

EVENT AUDIT

47th Design Automation Conference (DAC 2010)



DATES OF EVENT:

Conference: June 13 – 18, 2010
 Exhibits: June 14 – 17, 2010

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)
 IEEE Council on Electronic Design Automation (CEDA)
 Address: 1721 Boxelder St., Ste. 107
 Louisville, CO 80027
 Phone: (303) 530-4562
 Website (Show): <http://www.ims2010.org/>

REGISTRATION COMPANY:

MP Associates, Inc.

YEAR EVENT ESTABLISHED:

1963

FREQUENCY:

Annual

DATES OF NEXT EVENT:

Conference: June 5 – 10, 2011
 Exhibits: June 7 – 9, 2011

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

All attendees, including those that register in advance, are required to pick up their badges onsite.

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 EVENT HELD	EVENT LOCATION	TOTAL CONFERENCE ATTENDEES	TOTAL EXHIBITS ONLY ATTENDEES	SPEAKERS	MEDIA	SUB-TOTAL CONFERENCE & EXHIBITS ONLY ATTENDEES	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
2007	San Diego	2,215	2,025	209	74	4,523	3,797	20	8,340
2008	Anaheim	1,933	1,883	327	88	4,231	3,343	-	7,574
2009	San Francisco	1,446	3,042	272	79	4,839	3,219	-	8,058
2010	Anaheim	1,295	1,467	222	46	3,030	2,864	-	5,894

* Not audited, count supplied by Show Management.

EVENT AUDIT

47th Design Automation Conference (DAC 2010)



4. PRIMARY JOB FUNCTION

PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING THIS INFORMATION
Executive/Senior Management	478	15.78	16.20
Engineering Management	434	14.32	14.71
CAD Engineering Management	160	5.28	5.42
CAD Engineer	289	9.54	9.80
Hardware Logic Design Engineer	181	5.97	6.14
Hardware Physical Design Engineer	130	4.29	4.41
Verification Engineer	106	3.50	3.59
Application Engineer	82	2.71	2.78
Embedded Software Engineer	17	0.56	0.58
Application Software Engineer	41	1.35	1.39
Board Design & Layout	23	0.76	0.78
Test and Assembly	13	0.43	0.44
System Architect	60	1.98	2.03
Professor/Researcher	365	12.05	12.37
Student	315	10.40	10.68
Financial or Industry Analyst	12	0.40	0.41
Venture Capitalist	7	0.23	0.24
Editor/Publisher	30	0.99	1.02
Marketing/Sales	164	5.41	5.56
Other	43	1.42	1.46
Total Conference and Exhibit Only Attendees Providing this Information	2,950	97.36	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	80	2.64	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,030	100.0	100.0

5. PRIMARY INDUSTRY SEGMENT WORKING IN

PRIMARY INDUSTRY SEGMENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING THIS INFORMATION
System Design - System	286	9.44	9.79
System Design - Board	42	1.39	1.44
System Design - Hardware	501	16.53	17.15
System Design - Software	106	3.50	3.63
EDA Software	719	23.73	24.62
IP/core design	344	11.35	11.78
Foundry/IC Manufacturing	170	5.61	5.82
Design Services: Includes ASIC Services & Post Silicon Services	182	6.01	6.23
University/Research Institution	479	15.81	16.40
Financial	24	0.79	0.82
Publishing/Media/Industry Analyst	62	2.05	2.12
Other	6	0.20	0.21
Total Conference and Exhibit Only Attendees Providing this Information	2,921	98.7	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	109	3.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,030	100.0	100.0

EVENT AUDIT

47th Design Automation Conference (DAC 2010)



6. TYPE OF DESIGN INVOLVED IN

PRIMARY DESIGN TYPE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING THIS INFORMATION
Analog ICs/Mixed Signal ICs	743	24.52	25.05
Analog/Mixed Signal Systems	395	13.04	13.32
ASIC	1195	39.44	40.29
Application Specific Std. Part (ASSP)	218	7.19	7.35
Digital ICs	1006	33.20	33.92
Digital Systems	554	18.28	18.68
DSPs	219	7.23	7.38
RTOS	116	3.83	3.91
Firmware	197	6.50	6.64
Middleware	102	3.37	3.44
Application	255	8.42	8.60
Embedded Systems	556	18.35	18.75
MEMs	90	2.97	3.03
Memory	273	9.01	9.20
Microproc./Microcontroller Design	330	10.89	11.13
PCB Layout	165	5.45	5.56
PLDs/FPGAs	357	11.78	12.04
R/F Microwave	175	5.78	5.90
Specialized Processors (GPU, NPU, etc.)	173	5.71	5.83
Library Models/IP/Cores	328	10.83	11.06
Other	69	2.28	2.33
Not Directly Involved in Design	463	15.28	15.61
Total Conference and Exhibit Only Attendees Providing this Information	2,966	97.89	100.00
Total Conference and Exhibit Only Attendees Not Providing this Information	64	2.11	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,030	100.00	100.00

7. PRIMARY TOOL FLOW USED

PRIMARY TOOL FLOW	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING THIS INFORMATION
Custom/ Structured Custom	849	28.02	29.49
COT	282	9.31	9.79
ASIC	1,076	35.51	37.37
Structured ASIC	71	2.34	2.47
FPGA	485	16.01	16.85
Other	116	3.83	4.03
Total Conference and Exhibit Only Attendees Providing this Information	2,879	95.02	100.00
Total Conference and Exhibit Only Attendees Not Providing this Information	151	4.98	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,030	100.00	100.00

EVENT AUDIT

47th Design Automation Conference (DAC 2010)



8. PRIMARY END PRODUCT OR SERVICE WORKED ON

PRIMARY TOOL FLOW	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING THIS INFORMATION
Automotive Electronics	59	1.95	1.99
Avionics, Military, Government	96	3.17	3.24
Communication Systems (Wired or Wireless)	346	11.42	11.67
Components (Passives)	9	0.30	0.30
Computers, Systems, & Peripherals	228	7.52	7.69
Consumer Electronics	230	7.59	7.76
Medical Equipment	24	0.79	0.81
Design Services/Consultant	122	4.03	4.11
EDA Software	683	22.54	23.04
Embedded Systems	125	4.13	4.22
Research/Education	374	12.34	12.61
Semiconductors	512	16.90	17.27
Library Models/IP/Cores	47	1.55	1.59
Media/Publishing	59	1.95	1.99
Other	51	1.68	1.72
Total Conference and Exhibit Only Attendees Providing this Information	2,965	97.85	100.00
Total Conference and Exhibit Only Attendees Not Providing this Information	65	2.15	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,030	100.00	100.00

EVENT AUDIT

47th Design Automation Conference (DAC 2010)



9. 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 PROVIDING THIS INFORMATION
Analog/AMS Design/ Simulation	646	21.32
Digital Logic Simulation	855	28.22
Physical Verification	612	20.20
Other Logic Verification	354	11.68
Logic Design and Synthesis	796	26.27
Packaging	174	5.74
PCB	208	6.86
Placement & Routing	553	18.25
Full- Custom Layout	413	13.63
Test	235	7.76
RTL & Formal Verification	708	23.37
Equivalence Checking	451	14.88
Design for Manufacturing and Yield	453	14.95
System Design and Specification	343	11.32
Software Design	442	14.59
HW/SW co-Design	392	12.94
Foundry/Silicon Vendor	471	15.54
ASSP	221	7.29
System/Logic Design	123	4.06
Physical Design	380	12.54
Verification	463	15.28
Post Silicon Services	469	15.48
Libraries / Models	157	5.18
IP/Cores	355	11.72
None of the above	469	15.48
Total Conference and Exhibit Only Attendees Providing this Information	3,029	99.97
Total Conference and Exhibit Only Attendees Not Providing this Information	1	.03
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,030	100.00

Multiple responses allowed, hence total number of responses exceeds the total attendance and category counts should not be added together.

EVENT AUDIT

47th Design Automation Conference (DAC 2010)

10. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

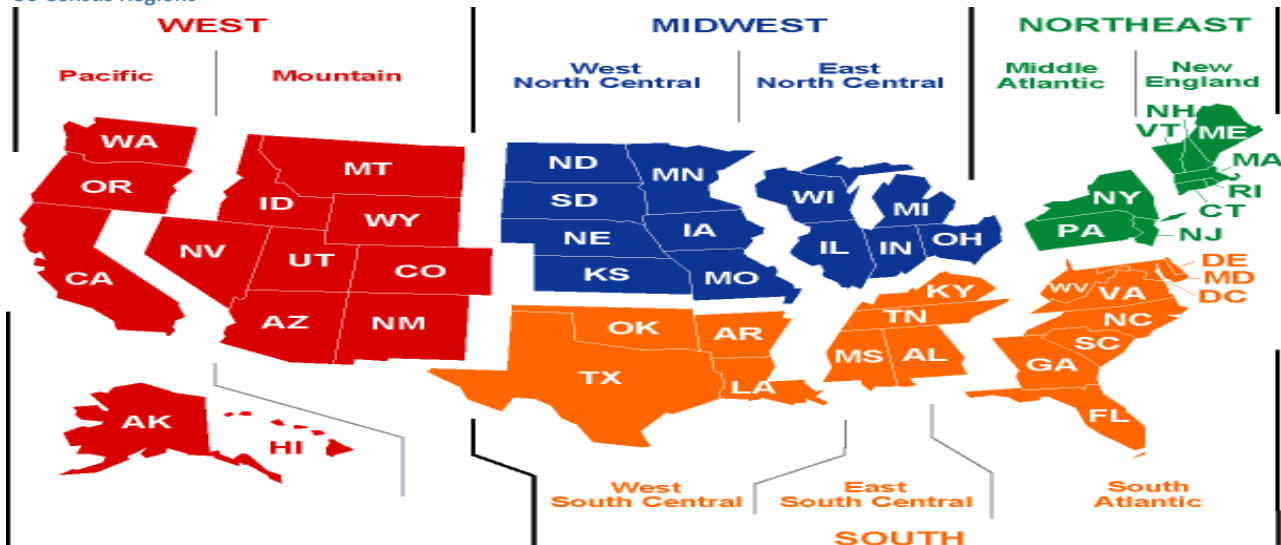
US CENSUS REGION / STATE	TOTAL	PERCENT
NEW ENGLAND	89	2.94%
Maine	1	
New Hampshire	5	
Vermont	6	
Massachusetts	70	
Rhode Island	5	
Connecticut	2	
MIDDLE ATLANTIC	99	3.27%
New York	49	
New Jersey	13	
Pennsylvania	37	
EAST NORTH CENTRAL	67	2.21%
Ohio	7	
Indiana	9	
Illinois	22	
Michigan	26	
Wisconsin	3	
WEST NORTH CENTRAL	23	0.76%
Minnesota	14	
Iowa	5	
Missouri	2	
North Dakota	1	
South Dakota	--	
Nebraska	--	
Kansas	1	
SOUTH ATLANTIC	62	2.05%
Delaware	2	
Maryland	18	
District of Columbia	1	
Virginia	10	
West Virginia	--	
North Carolina	8	
South Carolina	--	
Georgia	6	
Florida	17	

US CENSUS REGION / STATE	TOTAL	PERCENT
EAST SOUTH CENTRAL	6	0.20%
Kentucky	3	
Tennessee	2	
Alabama	1	
Mississippi	--	
WEST SOUTH CENTRAL	145	4.79%
Arkansas	1	
Louisiana	--	
Oklahoma	--	
Texas	144	
MOUNTAIN	102	3.37%
Montana	--	
Idaho	5	
Wyoming	--	
Colorado	24	
New Mexico	9	
Arizona	53	
Utah	8	
Nevada	3	
PACIFIC	1,687	55.94%
Alaska	--	
Washington	13	
Oregon	83	
California	1,590	
Hawaii	1	
Total UNITED STATES	2,279	75.51%

Total INTERNATIONAL	TOTAL	PERCENT
Canada	50	1.68%
Mexico	--	--
Other International	701	23.14%

Not Providing this Information	--	--
Total Conference & Exhibit Attendance	3,030	100.00%

US Census Regions



EVENT AUDIT

47th Design Automation Conference (DAC 2010)



10A. AUDITED BREAKOUT OF ALL NON-US CONFERENCE AND EXHIBITS ONLY ATTENDEES

COUNTRY	TOTAL	PERCENT
NETHERLANDS ANTILLES	1	0.03
ARGENTINA	1	0.03
AUSTRIA	7	0.23
AUSTRALIA	4	0.13
BELGIUM	14	0.46
BRAZIL	13	0.43
CANADA	50	1.65
SWITZERLAND	9	0.30
CHINA	27	0.89
CZECH REPUBLIC	2	0.07
GERMANY	73	2.41
DENMARK	9	0.30
ESTONIA	1	0.03
EGYPT	4	0.13
SPAIN	3	0.10
FINLAND	7	0.23
FRANCE	53	1.75
UNITED KINGDOM	33	1.09
GHANA	1	0.03
GREECE	2	0.07
HONG KONG	8	0.26
IRELAND	11	0.36
ISRAEL	28	0.92
INDIA	29	0.96
ITALY	19	0.63
JAPAN	93	3.07
KOREA, D.P.R.O.	4	0.13
KOREA, REPUBLIC OF	84	2.77
KAZAKHSTAN	1	0.03
MALAYSIA	3	0.10
NEW CALEDONIA	1	0.03
NETHERLANDS	17	0.56
NORWAY	3	0.10
POLAND	1	0.03
PORTUGAL	4	0.13
ROMANIA	2	0.07
SWEDEN	14	0.46
SINGAPORE	11	0.36
TURKEY	3	0.10
TAIWAN, PROVINCE OF CHINA	92	3.04
TOTAL NON-US Conference & Exhibit Attendance	751	24.49
TOTAL US	2,279	75.51
Not Providing this Information	--	--
Total Conference & Exhibit Attendance	3,030	100.00

EVENT AUDIT

47th Design Automation Conference (DAC 2010)

REGISTRATION FORM: PAGE 1 – REGISTRANT INFORMATION AND DEMOGRAPHICS

DAC Advance Registration Form

47th DAC • June 13-18, 2010

Any registration received after May 17, 2010, will be charged the at-conference rate. If payment is received from a non-US bank, attendees will be charged a collection fee of \$45.00.

1 Attendee Information

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

2 Membership status

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. _____ student# _____
 _____ signature _____

Membership# must be included at time of submission to receive the membership rate.
 No refunds will be made for change in membership status.
 This is for individual memberships only. This does not apply to company memberships.

3 Attendee Survey

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 (Includes ASIC and Post-Silicon Services)
- (109) University/Research Institution
- (110) Financial
- (111) Publishing/Media/Industry Analyst
- (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 IC/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 & Yield
 - (514) Algorithm Design
 - (515) System Design and Specification
 - (516) Software Design
 - (517) HW/SW co-Design
 - (518) Foundry/Silicon Vendor
 - (519) Application Specific Std. Part (ASSP)

Services

- (520) System Logic Design
- (521) Physical Design
- (522) Verification
- (523) Post Silicon Services

Other

- (524) Libraries/Models
- (525) IP/Cores
- (526) 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 Anaheim?

- (701) Anaheim Marriott (Headquarter Hotel)
- (702) Hilton Anaheim (Headquarter Hotel)
- (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.
 I do not want to receive this correspondence.

EVENT AUDIT

47th Design Automation Conference (DAC 2010)

REGISTRATION FORM: PAGE 2 – REGISTRATION CATEGORIES AND ASSOCIATED FEES

4 Registration Options

Conference Fees:	Received by May 17, 2010	After May 17, 2010 or at Conference	Received by May 17, 2010	After May 17, 2010 or at Conference	<input type="checkbox"/> vegetarian meal
Member, ACM/IEEE	\$475	\$570	One-day Only \$325	\$325	
Non-member/Student Non-Member	\$595	\$695	<input type="radio"/> Tue.		
Student, ACM/IEEE	\$230	\$295	<input type="radio"/> Wed.	please check one	Conference Fees \$ _____
Exhibit-only	\$50	\$95	<input type="radio"/> Thurs.		Tutorial Fees \$ _____
Monday Exhibitonly (Monday, June 14)	FREE	FREE	Two-day Only \$525	\$525	User Track Fees \$ _____
User Track member	\$185	\$185	<input type="radio"/> Tue/Wed.		Workshop Fees \$ _____
User Track non-member	\$240	\$240	<input type="radio"/> Tue/Thurs.	please check one	Colocated Event Fees \$ _____
Management Day	\$95	\$95	<input type="radio"/> Wed/Thurs.		Management Day \$ _____
Embedded/SOC Enablement Day	\$95	\$95	Workshop Only	please select workshop	Embedded/SOC Enablement Day \$ _____
					Addl. Proceedings-DVD (\$50) \$ _____
					TOTAL COST \$ _____

5 Tutorial/Workshop/Colocated Events Selection

Monday Tutorials - June 14, 2010

	Member ACM/IEEE	Non-member/Student Non-member	ACM/IEEE Student Member
Full-day <input type="checkbox"/> 1) ESL Design and Virtual Prototyping: Fundamentals and Case Studies	\$300	\$400	\$200
<input type="checkbox"/> 2) Low Power from A to Z			
Quarter-day <input type="checkbox"/> 3) Marketing of Technology – The Last Critical Step	\$100	\$130	\$80

Friday Tutorials - June 18, 2010

	Member ACM/IEEE	Non-member/Student Non-member	ACM/IEEE Student Member
Full-day <input type="checkbox"/> 4) Best Practices For Writing Better Software	\$300	\$400	\$200
<input type="checkbox"/> 5) 3D: New Dimensions in IC Design			
Half-day <input type="checkbox"/> 6) Advancing the State-of-the-Art Analog Circuit Optimizers	\$180	\$240	\$120
<input type="checkbox"/> 7) SystemC for Holistic System Design with Digital Hardware, Analog Hardware, and Software			

DAC Workshops

	Member ACM/IEEE	Non-member/Student Non-member
Sunday, June 13 <input type="checkbox"/> DAC Workshop on Diagnostic Services in Networks-on-Chips - 4th Edition	\$150	\$195
<input type="checkbox"/> Multiprocessor System on Chip: Programmability, Run-Time Support and Hardware Platforms for High Performance Applications at DAC		
<input type="checkbox"/> DAC Workshop on Synergies between Design Automation & Smart Grid		
Monday, June 14 <input type="checkbox"/> DAC Workshop: More Than Core Competence...What It Takes for Your Career to Survive, and Thrive! Hosted by Women in Electronic Design (WWED)	FREE up to 100 attendees	
Monday, June 14 <input type="checkbox"/> DAC Workshop on "Mobile and Cloud Computing"	\$150	\$195
Monday, June 14 & Tuesday, June 15 <input type="checkbox"/> International Workshop on Bio-Design Automation at DAC	\$230	\$305

Colocated Events at DAC

	IEEE/ACM Member	Non-member	Dates in June		Advance Registration		Late/Onsite Registration	
			Student	Non-Student	Student	Non-Student	Student	Non-Student
<input type="checkbox"/> IEEE International High Level Design Validation and Test Workshop 2010 (HLDVT)	\$350	\$450	\$250	\$325	\$450	\$575	\$300	\$375
<input type="checkbox"/> IEEE/ACM 12th International Workshop on System Level Interconnect Prediction (SLIP)	\$250	\$320	\$200	\$200	\$300	\$370	\$250	\$250
<input type="checkbox"/> Design for Manufacturability Coalition Workshop					FREE			
<input type="checkbox"/> System and SoC Debug Integration and Applications	\$200	\$200	\$150	\$150	\$250	\$250	\$300	\$200
<input type="checkbox"/> IEEE International Symposium on Hardware-Oriented Security and Trust (HOST)	\$300	\$375	\$150	\$190	\$180	\$450	\$180	\$225
<input type="checkbox"/> 8th IEEE Symposium on Application Specific Processors (SASP 2010)	\$315	\$410	\$190	\$190	\$420	\$530	\$245	\$245
<input type="checkbox"/> 4th IEEE International Workshop on Design for Manufacturability & Yield (DFM&Y)	\$150	\$200	\$100	\$150	\$200	\$250	\$130	\$200
<input type="checkbox"/> Advances in Process Design Kits Workshop					FREE			
<input type="checkbox"/> Choosing Advanced Verification Methods: So Many Possibilities, So Little Time	\$200	\$200	\$150	\$150	\$250	\$250	\$300	\$200
<input type="checkbox"/> NASA/VESA Conference on Adaptive Hardware and Systems (AHS-2010)	\$560	\$560	\$410	\$410	\$690	\$690	\$610	\$510
<input type="checkbox"/> IEEE/ACM International Symposium on Nanoscale Architectures (NANOARCH10)	\$285	\$375	\$225	\$300	\$350	\$440	\$240	\$315
<input type="checkbox"/> International Workshop on Logic and Synthesis (IWLS)	\$250	\$350	\$150	\$250	\$350	\$350	\$250	\$350

6 Payment Information

Credit Card:

VISA Name _____

MASTERCARD Card Number _____ Exp. Date _____ Sec. Code _____

AMEX Signature _____

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

7 Submit via fax or mail to:

Refund Policy: Written requests for cancellations must be received on or before May 17, 2010, and are subject to a \$25.00 processing fee. Cancellations after May 17, 2010, will not be honored and all registration fees will be forfeited. No mail or fax registrations will be accepted after June 8, 2010 in the DAC office. On-line registrations will be accepted through June 18, 2010. **TELEPHONE REGISTRATIONS ARE NOT ACCEPTED!** Fax registrations without payments will be discarded.

Make checks payable to:
47th Design Automation Conference.
Attn: Registration Desk
1721 Boxelder St., Ste. 107
Louisville, CO 80027 USA

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

EVENT AUDIT

47th Design Automation Conference (DAC 2010)



STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY AUDIENCE INSIGHTS

We have carefully examined the attendee records of the 47th Design Automation Conference held in Anaheim, CA. The audit process includes pre-event review of the registration and event access process, post event confirmations of attendance and attendee demographics, examination of accounting records, and any other auditing procedures considered appropriate or necessary. This audit complies with the 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.

Based on our review and analysis, the statements set forth in this report fairly and accurately present the total attendance of this event in conformance with generally accepted event measurement practices.

Audience Insights
Framingham, MA