOT guaranteed to be uninterrupted enough for computing equipment's and displays' (PC, LT) specs). And **Two (2)** lunch coupons

Any *other requirement(s)* by the exhibitors will be met at additional costs, as long as they are informed to the organizers by **November 30, 2017**. Exhibitors can build their own stalls. Conference will be able to offer this service at additional costs as applicable. All exhibitors are to adhere to the exhibit guidelines put in place by the conference.

CONFERENCE SOUVENIR Ads

Conference souvenir contains the program details, conference information, information about the speaers, sponsors and exhibitors (*To be provided by the sponsors, exhibitors*)

1. Full Page - Full Page advertisement in the Conference Souvenir Book – ₹. **75,000/=**
2. Half Page - Half Page advertisement in the Conference Souvenir Book - ₹, **30,000/=**