44th Design Automation Conference

EEIAC Certified

EVENT AUDIT

DATES OF EVENT:
Conference: June 4 – 8, 2007
Exhibits: June 4 – 7, 2007

LOCATION: San Diego Convention Center, San Diego, 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 9 – 13, 2008
Exhibits: June 9 – 12, 2008
LOCATION: Anaheim Convention Center, Anaheim, 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
2007	San Diego	2,215	2,025	209	74	4,523	3,797	20	8,340
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.*

BPA WORLDWIDE EVENTS

Exhibit Surveys

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	89	2.0	2.0
Avionics, Military, Government	128	2.8	2.9
Communication Systems (Wired or Wireless)	566	12.5	12.9
Components	143	3.2	3.3
Computers, Systems, & Peripherals	300	6.6	6.8
Consumer Electronics	302	6.7	6.9
Control, Test, Medical Equipment	54	1.2	1.2
Design Services/Consultant	205	4.5	4.7
EDA Software	1,089	24.1	24.8
Embedded Systems	165	3.6	3.7
Research/Education	417	9.2	9.5
Semiconductors	732	16.2	16.7
Library Models/IP/Cores	104	2.3	2.4
Media/Publishing	98	2.2	2.2
Other	--	--	--
Total Conference and Exhibit Only Attendees Identified by Primary End Product or Service	4,392	97.1	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary End Product or Service	131	2.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**4,523**	**100.0**	**100.0**

4b. TYPE OF DESIGN

TYPE OF DESIGN	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TYPE OF DESIGN
Analog ICs/Mixed signal ICs	1,040	23.0	23.6
Analog/Mixed Signal Systems	521	11.5	11.8
ASIC	1,792	39.6	40.7
Application Specific Standard Part (ASSP)	347	7.7	7.9
Digital ICs	1,478	32.7	33.5
Digital Systems	763	16.9	17.3
DSPs	373	8.2	8.5
RTOs	145	3.2	3.3
Firmware	244	5.4	5.5
Middleware	116	2.6	2.6
Application	346	7.6	7.9
Embedded Systems	731	16.2	16.6
MEMs	100	2.2	2.3
Memory	383	8.5	8.7
Microprocessor/Microcontroller Design	465	10.3	10.6
PCB Layout	236	5.2	5.4
PLDs/FGPAs	447	9.9	10.1
R/F Microwave	216	4.8	4.9
Specialized Processors (GPU, NPU, etc.)	188	4.2	4.3
Library Models/IP/Cores	544	12.0	12.3
Not directly involved in design	655	14.5	14.9
Other	--	--	--
Total Conference and Exhibit Only Attendees Identified by Type of Design	4,406	97.4	--
Total Conference and Exhibit Only Attendees Not Identified by Type of Design	117	2.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**4,523**	**100.0**	**--**

The above counts and percentages are based on 4,523 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.

4c. INDUSTRY SEGMENT			
INDUSTRY SEGMENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY INDUSTRY SEGMENT
System Design – System	395	8.7	9.0
System Design – Board	55	1.2	1.3
System Design – Hardware	830	18.4	19.0
System Design – Software	165	3.6	3.8
EDA Software	1,130	25.0	25.9
IP/Core Design	507	11.2	11.6
Foundry/IC Manufacturing	298	6.6	6.8
Design Services	298	6.6	6.8
University/Research Institution	511	11.3	11.7
Financial	85	1.9	2.0
Publishing/Media/Industry Analysis	93	2.1	2.1
Other	–	–	–
Total Conference and Exhibit Only Attendees Identified by Industry Segment	4,367	96.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Industry Segment	156	3.4	–
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**4,523**	**100.0**	**–**

5. PRINCIPAL JOB FUNCTION			
PRINCIPAL JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRINCIPAL JOB FUNCTION
Executive/Senior Management	744	16.5	17.0
Engineering Management	725	16.0	16.5
CAD Engineering Management	304	6.7	6.9
CAD Engineer	451	10.0	10.3
Hardware Logic Design Engineer	332	7.3	7.6
Hardware Physical Design Engineer	221	4.9	5.0
Verification Engineer	147	3.3	3.3
Application Engineer	83	1.8	1.9
Embedded Software Engineer	44	1.0	1.0
Application Software Engineer	77	1.7	1.8
Board Design	26	0.6	0.6
Board Layout	9	0.2	0.2
System Architect	75	1.7	1.7
Professor	258	5.7	5.9
Researcher	182	4.0	4.1
Student	313	6.9	7.1
Engineering IT Management	42	0.9	1.0
Financial Analyst	24	0.5	0.5
Venture Capitalist	20	0.4	0.5
Editor/Publisher	44	1.0	1.0
Industry Analyst	26	0.6	0.6
Marketing/Sales	240	5.3	5.5
Other	–	–	–
Total Conference and Exhibit Only Attendees Identified by Principal Job Function	4,387	97.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Principal Job Function	136	3.0	–
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**4,523**	**100.0**	**100.0**

6. TOOL FLOW PREDOMINATELY USED			
TOOL FLOW PREDOMINATELY USED	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY TOOL FLOW PREDOMINATELY USED
Custom/Structured Custom	1,235	27.3	30.1
COT	441	9.8	10.8
ASIC	1,716	37.9	41.8
Structured ASIC	115	2.5	2.8
FPGA	595	13.2	14.5
Other	--	--	--
Total Conference and Exhibit Only Attendees Identified by Tool Flow Predominately Used	4,102	90.7	100.0
Total Conference and Exhibit Only Attendees Not Identified by Tool Flow Predominately Used	421	9.3	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**4,523**	**100.0**	**100.0**

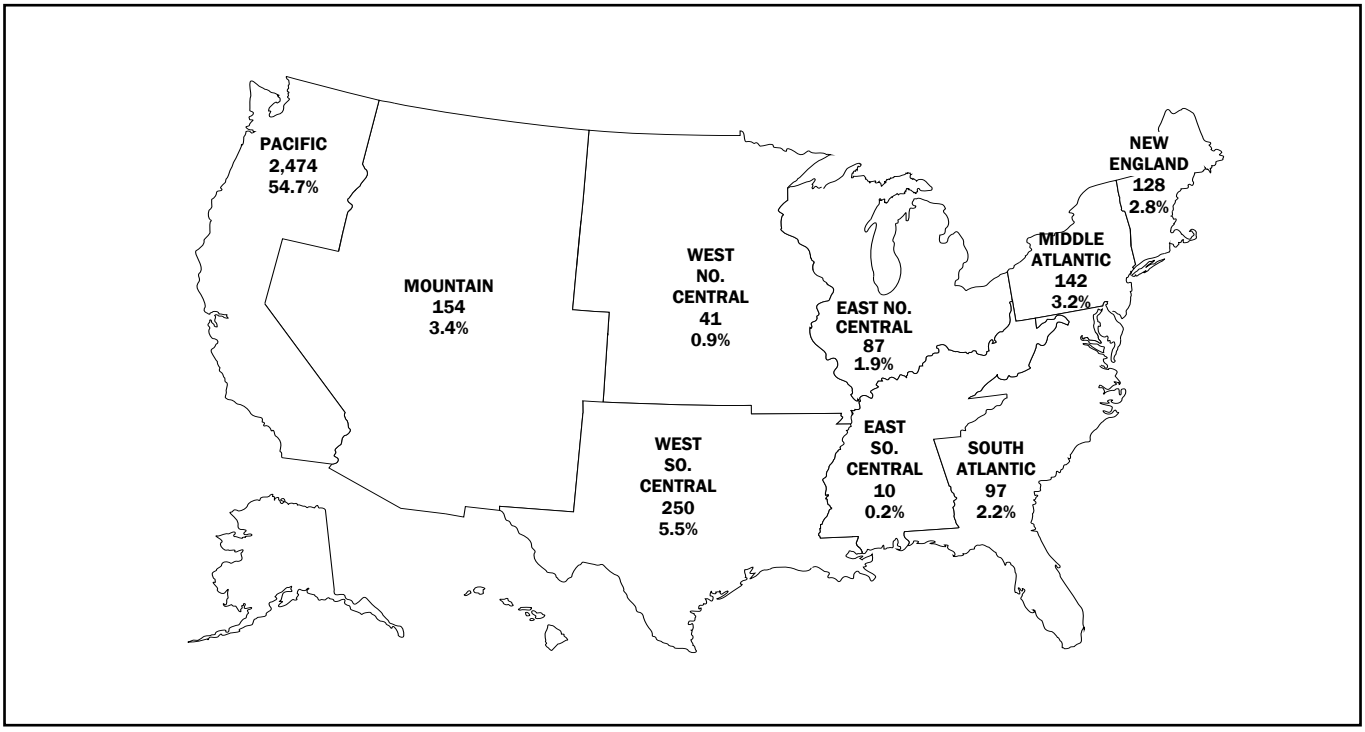
7. PRODUCTS AND/OR SERVICES YOU RECOMMEND, PURCHASE OR INFLUENCE THE PURCHASE OF			
PRODUCTS AND/OR SERVICES YOU RECOMMEND, PURCHASE OR INFLUENCE THE PURCHASE OF	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCTS AND/OR SERVICES
DESIGN TOOLS/SERVICES	**3,352**	**74.1**	**74.5**
Analog/AMS Design/Simulation	897	19.8	19.9
Digital Logic Simulation	1,296	28.7	28.8
Physical Verification	979	21.6	21.8
Other Logic Verification	437	9.7	9.7
Logic Design Synthesis	1,206	26.7	26.8
Packaging	295	6.5	6.6
PCB	310	6.9	6.9
Placement & Routing	814	18.0	18.1
Full-Custom Layout	625	13.8	13.9
Test	488	10.8	10.8
RTL & Formal Verification	1021	22.6	22.7
Equivalence Checking	649	14.3	14.4
Design for Manufacturing	749	16.6	16.6
Algorithm Design	470	10.4	10.4
Systems Design and Specification	666	14.7	14.8
Software Design	494	10.9	11.0
HW/SW co-Design	685	15.1	15.2
Foundry/Silicon Vendor	346	7.6	7.7
ASSP	149	3.3	3.3
SERVICES	**1,393**	**30.8**	**30.9**
Logic/System Design	576	12.7	12.8
Physical Design	762	16.8	16.9
Verification	762	16.8	16.9
OTHER	**949**	**21.0**	**21.1**
Libraries/Models	551	12.2	12.2
IP/Cores	754	16.7	16.8
NONE	**879**	**19.4**	**19.5**
Total Conference and Exhibit Only Attendees Identified by Products and/or Services	4,501	99.5	--
Total Conference and Exhibit Only Attendees Not Identified by Products and/or Services	22	0.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	**4,523**	**100.0**	**--**

The above counts and percentages are based on 4,523 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.

8. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

STATE	TOTAL	PERCENT
NEW ENGLAND	**128**	**2.8**
Maine	1	
New Hampshire	8	
Vermont	12	
Massachusetts	98	
Rhode Island	3	
Connecticut	6	
MIDDLE ATLANTIC	**142**	**3.2**
New York	62	
New Jersey	25	
Pennsylvania	55	
EAST NO. CENTRAL	**87**	**1.9**
Ohio	7	
Indiana	16	
Illinois	22	
Michigan	33	
Wisconsin	9	
WEST NO. CENTRAL	**41**	**0.9**
Minnesota	28	
Iowa	9	
Missouri	1	
North Dakota	--	
South Dakota	--	
Nebraska	--	
Kansas	3	
SOUTH ATLANTIC	**97**	**2.2**
Delaware	--	
Maryland	20	
Washington, DC	--	
Virginia	14	
West Virginia	--	
North Carolina	36	
South Carolina	--	
Georgia	12	
Florida	15	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	**10**	**0.2**
Kentucky	3	
Tennessee	2	
Alabama	4	
Mississippi	1	
WEST SO. CENTRAL	**250**	**5.5**
Arkansas	--	
Louisiana	1	
Oklahoma	1	
Texas	248	
MOUNTAIN	**154**	**3.4**
Montana	--	
Idaho	14	
Wyoming	--	
Colorado	38	
New Mexico	10	
Arizona	81	
Utah	10	
Nevada	1	
PACIFIC	**2,474**	**54.7**
Alaska	1	
Washington	25	
Oregon	138	
California	2,310	
Hawaii	--	
UNITED STATES	**3,383**	**74.8**
INTERNATIONAL	**1,140**	**25.2**
Canada	83	
Mexico	--	
Other International	1,057	
Total Conference & Exhibit Attendees	**4,523**	**100.0**



DAC Advance Registration Form

44th DAC • June 4-8, 2007

Any registration received after May 7, 2007, 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. _____ member# _____
signature

I certify that I am an IEEE member. _____ member# _____
signature

I certify that I am a full time student. _____ member# _____ student# _____
signature

This is for **individual memberships only.** This does not apply to company memberships.

3 TUTORIAL/WORKSHOP SELECTION

PRICES

	member ACM/IEEE	non-member	ACM/IEEE student
Monday Tutorials	$300.00	$375.00	$125.00

Monday Tutorials

- ❍ 1) Anatomy of Variability and Making of "Variation Tolerance" Vaccine in Nanometer Technologies
- ❍ 2) System Design for Multimedia Applications – Challenges, Design Methods and Recent Developments

Friday Tutorials

- ❍ 3) Formal Assertion Based Verification in an Industrial Setting
- ❍ 4) Die and Package Power Delivery Analysis for High Performance and Low Power Systems
- ❍ 5) Soft Errors: Technology Trends, System Effects and Design Techniques
- ❍ 6) How Design Meets Yield in the Fab
- ❍ 7) Circuit and CAD Techniques for Low Power Design

Sunday Workshop

❑ 4th UML for SoC Design	$100.00 member	$150.00 non-member
❑ Low Power Coalition Workshop–*Standards for Low Power Intent*	$75.00 member	$100.00 non-member
❑ Design and Verification of Low Power ICs	$75.00 member	$100.00 non-member
❑ Hardware Dependent Software (HDS)	$100.00 member	$150.00 non-member

	member ACM/IEEE	non-member
Monday Workshops	$50.00	$75.00

- ❑ 3rd Integrated Design Systems Workshop: *Models for Design & Manufacturing - How Modeling Challenges are Touching Every Aspect of IC Design*
- ❑ Introduction to Chips and EDA for a Non-Technical Audience - $10.00
- ❑ Workshop for Women in Design Automation: *Managing Your Career*

Tuesday

- ❑ **Management Seminar** -$350.00

Hands-on Tutorials $75 each

- ❍ A) Standard Cell Library and Hard IP Design, *Blaze DFM, Inc., Ponte Solutions* (MONDAY AM)
- ❍ B) Design for Manufacturing Variability with Confidence, *ClearShape Technologies, Cadence Design Systems, Inc. , Nannor Technologies, Inc.* (MONDAY PM)
- ❍ C) Deploying Statistical Timing – from Characterization to Analysis and Optimization, *Altos Design Automation, Cadence Design Systems, Inc.* (TUESDAY PM)
- ❍ D) Approaching Yield in the Nanometer Age the Framework for an Extensible DFM Methodology, *Mentor Graphics Corp., Chartered Semiconductor Manufacturing, Sierra Design Automation, Inc., ARM* (WEDNESDAY AM)
- ❍ E) Manufacturing Aware Optimization, *Blaze DFM, Inc., Taiwan Semiconductor Manufacturing Company, Ltd.* (WEDNESDAY PM)
- ❍ F) Timing Closure: Requirements for Variation Aware Design, *ExtremeDA, Corp.* (THURSDAY AM)
- ❍ G) CMP Issues, *XYALIS* (THURSDAY PM

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

4 REGISTRATION OPTIONS

CONFERENCE ONLY	Received by May 7, 2007	After May 7, 2007 or At-Conference
Member ACM/IEEE	$380.00	$475.00
Non-member	$495.00	$620.00
ACM/IEEE Students	$165.00	$165.00
Exhibit-Only	$65.00	$65.00
One-Day Only *(Tues/Wed/Thur)*	$255.00	$255.00
Two-Day Only *(Tues/Wed/Thur)*	$455.00	$455.00
please circle day(s)		
Workshop Only *(member/non-member)*	*please select workshop*	

❑ vegetarian meal

Conference Fees	$_____
Tutorial Fees	$_____
Hands-On Tutorial Fees	$_____
Workshop Fees	$_____
Proceedings-DVD ($50)	$_____
Management Seminar ($350)	$_____
Addl. Guest/Party Ticket ($80)	$_____
TOTAL COST	$_____

5 PAYMENT INFORMATION

Credit Cards:

___VISA
___MASTERCARD
___AMEX.

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

Card Number _____

Signature _____

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

6 ATTENDEE SURVEY

1) 1) In which industry segment does your group or organization work?

_____(101) System Design - System
_____(102) System Design - Board
_____(103) System Design - Hardware
_____(104) System Design - Software
_____(105) EDA Software
_____(106) IP/Core Design
_____(107) Foundry/IC Manufacturing
_____(108) Design Services
_____(109) University/Research Institution
_____(110) Financial
_____(111) Publishing/Media/IndustryAnalysis
_____(112) Other_____

2) What is your principal job function?

_____(201) Executive/Senior Management
_____(202) Engineering Management
_____(203) CAD Engineering Management
_____(204) CAD Engineer
_____(205) Hardware Logic Design Engineer
_____(206) Hardware Physical Design Engineer
_____(207) Verification Engineer
_____(208) Application Engineer
_____(209) Embedded Software Engineer
_____(210) Application Software Engineer
_____(211) Board Design
_____(212) Board Layout
_____(213) System Architect
_____(214) Professor
_____(215) Researcher
_____(216) Student
_____(217) Engineering IT Management
_____(218) Financial Analyst
_____(219) Venture Capitalist
_____(220) Editor/Publisher
_____(221) Industry Analyst
_____(222) Marketing/Sales
_____(223) Other_____

3) What type of design are you involved in?

_____(301) Analog ICs/Mixed Signal ICs
_____(302) Analog/Mixed Signal Systems
_____(303) ASIC
_____(304) Application Specific Std. Part (ASSP)
_____(305) Digital ICs
_____(306) Digital Systems
_____(307) DSPs
_____(308) RTOS
_____(309) Firmware
_____(310) Middleware
_____(311) Application
_____(312) Embedded Systems
_____(313) MEMs
_____(314) Memory
_____(315) Microproc./Microcontroller Design
_____(316) PCB Layout
_____(317) PLDs/FPGAs
_____(318) R/F Microwave
_____(319) Specialized Processors (GPU, NPU, etc.)
_____(320) Library Models/IP/Cores
_____(321) Not Directly Involved in Design
_____(322) Other_____

4) What primary end product or service do you work on?

_____(401) Automotive Electronics
_____(402) Avionics, Military, Government
_____(403) Communication Systems (Wired or Wireless)
_____(404) Components
_____(405) Computers, Systems, & Peripherals
_____(406) Consumer Electronics
_____(407) Control, Test, Medical Equipment
_____(408) Design Services/Consultant
_____(409) EDA Software
_____(410) Embedded Systems
_____(411) Research/Education
_____(412) Semiconductors
_____(413) Library Models/IP/Cores
_____(414) Media/Publishing
_____(415) Other_____

5) 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

_____(501) Analog/AMS Design/Simulation
_____(502) Digital Logic Simulation
_____(503) Physical Verification
_____(504) Other Logic Verification
_____(505) Logic Design and Synthesis
_____(506) Packaging
_____(507) PCB
_____(508) Placement & Routing
_____(509) Full-Custom Layout
_____(510) Test
_____(511) RTL & Formal Verification
_____(512) Equivalence Checking
_____(513) Design for Manufacturing
_____(514) Algorithm Design
_____(515) System Design and Specification
_____(516) Software Design
_____(517) HW/SW co-Design
_____(518) Foundry/Silicon Vendor
_____(519) ASSP

Services

_____(520) Logic/System Design
_____(521) Physical Design
_____(522) Verification

Other

_____(523) Libraries/Models
_____(524) IP/Cores
_____(525) None

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

_____(601) Custom/Structured Custom
_____(602) COT
_____(603) ASIC
_____(604) Structured ASIC
_____(605) FPGA
_____(606) Other_____

7) Which hotel will you be using while in San Diego?

_____(701) San Diego Marriott Hotel and Marina
_____(702) Manchester Hyatt SanDiego
_____(703) Hilton Gaslamp Hotel
_____(704) Omni San Diego
_____(705) Embassy Suites San Diego
_____(706) Local/no need for housing
_____(707) Other_____

8) Is this the first time you have attended DAC?

_____(801) Yes
_____(802) No

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:

Make checks payable to:
44th Design Automation Conference.

44th Design Automation Conference
Attn: Registration Desk
5405 Spine Rd., Ste. 102
Boulder, CO 80301 USA

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

Refund Policy: Written requests for cancellations must be received on or before May 7, 2007, and are subject to a $25.00 processing fee. Cancellations after May 7, 2007, will not be honored and all registration fees will be forfeited. No mail or fax registrations will be accepted after May 25, 2007 in the DAC office. On-line registrations will be accepted through June 8, 2007.
TELEPHONE REGISTRATIONS ARE NOT ACCEPTED! Fax registrations without payments will be discarded.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931,
BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

7 Hendrickson Avenue
Red Bank, NJ 07701
Phone: +1 800.224.3170
Fax: +1 732.741.5704
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