

A detailed, high-angle photograph of a microchip die, showing a complex grid of circuitry in various colors like gold, red, and black.

SEMICON[®] WEST **BEYOND SMART**

JULY 10-12, 2018 | MOSCONE CENTER | SAN FRANCISCO, CA

2018 MARKETING OPPORTUNITIES



HELLO

SEMICON West is evolving to ensure the best ideas and minds in materials, equipment, design, manufacturing, system integration, demand channels, FHE, MEMS and sensor and more are present at Moscone Center.

Make new connections—and reconnect with your most valuable partners and customers—with players in Smart Applications. SEMICON West is the one event that connects the entire extended microelectronics supply chain—including manufacturing design, equipment, materials, components, sub-systems, software, service and support products—in one place at one time.

SEMICON West offers plenty of Marketing Promotional Opportunities (MPOs) to advance your thought leadership, lead generation, branding and networking goals beyond the show floor.

NEW! More Activations Coming to SEMICON West

In 2017, we launched an attendee experience which featured virtual and augmented reality in SMART Journey to drive traffic to the show floor. This year, we'll introduce new Smart activations designed to engage attendees using the latest technologies and other traffic drivers.

Take advantage of these new sponsorship options to align your brand with the latest in SMART Transportation, SMART Manufacturing, SMART MedTech, Big Data and more. Don't miss this chance to promote your brand outside of your booth to decision-making professionals representing the entire extended microelectronics supply chain.

Contact Us

We're here to help you identify the best possible marketing opportunities that align with your company goals and objectives. Call us today!

Sincerely,

Your SEMICON West Team

Shane Poblete

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THOUGHT LEADERSHIP

OPPORTUNITIES / # AVAILABLE	MEMBER	NON-MEMBER
<ul style="list-style-type: none">• Video Wall: 1-minute Advertisement / 20 Attendees won't be able to ignore the huge video wall as they descend into Moscone North after checking in. Sponsor a 1-minute advertisement for the video wall and be seen! Sponsor provides content.	\$5,000	\$6,200

BRANDING

OPPORTUNITIES / # AVAILABLE	MEMBER	NON-MEMBER
<ul style="list-style-type: none">• Attendee Lanyards / 1 Every attendee at SEMICON West will wear your logo if you sponsor the official conference lanyard. Lanyard will be co-branded with SEMICON West logo.	\$15,000	\$19,500
<ul style="list-style-type: none">• Event Guide Advertisement / 6 Sponsor an ad in the official event guide! This pocket-sized guide is sure to be a necessity for attendees. Ads are 1/2 page and in full color. Sponsor to provide the artwork to specifications.	\$4,000	\$5,000
<ul style="list-style-type: none">• Floor Decals / 10 This sponsorship includes production and installation of four (4) floor decals measuring 84" W x 48" H each that will be placed on the expo hall show floor.	\$4,500	\$5,500
<ul style="list-style-type: none">• Floor Plan Call Out / 20 There are a lot of booths at SEMICON West—make yours stand out on the floor plan maps by calling out your exact location! We'll highlight your booth with your color company logo on the printed map and digital maps making it easier for attendees to find you.	\$2,500	\$3,000
<ul style="list-style-type: none">• Hanging Banners / Multiple Sponsor a hanging banner and be sure to get noticed. These oversized banners will hang in visible locations throughout the Expo. Sponsorship includes costs for production and a one-time hang and removal fee. Sponsor to provide artwork to specifications requested for banner template.	\$25,000	\$32,500
<ul style="list-style-type: none">• Headshot Central / 1 Headshot Central was a hot spot in 2017! This experience will be located on the show floor in Moscone North. As the sponsor of this experience, your company logo will be included on all printed and digital headshot photo images, as well as within the email sent to attendees who participate.	\$25,000	\$32,500
<ul style="list-style-type: none">• Hotel Keycards / 1 It doesn't get much more hands-on than this. Hotel keycards are the first thing attendees receive, and the last thing they turn in at the end of the show. Capture their attention all week with your company message and encourage them to come see you at the event. Single-sided key cards distributed to registered attendees at the Marriott, InterContinental, Parc 55, and W hotels.	\$20,000	\$25,000

BRANDING

OPPORTUNITIES / # AVAILABLE	MEMBER	NON-MEMBER
<ul style="list-style-type: none"> • Hotel Room Drop / 3 This sponsorship provides you with the opportunity to have a collateral piece or giveaway item delivered to attendees staying at the Marriott, InterContinental or W for a total of 1,500 rooms! Hotel staff will place the item in the room of the attendee or under their hotel room door. Sponsor must provide the flyer or gift. 	\$7,500	\$9,750
<ul style="list-style-type: none"> • Get SMART Sessions / 1 Be the sponsor of the Get Smart sessions: SEMI/Gartner, and Bulls & Bears Industry Outlook 	\$5,000	\$6,000
<ul style="list-style-type: none"> • Mobile App Ad / 10 Sponsor an ad on the mobile app used by thousands of attendees. 	\$1,500	\$2,000
<ul style="list-style-type: none"> • Online Floorplan Ad / 6 Include an ad on the public floor plan posted online and be seen by many! 	\$1,500	\$2,000
<ul style="list-style-type: none"> • Stair and Floor Landing Decals / Multiple There are multiple opportunities for decals to be placed on stairs, stair landings and floor space in high traffic areas of the event. Send us your artwork and we'll produce and place the decals in high-traffic areas of the event. 	Call for Information	
<ul style="list-style-type: none"> • Stair Facia / 2 Send us your artwork and we'll produce and place decals on the stair facia that bring attendees to the show floor in Moscone North and Moscone South. 	Call for Information	
<ul style="list-style-type: none"> • Escalator Decals / 2 Send us your artwork and we'll produce and place decals on the escalators that bring attendees down to the show floor in Moscone North and Moscone South. 	Call for Information	

NETWORKING

OPPORTUNITIES / # AVAILABLE	MEMBER	NON-MEMBER
<ul style="list-style-type: none"> • SEMI Speaker and Sponsor Breakfasts / 3 SEMICON West hosts multiple networking receptions and breakfasts throughout the show. Sponsorship of these opportunities include branding in all promotional materials surrounding the event. 	\$3,000	\$3,900
<ul style="list-style-type: none"> • Regional and International Community Receptions / Multiple SEMICON West hosts multiple networking receptions throughout the show. Sponsorship of these opportunities include branding in all promotional materials surrounding the event. Receptions tentatively scheduled from 4-5pm, Tuesday-Thursday on show floor. 	\$3,000	\$3,900

Continued

SPECIAL INTEREST GROUPS

OPPORTUNITIES / # AVAILABLE	MEMBER	NON-MEMBER
<ul style="list-style-type: none">• SEMI After-Hours Party and STEM Fundraiser / 4 Join us for an after-hours party and concert to be held on Tuesday, July 10 from 8-11:00pm. Event will benefit the SEMI Foundation and local organizations supporting STEM education.		Call for Information
<ul style="list-style-type: none">• MSIG Reception / 1 SEMICON West hosts multiple networking receptions throughout the show. Sponsorship of these opportunities include branding in all promotional materials surrounding the event.		Call for Information
<ul style="list-style-type: none">• Packaging Reception / 1 SEMICON West hosts multiple networking receptions throughout the show. Sponsorship of these opportunities include branding in all promotional materials surrounding the event.		Call for Information
<ul style="list-style-type: none">• Test Vision Reception / 1 SEMICON West hosts multiple networking receptions throughout the show. Sponsorship of these opportunities include branding in all promotional materials surrounding the event.	\$3,000	\$3,900

LEAD GENERATION

OPPORTUNITIES / # AVAILABLE	MEMBER	NON-MEMBER
<ul style="list-style-type: none">• Greeter / 5 Marketing outside of your booth is not approved...unless you purchase this opportunity! We will allow one "greeter" positioned in the highly trafficked Lobby area! Greeter may hand out literature, or giveaways and must be wearing co-branded shirts. Shirts and hand-outs must be approved by event team.	\$6,000	\$7,800
<ul style="list-style-type: none">• Recharge Stations / 1 Mobile charging stations are a great way to keep attendee's devices fully charged and operating flawlessly so they can remain connected. Sponsor this valued space and we'll brand it with your company logo. Recharge stations are located in the lounge.	\$3,750	\$4,875
<ul style="list-style-type: none">• Transportation Sponsor: SEMI Shuttle Buses / 2 As the Transportation sponsor, receive your company name on signage, and on headrests. You may also provide a giveaway to travelers or even show a video advertisement in the buses during the ride (sponsor provides).		Call for Information

“SEMICON West provides a well-advertised, central location for customers to check out our equipment in a low stress environment. We were really pleased with the results from 2017—we captured many more leads than expected and strengthened our brand identity—definitely what we were hoping for. In all, we had a great time reconnecting with customers and meeting new ones.... We’re really looking forward to 2018 in the newly rebuilt hall at Moscone Center.”

— John Bean, Account Manager, Kokusai Semiconductor Equipment Corporation



84%

of visitors influence buying decisions



39%

of visitors represent engineering or technology roles



18%

of visitors are international and represent 36 countries



Ready to increase your visibility, lead generation, and thought leadership opportunities at SEMICON West?

Contact **SEMICON West Sales**

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SMART STARTS HERE

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