

13th Annual IEEE International ASIC/SOC Conference

SOC IN THE INTERNET AGE

EXHIBITOR
PROSPECTUS

**September 13-16, 2000
Crystal City Hyatt Regency at Reagan National Airport
Arlington, Virginia**

13th ANNUAL IEEE INTERNATIONAL ASIC/SOC CONFERENCE

September 13-16, 2000 • Hyatt Regency Crystal City

The ASIC/SOC Conference provides a forum for sharing recent advances in VLSI/ULSI/GSI technology and design capabilities, and their application to meeting the engineering requirements for ASICs and SoCs.

The 13th Annual ASIC/SOC Conference is now accepting applications for exhibits. The conference invites companies to exhibit products, materials and tools related to ASIC and System-on-Chip design, manufacturing and integration. The Exhibit Hall will be open on the first and second days (September 13 and 14) of the conference at the Hyatt Regency Crystal City at Reagan National Airport, Arlington, Virginia.

Ample opportunities are available for vendor/attendee interaction. Sponsorships are being solicited for the numerous events scheduled in the Exhibit Hall - coffee breaks, luncheons and the Opening Reception. In addition, each exhibitor will have the chance to announce new products or elaborate upon their display during a 10-minute Supplier Preview session scheduled directly after the Plenary Session. Exhibiting companies will also be eligible for a link from the conference web site to their web site. Currently, the ASIC/SOC web site has received over 10,000 hits since October.

Each exhibitor will be assigned an 8' x 10' space. Each booth will be provided with an 8' backwall, 3' sidewalls, and an identification sign. One complimentary registration and 3 staff badges will be given to each booth.

Fees: The booth fee is \$1,500 and includes admission to the conference sessions for one representative. Multiple spaces may be purchased. Book/Journal Vendor booths are available for \$1,000.

Hours: Exhibit set-up begins at 5:00 p.m. on Tuesday, September 12. The tentative exhibit hours are from 9:30 a.m. - 7:00 p.m. on Wednesday, September 13 and from 7:00 a.m. - 3:35 p.m. on Thursday, September 14. Exhibit tear-down will be from 3:35 p.m. - 7:00 p.m. on Thursday.

Prospective exhibitors should complete the Exhibitor Application and mail it with a check payable to **ASIC/SOC** to the conference headquarters. An Exhibitor's Service Kit containing general and technical information for shipping and ordering equipment will be mailed approximately to you 4 - 6 weeks prior to the conference.

HOTEL INFORMATION:

Hyatt Regency Crystal City at Reagan National Airport
2799 Jefferson Davis Highway
Arlington, VA 22202
Reservations: 800-233-1234 | Fax: 703-418-1289

The Hyatt Regency is offering a reduced rate of \$149/single and \$159/double to conference participants - tell the reservations operator that you will be attending the IEEE ASIC/SOC Conference. Requests for hospitality/meeting rooms must be made through Wendy Walker at Conference Headquarters. The hotel is unable to accept requests directly from exhibiting companies.

CONFERENCE HEADQUARTERS:

Booth Reservations/Conference Information
Wendy Walker, Conference Manager
ASIC/SOC Conference
101 Lakeforest Blvd., Suite 400-B
Gaithersburg, MD 20877
Tel: 301-527-0900 x104/Fax: 301-527-0994
Email: wendyw@widerkehr.com

SUPPLIER RELATIONS:

P.R. Mukund
Rochester Institute of Technology
Phone: 716-475-2174
Email: prmeee@rit.edu

ASIC/SOC 2000 PRELIMINARY PROGRAM

Time	Wednesday, Sept. 13
7:00 am	Registration
8:10 am	PLENARY SESSION Opening Remarks: Thomas Büchner, <i>Conference General Chair</i> Technical Program Overview: Jo Dale Carothers, <i>Technical Program Chair</i> Keynote Address: John E. Kelly III, <i>General Manager, IBM Microelectronics Division</i>
9:30 am	Coffee Break/Exhibits Open
9:50 am	Plenary Session (2x35 min)
11:30 am	Exhibitor Presentation (6x10min)
12:00 pm	Lunch in the Exhibit Hall
1:30 pm	Technical Paper Sessions (4x25min)
3:10 pm	Coffee Break in Exhibit Hall
3:35 pm	Technical Paper Sessions (4x25min)
5:15 pm	Opening Reception in Exhibit Hall
6:30 pm	Panel Discussion

Time	Thursday, Sept. 14
7:30 am	Continental Breakfast in Exhibit Hall
8:15 am	Technical Paper Sessions (4x25min)
9:55 am	Coffee Break in Exhibit Hall
10:20 am	Technical Paper Sessions (4x25min)
12:00 pm	Luncheon with Luncheon Speaker: James Urquhart, <i>Chief Operating Officer and Director of ARM Holdings plc.</i>
1:30 pm	Technical Paper Sessions (4x25min)
3:10 pm	Coffee Break in Exhibit Hall
3:35 pm	Technical Paper Sessions (4x25min)
5:50 pm	Exhibit Hall Closed Transfer to Dinner Cruise
7:00 pm	Banquet Dinner Cruise, Best Paper '99 Ceremony

Time	Friday, Sept. 15
7:30 am	Registration
8:15 am	Technical paper Sessions (4x25min)
9:55 am	Coffee Break
10:10 am	Technical Paper Sessions (4x25min)
12:00 pm	Open Lunch
1:30 pm	Technical Paper Sessions (4x25min)
3:10 pm	Coffee Break
3:35 pm	Technical Paper Sessions (4x25min)
4:00 pm	Conference Adjourns

Time	Saturday, Sept. 16
8:00 am	Tutorial Workshops
10:00 am	Coffee Break
	Tutorial Workshops (continue)
12:00 pm	Lunch
1:00 pm	Tutorial Workshops
3:00 pm	Coffee Break
	Tutorial Workshops (continue)
5:00 pm	Tutorial Workshops End

sponsored events

2000 ASIC/SOC ORGANIZING COMMITTEE

Conference General Chair	Thomas Büchner, IBM Böblingen Development Laboratory
Technical Program Chair	Jo Dale Carothers, University of Arizona
Technical Program Co-Chair	David England, Intel Corporation
Steering Committee Chair	Ramalingam Sridhar, SUNY at Buffalo
Workshop Chair	Ram Krishnamurthy, Intel Corporation
Exhibits Chair	P.R. Mukund, Rochester Institute of Technology
Publications/Publicity Chair	John D. Chickanosky, IBM Microelectronics
Treasurer	Amedeo D. Qualich, Rochester Institute of Technology
Local Arrangements	Prawat Nagvajara, Drexel University

2000 ASIC/SOC STEERING COMMITTEE

Chair:	Ramalingam Sridhar, SUNY at Buffalo
Members:	Thomas Büchner, IBM Böblingen Development Laboratory Jo Dale Carothers, University of Arizona David England, Intel Corporation Paul Lee, Eastman Kodak P.R. Mukund, Rochester Institute of Technology Mark Schrader, Eastman Kodak Company James M. Ziobro, Chair, Rochester IEEE Section

Technical Program Committee

Tughrul Arslan , University of Edinburgh, Scotland, UK	Paul Lee , Eastman Kodak Company
Richard J. Auletta , LSI Logic Corporation	Shi-Lien Lu , Intel Corporation
James A. Barby , University of Waterloo, Canada	James Meindl , Georgia Institute of Technology
Dave Braverman , NEC Electronics	Vasily Moshnyaga , Fukuoka University, Japan
Thomas Büchner , IBM Böblingen Development Lab, Germany	Sudhakar Muddu , Silicon Graphics
Sumer Can , Maxim Integrated Products	P.R. Mukund , Rochester Institute of Technology
Jo Dale Carothers , University of Arizona	Jens Muttersbach , Swiss Federal Institute of Technology Zurich
Subhomoy Chattopadhyay , IBM/T.J. Watson Research Center	Prawat Nagvajara , Drexel University
Chien-In Henry Chen , Wright State University	Katsu Nakamura , Analog Devices, Inc.
Howard H. Chen , IBM/T.J. Watson Research Center	Takao Onoye , Kyoto University, Japan
Mely Chen Chi , ITRI, Taiwan	Fabrice Paillet , DGA/DCE/CTA France
John Chickanosky , IBM Microelectronics	Peter Pirsch , University of Hannover, Germany
T. Raju Damarla , US Army Research Laboratory	Dionisios N. Pnevmatikatos , ICS FORTH, Crete, Greece
David England , Intel Corporation	Gerhard Roos , Fujitsu Microelectronics, Germany
Eby G. Friedman , University of Rochester	Christopher A. Ryan , Texas Instruments
Thad Gabara , Lucent Technologies/Bell Labs.	Mark Schrader , Eastman Kodak Company
Mike Gaboury , Rosemount, Inc.	Nanjunda Shastry , 3Com Corporation
Ran Ginosar , Technion - Israel Institute of Technology	Ramalingam Sridhar , SUNY at Buffalo
Dong Ha , Virginia Tech	Shyang-Tai Su , Hewlett-Packard Company
Wolfram Hardt , University of Paderborn, Germany	Myung Hoon Sunwoo , Ajou University, Korea
Masao Hotta , Hitachi, Japan	Cherrice Traver , Union College
Ken Hsu , Rochester Institute of Technology	Kerry Van Iseghem , LSI Logic Corporation
Robert Inkol , Defence Research Establishment, Canada	Duen-Jeng Wang , SureFire Verification, Inc.
Ram K. Krishnamurthy , Intel Corporation	Yuk Yung , Fujitsu Microelectronics
Hyun Lee , Lucent Technologies/Bell Labs	

EXHIBITOR APPLICATION

13th Annual IEEE International ASIC/SOC Conference

September 13-16, 2000 ♦ Hyatt Regency Crystal City ♦ Arlington, VA

Company Name: _____

Mailing Address: _____

City/State/Zip: _____

Contact Person: _____ Title: _____

Phone: _____ Fax: _____

Email: _____

Exhibit Description

Please attach a short paragraph (@100 words) describing the materials/equipment/service you will display at the conference. Please list a salesperson, address, phone/fax number and web site address. This paragraph will be included in the Exhibit Program distributed at the conference.

Complimentary Registration

Each booth will receive one full complimentary registration. The complimentary registration entitles the exhibiting company to receive a single pass for entry to the technical sessions, the conference luncheon and banquet, and a copy of the technical digest.

Supplier Sponsorships

Sponsorships are solicited for events scheduled in the exhibit hall. The base cost for the events are: Coffee Breaks (also on Friday and Saturday) - \$1,000; Continental Breakfast - \$2,500; Lunch or Opening Reception - \$3,500. If you are interested in sponsoring an event during the conference, please contact P.R. Mukund at prmeee@rit.edu or Wendy Walker at wendyw@widerkehr.com. Sponsors will be noted in the Conference Program and with signage at the event.

Payment:

Each booth space is \$1,500. Payment must accompany this form in order to assign a booth location.

TOTAL AMOUNT ENCLOSED: \$ _____

Payment method: Check (payable to ASIC/SOC)
 Credit Card (MasterCard or Visa **ONLY**)

Card # _____ Expires _____

Signature: _____

Please mail application form and payment to: ASIC/SOC 2000; 101 Lakeforest Blvd., Suite 400-B, Gaithersburg, MD 20877; Telephone: 301-527-0900 x104/Fax: 301-527-0994

CONDITIONS OF THE EXHIBITOR'S AGREEMENT

1. APPLICATION AND ELIGIBILITY:

Application for booth space must be made on the printed form provided by the 13th Annual IEEE International ASIC/SOC Conference (ASIC) and be executed by an individual who has authority to act for the applicant (exhibitor). Booth assignments will not be confirmed without ASIC receipt of complete payment. ASIC reserves the absolute right to reject any application it feels is not applicable to the scope of the conference.

2. AGREEMENT TO CONDITIONS:

Each exhibiting company and its employees agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with ASIC.

3. ASSIGNMENT OF SPACE:

Assignment of exhibit space will be determined by ASIC based on the date of receipt of the completed application form and payment. ASIC reserves the right to change the space assignment after acceptance of the application should it be necessary in the best interest of the Exhibition. No exhibitor shall assign, sublet or share the whole or any part of his space.

4. PAYMENT: Payment in full must accompany the Application to Exhibit. Applications not accompanied by the appropriate fee will be delayed in processing and space assignment.

5. INSURANCE: In all cases, exhibitors wishing to insure their goods must do so at their own expenses.

6. BOOTHS: Standard booth equipment (back and side wall draping and identification sign) will be provided by ASIC without cost to the exhibitor. No part of any display shall obstruct the view of adjacent booths. No part of any display may be over ten feet in height.

7. PROTECTION OF THE EXHIBIT FACILITY: Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to, columns, walls, floors or other parts of the hotel or convention hall exhibit area without permission of ASIC and the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibit Manager, the hotel or convention hall manager.

8. INSTALLATION/DISMANTLING:

The specific requirements as to the time for installation and dismantling of exhibits shall be supplied to each exhibitor. Such requirements shall be binding upon the exhibitor as though fully set forth herein.

All displays must be in place and set up one hour prior to the official opening of the show. Space not occupied or set up by that time may be re-assigned for other purposes by ASIC.

9. DEFAULT OCCUPANCY: Any exhibitor failing to occupy space contracted for is not relieved of the obligation to pay for such space at the full rental price, and ASIC shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied by one hour before the official show opening.

10. USE OF SPACE: Exhibits shall be shown only in the official exhibit areas as established by the ASIC Exhibits Manager. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment or information concerning services, or movies of such articles, equipment or services in public areas, private suites or rooms during the conference or convention, in accordance with prior agreements between ASIC and officials of the hotel.

11. CANCELLATION OR RELOCATION OF CONFERENCE OR CONVENTION:

In the event of cancellation or relocation of the conference, due to circumstances within ASIC' direct control, the liability of ASIC shall be limited to refund of fees paid to ASIC by the exhibitor. In the event ASIC has no control over the cancellation or relocation of any conference or convention, ASIC shall have no liability of any kind but may at its discretion refund any fees paid by the exhibitor.

12. CANCELLATION BY EXHIBITOR:

Should the exhibitor be unable to occupy and use the exhibit space contracted for and should ASIC be notified in writing by August 13, 2000, 50% of all fees paid by the exhibitor to date will be refunded. No refund of any fees will be made if cancellation is received after August 14, 2000.

13. ASIC'S RIGHT TO REMOVE THE EXHIBITOR'S PROPERTY:

ASIC reserves the right to remove from the hotel or convention hall premises any or all of the property of the exhibitor should the conference or convention be canceled or relocated or should the exhibitor violate any of the conditions of the Exhibitor's Agreement. This right may be exercised without prior notice and without hearing.

14. VIOLATIONS OF THE CONDITIONS: Any of the following actions by an exhibitor shall constitute a

violation of the conditions of the Exhibitor's Agreement:

- a. Participation in or affiliation with the conference and/or exhibition by firms or organizations to whom recruiting and/or staffing is a significant function of business.
- b. Violation of any municipal, state or federal laws, rules or regulations, including safety codes.
- c. Failure to follow the procedures prescribed in sections 1 through 13.
- d. Failure to remove property from the hotel or convention hall upon cancellation or relocation of the conference.

15. LIABILITY:

a. ASIC undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the exhibitor, his officials, agents or employees, or for the protection of the property of the exhibitor or his representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other causes. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised by ASIC shall be deemed purely gratuitous on its part and shall in no way be construed to make it liable for any loss or inconvenience suffered by the exhibitor.

b. The exhibitor agrees to indemnify and hold ASIC and its agents harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of his representatives or from the display or use of property of the exhibitor.

c. ASIC shall not be liable for any failure to deliver space to an exhibitor or for the loss of allotted space of an exhibitor who has contracted for exhibit space under the terms of this agreement, if nondelivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God, acts of a public enemy, strikes, the authority of the law, or any cause beyond its control. ASIC will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse exhibitors pro-rata on any booth fee paid, less any and all legitimate expenses incurred by ASIC for advertising, administration and similar related costs.