



Workshop on Cryptographic Hardware and Embedded Systems (CHES 2009)

www.chesworkshop.org

Lausanne, Switzerland
September 6 – 9, 2009

sponsored by IACR



Call for Sponsors and Exhibitors

CHES is the premier forum for presenting new results and scientific advances in all aspects of cryptographic hardware and security for embedded systems. Since its first edition held at the Worcester Polytechnic Institute in Worcester, MA in August 1999, CHES

- * *has grown to 270 participants representing over 30 countries*
- * *has been held in multiple locations in Europe, U.S.A., and Asia*
- * *has become one of the most prestigious and competitive conferences in the area of applied cryptography*
- * *has become an international forum for the exchange of ideas among leading representatives of academia, industry, and government from all over the world*

This year's workshop will provide a **special visibility for the sponsors** because

- * *it is held in Lausanne, Switzerland, in the heart of Europe*
- * *it is the 10th year anniversary since its first edition*
- * *it is accompanied by an exhibit of cryptographic hardware*
- * *it will include invited talks and panel discussions related to collaboration among academia, industry and government*
- * *the main hall where the welcome cocktail and the coffee breaks will take place is equipped with video projectors and sponsors will have the opportunity to project their logos on the walls*

We believe that it is of great benefit for your company to be associated with the workshop in order to gain the international visibility and recognition your company deserves.

You can support CHES 2009 in multiple ways. Please select one or more sponsorship categories from the list below, or simply contact the workshop chairs to discuss multiple ways in which you can introduce your company to the audience and contribute to the success of the workshop.

WORKSHOP SPONSOR: US\$2000

Benefits:

Workshop Sponsors will have their logo and the associated link to their company's web site prominently displayed on the CHES web site. They will also have their company's logo displayed on all promotional materials and documents associated with the workshop (posters, workshop program, etc.). Sponsors will be able to display their company's logo on the walls of the main hall during the welcome cocktail and coffee breaks. They will also be able to provide their product and company info brochures and other materials of their choice for inclusion in the workshop participant bag.

WORKSHOP STUDENT STIPEND SPONSOR: US\$1000 per student

Benefits:

Access to the CVs of all students applying for the stipends. Acknowledgments in the workshop program. Special thanks by a representative of students during the workshop banquet.

WORKSHOP EXHIBITOR: US\$3000

Benefits:

Workshop Exhibitors will be provided with the booth space at the exhibit area of the workshop open to the audience over the entire duration of the workshop. The Standard Exhibitors' package includes:

1. Booth space of 2.5 m × 2.5 m to set up in the way that best promotes your product and services.
2. Mention of your Exhibitor's status on your name badge to increase your visibility.
3. Coffee/tea/lunches for up two members of the supporting staff (who do not have to be registered for the workshop as full attendees). The tickets for the conference banquet and the rump session dinner can be purchased separately.
4. Two copies of the attendees' list and other workshop materials (other than the workshop proceedings) upon registration.
5. Booth location listed in the Final Program together with a 50-word description of your organization's products/services.

WORKSHOP SPECIAL EVENT SPONSOR:

Amount of donation to be agreed with the workshop chairs. Special events during the workshop will include: a dinner cruise on Lake Geneva on Monday night, a rump session dinner on Tuesday night, three lunches, and six coffee breaks.

Benefits:

Acknowledgments in the workshop program. Clearly visible signs at the special event location acknowledging all event sponsors. PowerPoint presentation provided by the sponsor may be displayed repetitively on the main screen during the duration of the special event. A PowerPoint presentation with animation provided by the sponsor may be displayed on the walls of the main hall where the welcome cocktail and the coffee breaks will take place. An opportunity to address the audience during the workshop banquet and/or rump session dinner (granted to the most generous sponsors). Complementary banquet and/or dinner guest tickets.

In order to pledge your sponsorship please contact to any of the Chairs of CHES 2009:

Marcelo Kaihara (General Chair)
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Çetin Koç (Publicity Chair)
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Please note that the number of sponsorship opportunities in each category is limited, so please apply early!