

2022
DESIGN AND VERIFICATION™
DVCON
CONFERENCE AND EXHIBITION
UNITED STATES
SAN JOSE, CA, USA

DVCon 2022
Exhibitor & Sponsor Prospectus

San Jose, CA, USA | February 28 - March 3, 2022

2022.dvcon.org



GOLD & SILVER SPONSORS

Gold Sponsorship (\$7,500)

This great opportunity includes:

- » Your company Logo on DVCon Home Page
- » Your company Logo on Pre-Conference Promotions
- » Status Recognition in the Conference Program/Exhibit Guide
- » Two dedicated email distributions to DVCon attendee list (one pre-conference and one post-conference)
- » Five complimentary All Access Conference Registrations
- » One 8' x 10' booth space

Silver Sponsorship (\$5,500)

This great opportunity includes:

- » Your company Logo on DVCon Home Page
- » Your company Logo on Pre-Conference Promotions
- » Status Recognition in the Conference Program/Exhibit Guide
- » One dedicated email distribution to DVCon attendee list
- » Three complimentary All Access Conference Registrations
- » One 8' x 10' booth space

SPONSORSHIPS

Attendee Breaks (\$3,500)

Technical session breaks take place once in the morning and once in the afternoon on Tuesday and Wednesday for a total of 4 breaks. You have the opportunity to sponsor both breaks on the day of your choice.

This opportunity includes:

1. Your company Logo and Sponsorship status recognized on Attendee Breaks:
 - » Area Signage
 - » Service/Dining table signage
 - » Right to provide corporate-branded food service items (e.g. cups, napkins)
2. Mentioned in the opening session presentation slides
3. Your company Logo and Sponsorship status recognized on Sponsor Recognition:
 - » Web Page
 - » Page in the Conference Program/Exhibit Guide
 - » Pre-Conference Promotions

SPONSORSHIPS

Best Paper Award (\$3,250)

DVCon awards offer an opportunity to recognize the achievements of individuals and teams for both Oral and Poster presentations.

The Best Paper Award sponsorship is a great gesture and shows generosity towards the DVCon community.

This opportunity includes:

1. Your company Logo on the DVCon Best Paper Award
2. Your company Logo on the on-site conference sign and mentioned in the opening session presentation slides
3. Your company Logo and Sponsorship status recognized on Sponsor Recognition:
 - » Web Page
 - » Page in the Conference Program/Exhibit Guide
 - » Pre-Conference Promotions
4. Your company Logo on the DVCon Best Paper voting page

Coffee Tumbler (\$4,250)

Welcome each DVCon attendee with a customized coffee tumbler. Be the company all attendees thank when they enjoy their morning coffee.

This opportunity includes:

1. Your company Logo on the tumbler
2. Your company Logo and Sponsorship recognized on Sponsor Recognition
3. Your company Logo and Sponsorship status recognized on Sponsor Recognition:
 - » Web Page
 - » Page in the Conference Program/Exhibit Guide

Colocated Conference (\$6,000)

Do you have an event that would benefit the DVCon community? Colocate with DVCon to increase your event exposure.

**Date and time restrictions may apply. Your event must not conflict with other DVCon event activities.*

This opportunity includes:

1. Your company Logo and event description on the DVCon website
2. Your company Logo and full event listing in the DVCon Conference Program/Exhibit Guide
3. Included in DVCon pre-event emails, press emails, press releases and other social media outlets advertise your event.

SPONSORSHIPS

Digital Display Sponsor (\$3,250)

There will be a digital display installed in the premium area of the conference/exhibition where your announcement will be displayed in a rolling mode.

Hotel Key Cards (\$2,250)

Hotel key cards at the DoubleTree hotel will include your logo on the front of the key card.

This opportunity includes:

1. Your company Logo and sponsorship status recognized on the front of Key Cards
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - » Web page
 - » Page in the Conference Program/Exhibit Guide
3. Sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, newsletters) that DVCon deems appropriate.

Name-Badge Lanyard (\$4,500)*

By providing the badge lanyard your company will be seen everywhere throughout the length of the event. It will be given to each attendee and exhibitor when they pick up their badge.

This opportunity includes:

1. Your company Logo on the lanyard
2. Your company logo and sponsorship status recognized on Sponsor Recognition:
 - » Web page
 - » Page in the Conference Program/Exhibit Guide
 - » Pre Conference Promotions

**Production of the lanyard is included.*

Pen & Notebook Sponsor (\$4,500)

Have your logo and company message imprinted on pens and notepads for each attendee at the conference. This is an item attendees are certain to use at the conference.

SPONSORSHIPS

Registration Sponsor (\$3,500)

DVCon offers an exclusive Registration Sponsorship, so get your company recognized early and often with this exciting sponsorship.

This opportunity includes:

1. Your customized message (with logo) as a screensaver on all registration terminals
2. Right to provide corporate-branded mouse pads in registration area
3. Your company logo appearing on Registration area signage
4. Your company logo, link and sponsorship status recognized on:
 - » Each attendee's electronic registration receipt
 - » Registration information page on the DVCon website
5. Company recognition on all Conference email distributions that promote registration
6. Your company logo and sponsorship status recognized on Sponsor Recognition
 - » Web page
 - » Page in the Conference Program/Exhibit Guide

Sponsored Short Workshop (\$3,000)

- » A 90 minute Short Workshop presentation on either Monday or Thursday
- » Short Workshop content will be publicized via monthly newsletters, DVCon website, Conference Program and in the Opening Session presentation slides
- » Other promotion items like banners, flyers, gift items, etc can be distributed during the Short Workshop
- » One complimentary one-day conference registration for the Short Workshop

Sponsored Short Workshop with Reception (\$8,000)

- » A 90 minute Short Workshop presentation on either Monday or Thursday
- » Short Workshop content will be publicized via monthly newsletters, DVCon website, Conference Program and in the Opening Session presentation slides
- » One dedicated email distribution to the DVCon mail list
- » Other promotion items like banners, flyers, gift items, etc can be distributed during the Short Workshop
- » One complimentary one-day conference registration for the Short Workshop

SPONSORSHIPS

Sponsored Short Workshop with Reception cont.

Exclusive sponsor of an evening reception on the exhibit floor which includes your company logo and sponsorship status recognized on:

- » Reception Signage
- » Reception page in the Conference Program / Exhibit Guide
- » Reception signage at each bar location
- » Customized meter board displayed during the day of the reception (you create the graphic of your choice and DVCon will produce)
- » Web page
- » Opportunity to create a signature drink

Square Banner Ad (\$3,250)

Have your company logo seen every time a person goes to the DVCon website. This is great exposure for your company and will run on the homepage for a total of three months. The time frame on the home page depends on the signing of the contract.

This opportunity includes:

1. our custom 125x125 banner ad on the DVCon home page

Tutorial with Lunch (\$18,500)

This opportunity includes:

1. Complimentary 8x10 booth on the Exhibit Floor
2. Company content specific, individualized Luncheon
3. Ability to collect contact information from the Sponsored Luncheon attendees
4. Copy of the Sponsored Tutorial Attendee List (email addresses included)
5. Tutorial and Luncheon content will be publicized via monthly newsletters, DVCon website, Conference Program and in the Opening Session presentation slides
6. One dedicated email distribution to the DVCon mail list
7. Other promotional items like banners, flyers, gift items, etc. can be distributed at these two events
8. Presenters for the tutorial and lunch are entitled to a complimentary one-day registration
9. Up to 10 complimentary one-day registrations for the tutorial or lunch presentation

CONFERENCE PROGRAM/EXHIBIT GUIDE AD

Inside Back Cover (\$2,000)

The Conference Program/Exhibit Guide is the printed program distributed on-site to all attendees to reference the technical program and exhibitors. The Conference Program/Exhibit Guide is also used by attendees as a reference tool throughout the year. Conference Program/Exhibit Guide will be 5" x 8".

Inside Front Cover (\$2,000)

The Conference Program/Exhibit Guide is the printed program distributed on-site to all attendees to reference the technical program and exhibitors. The Conference Program/Exhibit Guide is also used by attendees as a reference tool throughout the year. Conference Program/Exhibit Guide will be 5" x 8".

Outside Back Cover (\$2,750)

The Conference Program/Exhibit Guide is the printed program distributed on-site to all attendees to reference the technical program and exhibitors. The Conference Program/Exhibit Guide is also used by attendees as a reference tool throughout the year. Conference Program/Exhibit Guide will be 5" x 8".

ATTENDEE EMAIL/DIRECT MAIL DISTRIBUTIONS

Email and Direct Mail Distribution (\$500)

Email distributions are available throughout the year and must be scheduled in advance and are available on a first-come, first-served basis. Email distributions will be conducted by show management.

Your direct mail recipient list will be sent to a third-party mail house of your choice.

Conditions

Lists are on a rental basis for a one-time mailing and are limited solely to DVCon exhibitors. The list may only be used by DVCon exhibitors in relation to products and services offered as a part of their DVCon participation. The list may not be used for recruiting or to promote any non-DVCon related meeting, conference or event. All promotional emails will be distributed from the DVCon office.

MARKETING OPPORTUNITIES

DVCON U.S. 2022

February 28 – March 3, 2022 • San Jose, CA



CUSTOM SPONSORSHIP PACKAGE

Custom Package

We are open to any new sponsorship ideas or opportunities. If you have anything you would like to do at this year's DVCon please let us know, we are open to suggestions.

If you purchase, 3 or more DVCon sponsorships we will take 10% of the total sponsorship price.

MARKETING OPPORTUNITIES

DVCON U.S. 2022

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EXHIBITORS

For vendors of design and verification tools, IP/VIP and services, the choice to exhibit at DVCon U.S. 2022 is an easy one. Put simply, DVCon U.S. 2022 attendees are among the best and brightest in the design and verification world. They understand that the products that are exhibited at this conference can potentially help them do their jobs better, and so they are ready to get in depth demos of those products. This is in contrast with larger conferences, where products that specifically address design and verification issues can get lost among presentations of entire design flows among a general atmosphere of glitz and glamour. The DVCon U.S. exhibit is kept deliberately “cozy” to facilitate one-on-one discussions between vendors and the expert users that attend the conference. Thus, exhibiting at DVCon U.S. 2022 is an excellent way to make an extended contact with expert design and verification engineers-- the very engineers and engineering managers that often help direct purchasing decisions in their organizations.

Exhibiting at DVCon U.S. 2022 is a proven way to spend quality time with the people you most want to meet – your customers!

At DVCon U.S. 2022, customers will be visiting your booth looking for solutions! This is your opportunity to maximize your marketing ROI, promote your brand and awareness, expand your customer base and SELL your products!

TENTATIVE EXPO HOURS

Monday, February 29th, 2022 | 5:00 – 7:00 pm

Tuesday, March 1, 2022 | 2:30 – 6:00 pm

Wednesday, March 2, 2022 | 2:30 – 6:00 pm

Exhibitor (\$3,500)

Take advantage of the extras included with your booth cost! Your booth at DVCon U.S. 2020 includes the following Complimentary benefits:

- » Listings on the DVCon U.S. 2020 website, in the DVCon U.S. 2020 Conference Program and monthly newsletters to over 2,500 potential attendees and customers.
- » One complimentary Conference Registration per 8x10 booth

Exhibitor – Accellera Member (\$3,250)

Same as exhibitor with member discount

EXHIBIT SPACE TERMS & CONDITIONS

1. PURPOSE AND ARRANGEMENT OF EXHIBITS

Exhibits are to educate an audience by dramatic demonstrations and presentations. They shall be so arranged as not to obstruct the general view nor hide the exhibits of others. Plans for specially-built displays not in accordance with regulations should be submitted to The Management before construction is ordered.

Licensed Space. Includes the following exhibit equipment: 8' x 10' space, 8' high backwall, 4' sidewalls plus a 7" x 44" sign featuring the exhibitor's name. General guard security and general aisle cleaning are provided. However, The Management accepts no liability for losses or damages of any kind sustained through the exhibition.

Standard Exhibits. Regular and specially-built backwalls including signs may not exceed an over-all height of 10'. A variance of the 10' height limit may be requested and if approved by management it may exceed the 10' depending on location of booth. Low side dividers between exhibits should not exceed 48" in height.

Cubistic or Free-Form Displays. Cubistic or free-form displays may be constructed within the areas designated.

Equipment. All equipment must adhere to the 10' height restriction.

Finished Surfaces. All exposed areas of the exhibit must be finished or draped surfaces including the back and sides. No graphics, logos or print facing into another booth will be allowed. All such material must face into the aisle or into the Exhibitor's own booth. Any part of any booth needing a finished surface one hour prior to the opening of the show will be draped at the expense of the exhibitor. Show Management will decide whether such drape is needed.

2. INSTALLATION AND DISMANTLING OF EXHIBITS

Information for installation and dismantling of exhibits is available on the website to prepare for these activities.

3. FIRE, SAFETY AND HEALTH

The Exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials will be reasonably located within the booth and protected by safety guards and devices where necessary. Only fireproof materials should be used in displays and the necessary fire precautions will be taken by the Exhibitor. If loud speakers or sound devices are used, they should be tuned to conversational level and must not be objectionable to neighboring Exhibitors. Sound will be checked with a decibel meter. Operating equipment that emits excessive noise must be run before or after exhibit hours for specific demonstrations only. The Management reserves the right to restrict or prohibit the use of glaring lights, objectionable lighting effects, excessive or bothersome noise, or other effects which are offensive or otherwise distract from the exposition as a whole.

4. UNION LABOR

Exhibitor must comply with all union regulations applicable to installing, dismantling and the display of exhibits.

5. EXHIBITOR'S PERSONNEL AND OTHER CONSIDERATIONS

Distribution of advertising matter and souvenirs must be confined to Exhibitor's spaces. Undignified methods of attracting attention will not be permitted. The Management reserves the right to prohibit an exhibit or part of an exhibit which in its judgment may detract from the character of or may be considered objectionable to the exposition as a whole. Canvassing in exhibit halls or distribution of advertising matter or souvenirs by representatives of non-exhibiting firms is strictly forbidden.

PROFESSIONAL DRESS CODE. Models, demonstrators, hosts/hostesses and other employees and personnel in the exhibit hall must be attired in a businesslike, professional, tasteful manner. Costumes are not allowed. Failure of an Exhibitor to meet this requirement is grounds for immediate removal of the offending person from the exhibit hall.

The Management shall have the sole and complete authority in the interpretation of this policy

EXHIBIT SPACE TERMS & CONDITIONS

6. LIABILITY AND INSURANCE

The Exhibitor assumes entire responsibility for and hereby agrees to protect indemnify, defend and hold harmless, DVCon, Management, DoubleTree Hotel and its employees and agents, against all third party claims, losses and damages to persons or property, governmental charges or fines, and attorney's fees finally awarded by a court of competent jurisdiction arising out of or caused by Exhibitor gross negligence or willful misconduct, excluding any such liability caused by the sole negligence of the DoubleTree Hotel, its employees and agents. In addition, Exhibitor acknowledges that DVCon, Management and the DoubleTree Hotel do not maintain insurance covering exhibit property and that it is the responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses sustained through exhibition. Insurance Requirements. All exhibitors participating in the DVCon are required to obtain a general public liability insurance in the amount of one million dollars (\$1,000,000) per occurrence. DVCon and the DoubleTree Hotel shall be named as additional insured on the general liability policy. Such insurance maintained by the exhibitor must be issued by an insurance company with an A.M. Best rating of A or higher and shall include coverage of the indemnification obligations of the exhibitor under these rules and regulations. Each exhibitor is also required to carry workers compensation protecting employees in accordance with the laws of the state in which the exhibition is being held. Nothing in this paragraph shall limit the amount of liability an exhibitor may be responsible for.

7. STORAGE

Storage of cases and boxes is the responsibility of the Exhibitor, however, storage is available at an additional cost to the Exhibitor. The Management assumes no responsibility for damages or loss of boxes or crates.

8. UNOCCUPIED SPACE

The Management reserves the right, should any licensed Exhibitor's space remain unoccupied on the opening day or should any space be forfeited due to failure to make proper payment, to license any space to any other Exhibitor, or use said space in any other manner, but this clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount specified in his invoice for space license under the terms of the contract.

9. INABILITY TO PERFORM

If The Management should be prevented from holding the exposition by any cause beyond its control (such as fires, strikes, Acts of God, etc.) or if it cannot permit the Exhibitor to occupy his space due to circumstances beyond its control, The Management will refund to the Exhibitor the amount of money paid by him, less a proportionate share of the exposition expenses, and The Management shall have no further obligation or liability to the Exhibitor. If the Exhibitor shall have made no payment, he nevertheless shall be obligated to pay his proportionate share of such expenses.

10. OBSERVANCE OF LAWS

Exhibitor shall abide by and observe all laws, regulations and ordinances of any applicable government authority and all rules of the DoubleTree Hotel.

EXHIBIT SPACE TERMS & CONDITIONS

11. ASSIGNMENT OF EXHIBIT SPACE

The Management shall assign the Exhibit Space to the Exhibitor for the period of the Exhibit. Such assignment is made for the period of this Exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect the Exhibitor's space choices whenever possible, but The Management's decision will be final. The Management reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibition. The Management reserves the right to withdraw its acceptance of this Application/Contract if it determines in its sole discretion that the Exhibitor is not eligible to participate or the Exhibitor's product or service is not eligible to be displayed in this Exhibit.

12. AMENDMENTS

The regulations have been formulated for the best interest of the Exhibitors as well as this Exposition and The Management. All matters and questions not covered by these regulations are subject to the decisions of The Management. The regulations may be amended at any time by The Management and all amendments that may be so made shall be equally binding on all parties affected by them as by the original regulations.

13. MEETING ROOMS

Exhibitors must have permission of The Management in order to reserve and use any meeting rooms, hospitality suites, ballrooms and other public space in the DVCon contracted hotel. Management reserves the right to charge exhibitors a fee for access to or use of hotel meeting space. Exhibitors may not use equipment (computers, software, functioning product) in approved meeting space for product demonstrations without the permission of The Management. Exhibitors may not hold any meeting, seminar, or other promotional activity during DVCon conference hours without the written permission of The Management.

14. MAILING LIST AGREEMENT

Subsequent to The Conference, The Management shall send to the Exhibitor an electronic list of names and addresses of the registrants. The Exhibitor explicitly agrees that it will use the list only for post-conference follow-up with customers or potential customers in connection with the Exhibitor's own business, and will not give a copy to any other person or entity or permit any such person to use the list for any purpose whatsoever. In the event of any violation of this agreement by the Exhibitor, and in addition to all other remedies, The Management may deny the Exhibitor any participation in any future Accellera sponsored events.

15. MISCELLANEOUS

This contract shall be subject to interpretation by Colorado law and the venue for all legal proceedings involving or arising for this contract shall be in the District Court for Boulder County, Colorado. No waiver of any term or condition of this contract by either party shall be deemed to imply or constitute a further waiver of the same term or condition or any other term or condition of this contract.

LICENSING INFORMATION

PRICING

The charge for display space at DVCon 2020 is \$3,400.00 per 8' x 10' booth.

Booth licensing includes:

- » Illuminated exhibit space with 8'-high backwall drape if needed and 4'-high side rails.
- » A 7" x 44" identification sign with your company's name, and booth number.
- » General exhibit hall security service.
- » Daily aisle cleaning service.
- » Exhibitor information which, in addition to pertinent and updated marketing information, will assist you in ordering equipment and services.

EXTRA PRIVILEGES

- » A descriptive listing in the Conference Program, which can later serve your prospective buyers as a product directory.
- » Opportunity to advertise in the Conference Program to give your conference marketing objectives added impact.
- » One 6' x 30" standard table with 2 chairs and trash can (if exhibitor orders by a specific date).
- » A listing on the DVCon 2020 exhibition web page with a link to your website.
- » Sponsorship opportunities
- » Meeting space at The DoubleTree Hotel, if requested, upon Management approval. Hotel fees may apply.
- » One conference registration per 8x10 booth

CANCELLATION POLICY

Based on the refund schedule below, the portion of credit that you will receive for the amount of space reduced, will be applied to the total amount due for the smaller space. Furthermore, cancellation of any portion of this contract by the exhibitor will be accepted only at the discretion of The Management and again only based on the following schedule

CANCELLATION AFTER DATE SCHEDULE OF REFUND/CREDIT

After December 2, 2021, but before January 10, 2022 – 50% of the total amount paid as of the date of cancellation.

After January 10, 2022 – No refund or credit at any time.

In the case of a merger, payments received will be transferred to the parent company. However, a 50% administrative charge based upon booth licensing fee of the merged company will be assessed. This clause will remain in effect through January 10, 2022.

After that date the parent company will not receive any payment credits accrued by the acquired company. The Exhibitor assumes entire responsibility and hereby agrees to indemnify The Management for the loss of any sales, present or future, which may result from the cancellation or reduction of space.