



November 2014

Dear Member,

Accellera Systems Initiative invites you to partner with us and sponsor worldwide events that promote and educate the design community about our standards. Events include user groups, conferences like DAC, and tutorials at DVCon, Accellera's premiere conference for functional electronic design and verification.

Events feature a solid line up of keynote speakers, users and technical luminaries who discuss standards technology innovation. Members are often asked to participate.

Sponsorship Opportunities

Attached is a sponsorship kit for 2014 events. There are packages and a la carte sponsorships available that range from 10K to 1.5K, making events affordable for members to participate.

To become a sponsor, please sign and complete the attached application and agreement form and email or fax it back on or before **December 20** as indicated on the form.

We look forward to a successful year of standards innovation, and to your continued involvement to promote and encourage the adoption of next generation EDA and IP standards.

Best Regards,

Shishpal Rawat
Chair
Accellera Systems Initiative



Accellera Systems Initiative Sponsorship Opportunities 2014

Accellera is planning an exciting line-up of worldwide events. Your sponsorship supports promotion through the Accellera website form, targeted email blasts to the membership and community, press outreach, video production and event expenses.

2014 EVENT CALENDAR (subject to change)

DVCon branded-event / tutorials and videos	DVCon – March 2014
European SystemC Users Group (ESCUG)	DATE – March 2014
India SystemC Users Group Meeting	April 2014 – Bangalore
North American SystemC Users Group Meeting (NASCUG)	DAC – June 2014
SystemC Japan	July 2014 – Shin Yokohama
DVcon Europe	September 2014
Accellera Day Taiwan	November 2014

SPONSORSHIP PACKAGES

GLOBAL PLATINUM – \$10K

Includes all events from the above list

PLATINUM – \$5K

Select 3 events from the above list

Benefits

- Your company and logo featured on the Accellera website event sponsorship page with link to your website
- Your company and logo featured on all event-related graphics, web pages, email invitations, print material and press release and media invitations detailing the event.
- Delivery of the event registration database and survey data in an Excel format for events and online tutorials and webinars (not applicable for all events).

A LA CARTE SPONSORSHIPS

Accellera Systems Initiative – DAC Special Event

Requires 3 sponsors, / \$5K each

Sponsors of a DAC special event (breakfast or luncheon) will select a topic of interest to the community and will have input on the program and speakers. Sponsors' logo featured on website, in promotional announcements and at the event. Sponsor companies will receive leads from the event including pre-registration and no-shows.

DVCon Tutorial Sponsorship and Webinar

\$2.5K per tutorial/webinar

Your sponsorship supports technical tutorials at DVCon. Your logo will appear as a sponsor of the tutorial on the Accellera and DVCon websites. Accellera will post tutorial presentations online and on-demand. Tutorials Events will be promoted via email, social media and other outreach. Your company will receive the leads in excel format.

Standards-based User Group Meetings

\$1.5K per meeting (estimate)

Accellera is actively supporting the development of worldwide User Groups around our standards. Events are to be determined. Estimated fees are variable based on venue format, and number of sponsors. Accellera will inform sponsors if additional monies are needed to support events. Any monies allocated and not used may be applied to 2014 event sponsorship. Benefits for sponsorship will be the same as described for SystemC event global sponsors. If you know someone who would like to lead a User Group, let us know.

HOW TO SIGN UP

Please complete the application from and return to Lynn Bannister by December 19. Flexible billing arrangements are available.

MARCOM CONTACT

Jill Jacobs

Phone: 408-505-6017

Email: jill@mod-marketing.com

ADMIN/BILLING CONTACT

Lynn Bannister

Phone: 707-251-9977

Email: lynn@accellera.org