

Workshop on Cryptographic Hardware and Embedded Systems (CHES 2011)

sponsored by IACR



Nara, Japan, September 28 - October 1, 2011

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. It is run under the auspices of the International Association for Cryptologic Research (IACR) which is the most significant non-profit global organization in the field. Since its first workshop held at the Worcester Polytechnic Institute in Worcester, MA in August 1999, CHES

- *has grown to 350 participants representing over 30 countries*
- *has been held in multiple locations in the U.S.A., Europe, 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 heightened visibility for the sponsors because

- *it is held in the center of the World Heritage site "Historic Monuments of Ancient Nara."*
- *it is accompanied by an exhibition of cryptographic hardware.*
- *it will include invited talks and poster sessions stimulating collaboration between academia, industry and government.*



<http://www.chesworkshop.org/>

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 2011 in multiple ways. Please select one or more sponsorship categories from the list below, or simply contact the workshop co-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: USD 2,500~ (JPY 200,000~)

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.). The order of the logos depends on the contribution. Sponsors will also be able to provide their product and company information brochures and other materials of their choice for inclusion in the workshop participant bag. Sponsors who contribute USD 6,250 (JPY 500,000) have complimentary access to sessions for up to two participants and a 50% discount for the workshop exhibition fee. The tickets for the rump session dinner and the excursion can be purchased separately.

WORKSHOP GOLD SPONSOR: USD 12,500 (JPY 1,000,000)

Benefits:

In addition to the workshop sponsor's benefits, Workshop **Gold** Sponsors will have their company's logo on the CHES web site and on all promotional material in **larger size**, and will be invited to the rump session dinner and the excursion. **Gold** sponsors will also have a free booth for the workshop exhibition.

WORKSHOP EXHIBITOR: USD 2,500 (JPY 200,000)

Benefits:

Workshop Exhibitors will be provided with 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 to set up in the way that best promotes your products and services.
2. Mention of your Exhibitor's status on your name badge to increase your visibility.
3. Coffee/tea/lunches for up to two members of the supporting staff (who do not have to be registered for the workshop as full attendees), as indicated in the Workshop program. Tickets for the rump session dinner and the excursion can be purchased separately at a price of \$100 and \$150, respectively.
4. One copy of the attendees' list and other conference material upon registration.
5. Your booth location listed in the Final Program together with a 50-word description of your organization's products/services.

In order to pledge your sponsorship please contact the General Chair of CHES 2011:

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