

SEMICON[®] WEST

50 YEARS

JULY 21-23, 2020 | MOSCONE CENTER | SAN FRANCISCO, CA

MARKETING & BRANDING OPPORTUNITIES

ONLY THE BEST

SEMICON West attracts the best in materials, equipment, design, manufacturing, system integration, demand channels, FHE, MEMS and sensors, components, sub-systems, software, service, and more. The Expo connects the entire extended microelectronics supply chain, providing a platform for new connections and reconnecting with your most valuable partners and customers.

GO BEYOND THE SHOW FLOOR

Advance your thought leadership, lead generation, branding, and networking goals beyond the show floor. SEMICON West offers a wealth of Marketing and Branding Opportunities to help you achieve whatever your company's objectives may be.

Contact us now to get started!

Shane Poblete

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80%

of visitors influence buying decisions



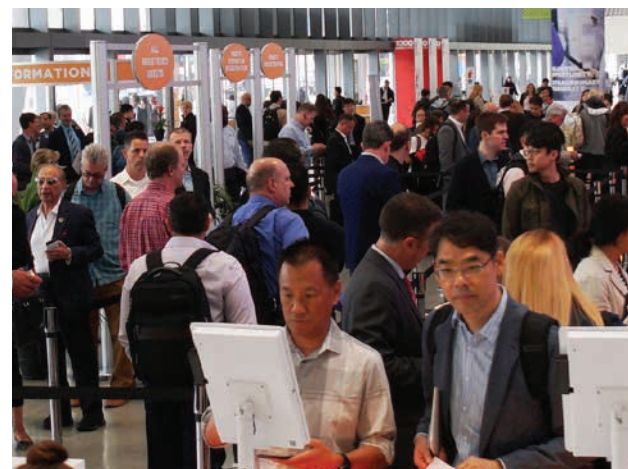
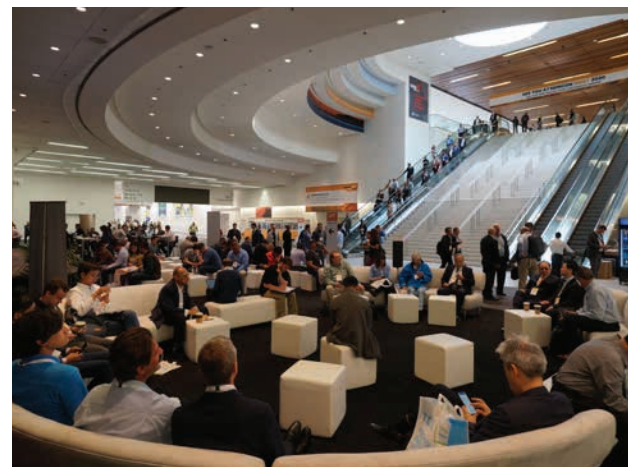
45%

of visitors represent engineering or technology roles



20%

of visitors are international






Based on 2019 SEMICON West Post-show Report

www.semiconwest.org/become-sponsor

MARKETING & BRANDING OPPORTUNITIES

BRANDING

OPPORTUNITIES / # AVAILABLE	MEMBER	NON-MEMBER
1 HANGING BANNERS / MULTIPLE SIZES AND PRICES Get BIG visibility with oversized banners hanging in key locations throughout the Expo	CALL FOR DETAILS	
2 HEADSHOT CENTRAL / 1 See your company's logo on printed/digital photos and emails to Headshot Central participants	\$21,000	\$28,500
3 HOTEL KEYCARDS / 1 Hands-on exposure for your company! Put your brand on hotel key cards of Expo attendees staying at the Marriott, InterContinental, Parc 55, and W hotels	\$20,000	\$25,000
4 ATTENDEE LANYARDS / 1 Put your company's logo on the official SEMICON West lanyard worn by every attendee	\$15,000	\$19,500
5 FLOOR DECALS / 10 Drive traffic with big 48" x 48" company-branded floor decals seen throughout the expo hall	\$5,500	\$6,500
		
		
		
6 VIDEO WALL: 1-MINUTE ADVERTISEMENT / 20 Sponsor a 1-minute ad on the huge video wall at Moscone North's check-in station	\$5,000	\$6,200
7 FLOOR PLAN CALLOUT / 20 Highlight your company's booth location on printed and digital floor plan maps	\$2,500	\$3,000
8 ONLINE FLOORPLAN AD / 6 Place an ad on the online floor-plan map attendees turn to constantly during the show	\$1,500	\$2,000

MARKETING & BRANDING OPPORTUNITIES

BRANDING

OPPORTUNITIES / # AVAILABLE	MEMBER	NON-MEMBER
9 MOBILE APP AD / 10 Be seen on the SEMICON West mobile app used by thousands of Expo attendees	\$1,500	\$2,000
10 STAIR AND FLOOR LANDING DECALS / MULTIPLE Get heightened visibility on the most highly trafficked areas of the Expo hall	CALL FOR DETAILS	
11 STAIR FACIA / 2 Place company-branded decals on the entryway leading to Moscone North and South	CALL FOR DETAILS	
12 ESCALATOR DECALS / 2 Place decals on the escalators bringing attendees onto the show floor in Moscone North and South	CALL FOR DETAILS	

SMART PAVILIONS @ SEMICON WEST

Align your brand on the cutting-edge and reach decision-making professionals across the entire supply chain. Get smart! Contact us today to learn more about our Smart Pavilion sponsorship opportunities.



SMART MANUFACTURING



SMART MEDTECH



SMART MOBILITY



SMART WORKFORCE

MARKETING & BRANDING OPPORTUNITIES

SPECIAL INTEREST GROUPS AND TECHNOLOGY COMMUNITIES

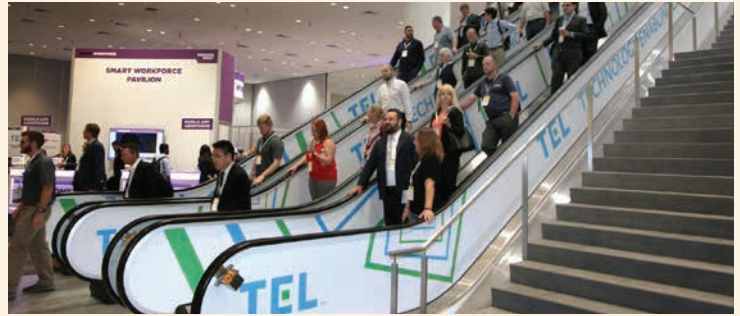
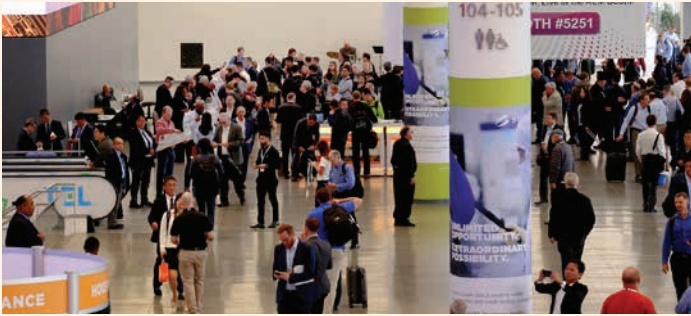
OPPORTUNITIES	MEMBER	NON-MEMBER
13 SEMI AFTER-HOURS PARTY AND FUNDRAISER Benefits local organizations supporting STEM education and the SEMI Foundation	CALL FOR DETAILS	
14 MSIG RECEPTION Includes branding on all promotional materials surrounding the popular networking event	CALL FOR DETAILS	
15 PACKAGING RECEPTION Includes branding on all promotional materials surrounding the popular networking event	CALL FOR DETAILS	
16 SEMI MARKET SYMPOSIUM AND INDUSTRY OUTLOOK SESSIONS / 1 Sponsor a high-profile, hosted session highlighting the latest trends and insights	\$5,000	\$6,000
17 TEST VISION SYMPOSIUM AND RECEPTION For more information, please contact Paul Trio, ptrio@semi.org	—	—



LEAD GENERATION

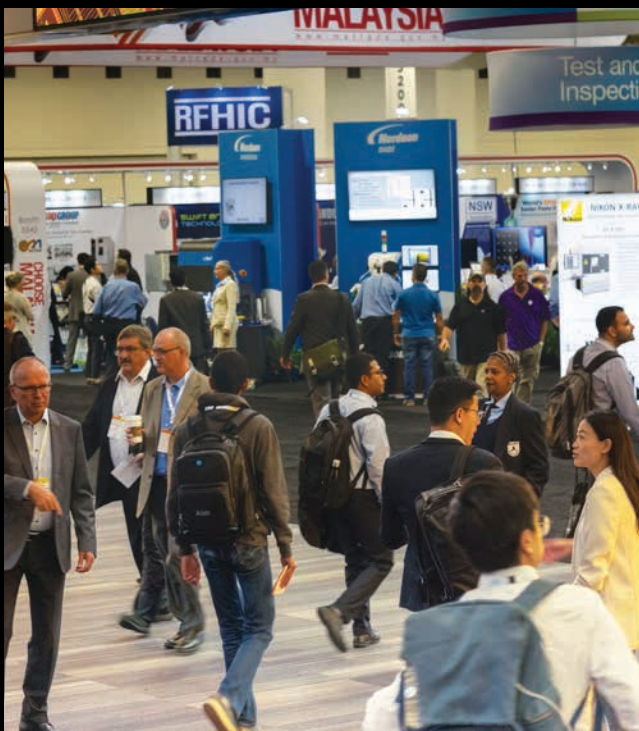
OPPORTUNITIES	MEMBER	NON-MEMBER
18 GREETER Have your company “greeter” hand out marketing materials and giveaways in the Expo’s highly trafficked lobby	\$6,000	\$7,800
19 RECHARGE STATIONS Everybody needs a charge! Put your brand in the spotlight at the mobile charging stations in the Expo lounge	\$3,750	\$4,875
20 TRANSPORTATION SPONSOR—SEMI SHUTTLE BUSES See your company’s brand on signage, headrests, or even a video as attendees shuttle to the conference every day	CALL FOR DETAILS	

MARKETING & BRANDING OPPORTUNITIES



ADDITIONAL OPPORTUNITIES

SEMI 50TH ANNIVERSARY GALA



**READY TO INCREASE YOUR VISIBILITY,
LEAD GENERATION, AND THOUGHT
LEADERSHIP OPPORTUNITIES AT
SEMICON WEST?**

Marketing and Branding Opportunities

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