

Developing Heterogeneous, Reconfigurable Systems
Commercial & Academic
Conference & Journal

ersaconf.org/ersa-news

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Dear Colleague,

The information age continues to surprise and challenge us all in the fast pace of evolving technology. Whether it is in health information, mobile devices, sensor grids, business analytics, cyber-security, telecommunications, embedded systems, or high-performance computing in scientific research and finance - the new applications of computing technology continue to amaze with their possibilities. Developing complex, commercial applications is a main trend in all areas of computing. It requires **multidisciplinary research and new visionary approaches**. Heterogeneous, reconfigurable computing systems are a prospective approach for developing complex applications.

Currently there is no industrial or developers' conference or journal **focused on commercial application development** for heterogeneous, reconfigurable, and embedded computing systems. As opportunities for heterogeneous, reconfigurable technologies continues to evolve, whether they be advances in FPGA technology, opportunities for low-power hybrid mobile computing, or ultra-efficient exascale computing, the need is now, more than ever, for a conference and journal that deliver both leading-edge thinking and practical applications.

We are reaching out to seek your support and sponsorship for the Engineering Reconfigurable Systems and Algorithms (ERSA) conference, and for the journal of Application Developer News (ADN), to fill this gap.

The ERSA conference was established in 2001. It is held annually in July, Las Vegas, as part of the international WorldComp conferences. Previously, ERSA has been an academically oriented conference, now, the ERSA conference is at a turning point.

1. Since 2012, ERSA brings a **new emphasis on the commercial and industrial** challenges in preparing commercial applications for systems using reconfigurable, heterogeneous technology.
2. Another initiative is the newly formed **journal "Application Developer News" (ADN) for industrial and academic researchers, commercial entrepreneurs, and developers**. It publishes strong technical papers.
3. In addition, to support young and talented, ERSA-ADN conference and journal launched an **Award for "Best Entrepreneur"**. The Award is devoted **for entrepreneurs developing tools, advanced technologies and opportunities for supporting applications**, both academic and commercial, across broad area of high-performance, embedded systems implemented as multicore systems and reconfigurable heterogeneous parallel processing systems.

With the journal of “Application Developer News”, the ERSA conference will turn into a year-around event. Las Vegas is just the place where researchers and entrepreneurs can meet and talk face-to-face.

ERSA and ADN provide a forum between academic researchers and commercial entrepreneurs from developed countries and emerging economic markets. ERSA & ADN bring together the range of stakeholders key to successful research, development and commercialization of heterogeneous, reconfigurable technologies. ERSA & ADN are developing a broad and sustained international base to support the translation of reconfigurable innovation into commercial return on investment. Supporters and sponsors of ERSA & ADN will see benefits through:

Added visibility of products and advances – Sponsors have the opportunity to speak directly with those most interested in using their technologies. Through advance publicity, visibility of the company is raised significantly in the reconfigurable, heterogeneous (CPU plus FPGA), embedded, high-performance systems market on a **global scale**.

Lead positions in shaping the future – At higher levels of commitment, sponsors have the opportunity to secure key positions to help guide the future of the ERSA & ADN. Your commitment also helps to confirm heterogeneous, reconfigurable computing as a technology for the future.

Enhanced competitive positioning – As part of WorldComp and the attraction of several thousand scientific and commercial leaders from across the globe, sponsorship in ERSA provides a significant edge in positioning an organization for business in emerging markets.

We are asking for your support through participation and sponsorship of ERSA & ADN in any of several levels summarized at the end of this letter. Your sponsorship of ERSA & ADN is appreciated and is key to the continued growth of the reconfigurable, heterogeneous computing industry as the value of highly-efficient computing continues to create new opportunities.

With kindest regards,

Toomas Plaks,
Founder, ERSA & ADN Chair

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ERSA Sponsorship Level Details

<p>Bronze Level (\$2,500)</p> <ul style="list-style-type: none">• Program Name and Logo Listing• Website logo and link• Name in conference communications	<p>Silver Level (\$5,000)</p> <ul style="list-style-type: none">• Bronze Level plus the following:• 1 complimentary conference registration for current year• Retractable banner in hallway• Program and website short descriptions• Demonstration in shared venue
<p>Gold Level (\$10,000)</p> <ul style="list-style-type: none">• Silver Level plus the following:• ERSA-IS Steering group membership for 1 year• 2 complimentary conference registrations for current year• 20% discount on next year's sponsorship• Table in display area• Demonstration in shared venue	<p>Platinum Level (\$20,000)</p> <ul style="list-style-type: none">• Advance on Gold level:• ERSA-IS Steering group membership for 2 years• 4 complimentary conference registrations for current year• 40% discount on next year sponsorship• Solo demonstration opportunity (up to 30 minutes)
<p style="text-align: center;"><i>Super Platinum Level Available</i> <i>Full sponsorship details on all levels available at ersaconf.org/ersa-news/sponsorship-levels.php</i> <i>For more information, contact Dr. Toomas Plaks at org@ersaconf.org</i></p>	

Award Sponsorship

Companies and organizations, who are interested in being award sponsors, or giving their own award for a dedicated field, should contact with Dr. Toomas Plaks at org@ersaconf.org.

The names of award sponsors will be displayed with the award.

Vital Statistics for ERSAs and WorldComp

Date and Location of Conference	July 21-24, 2014, Las Vegas NV
Previous ERSAs sponsors	Altera Solarflare Pico Computing Microsoft Research Element CXI Synplicity
Previous WorldComp sponsors	Intel SuperMicro Salford Systems Google HPCNano International Society of Intelligent Biological Medicine University of California, Berkeley (USA) Masachusetts Institute of Technology (MIT) University of Texas (at Austin, Texas, USA) University of Siegen (Germany) UMIT, Institute of Bioinformatics and Translational Research (Austria) SECLAB of University of Naples Federico II, University of Naples Parthenope, Second University of Naples (Italy)
Previous ERSAs Keynote presenters	Prof. Stephen Brown (University of Toronto & Altera, Canada) Prof. David Lorge Parnas (Middle Road Software, Inc. Canada) Prof. Eugene Howard Spafford (Purdue University, USA) Prof. Michael J. Flynn (Stanford University, USA) Prof. Viktor Prasanna (University of Southern California, USA) Prof. Donald W. Bouldin (Univ. of Tennessee, Knoxville, USA) Jose L. Munoz (Deputy Director, NSF, USA) Jon Huppenthal (President and CEO SRC Computers, USA) Chris Rowen (President and CEO, Tensilica Inc. USA) Chris Eddington (Synplicity, Inc. USA) Chris Phillips (VP of Engineering, ElementCXI, USA) Tony Brewer (CTO, Convey Computer, USA) Charle' R. Rupp, (Chief Architect, Stretch, Inc., USA) Robert P. Colwell (USA)

	Nick Tredennick (Gilder Technology Report, USA) Steve Leibson (Tensilica, Inc. USA)
ERSA Indexing	Elsevier indexing databases, which includes: Scopus, www.info.scopus.com ; SCI Compendex, Engineering Village, www.ei.org ; EMBASE, www.info.embase.com ; and others
ERSA market penetration	50,000-60,000 email recipients
ERSA Impact (2000-2010)	417 Publications with 1,247 citations
ERSA global representation	Over 30 countries, including USA, Canada, Brazil, UK, Germany, France, Italy, Spain, Portugal, Belgium, Netherlands, Austria, Sweden, Norway, Finland, Greece, Japan, South Korea, China, India, Taiwan, Australia, New Zealand, Malaysia,
WorldComp conference areas	Embedded Systems and Applications (ESA) Wireless Networks (ICWN) Image Processing, Computer Vision, and Pattern Recognition (IPCV) Parallel and Distributed Processing Techniques and Applications (PDPTA) Computer Design (CDES) Bioinformatics and Computational Biology (BIOCOMP) Computer Graphics and Virtual Reality (CGVR) Scientific Computing (CSC) Modelling, Simulation and Visualization Methods (MSV) Security and Management (SAM) Genetic and Evolutionary Methods (GEM)
WorldComp global representation	Over 80
WorldComp attendance	Over 2000