

## **Tune-up time: Positive trends and key learnings from SEMICON West 2007 survey results encourage continued improvement**

The results of the post-SEMICON West 2007 exhibitor and visitor surveys point to a continued positive trend in the direction of the show, yet also highlight areas for continued improvement for both SEMI and our exhibitors.

The exhibitor survey showed a seven percent improvement in the "top two" box score (excellent and very good ratings) over 2006, adding to last year's 21 percent increase. The resulting average score of 3.4 improves on last year's 3.3. Among the top satisfiers were the quality of traffic, the quality of visitors, and the networking and relationship-building aspects of the show. Among the dissatisfiers were the quantity of visitors (respondents wanting more attendees), show cost, and the space assigning process.

The visitor survey results were on par with 2006, with an average satisfaction rating of 3.6, although the "top two" box score slipped some from last year. Visitors were most satisfied with networking and relationship-building, the TechXPOTs, and the overall organization of the event. The top dissatisfiers include technical quality of information on the show floor and at the show overall, fewer equipment displays, and lack of more informal networking events and meeting space. Overall, visitors rank SEMICON West as the best place to meet with vendors and see technology, and see it as a "must attend" event.

With this valuable customer input in hand, the SEMICON West team is working on plans to address the identified areas for improvement. Even before this past year's event, we determined to identify and build SEMICON West 2008 around three major industry themes (Semiconductors in Transition, The Mobile Electronics Revolution, and The Integration of Design, Production and Test) in order to provide greater focus for our technical programs and for our exhibitors to build their own exhibits and technical presentations. As shown with the success of the TechXPOTs, delivering focused and relevant technical content is a key attraction and source of satisfaction for attendees.

For 2008 we are also launching new branding and a more focused and segmented approach to visitor promotion, using our marketing channels to deliver segment-specific messaging and information to our key target audiences in the microelectronics industry.

In the coming months, we will also be bringing you new education programs and information designed to help address the areas of improvement determined from the survey results. Stay tuned for more information!

We appreciate and thank everyone who has contributed input, either via the survey or through direct communication with us. We remain committed to utilize your input to help us deliver an even better SEMICON West in 2008 and beyond.