

EVENT AUDIT

**DATES OF EVENT:**

Conference: July 24 - 28, 2006
 Exhibits: July 24 - 27, 2006

LOCATION:

Moscone Center, San Francisco, CA

EVENT PRODUCER/MANAGER:

Company Name: Association for Computing Machinery (ACM)
 Institute for Electrical & Electronics Engineers - Circuits & Systems Society (IEEE CASS)
 Electronic Design Automation Consortium (EDAC)
 Address: 5404 Spine Road, Suite 102
 Boulder, CO 80301
 Phone: (303) 530-4562
 Website (Show): www.dac.com

REGISTRATION COMPANY:

MP Associates

YEAR EVENT ESTABLISHED:

1963

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: June 4 - 8, 2007
 Exhibits: June 4 - 7, 2007
 LOCATION: San Diego Convention Center, San Diego, CA

1. STATEMENT OF MARKET SERVED

This audience represents the decision-makers at all levels of the electronic design automation (EDA) tool buying process from the leading semiconductor, computer, telecommunication, and consumer electronics companies. Attendees interact to establish best-practices and share leading edge research for semiconductor design processes and applications.

Qualified attendees are design engineers, corporate and engineering management, IC design tool developers, researchers, financial and industry analysts, and members of the press.

2. STATEMENT OF VERIFICATION METHODOLOGY:

DAC verifies advanced registrants by not conducting any advance badge distribution. All attendees must pick up their badges on-site. Unclaimed badges are cross referenced with the database to check for duplicates or reprints and those badges left are considered no-shows.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	Conference Attendees	Exhibit Only Attendees	Speakers	Media	Sub-Total: Conference & Exhibit Only Attendees	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Other	Total
2006	San Francisco	2,699	3,688	254	68	6,709	4,774	303	11,786

* Not audited. Verified and on-site counts taken from registration database provided by the registration company.

4a. PRIMARY END PRODUCT OR SERVICE			
PRIMARY END PRODUCT OR SERVICE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY PRODUCT OR SERVICE
Automotive Electronics	101	1.5	1.6
Avionics, Military, Government	103	1.5	1.6
Communication Systems (Wired or Wireless)	632	9.4	10.1
Components	180	2.7	2.9
Computers, Systems, & Peripherals	514	7.7	8.2
Consumer Electronics	448	6.7	7.1
Control, Test, Medical Equipment	88	1.3	1.4
Design Services/Consultant	339	5.1	5.4
EDA Software	1,790	26.7	28.5
Embedded Systems	200	3.0	3.2
Research/Education	431	6.4	6.9
Semiconductors	1,168	17.4	18.6
Library Models/IP/Cores	156	2.3	2.5
Media/Publishing	128	1.9	2.0
Other	--	--	--
Total Conference and Exhibit Only Attendees Identified by Primary End Product or Service	6,278	93.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary End Product or Service	431	6.4	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,709	100.0	100.0

4b. TYPE OF DESIGN			
TYE OF DESIGN	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF DESIGN
Analog ICs/Mixed signal ICs	1,157	17.2	18.3
Analog/Mixed Signal	913	13.6	14.5
ASIC	2,617	39.0	41.4
Application Specific Standard Part (ASSP)	458	6.8	7.3
Digital ICs	1,846	27.5	29.2
Digital Systems	915	13.6	14.5
DSPs	529	7.9	8.4
Embedded Systems	859	12.8	13.6
MEMs	134	2.0	2.1
Memory	600	8.9	9.5
Microprocessor/Microcontroller Design	696	10.4	11.0
PCB Layout	314	4.7	5.0
PLDs/FGPAs	308	4.6	4.9
R/F Microwave	282	4.2	4.5
System Design/Architecture	802	12.0	12.7
System Design/Integration	686	10.2	10.9
Library Models/IP/Cores	696	10.4	11.0
Not directly involved in design	1,082	16.1	17.1
Other	--	--	--
Total Conference and Exhibit Only Attendees Identified by Type of Design	6,316*	94.1*	--
Total Conference and Exhibit Only Attendees Not Identified by Type of Design	393	5.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,709	100.0	--

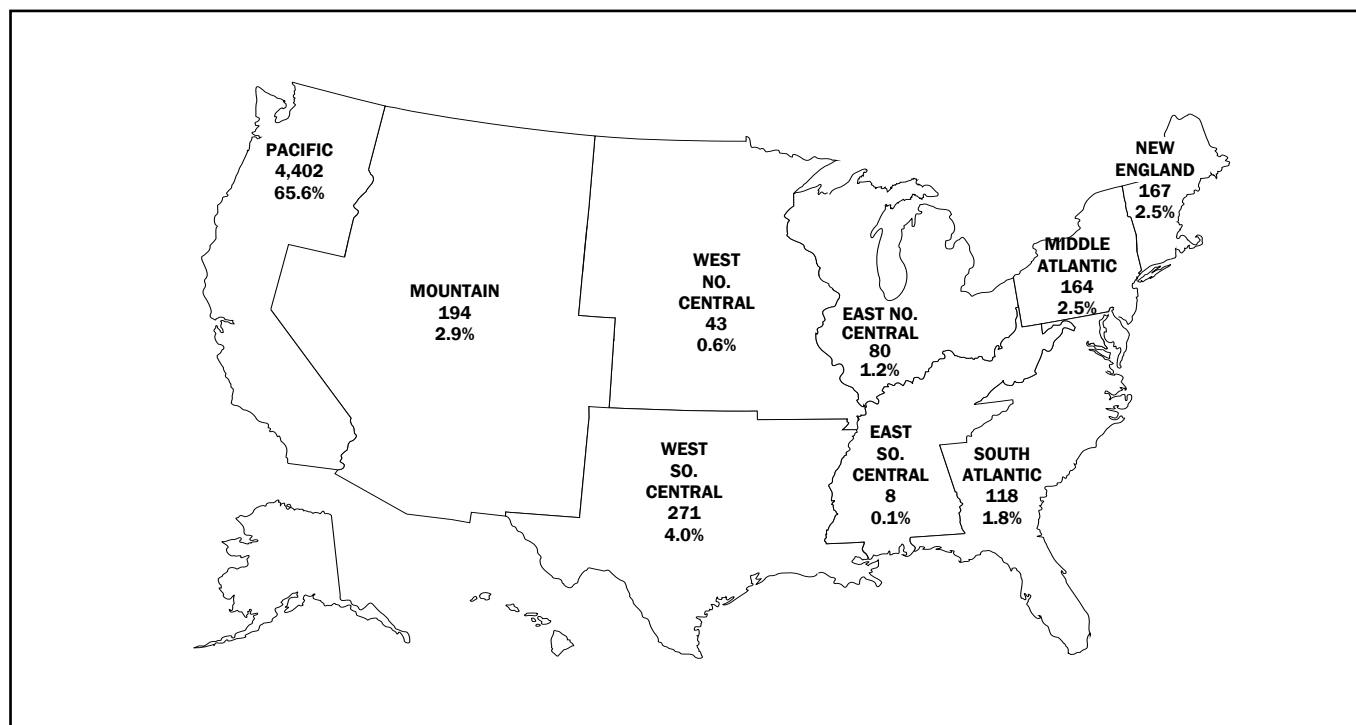
* Based on 6,709 Conference and Exhibit Only Attendees. Since any one attendee may have checked more than one response, the total number of responses exceeds the total attendance and should not be added together.

5. PRINCIPAL JOB FUNCTION			
PRINCIPAL JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRINCIPAL JOB FUNCTION
Executive/Senior Management	994	14.8	16.1
Design Engineer Management	740	11.0	12.0
EDA Development Engineer Management	593	8.8	9.6
Design Engineer	763	11.4	12.3
EDA Development Engineer	814	12.1	13.1
Systems Design Engineer	79	1.2	1.3
Verification Engineer	265	3.9	4.3
System Architect	101	1.5	1.6
Physical Design Engineer	433	6.5	7.0
Embedded Software Designer	41	0.6	0.7
Test Engineer	60	0.9	1.0
Research/Professor	400	6.0	6.5
Marketing/Sales	387	5.8	6.2
Press/Analyst	73	1.1	1.2
Student	441	6.6	7.1
Other	--	--	--
Total Conference and Exhibit Only Attendees Identified by Principal Job Function	6,184	92.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Principal Job Function	525	7.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,709	100.0	100.0

6. TOOL FLOW PREDOMINENTLY USED			
TOOL FLOW PREDOMINENTLY USED	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TOOL FLOW PREDOMINENTLY USED
Custom/Structured Custom	1,702	25.4	28.8
COT	677	10.1	11.4
ASIC	2,560	38.1	43.2
Structured ASIC	195	2.9	3.3
FPGA	789	11.8	13.3
Other	--	--	--
Total Conference and Exhibit Only Attendees Identified by Tool Flow Predominately Used	5,923	88.3	100.0
Total Conference and Exhibit Only Attendees Not Identified by Tool Flow Predominately Used	786	11.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,709	100.0	100.0

7. DESIGN BUDGET FOR TOOLS & IP IN NEXT 12 MONTHS			
DESIGN BUDGET FOR TOOLS & IP IN NEXT 12 MONTHS	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY DESIGN BUDGET FOR TOOLS & IP IN NEXT 12 MONTHS
None	1,022	15.2	15.8
Less than \$100K	470	7.0	7.3
\$100K - \$999K	635	9.5	9.8
\$1M or Greater	1,337	19.9	20.6
Not Sure	3,014	44.9	46.5
Total Conference and Exhibit Only Attendees Identified by Design Budget for Tools & IP	6,478	96.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Design Budget for Tools & IP	231	3.5	-
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	6,709	100.0	100.0

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES					
STATE	TOTAL	PERCENT	STATE	TOTAL	PERCENT
NEW ENGLAND	167	2.5	EAST SO. CENTRAL	8	0.1
Maine	2		Kentucky	3	
New Hampshire	11		Tennessee	1	
Vermont	24		Alabama	3	
Massachusetts	122		Mississippi	1	
Rhode Island	2		WEST SO. CENTRAL	271	4.0
Connecticut	6		Arkansas	5	
MIDDLE ATLANTIC	164	2.5	Louisiana	-	
New York	68		Oklahoma	-	
New Jersey	42		Texas	266	
Pennsylvania	54		MOUNTAIN	194	2.9
EAST NO. CENTRAL	80	1.2	Montana	-	
Ohio	10		Idaho	19	
Indiana	13		Wyoming	-	
Illinois	28		Colorado	67	
Michigan	24		New Mexico	9	
Wisconsin	5		Arizona	79	
WEST NO. CENTRAL	43	0.6	Utah	13	
Minnesota	28		Nevada	7	
Iowa	10		PACIFIC	4,402	65.6
Missouri	2		Alaska	-	
North Dakota	-		Washington	26	
South Dakota	-		Oregon	160	
Nebraska	-		California	4,215	
Kansas	3		Hawaii	1	
SOUTH ATLANTIC	118	1.8	UNITED STATES	5,447	81.2
Delaware	-		INTERNATIONAL	1,262	18.8
Maryland	35		Canada	88	
Washington, DC	-		Mexico	2	
Virginia	15		Other International	1,172	
West Virginia	-		Total Conference & Exhibit Attendees	6,709	100.0
North Carolina	31				
South Carolina	1				
Georgia	19				
Florida	17				



DAC Advance Registration Form 43rd DAC • July 24-28, 2006

Any registration received after June 26, 2006, will be charged the at-conference rate. If payment is received from a non-US bank, attendees will be charged a collection fee of \$30.00.

1 ATTENDEE INFORMATION

First Name _____ Last Name _____ Title _____
 Company _____ Address _____
 City _____ State/Province _____ ZIP _____ Country _____
 Phone _____ Fax _____ Email (needed for receipt) _____

2 MEMBERSHIP STATUS

Membership # must be included at time of submission to receive the membership rate. No refunds will be made for change in membership status.

I certify that I am an ACM member. _____ signature _____ member# _____ This is for individual memberships only. This does not apply to company memberships.
 I certify that I am an IEEE member. _____ signature _____ member# _____
 I certify that I am a full time student. _____ signature _____ member# _____ student# _____

3 TUTORIAL/WORKSHOP SELECTION

PRICES member/ACM/IEEE \$290.00 non-member \$360.00 ACM/IEEE student \$125.00

Monday Tutorials

- 1) Practical Aspects of Coping with Variability: An Electrical View
- 2) ESL Design Methodology Using SystemC

Friday Tutorials

- 3) Real DFM Solutions, Tools, Methodologies and Successes
- 4) Surviving and Thriving in the World of Chip and Package Co-Design
- 5) System Verilog Language Tutorial and Industrial Verification Experience
- 6) Tools for Hybrid Embedded Systems: Modeling Verification and Design
- 7) From Basic to Advance Techniques for Silicon Debug and Diagnosis

Sunday Workshop

- 1) UML for SoC Design \$100.00 member \$150.00 non-member

Monday Workshops

- 2) Second Integrated Design Systems Workshop \$50.00
- 3) Introduction to Chips and EDA for a Non-Technical Audience - \$10.00
- 4) Workshop for Women in Design Automation

Tuesday

- Management Day - \$75.00

4 REGISTRATION OPTIONS

Hands-on Tutorials \$75 each

- A) Analysis and Optimization of Low Power Designs, *Apache Design Solutions* (MONDAY AM)
- B) Using Virtual System Prototypes to Optimize Architectures for Low Power and Other Key Attributes, *WST/StarCore/Gowhills* (MONDAY PM)
- C) Low Power Design Using Predictive Development- Atlanta Sloution in Action on a Next-Generation 3G Cell Phone Chip, *Arenta, Freescale* (TUESDAY PM)
- D) Low Power by Using a Clockless Design Style, *Handshake Solutions* (WEDNESDAY AM)
- E) Reduce Leakage Power and Increase Battery Life by Implementing an Ideal Vt Selection Strategy, *Prolific, ARM* (WEDNESDAY PM)
- F) Low Power Management Design Using Multi-Voltage Design and Verification Tools, *ArchPro Design Automation* (THURSDAY AM)
- G) Low Power Design- Designer's Perspective, *Cadence, Viage Logic, Sandbridge Technologies* (THURSDAY PM)

Please refer to the DAC web site for restrictions regarding conflicts of interest.

CONFERENCE ONLY	Received by June 26, 2006	After June 26, 2006 or At-Conference
Member ACM/IEEE	\$360.00	\$450.00
Non-member	\$470.00	\$585.00
ACM/IEEE Students	\$165.00	\$165.00
Exhibit-Only	\$60.00	\$60.00
One-Day Only (Thurs/Wed/Thu)	\$240.00	\$240.00
Two-Day Only (Thurs/Wed/Thu)	\$430.00	\$430.00
Workshop Only (member/non-member) please circle day(s)		
<input type="checkbox"/> vegetarian meal		
Conference Fees	\$ _____	
Tutorial Fees	\$ _____	
Hands-On Tutorial Fees	\$ _____	
Workshop Fees	\$ _____	
Proceedings-printed (\$50)	\$ _____	
Management Day (\$75)	\$ _____	
Addl. Guest/Party Ticket (\$80)	\$ _____	
TOTAL COST	\$ _____	

5 PAYMENT INFORMATION

Credit Cards: VISA MASTERCARD AMEX.

Name _____ Exp. Date _____ Card Number _____
 Please print name as it appears on the credit card

Signature _____ I agree to pay the total amount according to the card issuer agreement.

6 ATTENDEE SURVEY

1) What is your principal job function? (Answer only one)

- ____ (101) Exec./Senior Mgmt
- ____ (102) Design Eng. Mgmt
- ____ (103) EDA Dev. Eng. Mgmt
- ____ (104) Design Engineer
- ____ (105) EDA Dev. Engineer
- ____ (106) Systems Design Engineer
- ____ (107) Verification Engineer
- ____ (108) System Architect
- ____ (109) Physical Design Engineer
- ____ (110) Embedded Software Designer
- ____ (111) Test Engineer
- ____ (112) Research/Professor
- ____ (113) Marketing/Sales
- ____ (114) Press/Analyst
- ____ (115) Student
- ____ (116) Other _____

2) What type of design are you involved in? (Answer all that apply)

- ____ (201) Analog ICs/Mixed signal ICs
- ____ (202) Analog/Mixed Signal
- ____ (203) ASIC
- ____ (204) Application Specific Std. Pa. (ASSP)
- ____ (205) Digital ICs
- ____ (206) Digital Systems
- ____ (207) DSPs
- ____ (208) Embedded Systems
- ____ (209) MEMS

3) What primary end product or service do you work on? (Answer only one)

- ____ (301) Automotive/Electronics
- ____ (302) Avionics, Military Government
- ____ (303) Communication Systems/ (Wired or Wireless)
- ____ (304) Components
- ____ (305) Computers, Systems, & Peripherals
- ____ (306) Consumer Electronics
- ____ (307) Control, Test, Medical Equipment
- ____ (308) Design Services/Consultant
- ____ (309) EDA Software
- ____ (310) Embedded Systems
- ____ (311) Research/Education
- ____ (312) Semiconductors
- ____ (313) Library Models/IP/Cores
- ____ (314) Media/Publishing
- ____ (315) Other _____

4) Which products and/or services in the following areas do you recommend, purchase or influence the purchase of? (Answer all that apply)

Design Tools/Services

- ____ (401) Analog/AMS Design/Simulation
- ____ (402) Digital Simulation
- ____ (403) Embedded Systems
- ____ (404) Logic Design
- ____ (405) Packaging
- ____ (406) PCB
- ____ (407) Placement & Routing
- ____ (408) Full-Custom Layout
- ____ (409) Test
- ____ (410) RTL & Formal Verification
- ____ (411) Equivalence Checking
- ____ (412) System Design

Services

- ____ (413) Logic/System Design
- ____ (414) Physical Design
- ____ (415) Verification

Other

- ____ (416) Libraries / Models
- ____ (417) IP/Cores
- ____ (418) None

5) Which tool flow do you predominately use? (Answer only one)

- ____ (501) Custom/Structured Custom
- ____ (502) COT
- ____ (503) ASIC
- ____ (504) Structured ASIC
- ____ (505) FPGA
- ____ (506) Other _____

6) Which hotel will you be using while in San Francisco?

- ____ (601) San Francisco Marriott
- ____ (602) W San Francisco
- ____ (603) The Argent Hotel
- ____ (604) Local-no need for housing
- ____ (605) Other _____

7) What is your company's design budget in the next 12 months for tools and IP (incl. Cores and Libraries) only? (Answer only one)

- ____ (701) None
- ____ (702) Less than \$100K
- ____ (703) \$100K to \$999K
- ____ (704) \$1M or Greater
- ____ (705) Not Sure

8) What is your Gender? (optional)

- ____ (801) Male
- ____ (802) Female

9) What is your age range? (optional)

- ____ (901) <35
- ____ (902) 35-55
- ____ (903) >55

DAC provides an email list of attendees to exhibitors. If you do not want to receive this correspondence check here. _____

7 SUBMIT VIA FAX OR MAIL TO:

43rd Design Automation Conference
 Attn: Registration Desk
 5405 Spine Rd., Ste. 102
 Boulder, CO 80301 USA

Make checks payable to:
 43rd Design Automation Conference.

Refund Policy: Written requests for cancellations must be received on or before June 26, 2006, and are subject to a \$25.00 processing fee. Cancellations after June 26, 2006, will not be honored and all registration fees will be forfeited. No mail or fax registrations will be accepted after July 10, 2006 in the DAC office. On-line registrations will be accepted through July 27, 2006.

TELEPHONE REGISTRATIONS ARE NOT ACCEPTED! Fax registrations without payments will be discarded.

Fax registrations accepted with credit card payment only!
 Phone Number: (303) 530-4333
 Toll-Free: (800) 321-4573
 Fax Number: (303) 530-4334



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www.exhibitsurveys.com



Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY EXHIBIT SURVEYS, INC.

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this Exhibit Surveys, Inc. Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit commission organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary.

Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

Exhibit Surveys, Inc.
Red Bank, NJ
October 19, 2006