

EVENT AUDIT



DESIGN AUTOMATION CONFERENCE

DATES OF EVENT:

Conference: June 8 – 13, 2008
Exhibits: June 8 – 10, 2008

LOCATION:

Anaheim Convention Center, Anaheim, 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: FREQUENCY:

1963
Annual

DATES OF NEXT EVENT:

Conference: July 26 – 31, 2009
Exhibits: July 26 – 28, 2009
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
2008	Anaheim	1,933	1,883	327	88	4,231	3,343	--	7,574
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.

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	87	2.1	2.2
Avionics, Military, Government	106	2.5	2.7
Communication Systems (Wired or Wireless)	502	11.9	12.8
Components	27	0.6	0.7
Computers, Systems, & Peripherals	260	6.1	6.6
Consumer Electronics	300	7.1	7.7
Medical Equipment	21	0.5	0.5
Design Services/Consultant	206	4.9	5.3
EDA Software	954	22.5	24.3
Embedded Systems	160	3.8	4.1
Research/Education	421	10.0	10.7
Semiconductors	618	14.6	15.8
Library Models/IP/Cores	106	2.5	2.7
Media/Publishing	129	3.0	3.3
Other	22	0.5	0.6
Total Conference and Exhibit Only Attendees Identified by Primary End Product or Service	3,919	92.6	100.0
Total Conference and Exhibit Only Attendees Not Identified by Primary End Product or Service	312	7.4	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,231	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	921	21.8	24.7
Analog/Mixed Signal Systems	506	12.0	13.6
ASIC	1,570	37.1	42.2
Application Specific Standard Part (ASSP)	331	7.8	8.9
Digital ICs	1,274	30.1	34.2
Digital Systems	713	16.9	19.1
DSPs	323	7.6	8.7
RTOs	139	3.3	3.7
Firmware	247	5.8	6.6
Middleware	109	2.6	2.9
Application	105	2.5	2.8
Embedded Systems	691	16.3	18.6
MEMs	106	2.5	2.8
Memory	404	9.5	10.8
Microprocessor/Microcontroller Design	414	9.8	11.1
PCB Layout	240	5.7	6.4
PLDs/FGPAs	439	10.4	11.8
R/F Microwave	213	5.0	5.7
Specialized Processors (GPU, NPU, etc.)	227	5.4	6.1
Library Models/IP/Cores	526	12.4	14.1
Not directly involved in design	658	15.6	17.7
Other	21	0.5	0.6
Total Conference and Exhibit Only Attendees Identified by Type of Design	3,724*	88.0*	--
Total Conference and Exhibit Only Attendees Not Identified by Type of Design	507*	12.0*	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,231	100.0	--

* The above counts and percentages are based on 4,231 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	380	9.0	9.6
System Design – Board	47	1.1	1.2
System Design – Hardware	686	16.2	17.3
System Design – Software	116	2.7	2.9
EDA Software	960	22.7	24.3
IP/Core Design	490	11.6	12.4
Foundry/IC Manufacturing	222	5.2	5.6
Design Services	266	6.3	6.7
University/Research Institution	536	12.7	13.6
Financial	46	1.1	1.2
Publishing/Media/Industry Analysis	135	3.2	3.4
Other	71	1.7	1.8
Total Conference and Exhibit Only Attendees Identified by Industry Segment	3,955	93.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Industry Segment	276	6.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,231	100.0	--

5. PRINCIPAL JOB FUNCTION			
PRINCIPAL JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRINCIPAL JOB FUNCTION
Executive/Senior Management	683	16.1	17.3
Engineering Management	561	13.3	14.2
CAD Engineering Management	260	6.1	6.6
CAD Engineer	378	8.9	9.5
Hardware Logic Design Engineer	262	6.2	6.6
Hardware Physical Design Engineer	188	4.4	4.7
Verification Engineer	146	3.5	3.7
Application Engineer	95	2.3	2.4
Embedded Software Engineer	28	0.7	0.7
Application Software Engineer	61	1.4	1.5
Board Design & Layout	16	0.4	0.4
Test & Assembly	16	0.4	0.4
System Architect	70	1.7	1.8
Professor/ Researcher	391	9.2	9.9
Student	355	8.4	9.0
Financial or Industry Analyst	30	0.7	0.8
Venture Capitalist	17	0.4	0.4
Editor/Publisher	74	1.8	1.9
Marketing/Sales	260	6.1	6.6
Other	64	1.5	1.6
Total Conference and Exhibit Only Attendees Identified by Principal Job Function	3,955	93.5	100.0
Total Conference and Exhibit Only Attendees Not Identified by Principal Job Function	276	6.5	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,231	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	1,041	24.6	28.5
COT	386	9.1	10.6
ASIC	1,509	35.7	41.4
Structured ASIC	78	1.8	2.1
FPGA	591	14.0	16.2
Other	44	1.0	1.2
Total Conference and Exhibit Only Attendees Identified by Tool Flow Predominately Used	3,649	86.2	100.0
Total Conference and Exhibit Only Attendees Not Identified by Tool Flow Predominately Used	582	13.8	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,231	100.0	100.0

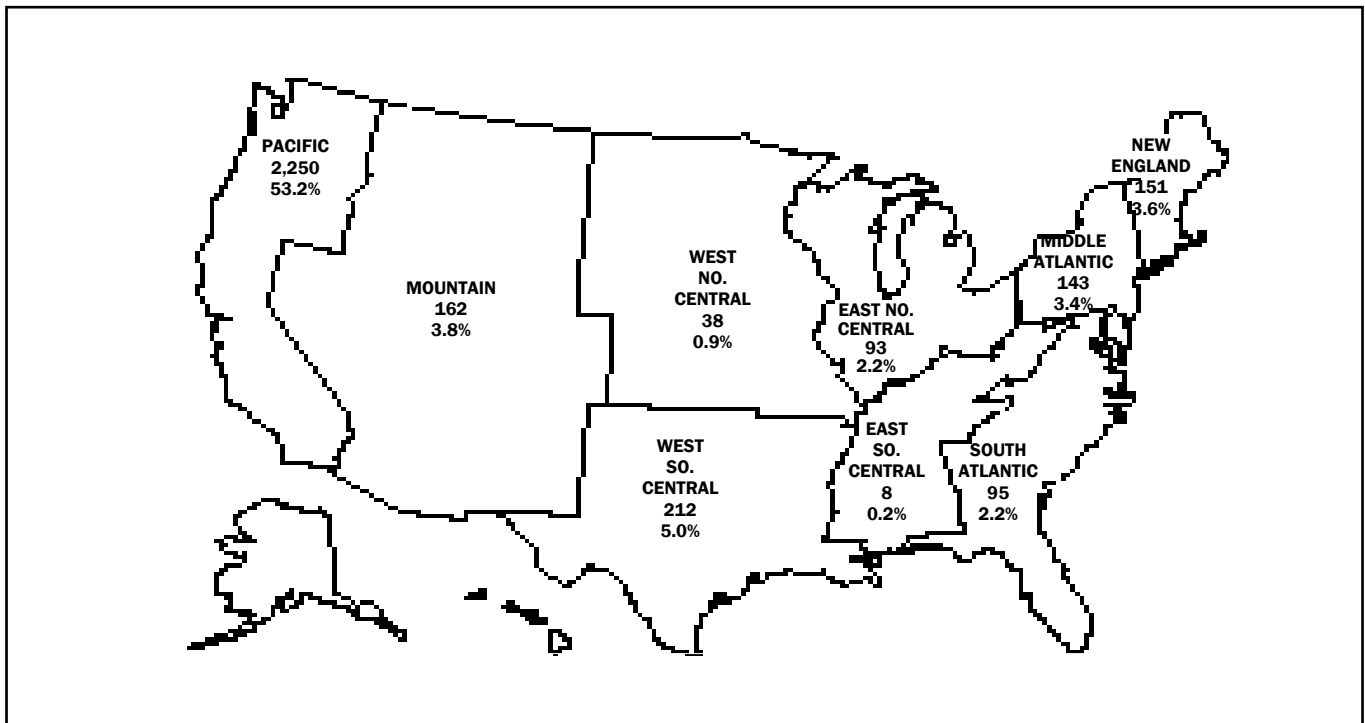
7. PRODUCTS AND/OR SERVICES YOU RECOMMEND, PURCHASE OR INFLUENCE THE PURCHASE OF			
PRODUCTS AND/OR SERVICES YOU RECOMMEND, PURCHASE OR INFLUENCE THE PURCHASE OF	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRODUCTS AND/OR SERVICES
DESIGN TOOLS/SERVICES	2,987	70.6	74.5
Analog/AMS Design/Simulation	821	19.4	20.5
Digital Logic Simulation	1,169	27.6	29.2
Physical Verification	860	20.3	21.5
Other Logic Verification	560	13.2	14.0
Logic Design Synthesis	1,063	25.1	26.5
Packaging	269	6.4	6.7
PCB	263	6.2	6.6
Placement & Routing	748	17.7	18.7
Full-Custom Layout	549	13.0	13.7
Test	403	9.5	10.1
RTL & Formal Verification	947	22.4	23.6
Equivalence Checking	609	14.4	15.2
Design for Manufacturing	618	14.6	15.4
Algorithm Design	427	10.1	10.7
Systems Design and Specification	598	14.1	14.9
Software Design	419	9.9	10.5
HW/SW co-Design	628	14.8	15.7
Foundry/Silicon Vendor	312	7.4	7.8
ASSP	139	3.3	3.5
SERVICES	1,251	29.6	31.2
Logic/System Design	508	12.0	12.7
Physical Design	657	15.5	16.4
Verification	546	12.9	13.6
OTHER	801	18.9	20.0
Libraries/Models	535	12.6	13.3
IP/Cores	684	16.2	17.1
NONE	865	20.4	21.6
Total Conference and Exhibit Only Attendees Identified by Products and/or Services	4,008*	94.7*	--
Total Conference and Exhibit Only Attendees Not Identified by Products and/or Services	223*	5.3*	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	4,231	100.0	--

* The above counts and percentages are based on 4,231 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	151	3.6
Maine	1	
New Hampshire	7	
Vermont	7	
Massachusetts	124	
Rhode Island	4	
Connecticut	8	
MIDDLE ATLANTIC	143	3.4
New York	75	
New Jersey	16	
Pennsylvania	52	
EAST NO. CENTRAL	93	2.2
Ohio	10	
Indiana	20	
Illinois	28	
Michigan	30	
Wisconsin	5	
WEST NO. CENTRAL	38	0.9
Minnesota	27	
Iowa	7	
Missouri	1	
North Dakota	--	
South Dakota	--	
Nebraska	3	
Kansas	--	
SOUTH ATLANTIC	95	2.2
Delaware	1	
Maryland	19	
Washington, DC	2	
Virginia	22	
West Virginia	--	
North Carolina	23	
South Carolina	--	
Georgia	13	
Florida	15	

STATE	TOTAL	PERCENT
EAST SO. CENTRAL	8	0.2
Kentucky	4	
Tennessee	--	
Alabama	4	
Mississippi	--	
WEST SO. CENTRAL	212	5.0
Arkansas	1	
Louisiana	1	
Oklahoma	--	
Texas	210	
MOUNTAIN	162	3.8
Montana	--	
Idaho	8	
Wyoming	1	
Colorado	50	
New Mexico	5	
Arizona	87	
Utah	8	
Nevada	3	
PACIFIC	2,250	53.2
Alaska	--	
Washington	26	
Oregon	123	
California	2,101	
Hawaii	--	
UNITED STATES	3,152	74.5
INTERNATIONAL	1,079	25.5
Canada	82	
Mexico	--	
Other International	997	
Total Conference & Exhibit Attendees	4,231	100.0



DAC Advance Registration Form

45th DAC - June 8-13, 2008

Any registration received after May 19, 2008, 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# _____ This is for **individual memberships only.**
signature
 I certify that I am an IEEE member. _____ member# _____ This does not apply to company memberships.
signature
 I certify that I am a full time student. _____ member# _____ student# _____
signature

3 TUTORIAL/WORKSHOP SELECTION

PRICES	member/ACM/IEEE	non-member	ACM/IEEE student
	\$310.00	\$400.00	\$125.00

Monday Tutorials

- 1) Bridging a Verification Gap: C++ to RTL for Practical Design
- 2) Programming Massively Parallel Processors: the NVIDIA experience

Friday Tutorials

- 3) Robust Analog Mixed Signal Design
- 4) DFM Revisited: A Comprehensive Analysis of Variability at all Levels of Abstraction
- 5) Low Power Techniques for SoC Design
- 6) System Level Design for Embedded Systems

Sunday Workshops

- 5th International UML for SoC Design Workshop -UML in Application
\$100.00 member \$150.00 non-member
- Biochips to Interface & Monitor Human Biological Functions
\$100.00 member \$150.00 non-member
- High-Level Synthesis: Back to the Future
\$100.00 member \$150.00 non-member
- Design and Verification of Low Power SoCs: An Application Oriented Approach
\$75.00 member \$100.00 non-member
- Low Power Coalition Workshop - Advances in Low Power Design for Circuits & Systems
\$75.00 member \$100.00 non-member
- System and SoC Debug Workshop
\$100.00 member \$150.00 non-member
- 6th IEEE Symposium on Application Specific Processors (Sunday & Monday)
 Rec'd by May 19 \$325.00 member \$410.00 non-member \$195.00 student
 After May 19 \$410.00 member \$525.00 non-member \$245.00 student

Monday Workshops

- Workshop for Women in Design Automation (WWINDA): Networking, Negotiation, and Nonsense: Achieving Career Balance in an Unbalanced World
\$50.00 member \$75.00 non-member
- Introduction to Chips and EDA for a Non-Technical Audience - **\$10.00**
- Cross-Layer Power & Thermal Management
\$100.00 member \$150.00 non-member
- IEEE Int'l Workshop on Hardware-Oriented Security & Trust (HOST-2008)
\$100.00 student \$150.00 member \$200.00 non-member
- Diagnostic Services in Network-on-Chips (DSNOC)
\$100.00 member \$150.00 non-member
- 4th Integrated Design Systems Workshop: DAC 2008 - OpenAccess: A Platform for Continuous Evolution & Innovation
\$100.00 member \$150.00 non-member
- Beyond Syntax & Semantics: Industry Experiences with OLV/SVA/PSL
\$75.00 member \$100.00 non-member

Tuesday Workshops

- Management Day** \$95.00
- Effective Technical Writing \$50.00 member \$75.00 non-member
- iDesign Track (Tue. Keynote, Sessions 1, 7 & 13) \$95.00

Thursday Workshops

- Maximizing Efficiency in the Development Cycle
\$50.00 member \$75.00 non-member
- NANOARCH'08: 4th IEEE/ACM International Symposium on Nanoscale Architectures (Thursday & Friday)
 Rec'd by May 19 \$250.00 member \$330.00 non-member \$200.00 student
 After May 19 \$300.00 member \$380.00 non-member \$220.00 student

Hands-on Tutorials \$75 each

- A) Elevating Confidence in Design IP Through Mutation-Based Analysis Technology, *Certess, STMicroelectronics, Brian Bailey Consulting* (MONDAY AM)
- B) IP Validation for Macro & Embedded SOC, *Apache* (MONDAY PM)
- C) Advanced Methodologies in Validating and Integrating High Speed Serial Interconnects in the Ultra Deep Sub-Micron CMOS Era, *Synopsys, Open Silicon* (TUESDAY PM)
- D) Integration, Test, Repair and Debug of Embedded Memory IP in an SOC, *Virage Logic* (WEDNESDAY AM)
- E) What, Why and How: Using a Chip Prediction System to Find the Best IP Solution for your Next Chip, *Chip Estimate* (WEDNESDAY PM)
- F) Hardened DDR PHY Integration, *Denali Software, SSoft* (THURSDAY AM)

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

4 REGISTRATION OPTIONS

CONFERENCE ONLY	Received by May 19, 2008		One-Day Only (Tues/Wed/Thu)	Received by May 19, 2008 or At-Conference		Conference Fees	\$ _____
	After May 19, 2008	or At-Conference		After May 19, 2008	or At-Conference		
Member, ACM/IEEE	\$450.00	\$565.00		\$260.00	\$260.00	Tutorial Fees	\$ _____
Non-member	\$585.00	\$735.00	Two-Day Only	\$470.00	\$470.00	Hands-On Tutorial Fees	\$ _____
ACM/IEEE Students	\$195.00	\$195.00	(Tues/Wed, Tues/Thu, Wed/Thu) please circle day(s)			Workshop Fees	\$ _____
Exhibit-Only	FREE	\$65.00	Workshop Only (member/non-member) please select workshop			Adtl. Proceedings-DVD (\$50)	\$ _____
			<input type="checkbox"/> vegetarian meal			Management Day (\$95)	\$ _____
						Adtl. 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 _____ Sec. Code _____

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

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/Industry Analysis
 (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 & Layout
 (212) Test and Assembly
 (213) System Architect
 (214) Professor/Researcher
 (215) Student
 (216) Financial or Industry Analyst
 (217) Venture Capitalist
 (218) Editor/Publisher
 (219) Marketing/Sales
 (220) 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 (Passives)
 (405) Computers, Systems, & Peripherals
 (406) Consumer Electronics
 (407) 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

- (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 predominate 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 Anaheim?

- (701) Anaheim Marriott
 (702) Anaheim Hilton and Towers
 (703) Local/no need for housing
 (704) 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. _____

Make checks payable to:
45th Design Automation Conference.

Attn: Registration Desk
5405 Spine Rd., Ste. 102
Boulder, CO 80301 USA

Refund Policy: Written requests for cancellations must be received on or before May 19, 2008, and are subject to a \$25.00 processing fee. Cancellations after May 19, 2008, will not be honored and all registration fees will be forfeited. No mail or fax registrations will be accepted after May 28, 2008 in the DAC office. On-line registrations will be accepted through June 12, 2008.

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

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Fax: +1 203.447.2900
www.bpaww.com



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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 the 45th Design Automation Conference (DAC 2008) held June 8 – 13, 2008 at the Anaheim Convention Center 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
August 19, 2008