

EVENT AUDIT

50th Design Automation Conference (DAC 2013)



DATES OF EVENT:

Conference: June 2 – 6, 2013
 Exhibits: June 3 – 5, 2013

LOCATION:

Austin Convention Center, Austin, TX

EVENT PRODUCER/MANAGER:

Company Name: Association for Computing Machinery (ACM)
 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.dac.com/>

REGISTRATION COMPANY: MP Associates, Inc.

YEAR EVENT ESTABLISHED: 1963

FREQUENCY: Annual

DATES OF NEXT EVENT:

Conference: June 2 – 6, 2014
 Exhibits: June 3 – 5, 2014

LOCATION:

Moscone Center, San Francisco, 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
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
2011	San Diego	1,417	1,688	354	60	3,519	2,438	-	5,957
2012	San Francisco	1,535	2,700	356	77	4,668	2,709	-	7,377
2013	Austin	1,127	2,364	377	46	3,914	1,997	-	5,911

* Not audited, count supplied by Show Management.

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4. PRIMARY JOB FUNCTION

PRIMARY JOB FUNCTION	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING THIS INFORMATION
Executive/Senior Management	233	6.0	6.4
Engineering Management	307	7.8	8.4
CAD Engineering Management	201	5.1	5.5
CAD Engineer	375	9.6	10.2
Analog Design Engineer	60	1.5	1.6
Hardware Logic Design Engineer	254	6.5	6.9
Hardware Physical Design Engineer	304	7.8	8.3
Verification Engineer	384	9.8	10.5
Application Engineer	64	1.6	1.7
Embedded Software Engineer	46	1.2	1.3
Embedded Hardware Engineer	25	0.6	0.7
Application Software Engineer	32	0.8	0.9
Test and Assembly	14	0.4	0.4
System Architect	127	3.2	3.5
Professor/Researcher	402	10.3	11.0
Student	475	12.1	13.0
Financial or Industry Analyst	25	0.6	0.7
Venture Capitalist	7	0.2	0.2
Editor/Publisher	32	0.8	0.9
Marketing/Sales	163	4.2	4.4
Board Design & Layout	4	0.1	0.1
Total Conference and Exhibit Only Attendees Providing this Information	3,534	90.3	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	380	9.7	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,914	100.0	100.0

5. PRIMARY INDUSTRY SEGMENT WORKING IN

PRIMARY INDUSTRY SEGMENT	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING THIS INFORMATION
(Embedded) System Design - System	324	8.3	8.8
(Embedded) System Design - Board	19	0.5	0.5
(Embedded) System Design - Hardware	554	14.2	15.1
(Embedded) System Design - Software	112	2.9	3.1
EDA Software	710	18.1	19.4
IP/core design	823	21.0	22.5
Foundry/IC Manufacturing	201	5.1	5.5
Design Services: Includes ASIC Services & Post Silicon Services	194	5.0	5.3
University/Research Institution	507	13.0	13.8
Financial	34	0.9	0.9
Publishing/Media/Industry Analyst	42	1.1	1.1
Total Conference and Exhibit Only Attendees Providing this Information	3,520	89.9	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	394	10.1	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,914	100.0	100.0

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6. TYPE OF DESIGN INVOLVED IN

PRIMARY DESIGN TYPE	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING THIS INFORMATION
Analog ICs/Mixed Signal ICs	771	19.7	21.1
Analog/Mixed Signal Systems	394	10.1	10.8
ASIC	1277	32.6	34.9
Application Specific Std. Part (ASSP)	215	5.5	5.9
Digital ICs	1263	32.3	34.5
Digital Systems	600	15.3	16.4
DSPs	258	6.6	7.0
RTOS	106	2.7	2.9
Firmware	247	6.3	6.7
Middleware	110	2.8	3.0
Application	292	7.5	8.0
Embedded Systems	671	17.1	18.3
MEMs	85	2.2	2.3
Memory	411	10.5	11.2
Microprocessor/Microcontroller Design	632	16.1	17.3
PCB Layout	153	3.9	4.2
PLDs/FPGAs	327	8.4	8.9
R/F Microwave	134	3.4	3.7
Specialized Processors (GPU, NPU, etc.)	258	6.6	7.0
Library Models/IP/Cores	398	10.2	10.9
Not Directly Involved in Design	495	12.6	13.5
Total Conference and Exhibit Only Attendees Providing this Information	3,566	91.1	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	348	8.9	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,914	100.00	100.0

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

7. PRIMARY TOOL FLOW USED

PRIMARY TOOL FLOW	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING THIS INFORMATION
Embedded Software Design	500	12.8	13.7
Custom/Structured Custom	964	24.6	26.3
COT	212	5.4	5.8
ASIC	1330	34.0	36.3
FPGA	353	9.0	9.6
Total Conference and Exhibit Only Attendees Providing this Information	3,359	85.8	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	555	14.2	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,914	100.00	100.0

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8. PRIMARY END PRODUCT OR SERVICE WORKED ON

PRIMARY END PRODUCT OR SERVICE WORKED ON	TOTAL ATTENDEES	PERCENT OF TOTAL	PERCENT PROVIDING THIS INFORMATION
Automotive Electronics	135	3.4	3.7
Avionics, Military, Government	53	1.4	1.4
Communication Systems (Wired or Wireless)	304	7.8	8.3
Components (Passives)	14	0.4	0.4
Computers, Systems, & Peripherals	497	12.7	13.6
Consumer Electronics	257	6.6	7.0
Medical Equipment	21	0.5	0.6
Design Services/Consultant	128	3.3	3.5
EDA Software	645	16.5	17.6
Embedded Systems	177	4.5	4.8
Research/Education	412	10.5	11.3
Semiconductors	742	19.0	20.3
Library Models/IP/Cores	100	2.6	2.7
Media/Publishing	55	1.4	1.5
Total Conference and Exhibit Only Attendees Providing this Information	3,540	90.4	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	374	9.6	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,914	100.0	100.0

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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 OF TOTAL	PERCENT PROVIDING THIS INFORMATION
Analog / AMS Design / Simulation	630	16.1	17.2
Digital Logic Simulation	984	25.1	26.9
Physical Verification	664	17.0	18.1
Other Logic Verification	423	10.8	11.6
Logic Design and Synthesis	922	23.6	25.2
Packaging	201	5.1	5.5
PCB	179	4.6	4.9
Placement & Routing	628	16.0	17.1
Full- Custom Layout	411	10.5	11.2
Test	270	6.9	7.4
RTL & Formal Verification	739	18.9	20.2
Equivalence Checking	473	12.1	12.9
Design for Manufacturing and Yield	425	10.9	11.6
Algorithm Design	318	8.1	8.7
System Design and Specification	425	10.9	11.6
(Embedded) Software Design	270	6.9	7.4
HW/SW co-Design	459	11.7	12.5
Foundry / Silicon Vendor	214	5.5	5.8
Application Specific Std. Part (ASSP)	97	2.5	2.6
Embedded Software and System Design	364	9.3	9.9
System / Logic Design	372	9.5	10.2
Physical Design	603	15.4	16.5
Verification	549	14.0	15.0
Post Silicon Services	167	4.3	4.6
Libraries / Models	372	9.5	10.2
IP / Cores	572	14.6	15.6
None of the above	840	21.5	22.9
Total Conference and Exhibit Only Attendees Providing this Information	3,662	93.6	100.0
Total Conference and Exhibit Only Attendees Not Providing this Information	252	6.4	--
TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES	3,914	100.0	100.0

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

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10. AUDITED GEOGRAPHIC BREAKOUT OF CONFERENCE AND EXHIBIT ONLY ATTENDEES

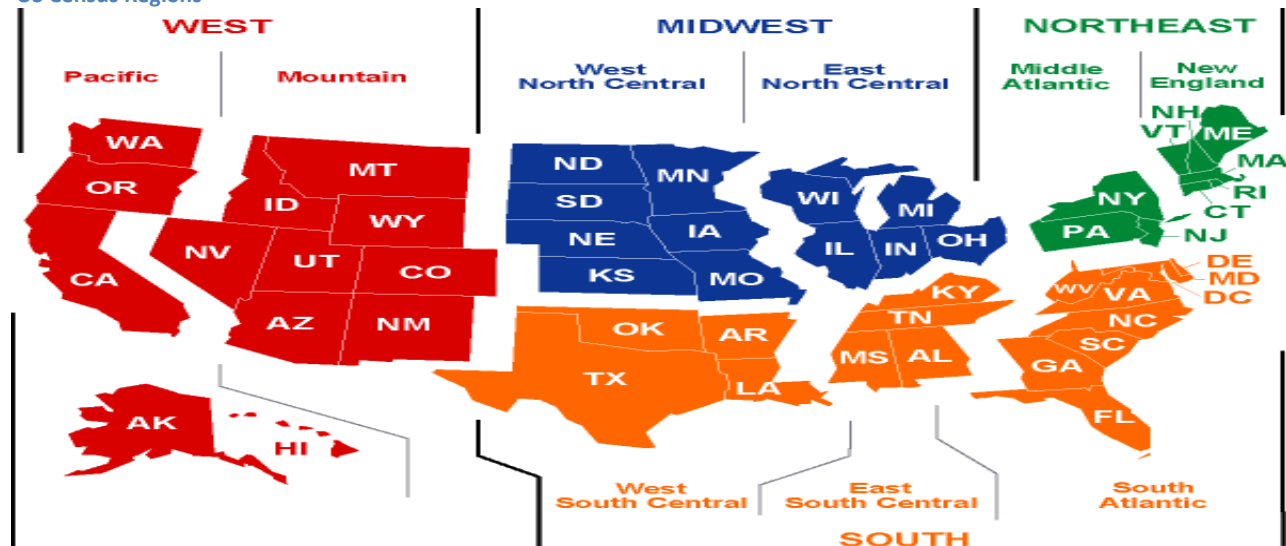
US CENSUS REGION / STATE	TOTAL	PERCENT
NEW ENGLAND	88	2.25
Maine	2	
New Hampshire	5	
Vermont	1	
Massachusetts	63	
Rhode Island	4	
Connecticut	13	
MIDDLE ATLANTIC	123	3.14
New York	59	
New Jersey	18	
Pennsylvania	46	
EAST NORTH CENTRAL	69	1.76
Ohio	10	
Indiana	16	
Illinois	19	
Michigan	19	
Wisconsin	5	
WEST NORTH CENTRAL	23	0.59
Minnesota	14	
Iowa	2	
Missouri	6	
North Dakota	-	
South Dakota	-	
Nebraska	-	
Kansas	1	
SOUTH ATLANTIC	80	2.04
Delaware	-	
Maryland	14	
District of Columbia	-	
Virginia	14	
West Virginia	-	
North Carolina	19	
South Carolina	1	
Georgia	17	
Florida	15	

US CENSUS REGION / STATE	TOTAL	PERCENT
EAST SOUTH CENTRAL	11	0.28
Kentucky	4	
Tennessee	4	
Alabama	3	
Mississippi	-	
WEST SOUTH CENTRAL	1768	45.17
Arkansas	5	
Louisiana	4	
Oklahoma	-	
Texas	1759	
MOUNTAIN	123	3.14
Montana	-	
Idaho	3	
Wyoming	-	
Colorado	41	
New Mexico	15	
Arizona	48	
Utah	11	
Nevada	5	
PACIFIC	821	20.98
Alaska	-	
Washington	18	
Oregon	96	
California	707	
Hawaii	-	
Total UNITED STATES	3,106	79.36

Total INTERNATIONAL	TOTAL	PERCENT
Canada	60	1.53
Mexico	1	0.03
Other International	747	19.09

Not Providing this Information	-	--
Total Conference & Exhibit Attendance	3,914	100.00

US Census Regions



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

COUNTRY	CODE	TOTAL	PERCENT	COUNTRY	CODE	TOTAL	PERCENT
United Arab Emirates	AE	5	0.13	Ireland	IE	3	0.08
Armenia	AM	1	0.03	Israel	IL	40	1.02
Netherlands Antilles	AN	1	0.03	India	IN	39	1.00
Argentina	AR	1	0.03	Italy	IT	24	0.61
American Samoa	AS	1	0.03	Japan	JP	76	1.94
Austria	AT	4	0.10	South Korea	KR	84	2.15
Australia	AU	8	0.20	Kuwait	KW	1	0.03
Belgium	BE	17	0.43	Lithuania	LT	1	0.03
Brazil	BR	25	0.64	Morocco	MA	1	0.03
Switzerland	CH	16	0.41	Malaysia	MY	2	0.05
Chile	CL	2	0.05	Netherlands	NL	24	0.61
China	CN	30	0.77	Norway	NO	2	0.05
Costa Rica	CR	3	0.08	New Zealand	NZ	1	0.03
Czech Republic	CZ	3	0.08	Peru	PE	1	0.03
Germany	DE	75	1.92	Poland	PL	2	0.05
Denmark	DK	4	0.10	Portugal	PT	5	0.13
Estonia	EE	1	0.03	Romania	RO	2	0.05
Egypt	EG	3	0.08	Russian Federation	RU	7	0.18
Spain	ES	5	0.13	Saudi Arabia	SA	6	0.15
Finland	FI	8	0.20	Sweden	SE	13	0.33
France	FR	62	1.58	Singapore	SG	14	0.36
Great Britain	GB	38	0.97	Turkey	TR	1	0.03
Gibraltar	GI	1	0.03	Taiwan	TW	68	1.74
Greece	GR	2	0.05	Ukraine	UA	1	0.03
Hong Kong	HK	7	0.18	Uruguay	UY	1	0.03
Croatia	HR	1	0.03	Uzbekistan	UZ	1	0.03
TOTAL Conference & Exhibit Attendance Outside North America						747	19.09
TOTAL North America						3,167	80.91
Not Providing this Information						--	--
Total Conference & Exhibit Attendance						3,914	100.00

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REGISTRATION OPTIONS

Conference registration has two payment periods. The first one is the Advance Registration period. It begins Friday, March 29 and will last through Wednesday, May 8. This period provides an opportunity to register for the conference at the lowest possible cost. Immediately following, is the Late/On-site Registration period, extending Wednesday, May 8 through the end of the conference, Thursday, June 6.

Advance Registration Period March 29 - May 8

Late/On-site Registration Period May 9 - June 6

All Inclusive Registration: Access to all DAC technical sessions, Designer Track sessions, Designed in Texas sessions, three Monday Tutorials, DAC sponsored Workshops (please select the ones you plan to attend), Thursday Training Day sessions, Insight Presentations, DAC Proceedings, all Keynote Sessions and SKY Talks, Exhibit Hall Monday - Wednesday, Management Day, and evening networking events including the Kickin' it up in Austin party on Monday night.

Conference Only Registration: Access to all the DAC technical sessions, Designer Track sessions, Designed in Texas sessions, DAC Proceedings, all Keynote Sessions, Exhibit Hall Monday - Wednesday, and evening networking events including the Kickin' it up in Austin party on Monday night.

****IEEE or ACM Member Student Conference Only Registration:** A discounted student rate applies to individuals who are members of ACM or IEEE and are currently enrolled in school. Students must provide a valid ACM or IEEE student membership number and a valid student ID.

One/Two Day Registration: Access to all the DAC technical sessions on the day(s) of your registration, Designer Track sessions, Designed in Texas sessions, DAC Proceedings, all Keynote Sessions, Exhibit Hall Monday - Wednesday, and evening networking events including the Kickin' it up in Austin party on Monday night.

FREE I Love DAC Exhibit-Only Registration: Access to all Keynote Sessions, Exhibit Hall Monday - Wednesday, "Designed in Texas" Designer Track Sessions, Designer Track Technical Sessions and evening networking events including the Kickin' it up in Austin party on Monday night. Ends May 17; starting on May 18, attendees will need to purchase an Exhibit Only pass (\$65).

Exhibits and Tutorials: Access to Exhibit Hall Monday - Wednesday, all Keynote sessions, your choice of three tutorials and evening networking events including the Kickin' it up in Austin party on Monday night.

Management Day: Management Day is designed to provide managers with timely information to help them make decisions where business and technology intersect. Management Day also includes access to all Keynote Sessions, Exhibit Hall Monday - Wednesday, and evening networking events including the Kickin' it up in Austin party on Monday night.

Monday Tutorials: DAC has changed the format for the tutorials. Instead of full-day, in-depth tutorials, we offer attendees a set of two-hour intense introductions to specific topics. Each tutorial will be presented multiple times to allow attendees to cover multiple topics. If you register for tutorials, you have the option to select three out of the six topics.

Access to your choice of three tutorials and the Monday reception. Tutorials are not included in the conference registration fee. An additional registration option is available and fees are incurred.

Workshops: Workshops are designed to be interactive forums for discussions on the selected topics. Attendees must register for each workshop they wish to attend. Workshops are not included in the conference registration fee. An additional registration option is available and fees are incurred. Included with the workshops, is access to all Keynote Sessions, Exhibit Hall Monday - Wednesday and evening networking events including the Kickin' it up in Austin party on Monday night.

Thursday Training Day: Thursday Training Day offers DAC attendees the opportunity to attend high-quality training sessions in popular subjects from leading training provider Doulos. All sessions are taught by highly respected Doulos instructors who are each subject matter experts in their own right and who each have a wide experience of teaching engineers at all skill levels.

Proceedings: An additional copy of proceedings is available for an additional \$50. (One Copy of the proceedings is included with all inclusive registration, conference registration, student conference registration, and one/two-day registrations.)

Colocated Conference Registration: In addition to DAC's full technical program, there are other conferences hosting their events at DAC. You are welcome to attend any of the conferences below. There is a separate registration fee to attend these meetings. If you are attending one of the conferences below, your registration does include entrance to the DAC Exhibit Hall Monday-Wednesday. Please note that a DAC Conference Registration does not include the colocated conferences.

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REGISTRATION FORM: REGISTRATION CATEGORIES AND ASSOCIATED FEES page 1

50th DAC 2013 Conference Registration Rates (USD)

	Advance Rate Received By May 8	Late/On-Site Rate Received After May 8
All Inclusive IEEE or ACM Member	\$695	\$815
All Inclusive Non-Member	\$845	\$995
Conference Only IEEE or ACM Member	\$575	\$675
Conference Only Non-Member	\$700	\$825
Conference Only Students with ACM or IEEE membership	\$275	\$380
Conference Only Student Non-member	\$345	\$415
Conference Only Life ACM or IEEE Member or Retiree	\$275	\$275
One-Day Only (Tue., Wed., Thurs.)	\$335	\$335
Two-Day Only (Tue., Wed., Thurs.)	\$535	\$535
Exhibit Only access all days (Monday - Wednesday)	\$65	\$65
Exhibit + Tutorials	\$155	\$225
I Love DAC (Exhibit, "Designed In Texas" Designer Track Sessions, Keynotes)	FREE	Ends May 17. Must purchase Exhibit Only after this date.
Management Day (Tuesday)	\$95	\$95

Monday Tutorials - June 3, 2013

Includes access to three Tutorials.

Member ACM/IEEE	Non-member/Student Non-member	ACM/IEEE Student Member
\$99	\$120	\$90

Tutorial Titles:

- Tutorial 1: Modeling, Abstraction, and Verification of Non-Volatile Memories
- Tutorial 2: Methodology for Continuous 24x7 Verification and Coverage
- Tutorial 3: Winning in Monte Carlo: Managing Simulations Under Variability and Reliability
- Tutorial 4: A Practical Guide to Packaging IP and Assembling SoCs Using the IP-XACT- IEEE1685 Standard
- Tutorial 5: Supercharge Your GPU: Developing and Optimizing OpenGL Applications Using a Native IDE Across Virtual and Physical Targets
- Tutorial 6: Why Programming Many-Core is Not Mission Impossible
- Tutorial 7: Avoiding Core Meltdown! - Adaptive Techniques for Power and Thermal Management of Multi-Core Processors

DAC Workshops

Date(s)	Title	IEEE/ACM Member Rate	Non-Member Rate
Sunday, June 2 - Full-day			
W1	They Are All Networks! Analysis and Optimization for Electronics, Water, Electricity, Bio. A DAC Associated Workshop	\$180	\$235
W2	DAC Workshop on Modeling of Biological Systems (MoBS)	\$180	\$235
W3	2013 DAC Workshop on Embedded Systems for Energy-Efficient Smart Infrastructures (ESSI)	\$180	\$235
Sunday, June 2 - Half-day			
W4	DAC Workshop: Low-Power Design with the New IEEE 1801-2013 Standard	\$105	\$135
W5	DAC Workshop on Computing in Heterogeneous, Autonomous & Goal-oriented Environments	\$105	\$135
W6	IP Workshop: Driving Quality to the Desktop of the DAC Engineer	\$105	\$135

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REGISTRATION FORM: REGISTRATION CATEGORIES AND ASSOCIATED FEES page 2

Thursday Training Day - June 6, 2013

Track 1: System Verilog Design	Member ACM/IEEE	Non-member/Student	Non-member	ACM/IEEE Student Member
Part 1: Synthesis-Friendly SystemVerilog (9am-12:30pm)	\$99		\$120	\$90
Part 2: A Hardware Designers Guide to SystemVerilog Verification (2pm-5:30pm)	\$99		\$120	\$90
Track 2: System Verilog Verification	Member ACM/IEEE	Non-member/Student	Non-member	ACM/IEEE Student Member
Part 1: Hardcore SystemVerilog for Class-Based Verification (9am-12:30pm)	\$99		\$120	\$90
Part 2: Getting Started with UVM, the Universal Verification Methodology (2pm-5:30pm)	\$99		\$120	\$90
Track 3: ARM Accredited Engineer Program	Member ACM/IEEE	Non-member/Student	Non-member	ACM/IEEE Student Member
Part 1: Kick Start to the ARM Cortex Processor Family (9am-12:30pm)	\$99		\$120	\$90
Part 2: Software Development for the ARM Cortex Processor Family (2pm-5:30pm)	\$99		\$120	\$90
Track 4: ESL and SystemC	Member ACM/IEEE	Non-member/Student	Non-member	ACM/IEEE Student Member
Part 1: The Definitive Guide to SystemC: The SystemC Language (9am-12:30pm)	\$99		\$120	\$90
Part 2: The Definitive Guide to SystemC: TLM-2.0 and the IEEE 1666-2011 Standard (2pm-5:30pm)	\$99		\$120	\$90

Colocated Conferences at DAC

Dates	Advance Registration				Late/Onsite Registration				
			Student				Student		
	IEEE/ACM Member	Non Member	IEEE/ACM Member	Non Member	IEEE/ACM Member	Non Member	IEEE/ACM Member	Non Member	
2013 Electronic System Level Synthesis Conference (ESLsyn)	Fri. May 31 - Sat. June 1	\$390	\$440	\$340	\$370	\$420	\$480	\$370	\$400
ACM/IEEE International Workshop on System Level Interconnect Prediction (SLIP)	Sun. June 2	\$250	\$320	\$200	\$200	\$300	\$370	\$225	\$240
CELU/EDAC Enterprise Licensing Conference	Wed. June 5 - Thurs. June 6	\$500	\$500	\$500	\$500	\$600	\$600	\$600	\$600
IEEE Design for Manufacturing and Yield (DFM&Y) Workshop	Monday, June 3	\$150	\$200	\$100	\$100	\$200	\$250	\$75	\$75
IEEE International Symposium on Hardware-Oriented Security and Trust (HOST 2013)	Sun. June 2 - Mon. June 3	\$300	\$375	\$165	\$300	\$375	\$470	\$205	\$375
NSF/CRA/CCC Workshop on Extreme-Scale Design Automation at DAC	Sun. June 2 - Mon. June 3			FREE				FREE	
Southwest Design For Test Conference SWDFT	Thurs. June 6			FREE				FREE	

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STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY AUDIENCE INSIGHTS

We have carefully examined the attendee records of the 50th Design Automation Conference held in Austin, Texas. 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