SPONSORSHIP REQUEST LETTER

Dear Organization Leader:

We are pleased to introduce the International Symposium on Electronic System Design (ISED-2010) to be held in December 20--22 this year at Bhubaneswar, India. This is being organized jointly with the Workshop for Engineering Scholars (WES) and the Expo on Electronic Systems (EES). For more information, please visit the symposium website located at: http://ised.seedsnet.org.

The goal of ISED/WES/EES is to bring researchers, educators, and students under one roof for the advancement of research and education, and international collaboration, networking and knowledge sharing leading to the innovations in and the efficient realizations of electronic systems, such as cell phones, mobile internet devices and embedded systems which have profound effect on society. There will be research and development sessions as well as a workshop on education, coupled with an industrial expo. Students, researchers, faculty, and industry professionals engaged in the disciplines of electrical sciences, including computer science, computer engineering, electrical and electronics engineering, and communication engineering will be substantially benefitted.

On behalf of the ISED steering committee and the executive committee we invite you to sponsor ISED/WES/EES. **The details of sponsorship are provided in Appendix 1 and 2**. We sincerely believe that your strong support will immensely help the event and establish a strong relationship between your institution, ISED and the technical community.

We invite you to ISED-2010, and hope to have the pleasure of working with you and your organization. Please contact us for any further information.

Best Regards,

Gopal K. Nayak
International Institute of Information Technology, Bhubaneswar
General Chair
gopal@iiit-bh.ac.in

Priyadarsan Patra
Intel Corporation, USA
General Chair
priyadarsan.patra@intel.com

Please return the following form to either of the two addresses:

ISED-2010 Finance Chair
SEEDS India
1st Floor, Rose Dale, 139 District Centre
Chandrasekharpur, Bhubaneswar-751016
Orissa, India.

E-mail ID: ajitnayak2000@yahoo.co.in
Phone: +91 933 874 9992

ISED-2010 Finance Chair
ATTN: Mahadevan Gomathisankaran
Computer Science and Engineering
University of North Texas Discovery Park
3940 N. Elm, Room F201
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International Symposium on Electronic System Design 2010

December 20-22, 2010, The Crown Hotel, Bhubaneswar, India.

Call for Participation (http://ised.seedsnet.org)

3 Keynotes from Leaders of Academia and Industry

➢ Jacob A. Abraham, Cockrell Family Regents Chair Professor at the University of Texas at Austin: "Moore's Law and Beyond: Electronic Design Challenges"

➢ Praveen Vishakantaiah, Intel India President: "Trends and Advances in Computing and Communication"

➢ Karthikeyan Natarajan, Global Head of Integrated Engineering Solutions at Mahindra Satyam, India: "Rapid Emergence and Convergence of Electronic Technologies as Multiplying Factor for Innovation Capability"

8 Plenary Talks from Experienced Researchers

❖ Pin-Constrained Designs of Digital Microfluidic Biochips for High-Throughput Bioassays
❖ Introducing Energy Efficiency into Graphics Processors
❖ Design and Validation of Robust Systems
❖ Skip the Analysis: Self-Optimizing Networks-on-Chip
❖ A Practitioner's Approach to Software System Design
❖ History and Trends in Analog Circuit Challenges at the System Level
❖ Using Test and Diagnosis to Enable Tomorrow's Robust Systems
❖ Power Management in Multi-source Environments

For Future Researchers and Academicians : 7 Talks in Workshop for Engineering Scholars (WES)

✓ A Successful Faculty Member: Essential Components
✓ Interconnect and Device Scaling Trends in CMOS VLSI
✓ Trustworthy Wireless Networks: Issues and Applications
✓ Nyquist Meets Bode on the z-plane
✓ Digital Nano-CMOS VLSI Design Courses in Electrical and Computer Engineering Through Open-Source/Free Tools
✓ Research: Culture and Best Practices

AIM AND SCOPE

Mobile phones and other similar applications are embedded systems designed using system-on-chip technology. These systems consist of several heterogeneous components, such as: analog/mixed-signal circuits, digital circuits, power management systems, and software. ISED brings together researchers, students, and industry personnel from these fields for the efficient design of such portable systems. ISED 2010 is sponsored by prestigious agencies of both USA and India; the National Science Foundation (NSF), USA and the Department of Science and Technology (DST), India. Several academic and industrial organizations from the USA and India generously sponsor ISED 2010.

40 STATE-OF-THE-ART PRESENTATIONS IN 10 SESSIONS

Covering the following areas of electronic system design:
(1) Analog/Mixed-Signal System Design (AMS)
(2) Digital System Design and Validation (DSD)
(3) Embedded System Design (ESD)
(4) Power Aware System Design (PSD)
(5) CAD for Embedded System Design (CAD)
(6) Software System and Application Design (SSD)
(7) Emerging Technology and System Design (ETD)

WHO SHOULD ATTEND

Academic and industrial researchers in the area of electronic system design. Students in electrical science disciplines, including: computer science, computer engineering, electrical engineering, electronics engineering, and communications engineering. Junior faculty and doctoral students in electrical sciences will be in particular benefited by the Workshop for Engineering Scholars (WES).

REGISTRATION IS OPEN TO ALL

Visit the "Registration Section" of the ISED 2010 website. Reduced rates with discounts for student, IEEE members, and WES attendees are available.

GET VISIBILITY THROUGH SPONSORSHIP

Leaders of academic institutes and industry are cordially invited to support ISED 2010 through various levels (silicon/platinum/gold/silver/bronze) of sponsorship. Visit the "Sponsors Section" of the ISED 2010 website for more information.

Technically Co-Sponsored by

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Ministry of Science & Technology

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IIIT BHUBANESWAR

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SEEDS
Sustainable Economic and Educational Development Society
Sowing seeds of change since 1993

IEEE

IEEE computer society

IEEE Oregon

ISED

International Symposium on Electronic System Design (ISED) 2010

December 20-22, 2010, Bhubaneswar, India.

Organizing Committee

General Chairs
G. K. Nayak, IIIT Bhubaneswar.
P. Patra, Intel Corporation, USA.

Program Chairs
S. P. Mohanty, Univ. of North Texas.
B. K. Panigrahi, IIT, Delhi.

Workshop Chairs
D. Misra, New Jersey Institute of Technology.
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Expo Chairs
S. Mahapatra, IISc, Bangalore.
Ajit K. Das, IIIT Bhubaneswar.

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Professional-Society Liaison Chair
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Local Arrangement Chairs
Puspanjali Mohapatra, IIIT Bhubaneswar.
P. K. Nanda, Inst. of Tech. Education & Research.

Steering Committee Chair
S. P. Mohanty, Univ. of North Texas.

Call for Papers (http://ised.seedsnet.org)

Mobile phones and other similar applications are embedded systems designed using system-on-a-chip technology. These systems consist of several heterogeneous components, such as: analog/ mixed-signal circuits, digital circuits, power management systems, and software. ISED brings together researchers, students, industry personnel from these fields for efficient design of such portable systems. ISED is an annual event that rotates between India and USA in alternate years, with first of its series starting from 2010 in Bhubaneswar.

SYMPOSIUM TRACKS

The symposium will have the following tracks:
(1) Analog/Mixed-Signal System Design (AMS)
(2) Digital System Design and Validation (DSD)
(3) Embedded System Design (ESD)
(4) Power Aware System Design (PSD)
(5) CAD for Embedded System Design (CAD)
(6) Software System and Application Design (SSD)
(7) Emerging Technology and System Design (ETD)
(8) Workshop for Engineering Scholars (WES)
(9) Expo on Electronic Systems (EES)

MANUSCRIPT INFORMATION

Manuscripts reporting high quality original and unpublished research are solicited for this symposium. The manuscripts will undergo double-blind review by a strong team of reviewers and program committee members consisting of leading researchers around the globe. All accepted papers will appear in the symposium proceedings to be published by IEEE computer society Conference Publishing Services (CPS) provided at least one of the authors registers for the symposium at full rate. The extended versions of selected papers will be considered for possible publication in a journal.

SUBMISSION INFORMATION

A single-spaced, double-column, (maximum) 6-page, IEEE-CS format manuscript should be submitted as a single pdf file using the following link:
http://www.easychair.org/conferences/?conf=ised2010
For more information visit: http://www.ised2010.org/paper_submission.html

IMPORTANT DEADLINES

- **Manuscript submission: 15th June 2010. (New: 30th June 2010)**
- **Notifications of review status: 15th August 2010.**
- **Camera ready papers: 15th September 2010.**

Technically Co-Sponsored by

SEEDS
Sustainable Economic and Educational Development Society

IEEE

IEEE computer society

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APPENDIX-1 ISED/WES/EES 2010 SPONSORSHIP APPLICATION

1. Name of the Organization Providing Support:

2. Support Category:

Category	Silicon	Platinum	Gold	Silver	Bronze
US Dollar	$6,000	$4,000	$2,000	$1,000	$500
Indian Rupee	Rs. 3,00,000	Rs. 2,00,000	Rs. 1,00,000	Rs. 50,000	Rs. 25,000

3. Support Amount:

US $_____ / India Rupee _____

4. Contact Information:

Authorized Representative Name:	
Postal Address:	
Street:	
City:	
State:	
Postal Code:	
Country:	
Telephone No.:	**Fax No.:**
E-mail ID:	

5. Payment Information:

Check/Draft Enclosed (**Make Check/Draft Payable to "ISED-SEEDS"**)

Payment to be made by Bank Transfer (Account/Routing number will be provided on request of this option)

6. Application Submitted By:

Name:	
Affiliation and Designation:	
Signature:	**Date:**

APPENDIX – 2: SPONSORSHIP INFORMATION

Sponsorship represents an organization's innovations, developments, and capabilities to the world of eminent scientists, engineers and professionals from academia, government and industry. The opportunities are available on a first-come, first-served basis, thus organizations are advised to reserve the opportunity that spotlights the organization's name. The following table gives a list of sponsorship categories/levels and a summary of benefits that the sponsoring organization can get.

Categories	Fees	Benefits Include
Silicon	US $6,000 Or Rs. 3,00,000	• Exhibit space (up to a 20ftx10ft booth) • Up to 8 complimentary registrations. • Banner (up to a 10ftx6ft) on all symposium programs. • Logo on symposium web site, with link to organization's site or any page of organization material. • Press release in the symposium media kit.
Platinum	US $4,000 Or Rs. 2,00,000	• Exhibit space (up to a 12ftx8ft booth) • Up to 6 complimentary registrations. • Banner (up to a 8ftx4ft) on all symposium programs. • Logo on symposium web site, with link to organization's site or any page of organization material. • Press release in the symposium media kit.
Gold	US $2,000 Or Rs. 1,00,000	• Exhibit space (up to a 8ftx8ft booth) • Up to 4 complimentary registrations. • Banner (up to a 6ftx3ft) on all symposium programs. • Logo on symposium web site, with link to organization's site or any page of organization material. • Press release in the symposium media kit.
Silver	US $1,000 Or Rs. 50,000	• Exhibit space (up to a 6ftx6ft booth) • Up to 2 complimentary registrations. • Banner (up to a 4ftx2ft) on all symposium programs. • Logo on symposium web site, with link to organization's site or any page of organization material. • Press release in the symposium media kit.
Bronze	US $500 Or Rs. 25,000	• Up to 1 complimentary registration. • Banner (up to a 3ftx2ft) on all symposium programs. • Logo on symposium web site, with link to organization's site or any page of organization material.