



2010 Post Show Report

Co-located with **inter solar**
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SEMICON® West 2010

Co-located with Intersolar North America

July 13–15, 2010

Moscone Center, San Francisco, California

Highlights:

- 17% year-over-year growth in total attendance; 9% growth in verified visitors
- More than 200 hours of technical and business programs, including standing-room-only sessions at the TechSITE, TechXPOT, and Extreme Electronics stages on the SEMICON West show floor
- Increased partner event participation, including IEEE/SEMI® Advanced Semiconductor Manufacturing Conference (ASMC), ATEVision 2020 Test Workshop, IMAPS/SEMI Packaging Workshops, and ITRS Summer Public Conference
- Standing-room-only crowds in attendance for keynotes and executive sessions, including Bernard Meyerson, IBM; Gregg Bartlett, GLOBALFOUNDRIES; Andy Bryant, Intel Corporation; and Paolo Gargini, Intel Corporation and ITRS

Registration

TOTAL

Total Attendance (Visitors and Exhibitors)	29,423
Total Verified Visitors	19,428

Exhibitor Information

TOTAL

Total SEMICON Exhibiting Companies	629
Total Net Exhibit Area	114,350

International Attendance

TOTAL

Total International Attendees (12% Verified Visitors)	2,298
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Major Countries Represented (Percent of International Audience)

Japan	18%	Taiwan	5%
Korea	15%	Singapore	4%
Germany	11%	United Kingdom	2%
Canada	7%	France	2%
Mainland China	5%	Israel	2%

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VISITOR INFORMATION

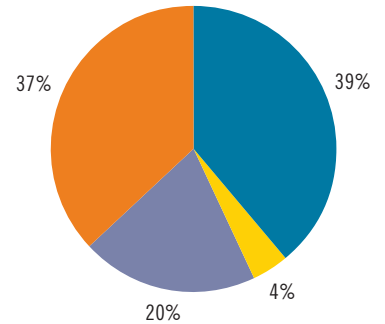
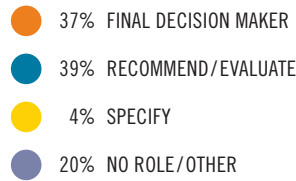
SEMICON West attracts key decision-makers from across the microelectronics industry and from all levels of the world's leading technology companies.

SEMICON West attracts key decision-makers.

SEMICON West attendees are a powerful and influential audience, and more than 70% of visitors say that what they see at SEMICON West will shape their buying decisions over the next 12 months.

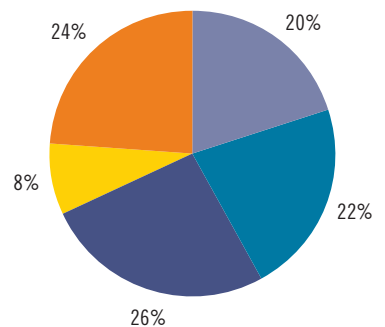
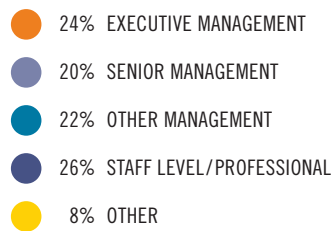
Visitors' Purchasing Authority

80% of SEMICON West visitors influence the evaluation, selection, and final purchasing decisions for the world's major microelectronics companies, including the top IDMs, foundries, and outsourced systems and assembly houses (OSATs)



Visitor Job Levels

SEMICON West attracts visitors from across the spectrum of company decision-makers—from fab engineers to C-level executives.



Visitors' Primary Job Function

Executive Management	19%
Manufacturing Engineering/Operations Management	7%
QA/Test Engineering	2%
R&D Engineering	13%
Fabrication/Process Engineering	3%
Assembly/Packaging Engineering	1%
Facilities Engineering/Engineering/Support	2%
Manufacturing and Production	2%
Purchasing/Procurement	3%
Product Management	5%
Marketing/Sales	23%
Financial/Industry Analyst	3%
EHS	<1%
Government/Public Policy	1%
Training	1%
HR Management	<1%
Other	14%



SEMICON West plays an integral role in product qualification and selection for major device manufacturers, OEMs, and others in the microelectronics and related industries.

Key Visiting Companies

SEMICON West attracts visitors from across the global microelectronics industry, including buyers from each of the Top 20 capital spending IDMs and foundries. 2010 saw attendance growth from key international customers, including Samsung, Hynix, TSMC, and Renesas, as well as from major North American IDMs, foundries, and fabless companies including GLOBALFOUNDRIES, Intel, Micron, TI, Avago, Broadcom, and Qualcomm.

SEMICON West also attracts a large audience of buyers from the world's major OEMs, including Advantest, Applied Materials, ASML, Canon, Disco, Hitachi, KLA-Tencor, Lam Research, Mattson, Nikon, Novellus Systems, Teradyne, and Verigy.

Customer companies represented in 2010 include:

IDMs/Foundries

- Cypress Semiconductor
- Elpida
- Fujitsu
- GLOBALFOUNDRIES
- Hynix
- IBM
- IM Flash
- Infineon
- Intel
- Micron
- National Semiconductor
- Numonyx
- NXP
- Panasonic
- Renesas
- Samsung
- Spansion
- STMicroelectronics
- Texas Instruments
- Toshiba
- TSMC
- UMC
- X-Fab

Fabless/System OEMs

- 3M
- Agilent
- Altera
- AMD
- Analog Devices
- Apple
- Atheros
- Atmel
- Avago
- Broadcom
- Cisco
- Cree
- CSR
- Fairchild
- Flextronics
- Freescale
- Hewlett-Packard
- International Rectifier
- Intersil
- Lockheed Martin
- LSI
- Marvell
- Maxim
- Micrel
- Northrop Grumman
- nVidia
- Philips Lumileds
- Qualcomm
- SanDisk
- Sanmina
- Seagate
- Semtech
- Siemens
- SMSC
- Tyco
- Vishay
- Western Digital
- Xilinx

OSATs

- Amkor
- ASE
- Powertech Technology
- Unisem
- UTAC
- Shinko
- SPIL/Siliconware
- STATSChipPAC