

Dear Industry Leader,

As the paradigm shifts in India from expertise in semiconductor design and embedded software design to complete products in the relevant domains, few ecosystems symbolize this new era (not just as creator/developer but most importantly as the end market) as Pune: the proud host of **EMBEDDED VLSI2018** (<http://embeddedandvlsidesignconference.org/>). The 31st International Conference on VLSI Design, with the theme **Safe and Secure Intelligent Systems**, and the 17th International Conference on Embedded Systems are being held jointly at Hyatt Regency, Pune, Maharashtra, India, during **January 6-10, 2018**.

The conference and exhibition will provide a vibrant platform for a wide cross section of working professionals to interact and exchange useful ideas. We are expecting participation by business leaders and designers from all over the world. Typically over a thousand professionals participate in the conferences as delegates. 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 the entire VLSI Design ecosystem, including embedded software.

This provides a once in a year opportunity for ALL players of the Electronic System Design & Manufacturing (ESDM) industry to introduce, showcase, promote, popularize, to the world, your offerings, services, products, by participating in the Exhibition Center. There will be facilities to conduct business discussions with other interested companies on potential business relations, collaborations, joint ventures etc.

The exhibition **will be open for 3 days (Monday, January 8 to Wednesday, January 10, 2018)** coinciding with the days of the main conference. The Exhibition center floor area will be accessible to all the registered conference attendees. There are a limited number of approximately 45 booths spread over 800 sq. meters in the Exhibition center area. We request you to avail the opportunity and book the stalls at the earliest. Registrations for the booths are started and will be open till 30th, Nov 2017. There is separate exhibit space planned for budding start-up companies with display desks and octranorm panel along with spot lights at a minimal cost.

To ensure that your booth draws your target audience, we have planned for dissemination of Exhibitor information through print & electronic media. List of exhibitors and links to their websites will be available at the conference website. Exhibition booths will be located around the conference venue. The exhibition layout facilitates maximum footfalls of conference attendees at the Exhibition.

Please [click here](#) to know more details to enable you to plan for participation. We look forward to working with you to make VLSI Design Conference 2018 a trend-setting success.

Best Regards,

Shrikrishna Nana Mehetre (+91-99019 70742)
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Exhibit Co-Chairs, Embedded & VLSID Conference 2018
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Exhibition Center Information

Booth Specifications and Charges:

There are five types of booths being offered:

1. Booths of 3x3 sq. m size
2. Booths of 3x2 sq. m size.
3. Booths of 2x2 sq. m size
4. Booths of 4x3 sq. m size
5. Start-up Desks

Payment for booth bookings must be made in full, along with application, to be recorded as firm bookings:

Rate for booths are as below + Applicable taxes

| Booth Sizes | Price (INR) |
|--|-------------|
| 4m X3m | 1.5L |
| 3m X3m Two side Open | 1L |
| 3m X3m One side Open | 80K |
| 3m X2m Two side Open | 70K |
| 3m X2m One side Open | 60K |
| 2m X2m | 50K |
| Start-up Desks (for start-ups only) (4FtX2Ft) + basic accessories | 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 to 3 booths - 10 % discount
 - b. 4+ booths - 20 % discount
3. 50% discount for limited number of booths applicable only for start-ups, Universities, Educational & Training Institutions

Booth rental includes:

1. Exhibition is for 3 days (From January 8 - 10, 2018).
2. Fully constructed stalls, under covered exhibition space, built with three-sided Octonorm by default (Exhibitors are requested to inform, if they have specific plans for their stalls)
3. 1 table and 2 chairs, 15 amp power socket, 1 spike buster, fascia with company name. (Further details will be available in the Exhibitors' manual).
4. Maximum load of 1 KW
5. Exhibitor name will be included in the Conference Website with links to their respective home page
6. Company profiles will appear in the Exhibitors Manual of the final conference program brochure / souvenir. Exhibitors are requested to provide the company profiles by Nov 30, 2017
7. Exhibitor's name will be displayed in the list of exhibitors at the Conference venue.

Besides, the exhibitors can avail of the following by paying separate charges:

1. Additional power will be charged extra based on requirement (Actual cost details will be available closer to the conference).
2. Exhibitor's registration (for people involved with Exhibition) to the Conference.
3. There is NO free conference registration included with the booth.
4. Exhibitors are urged to participate in conference, by registering separately, to attend the conference technical program.
5. Internet Connectivity (if available)

The Exhibition venue, Hyatt Regency, Pune will provide uninterrupted electrical supply for general lighting of the hall and for the computers of the exhibitions. Further, any additional needs should be taken care of by the participants. In case the needs are identified in advance, the Conference organizers can attempt to arrange for some vendors to take care of the needs for the exhibitors at the nominal rates charged by the vendor. All such needs must be given in writing to the Exhibition Chair by November 30, 2017.

Customization of booths:

For customization of booths, a request needs to be sent by email before December 15th, 2017. Based on the request, allocated space will be handed over to the exhibitors at 1AM on 7th, Jan 2018 for customization. The exhibitors are required to work with the organizing committee designated event management company to co-ordinate setting up their booth. The organizing committee shall not take request from exhibitors to have another vendor for customization other than assigned from the organizing committee. Any cost incurred in customizing the booth (adhering to the safety regulations of the venue) should be borne by the exhibitors.

EXHIBITION BOOTH BOOKING FORM

1. Name and Address of the participating organization:

Homepage web site: _____

2. Name of the contact person:

Tel: _____ Mobile: _____
Fax _____ E-mail: _____

3. Fascia writing (in block letters); maximum 28 characters including space.

4. Company and Products Description to be included in the Conference Brochure: (Please provide a separate write-up).

5. Participation charges ():

Number of Booths:

Rate per booth

Total Amount

6. Additional items required

7. Declaration

We request the Organizers of VLSI International Conference 2018 to book space in the Exhibition center according to the above requirement. We agree to abide by the terms and conditions attached with this application form and any other regulations/conditions contained in the guidelines for the Exhibition Center.

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 PUNE

IFSC Code HDFC0000007

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

Signature: _____

Date: _____

TERMS & CONDITIONS

BOOKINGS

Bookings should be against full payment and for a minimum of 4, 6, 9 or 12 Sq. meters built-up booth. No structural alterations will be allowed to the booths. All exhibits activities will be restricted within the booth(s).

DESIGN

Booth designs must be submitted to the Organizer for approval before starting construction. The Organizer reserves the right to request the Exhibitor to dismantle any exhibit not conforming to the guidelines, which are to be found in the Exhibitor Manual. The Exhibitor Manual will be provided, once the completed application form is received.

PAYMENT

Payment for space bookings must be made in full, along with application, to be recorded as firm bookings. Application forms without participation fee will not be considered for final allotment. Any expense accrued during the exhibition will have to be cleared before gate passes can be issued for the removal of exhibits. Cheques/Demand Drafts should be drawn in favor of **"VLSI Design PUNE"** payable at Pune.

CANCELLATIONS

Cancellation must be received in writing. Date of receiving cancellation and cancellation charges below:

- Till Dec 01, 2017: 50% of participation fee
- Dec 1 to Dec 14, 2017: 80% of participation fee
- Dec 15, 2017 onwards: 100% of participation fee

RISK

The Exhibitors uses the premises and its facilities at their own risk. All property brought on the premises by the Exhibitor shall be at the Exhibitor's risk.

SECURITY

The Organizer will provide basic security arrangements for the conference. Security for individual booths, if required, will be the responsibility of the Exhibitor. The Organizer will make available a security agency through which the Exhibitor may hire individual security personnel for this purpose. The Organizer will not be responsible for any theft, loss or damage that the Exhibitor may suffer during the conference period. Exhibitors are advised in their own interest to arrange for insurance cover of their items on display.

SAFETY MEASURES

On the finalization of floor plans, the Exhibitor will be issued instructions regarding measures to be taken for the safety of the booth and the conference as a whole. The Exhibitor is required to follow these instructions strictly.

- Although general fire protection equipment would be installed, Exhibitors will be required to provide portable firefighting equipment at their stands.
- Although facilities for First Aid services will be available at the Conference venue, Exhibitors are advised to ensure that First Aid Kits are provided in their stands for emergencies.
- Smoking and consumption of alcohol is strictly prohibited anywhere in the conference premises.

LIABILITY

Exhibitors are liable to compensate for any damage caused to partitioning, flooring, furniture or any other fixtures provided by the Organizer. The Organizer will not be liable for any loss due to theft, pilferage or damage by fire, accident, vandalism or other causes and the Exhibitor expressly waives and releases any claim or demand it may have against the Organizer by reason of any damage to or loss of any property of the Exhibitor.

It should be noted that while no security deposit is being taken, in the unlikely case of occurrence of any damages that the conference has to pay for rectification to the conference premises and/or exhibits designer, the exhibitor hereby agrees to pay for the same completely.

The Organizer does not maintain insurance covering Exhibitor's property. It is required that Exhibitors obtain adequate insurance coverage at their own expense, for property loss or damage and liability for personal injury.

INDEMNIFICATION

Exhibitor agrees to protect and hold the Organizer forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Exhibitor and the Organizer regarding the Exhibition premises.

FORCE MAJEURE

Under the conditions of force majeure, which also include strikes, lockouts, closures, riots, natural calamities, the Organizer reserves the right to alter the opening and duration or even cancel the entire exhibition. In case of change in dates and duration of the Exhibition, the rules and regulations and the agreement between the Exhibitors and the Organizer will remain unaffected. In case of cancellation of the exhibition owing to causes beyond the Organizer's control, the participation fee will be refunded to the Exhibitors after deducting the non-recoverable proportionate costs already incurred by the Organizer.

ELECTRICAL SAFETY

- Electrical wiring and installation must be done by Exhibitors' registered professional electrician ensuring proper wiring, switches, etc., and will need the approval of the Organizer.
- The main supply points in an electrical installation in the stall should be easily accessible and should not be concealed.
- To take care of voltage fluctuations, the participants should fix up constant voltage transformer or insulation transformer or stabilizer for power sensitive machines.
- Type of wiring to be used for lighting should be double PVC or single PVC in conduit pipe and for equipment the same should be by means of armored cable or wires in MS conduit pipes.

REGULATIONS

The Exhibitor is required to abide strictly by the following:

- Use the stall for permitted display only.
- Allotment of exhibition stall is non-transferable.
- Do not place any display or other material outside the space allotted which may cause obstruction to the entrance, exit and passage.
- Do not play or use any audio system that causes disturbance in the nearby stalls or outside. If the Organizer in his absolute discretion considers such a noise to be undesirable, he shall give verbal directions to the Exhibitor to that effect.
- Do not store any hazardous or flammable materials in the stall.
- Do not carry any goods or materials to or from the Exhibition area except through the entrance and service areas provided for the purpose.

- Do not make any alterations or additions whatsoever to the stall or to erect any structure in front of the stall or elsewhere outside, unless approved by the Organizer in writing.
- Do not interfere, under any circumstances, with the electrical and or other infrastructure laid out by the Organizer.
- Comply with any regulations made by the Organizer with regard to security, environment, safety and pollution of all kinds.
- Bring the regulations to the notice of all the concerned.

The organizer reserves the right by notice to change or add to the regulations in the terms and conditions.

PLEASE RETAIN A COPY FOR YOUR RECORD.

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