

## DVCON EXPO 2021

26 May 2021 | Shanghai Renaissance Pudong Hotel | Shanghai, China

### SPONSORSHIPS

Conference Bag	RMB 20,000 <input type="checkbox"/>
Conference Bag Inserts (Flyer/Brochure/Gifts)	RMB 5,000 <input type="checkbox"/>
Conference Lanyard*	RMB 10,000 <input type="checkbox"/>
Conference Notepads*	RMB 5,000 <input type="checkbox"/>
Conference Pens*	RMB 5,000 <input type="checkbox"/>
Registration	RMB 15,000 <input type="checkbox"/>
Sponsored Tutorial	RMB 25,000 <input type="checkbox"/>
Sponsored Keynote	RMB 25,000 <input type="checkbox"/>
Sponsored Short Workshops	RMB 10,000 <input type="checkbox"/>

### NETWORKING EVENTS

Award Reception	RMB 40,000 <input type="checkbox"/>
Refreshment Breaks	RMB 25,000 <input type="checkbox"/>

### PUBLICITY

Homepage Banner ad	RMB 5,000 <input type="checkbox"/>
On-Site Banner	RMB 5,000 <input type="checkbox"/>
On-Site Digital Display	RMB 3,000 <input type="checkbox"/>

#### \* Production Included

A 6.8% business tax is included in the sponsorship.

Invoices may be paid in USD. Amount invoiced will be at the exchange rate published in **Bank of China** on the date that the contract is received.

Please note: some items include mention in paper based publications (e.g. Conference Program/Exhibit Guide) which are print date dependent. Certain items in your sponsorship package may not be applicable if you purchase the sponsorship after the print deadline date.

Non-exhibiting companies can purchase a sponsorship after March 5, 2021.

Submit via Email: [sponsor@dvconchina.com](mailto:sponsor@dvconchina.com)

Contact Name

Contact Name

Company Address

Telephone

Email

Signature

### WECHAT DISTRIBUTION

4 weeks before show	RMB 5,000 <input type="checkbox"/>
3 weeks before show	RMB 6,000 <input type="checkbox"/>
2 weeks before show	RMB 7,000 <input type="checkbox"/>
1 week before show	RMB 8,500 <input type="checkbox"/>

### CONFERENCE PROGRAM AD

Inside Back Cover	RMB 10,000 <input type="checkbox"/>
Inside Front Cover	RMB 14,000 <input type="checkbox"/>
Inside Full Page	RMB 8,000 <input type="checkbox"/>
Inside Half Page	RMB 5,000 <input type="checkbox"/>
Outside Back Cover	RMB 15,000 <input type="checkbox"/>

### BOOTH

2mL*2mW Standard Space	RMB 20,000 <input type="checkbox"/>
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### SPECIAL OFFERS

Gold Sponsorship	RMB 60,000 <input type="checkbox"/>
Silver Sponsorship	RMB 35,000 <input type="checkbox"/>

# MARKETING OPPORTUNITIES

## • • • SPONSORSHIPS • • •

### Conference Bag

Place your logo on the always popular conference bags! Each Full-Conference attendee receives a conference bag. Your logo will be visible throughout the entire conference and beyond.

### Conference Bag Inserts (Flyer/Brochure/Gifts)

Have your company flyer or brochure inserted in the conference bag. You can be sure that all attendees will receive it.

### Conference Lanyard

All attendees will receive a lanyard at registration when they pick-up their conference badge. Picture your logo imprinted on the conference lanyard for all attendees to wear.

### Conference Notepads

Have your logo and company message imprinted on notepads for all attendees. This is an item attendees are certain to use at the conference.

### Conference Pens

Have your logo imprinted on pens for all attendees.

### Registration

DVCon China offers an exclusive registration sponsorship, so get your company recognized early and often with this exciting sponsorship.

This opportunity includes:

- Your logo appearing on Registration area signage onsite
- Your logo, link and sponsorship status recognized on the Registration information page on the DVCon China website
- Company recognition on all conference email distributions that promote Registration
- Your logo and sponsorship status recognized on the Registration web page and Conference Program

### Sponsored Tutorial

This opportunity includes:

- A two hour technical tutorial prepared and presented by your company
- Your company logo will be displayed on the event venue (stage backdrop)
- Your company logo will be displayed on the conference website
- Includes two free Conference Registrations for speakers
- Your company mentioned in the Opening Session

*Note: Tutorials will be reviewed and approved by the program committee with respect to technical depth and applicability. In case of multiple organizations coming together for a tutorial only 1 organization would get the sponsorship benefits mentioned above.*

### Sponsored Keynote

This opportunity includes:

- A one hour Keynote discussion prepared and presented by your company
- Your company logo will be displayed on the stage backdrop during the keynote
- Your company logo will be displayed on the conference website
- Includes one free Conference Registration for the speaker
- Your company mentioned in the Opening Session

*Note: Keynote topics will be reviewed and approved by the program committee with respect to technical depth and applicability. In case of multiple organizations coming together for a keynote only 1 organization would get the sponsorship benefits mentioned above.*

# MARKETING OPPORTUNITIES

## • • • SPONSORSHIPS • • •

### *Sponsored Short Workshops*

DVCon China offers “Short Workshops” to companies and exhibitors to conduct a 45-minute presentation in a workshop format which is open to all attendees. This is an affordable way for organizations to present and interact with customers. Short Workshop topics should be current, have a high-level of interest, and offer strong continuing educational content. Sponsors reach a captive audience during these educational sessions and have the opportunity to follow-up with attendees during breaks, at the exhibits, and following the event.

DVCon is a highly-targeted venue for engineers addressing major design and verification issues. Deadlines date is posted on the website.

This sponsorship includes:

- A 45-minute Short Workshop presentation on Thursday
- Short Workshop content will be publicized via monthly newsletters, DVCon website, Conference Program and in the Opening Session
- Other promotion items like banners, flyers, gift items, etc may be distributed during the Short Workshop

## • • • NETWORKING EVENTS • • •

### *Award Reception*

A DVCon China reception is a chance for conference attendees to network after session which gives you, the sponsor, the ability to get your company names out in front of all the attendees and be seen as an industry leader. In the reception, the Best Paper and Best Poster will be awarded in the reception.

This opportunity includes:

- Your logo and sponsorship status recognized during the reception
- Area signage
- Your company mentioned in the Opening Session
- Your logo and sponsorship status recognized on the website and Conference Program
- Company recognition on all conference email distributions that promote the reception
- Your logo on the DVCon China Best Paper and Best Poster voting page

### *Refreshment Breaks*

Refreshment session breaks take place once in the morning and once in the afternoon.

This opportunity includes:

- 2 breaks (morning and afternoon)
- Your logo and sponsorship status recognized during Attendee Breaks
- Right to provide corporate-branded food service items (e.g., cups, napkins) (cost of this not included)
- Your company mentioned in the Opening Session
- Your logo and sponsorship status recognized on the website and Conference Program

# MARKETING OPPORTUNITIES

## • • • PUBLICITY • • •

### *Homepage Banner ad*

Advertisement banner on the home page of the DVCon China website. Banners will be displayed for all sponsors in an equal share of time.

### *On-Site Banner*

Display your own 0.8mL\*2mH roll-up in the premium area of the conference and exhibition throughout the duration of the event.

### *On-Site Digital Display*

A digital display installed in the premium area of the conference/exhibition where your announcement will be displayed in a rolling mode.

## • • • WECHAT DISTRIBUTION • • •

Let all participants of DVCon China know what your company will show and demonstrate during the conference. There are four sending opportunities in the last month preceding the event:

- 4 weeks before
- 3 weeks before
- 2 weeks before
- 1 week before

The wechat content prepared on your side (preserving your graphical choices and branding information) will be distributed by the conference organizers to all registered participants of the conference.

## • • • CONFERENCE PROGRAM AD • • •

The Conference Program is the printed program distributed on-site to all attendees to reference the technical program and exhibitors. The Conference Program is used by attendees as a reference tool throughout the year.

Options Include:

- Inside Back Cover
- Inside Front Cover
- Inside Full Page
- Inside Half Page
- Outside Back Cover

## • • • BOOTH • • •

2mL\*2mW Standard Space.

Options Include:

- 1 Top banner with company name
- 1 Counter
- 2 Chairs

# MARKETING OPPORTUNITIES

## • • • SPECIAL OFFERS • • •

### *Gold Sponsorship*

This package includes:

- Your company logo displayed on the conference website home page as Gold Sponsor
- Your company logo included in all mailers as Gold Sponsor
- Your status recognized in the DVCon printed Conference Program
- Special coverage in the main post on DVCon's WeChat platform.
- Five free Conference Registrations
- 1 Exhibition booth

### *Silver Sponsorship*

This package includes:

- Your company logo displayed on the conference home page as Silver Sponsor
- Your company logo included in all mailers as Silver Sponsor
- Your status recognized in the DVCon printed Conference Program
- Special coverage in the main post on DVCon's WeChat platform.
- Three free Conference Registrations
- 1 Exhibition booth