

the elements of innovation

# SEMICON<sup>®</sup> West2011

JULY 12-14 Moscone Center, San Francisco, California

**Advertising and Sponsorship Opportunities**





## Advertising and Sponsorship Opportunities

**fact:** Trade show industry statistics show that exhibitors who invest in pre-show and at-show advertising and sponsorship opportunities can triple booth attendance, increase lead generation, and improve overall satisfaction

Building your exhibit is just the start of connecting to your customers at SEMICON<sup>®</sup> West. Taking advantage of advertising and marketing opportunities beyond your booth brings you closer to the people you want to see and meet at the show, draws them to your company and exhibit, and enhances your visibility throughout the SEMICON West community.

### Advertising and sponsorship opportunities at SEMICON West allow you to:

- Expand your reach beyond the show floor to deliver your message to your customers before, during, and even after the show
- Promote your products, presence, and brand in front of customers who might otherwise miss you on the show floor
- Stand out from the crowd and demonstrate your industry leadership
- Associate your company and brand with critical industry topics, notable speakers, and high-value events and services presented at the show



The following pages detail the variety of advertising and sponsorship opportunities available for SEMICON West 2011.

Looking for more? Let us help you find and build the right marketing opportunities to suit your need and budget.

### Sponsorship and Advertising Contact

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## Print and Online/Electronic Advertising Opportunities

**advertising:** Advertising is the most direct way to get your message across to your customers and prospects. From print and electronic advertising, to onsite banners, decals, kiosk signs and more, take advantage of the many advertising opportunities available from SEMI and SEMICON West.

### Print Advertising Opportunities

#### **Event Directory Advertising**

The SEMICON West *Event Directory* is the visitor's go-to guide to everything at SEMICON West. As many visitors keep the directory after the show as a reference to products and exhibitors, your *Event Directory* advertising lives on long after the show.

#### **NEW for 2011**

#### **Event Directory—Exhibitor Marketplace**

Advertising in the *Event Directory* Marketplace section enables you to reach a broad audience—key consumers of semiconductor, equipment, materials and services. The Marketplace section is moderately priced to fit into any marketing budget.

### Online/Electronic Advertising Opportunities

#### **Web Advertising—[www.semiconwest.org](http://www.semiconwest.org)**

The official SEMICON West website ([www.semiconwest.org](http://www.semiconwest.org)) is the number one destination of visitors before, during, and after the show. With nearly one million page views in the weeks leading up to SEMICON West 2011, your web advertising will be seen by the people you want to reach most.

#### **Web Advertising—[www.semi.org](http://www.semi.org)**

The SEMI website ([www.semi.org](http://www.semi.org)) reaches thousands of visitors each month, with more than one million page views on average. Extend your reach beyond the SEMICON West audience and connect with prospects around the world.

#### **Newsletter Advertising—*SEMI Global Update***

The *SEMI Global Update* is the official monthly e-newsletter from SEMI, reaching more than 80,000 subscribers worldwide.

Go online to [www.semiconwest.org/advertising](http://www.semiconwest.org/advertising) for pricing.



## Onsite Advertising Opportunities

### Onsite Advertising Opportunities



#### Visitor Badge Inserts

**\$7,350**

Name badge inserts stand up behind the required visitors name badge. Your company's logo and tagline will appear on these insert cards and be displayed on thousands of attendees.

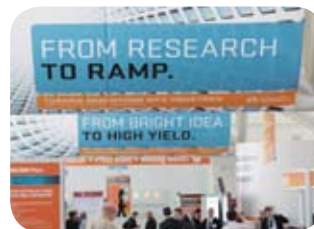


#### Backlit Kiosk Panel

**\$3,150 (or \$4,700 two panels)**

Eye-catching lighted sign (over 7-feet tall!); the perfect way to get your company message in the midst of high traffic areas. Single panel.

- Moscone Center Connecting Concourse—**\$3,150** one panel
- Moscone Center Connecting Concourse—**\$4,700** two panel



#### Banners

**\$6,800–\$12,100**

Highly visible banner hanging point; banner produced by you (with approval from SEMI.)

#### South Hall

- Moscone Center South—**\$12,000**  
(right side of far right staircase as you ascend)
- Moscone Center South—**\$11,200**  
(hanging from bridge overlooking Staircase 1)
- Moscone Center South—**\$11,200**  
(hanging from bridge overlooking Staircase 2)
- Moscone Center South—**\$8,900**  
(left side of right side stairwell as you ascend)
- Moscone Center South—**\$8,900**  
(at the top of the left side escalator as you descend)
- Moscone Center South—**\$8,900**  
(located at the top of the right side escalator as you descend)
- Moscone Center South—**\$6,800**  
(right of center stairwell as you ascend)

#### North Hall

- Moscone Center North—**\$10,500**  
(viewed from lower lobby, left of escalators)



## Onsite Advertising Opportunities

### Onsite Advertising Opportunities



#### Carpet Decal

**\$2,600**

6-foot by 4-foot giant carpet decal placed near the entrance of the Exhibit Hall.

Remind them to visit you as they enter the Hall.

- Moscone Center South Exhibit Hall Entrance
- Moscone Center North Lower Lobby



#### Exhibit Hall Show Bags

**\$6,300**

Nearly everyone grabs a conference bag before heading to the exhibit floor. You design these highly sought-after and reusable totes, which will be distributed at multiple Moscone Center locations.



#### Escalator Decals

**\$10,500**

Displayed on the glass sides of the escalators, your company logo will be viewed in 16 locations on the way up and

down. Eye-catching. Price quoted is for each set of escalators.

#### North Hall

- Moscone Center North Escalators (three (3) available)

#### South Hall

- Moscone Center South Escalators (three (3) available)

#### Hall Greeter

**\$5,200–\$13,100**

Conference staffers, located in North and South Hall lobbies, will greet visitors and distribute collateral of your choice between the hours of 10 am–Noon on one or all three days. Attract visitors to visit your booth first.

- Moscone Center South Lower Lobby—\$5,200 per day; \$13,000 three days
- Moscone Center North Lower Lobby—\$5,200 per day; \$13,000 three days



#### Guestroom Keycard

##### Call for Pricing

Did you know that the average hotel guest looks at and searches for their guestroom keycard more than ten times per day?

This makes keycards the number one advertising instrument in a hotel. Take advantage of this unique marketing opportunity today!



## Onsite Advertising Opportunities

### Onsite Advertising Opportunities



#### Pocket Guide

**\$13,000**

These handy, popular pocket-size fold-out maps lead attendees through the expansive exhibit floor to the companies they want

to see. On every guide, your company name is highlighted, along with your booth location. Price includes production.



#### Registration Lanyards

**\$7,300**

What's a badge without a lanyard?

These lanyards—all of them

imprinted with your company name—blanket the show floor with your brand.



#### Re-usable Advertising Panels

**\$3,150**

Placed in prominent locations, we will produce a 7' high x 3' wide vinyl sign which retracts into its stand. Take this sign home with you and get a \$500 discount in 2012 if you reorder using the same sign. These units are portable and can be placed virtually anywhere with the final

location at the discretion of Show Management.

- Moscone Center North Lobby
- Moscone Center South Lobby  
*(final location is determined by mutual agreement with Show Management)*



**A** Every third step



**B** Every step

#### Stairway Advertising Strips

**A** \$10,500 for each staircase, every third step

**B** \$30,000 for the two staircases, every step

10-foot wide stickers, placed in a symmetrical pattern all the way up the staircase steps. For more effective branding, create two or three designs to alternate your message. Price is per stairwell.

- Moscone Center South Hall *(three (3) staircases available)*
- North Hall Lobby *(two (2) staircases available)*





## Pre-show and Onsite Advertising Opportunities

### Pre-show and Onsite Advertising Opportunities— American Exhibition Services

We have partnered with American Exhibition Services (AES) to bring you additional pre-show and onsite advertising and promotion opportunities including pre-show direct mail, shuttle bus advertising, literature distribution, and onsite videos.

#### Buyers Action Pack™—Pre-show Direct Mail

**\$2,395 Each**

The Buyer's Action Pack is a pre-show mailer sent to all 2011 pre-registered attendees and 2010 show attendees 5 weeks prior to the show and distributed at the show (combined total of 20,000 attendees). Participating exhibitors will be featured on a 3.5" x 5" card (four-color front) with your product information. Promote show specials, your company's website or new products while encouraging pre/post show calls and increased booth traffic.

#### Marquees in Motion™—Shuttle Bus Advertising

**\$2,750 Each**

The Marquees in Motion signage system consists of 3' x 8' signs affixed to the side of the shuttle buses servicing the show. These signs leave a lasting impression of a company's product or service with attendees in route to and from the show as well as to the citizens of San Francisco as the bus drives to and from the Convention Center.

#### EnRoute Video From \$2,500

The shuttle bus EnRoute Video will showcase an overview of SEMICON West 2011 and an extension of the Convention News Network. Insert your commercial in the EnRoute Video and take advantage of this captive audience.

#### Exhibitor Preview™—Literature Carousel Display

**\$325 per pocket; \$2,295 per backlit marquee sign**

Showcase your company's promotional literature in high traffic locations with the Exhibitor Preview. This rotating literature distribution carousel helps you increase booth traffic by getting your literature into attendees' hands before they ever step on the show floor! There will be a

kiosk located at the show, which will feature literature pockets, back-lit marquee panels and an exclusive Preview Wrap.

#### Convention News Network™—Onsite Video Displays

**From \$3,500 commercials; packages from \$5,500, including production**

The AES Convention News Network allows attendees to keep up with the latest National and International news without leaving the convention center. Pre-produced exhibitor commercials and in-booth Power Interviews are prominently featured along with show information on the main LCD screen of AES' specially designed Convention News Network kiosks. A second LCD screen keeps attendees informed of the latest news with a closed-captioned showing of CNN *Headline News*®. AES will work with you to create an eye-catching commercial from your current printed material. This multi-media vehicle is an opportunity for companies to pre-sell prospects on their products and services!

© 2006 Cable News Network LP, LLLP. A Time Warner Company.

#### Rapid Charging Stations \$5,500 Per Kiosk

Brand your company and inform buyers of new products while they charge their phone and laptops! SEMICON West is offering these unique rapid charging stations for attendee use and exhibitor promotion. Each station features exhibitor commercials, show information and signage opportunities!

#### Hand Sanitizer Stations \$2,500 Each

Make your brand stand out in high traffic locations with these attention getting Hand Sanitizer Stations. Each of the 6 available units will feature an exclusive sponsor. There are 8 panels across three sides of the unit allowing you to display multiple images and messages!



## Sponsorship Opportunities

**sponsorship:** Sponsorships at SEMICON West take your promotions to the next level. All of our sponsorship packages combine pre-show and at-show advertising opportunities with additional branding exposure throughout SEMICON West. Our highest level sponsorships offer even more options, including speaking opportunities and enhanced brand recognition in SEMICON West visitor promotions, onsite, and online.

### Premier Sponsorship \$60,000

Three (3) available

All sponsorship benefits are pursuant to timely purchase of sponsorship.

The Premier Sponsorship is designed for companies seeking the highest level of exposure and recognition before, during, and after SEMICON West 2011. Premier Sponsors will be recognized across SEMICON West 2011 through co-branded signage and promotions.



#### For more information contact

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## Sponsorship Opportunities

### Major Event Sponsorship \$10,000–\$30,000

Three (3) available per event

All sponsorship benefits are pursuant of timely purchase of sponsorship.

Major Event Sponsorships align your company with specific high-value features and events at SEMICON West including the TechXPOTs, Extreme Electronics, Keynotes, and other executive panels.

#### Major Event Sponsorships are available for:

- Bulls and Bears Investment Panel
- Executive Summit
- Extreme Electronics TechXPOT
- SEMI International Standards Reception
- SEMI Market Symposium
- SEMI Membership Breakfast
- TechXPOT (North and South Halls)
- U.S. PV Fab Managers Forum
- VIP Reception

#### Major Event Sponsorship opportunities include:

##### Pre-show

- Company logo on event web site as the Major Sponsor
- Company logo on visitor promotion direct mail
- Company logo on sponsor “Thank You to Our Sponsor” web page
- Company recognition on visitor promotion email

##### At-show

- Company recognition on opening PowerPoint presentation slide at event
- Company logo on event signage/ recognition as event sponsor
- Company logo on all sponsor “Thank You to Our Sponsors” signage
- Company recognition as the Major Sponsor by the Emcee upon opening and closing of the event
- Quarter page, four-color ad in “Exhibitor Marketplace” section of SEMICON West *Event Directory*

##### Post-show

- Company logo on sponsor “Thank You to Our Sponsors” web page
- List of event attendees (name, title, and company only)



## Sponsorship Opportunities

### Session Sponsorship **\$5,500 per session / Two (2) available per session**

Session Sponsorships focus your brand on specific sessions of your choice (i.e. LED, MEMs, wafer processing, test, materials, etc.) and align your company with key industry issues and topics.

#### Session Sponsorship opportunities include:

##### Pre-show

- Company logo on sponsor “Thank You to Our Sponsor” web page
- Company logo on event web page next to session title
- Company logo on visitor promotion email
- Company logo on visitor promotion direct mail

##### At-show

- Company recognition on opening PowerPoint presentation slide at session
- Company logo on all sponsor “Thank You to Our Sponsors” signage
- Company logo on event signage/ recognition as session sponsor
- Quarter-page, four-color ad in “Exhibitor Marketplace” section of SEMICON West *Event Directory*

##### Post-show

- Company logo on sponsor “Thank You to Our Sponsor” web page
- List of sponsored session attendees (name, title, and company only)