

UBM Electronics | Virtual Event Solutions

Connect, collaborate and drive deeper engagements with design decision makers



Presented by: UBM Electronics + EE Times
Live Date: Thursday, October 6, 2011, 11amET – 6pmET
On-Demand: October 7, 2011 – April 7, 2012
URL: e.ubmelectronics.com/verification
Conference Co-Chairs: Ron Wilson, Editor At Large, EDN
 Brian Bailey, Functional Verification and Electronic System Level Methodologies Consultant

Functional Verification: Tackling the problems head on

We all know that verification is a big problem and that more people, more computers and more time are not going to solve all of the issues. Designs continue to get larger and in addition there is more to verify. It is no longer enough to know that a design has been functionally verified, but we must also consider power, performance, integration with software, and many other issues. At the same time, there is potentially less to verify at any stage of the implementation process as reuse strategies mature and as we move to a multi-abstraction design flow.

In this conference we will examine the toughest problems in the field and how we can use every weapon in an increasing arsenal to overcome the limitations.

This virtual conference is targeting all users who see verification as being a bottleneck in their flow today or expect that to be the case in the future. This can apply to systems engineers, architects, hardware designers, and software developers at both the firmware end of the scale through to application developers.

Who Participates?

Verification Tools

Companies with the ability to showcase their latest advances in functional verification and how they see them affecting the ways in which the problem is

Why Virtual Events?

Attendees of our Virtual Conferences learn from and interact directly with industry experts and technology providers via keynote speeches, webinars, moderated discussion panels, and live interactive chats, and gain access to a comprehensive collection of educational material and resources on the topic.

Sponsor Benefits

Gain ultimate exposure with this cross-platform marketing opportunity. Sponsors receive:

- Targeted, global access and interaction with focused design decision makers while they consume mission critical content in person, virtually, and digitally
- Real-time interaction with customers and prospects
- A robust platform in which to feature your media rich assets
- Extensive reporting and tracking on attendee activity and engagement
- Targeted leads including detailed demographic data

About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, nextgen marketing services built around industry-leading editorial content.

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tackled in the future. Technologies include acceleration, coverage, formal, intelligent test benches, verification planning, multi-abstraction verification, transaction level verification and many others.

Methodologies

Tools can be applied in many ways and when coupled with a scalable verification methodology the gains can be amplified. This may include the use of UVM, reuse methodologies, VIP, and prototyping.

IP

IP has many roles in the design and verification flow and creates some interesting challenges for those who choose to use and integrate it into their systems, but it can also help overcome a number of problems.

Target Audience:

- Verification Engineers
- Hardware Developers
- Systems designers and architects
- Software developers
- Model developers

Making the Most of your Sponsorship

With a 6 month archived shelf life, this event will stretch your sponsorship dollars even further with a much broader reach and a very long tail.

UBM Electronics has the experience and expertise to maximize your ROI. We will walk you through the entire process and give you tips for achieving best results along the way or *even build your booth for you!* We will:

- Show you how to optimize the live virtual experience through audience interaction
- Guide you through building your booth and hosting your assets
- Teach you how to access your data portal to vet your top leads
- Optional booth-building service for you with the assets you provide

About the Technical Program:

Keynote

The keynote speaker will broach questions like “What are the toughest problems seen by users?” and “How do they plan and approach the problem? What would they like to see change in the future?” further details about the speaker and content will be announced in the next few weeks.

Event Lobby

Enter the lobby to navigate to booths, auditorium, networking lounge & more.



Auditorium - Directory

Attend presentations in the Auditorium.



Auditorium – Presentation



Exhibitor Booth

Visit Exhibitor booths & chat with Staffers.



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Panels

Are we there yet?

Every manager wants to know when the verification process is complete and for this we rely on coverage metrics such as functional coverage, code coverage and many others. Unfortunately none of these metrics provide a definitive answer about how well the design has been verified or about the likelihood of bugs remaining hidden in the design. This problem is exacerbated when we combine verification methods such as formal and simulation, or when the industry starts to embrace multiple abstractions in the development process. This panel will look at these issues and the work that is being done to improve the situation.

Accelerating verification

The RTL simulator has been the workhorse of functional verification for a long time but with processor performance no longer increasing, we need to look for performance elsewhere – accelerators, FPGA prototypes, or the application of abstraction. Each of these provides their own set of restrictions but they also open up new types of verification that were not possible in the past. What is the right way forward? This panel will explore ways to maximize the amount of verification that can be performed.

Adding some intelligence into verification

Constrained random brought about many good changes in functional verification, such as the development of a centralized reference model and functional coverage metrics, but it has also given us an inefficient verification practice. What can be done to improve this? Assertions increase the visibility into the design, graph based techniques claim to provide more efficient stimulus sets, and the development of more sophisticated methodologies and supporting libraries can make it faster to develop testbenches. Do we need new tools or just find different ways to use the tools that we already have?

Training Session

Universal Verification Methodology (UVM) – what has changed since OVM, VMM and what new users need to know before they embark on putting UVM into their verification flow?

Sponsored webinars and chats will be promoted and presented alongside the technical program

Functional Verification Virtual Event Packages

	Exclusive platinum sponsorship	Gold [limit 4]	Silver [unlimited]
Branding			
Recognition as exclusive platinum sponsor of event	Yes	N/A	N/A
Logo: marketing site and reminder emails	Yes	Yes	Yes
Logo: Event advertising	~1 million impressions	~1 million impressions	~1 million impressions
Logo: Post event materials	Yes	Yes	Yes

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Banner: Lobby	Yes	N/A	N/A
Banner: Exhibit Hall	Yes	Yes	N/A
Sponsor Logo Bar inclusion	Yes	Yes	N/A
Booth	<ul style="list-style-type: none"> • Preferred central location • 8 tabs, 40 pieces of content • In booth marquee message • 3 clickable custom graphics • 2 clickable marquee message • Optional booth building service 	<ul style="list-style-type: none"> • 6 tabs, 30 pieces of content • In booth marquee message • 2 clickable custom graphics • 1 clickable marquee message • Optional booth building service 	<ul style="list-style-type: none"> • 4 tabs, 20 pieces of content • In booth marquee message • Optional booth building service
Audience briefcase	2 pieces of content	1 piece of content	N/A
Thought Leadership			
Keynote	<ul style="list-style-type: none"> • 30 second promotional intro video • Clickable banner 	N/A	N/A
Editorial panel participation	Option to participate in 2 panels	Option to participate in 1 panel	N/A
Content Pavilion	10 pieces of content	5 pieces of content	N/A
Sponsorship of Networking Lounge	Yes	N/A	N/A
Attendee interaction: Chat and email	Yes	Yes	Yes
Lead Generation			
Leads: live and archive	<ul style="list-style-type: none"> • Leads from all event registrants, associated booth, panels, keynote, webinar, and pavilion areas • Available on demand from self-service reporting tool 	<ul style="list-style-type: none"> • Leads from associated booth, panel, chat, and pavilion areas • Available on demand from self-service reporting tool 	<ul style="list-style-type: none"> • Booth only • Available on demand from self-service reporting tool
Webinar	<ul style="list-style-type: none"> • 60 minutes live audio • Post session, direct-to-booth 	<ul style="list-style-type: none"> • A-la-carte 60 min live audio for additional fee 	A-la-carte 60 min live audio for additional fee
30 minute Scheduled Chat	N/A	One	N/A
Prize giveaways	Yes	Yes	Yes
Surveys	Yes	Yes	Yes
Price:	\$25,000	\$15,000	\$7,500
A la Carte Webinar Price:	N/A	\$8,000	\$10,000

For more information on the Functional Verification Virtual Event, please contact your UBM Electronics sales representative or Alicia Fields at alicia.fields@ubm.com

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