

# SEMICON<sup>®</sup>WEST

BUILDING A PATH FORWARD

## EXHIBITOR UPDATES WEBINAR

### PRESENTED BY:

JOE STOCKUNAS, PRESIDENT, SEMI AMERICAS

SANDY CHAPIN, DIRECTOR, EXHIBITION & EVENTS

SHANE POBLETE, SR. MANAGER, BUSINESS DEVELOPMENT

DATE: FEBRUARY 7, 2023



#SEMICONWest



# **WELCOME!**



**Joe Stockunas**  
President, SEMI Americas



**Sandy Chapin**  
Director, Exhibitions & Events



**Shane Poblete**  
Sr Manager, Business Development -  
Exposition & Events

**PLEASE USE THE Q&A CHAT FEATURE FOR YOUR QUESTIONS**

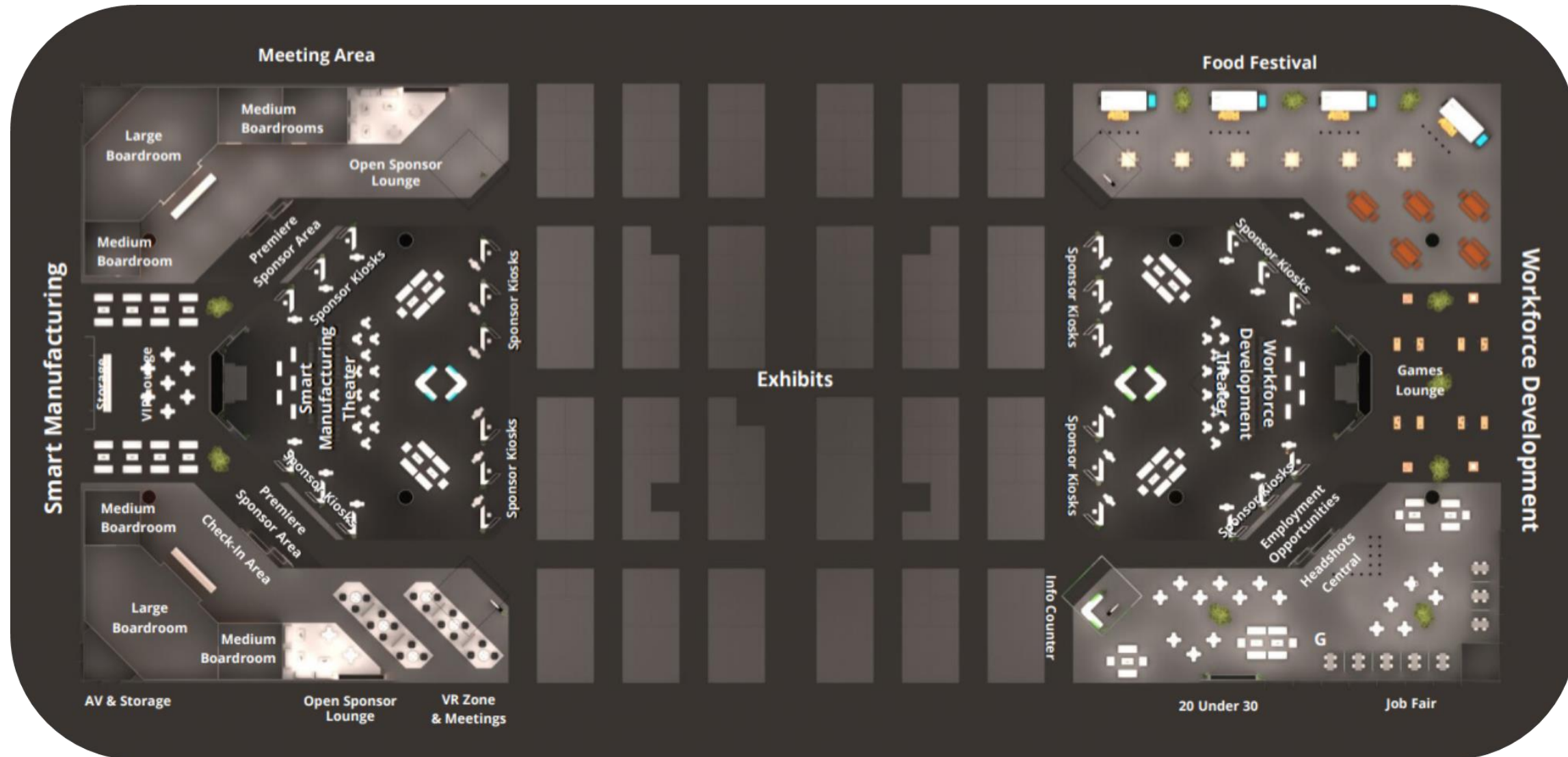
# SEMICON WEST HIGHLIGHTS

- **SEMICON West** has evolved from simply a trade show to a trade show & networking event.
- **NEW** event activations to engage attendees and keep them on the show floor
- Continuing the “FORWARD AS ONE” theme, **BUILDING A PATH FORWARD** will focus on SEMI’s top 3 priorities:
  - Path to \$1T Semiconductor Industry & Robust Global Supply Chain
  - Path to Net Zero
  - Path for Talent
- SEMICON West shifts to **October** in San Francisco in 2024, Begins Annual Rotation in **Phoenix** in 2025

# REBUILD THE SHOW

CHALLENGE	SOLUTION
<ul style="list-style-type: none"><li>Attendees conduct offsite meetings due to lack of meeting space at Moscone</li></ul>	<ul style="list-style-type: none"><li>Increased meeting space <b>150%</b> by creating boardroom-style conference rooms on the show floor for attendees to host up to 20-person meetings</li></ul>
<ul style="list-style-type: none"><li>Limited food choice options within Moscone forces attendees to meet and dine outside of the facility</li></ul>	<ul style="list-style-type: none"><li>Offer unique culinary food options that feature San Francisco local neighborhood cuisines and dining experiences on the show floor and an increase of more than <b>400%</b> of places to sit and network</li></ul>
<ul style="list-style-type: none"><li>Escalating labor fees make it costly to feature large/heavy equipment on the expo floor</li></ul>	<ul style="list-style-type: none"><li>Build sponsored VR stations for exhibiting companies to showcase their equipment, products, and services which will provide a 360° immersive experience</li></ul>

# REIMAGINED | NORTH HALL ACTIVATIONS



# WFD PAVILION

- Theater
- Sponsor Kiosk
- Networking Area



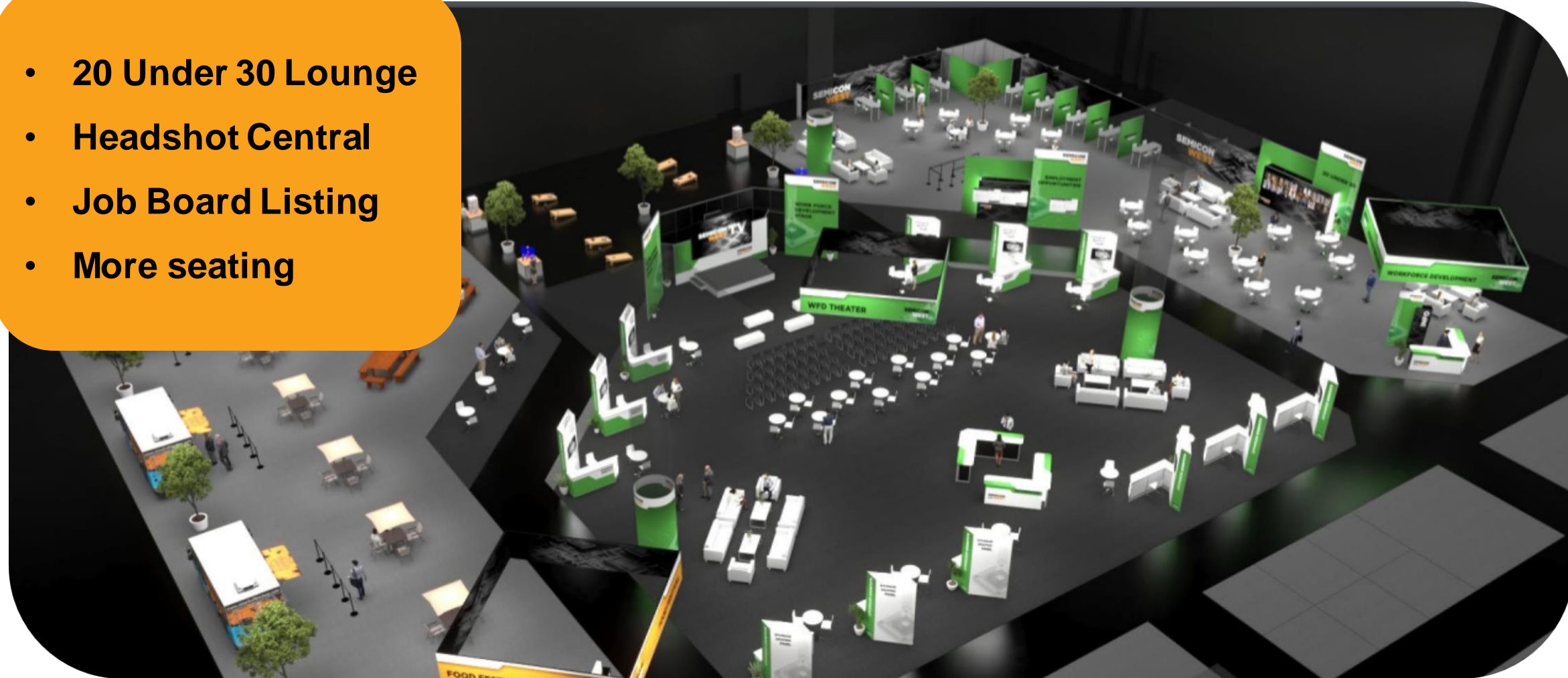
# NETWORK | EAT | RELAX

- Food Truck options for casual dining
- Happy Hour  
Tues/Wed 3:30-5pm  
at Beer & Wine Garden
- Game Lounge open daily for interactive activities
- Networking areas to engage with peers + informal meetings

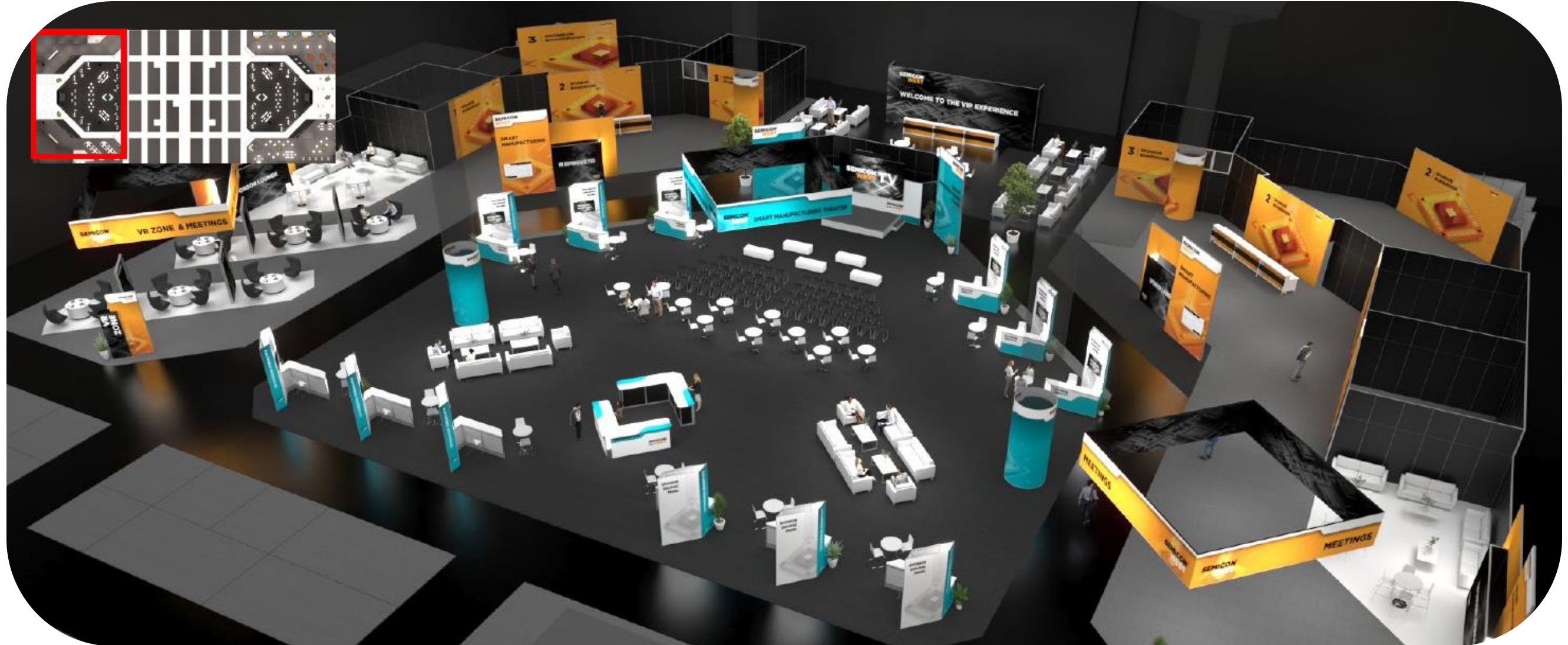


# BIRDSEYE VIEW

- 20 Under 30 Lounge
- Headshot Central
- Job Board Listing
- More seating

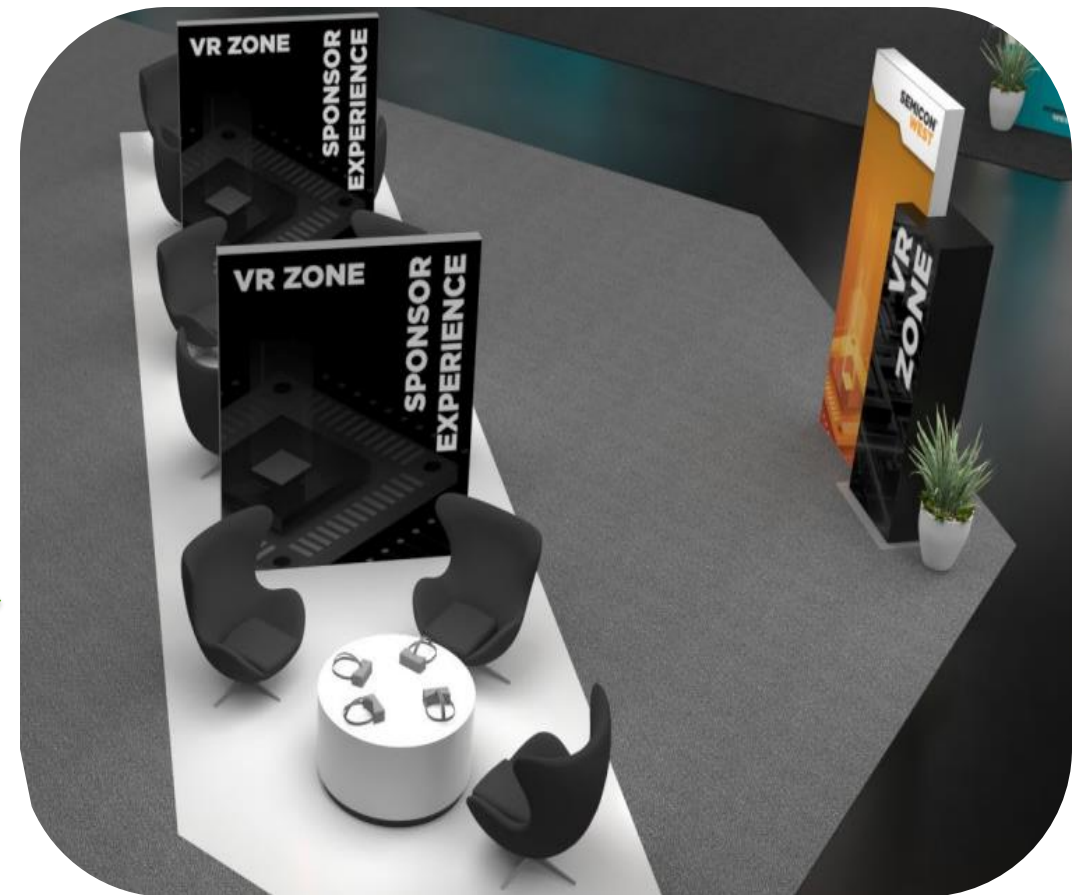


# SMART MANUFACTURING | MEET | LEARN | RELAX



# VR ZONE

- Immersive experience to learn about a sponsor's product
- Virtually view equipment, products before purchase
- Sponsor onsite to answer questions and provide additional information



## PRIVATE MEETING ROOMS ON THE SHOW FLOOR

- We will offer small, medium and large meeting rooms
- Available rooms to host 6, 12 and 20 people
- Offer  $\frac{1}{2}$  and full-day rental



## VIP NETWORKING LOUNGE

### **CONTROLLED ACCESS LOUNGE**

VIP Experience available for  
meetings and networking



# SMART MANUFACTURING PAVILION

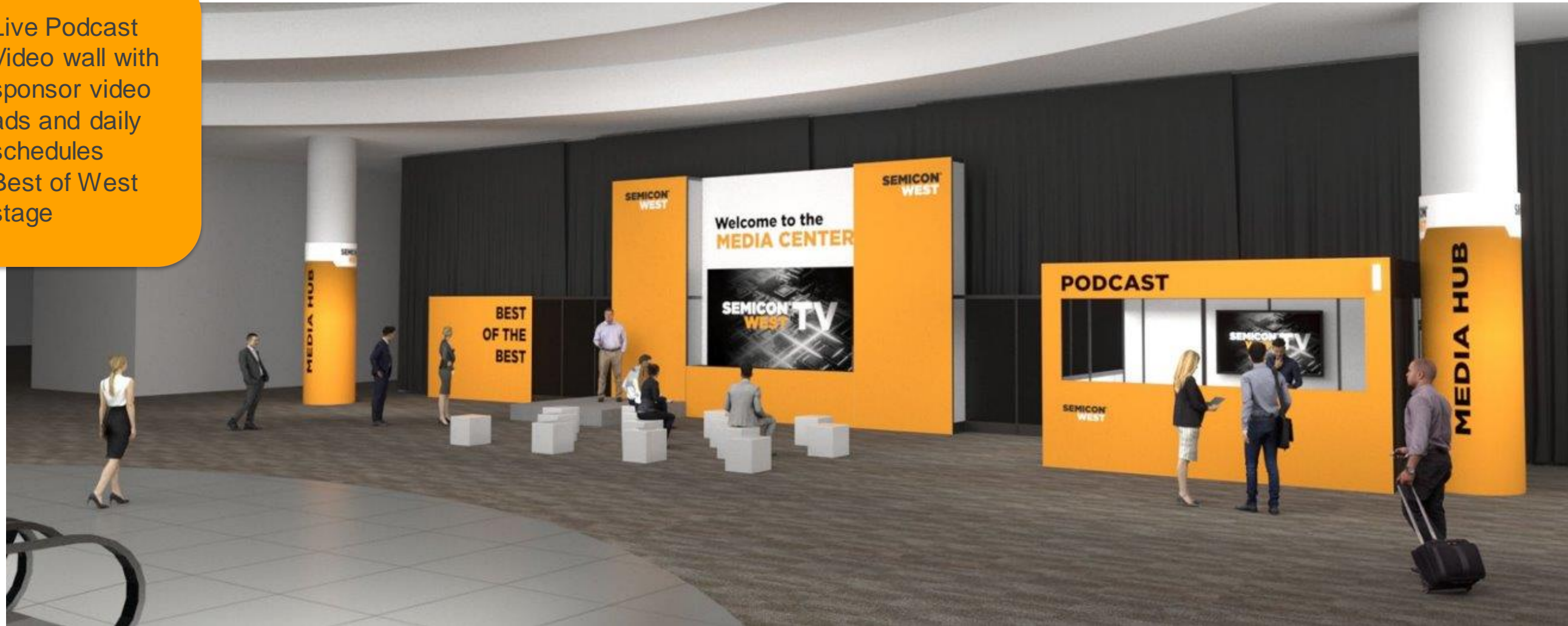


North Hall

- Theater
- Sponsor Kiosks
- Networking Area

# MEDIA HUB

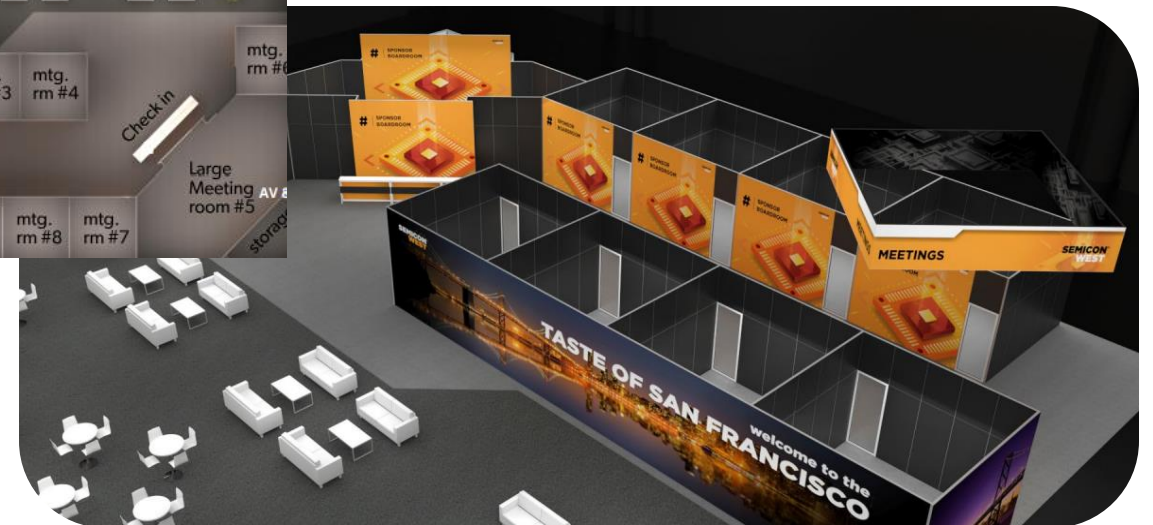
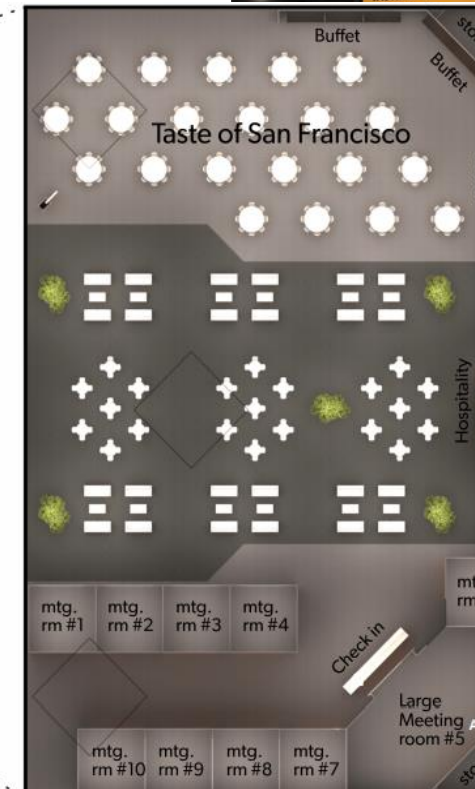
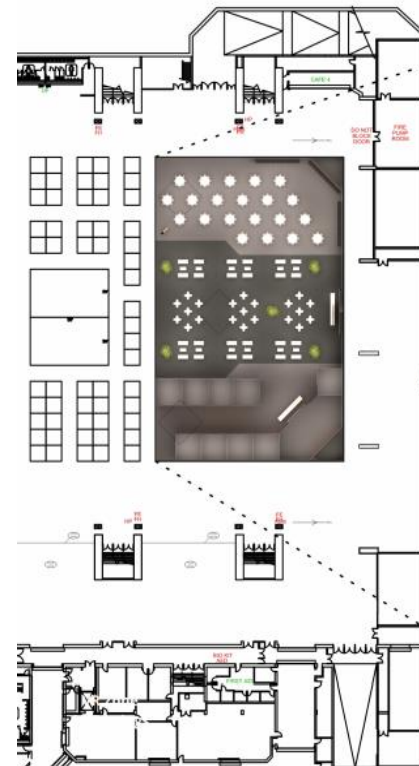
- Live Podcast
- Video wall with sponsor video ads and daily schedules
- Best of West stage



# SOUTH HALL ACTIVATIONS

## DINING EXPERIENCE

- Culinary food options featuring SF neighborhood cuisines:
  - North Beach (Italian)
  - Mission (Mexican)
  - Fisherman's Warf (Seafood)
- Meeting rooms for onsite rental.
- Lounge for additional networking opportunities







# SPONSORSHIP AND MARKETING OPPORTUNITIES THAT INCLUDE:

## PREMIER SPONSORSHIPS

SEMI and SEMICON West are proud to participate in the movement toward a net zero future. Along with the exciting new show features, you'll see some big changes throughout the event. We appreciate your support and understanding as we do our part by changing some of our benefits from printed to digital. Thank you for working with us to reduce our carbon footprint.

	PLATINUM \$85,000	GOLD \$60,000-\$84,999	SILVER \$40,000-\$59,999
<b>PRE-EVENT BRANDING</b>	PLATINUM	GOLD	SILVER
• Booth		10"x 20" Booth (Raw option)	10"x 10" Booth (Raw option)
• semiconwest.org Company logo featured on the sponsor page	◆	◆	◆
• SEMICON West Homepage Company logo featured as a Platinum sponsor	◆		
• Customized Landing Page Your logo on the homepage links to a dedicated sponsor landing page designed to highlight up to four (4) speakers, up to three (3) new products, and your company career page	◆		
• Social Media Pre-show, opportunity to feature post(s) with graphic on Facebook, LinkedIn or Twitter	2 Posts	1 Post	
• Expo+ Only Passes For customers and prospects, includes 3-day Expo, Keynotes, Smart Theaters, and TechTALKS	50 Passes	25 Passes	10 Passes
• Access to Thought Leadership Passes	25 Passes		

## MARKETING & BRANDING OPPORTUNITIES

### BRANDING

OPPORTUNITIES / # AVAILABLE	MEMBER	NON-MEMBER
1 HANGING BANNERS: WALLS AND CLINGS / MULTIPLE SIZES AND PRICES Get BIG visibility with oversized banners hanging in key locations throughout the Expo	CALL FOR DETAILS	
2 HOTEL KEYCARDS / 1 Hands-on exposure for your company! Put your brand on hotel key cards of Expo attendees staying at the Marriott Marquis, InterContinental, Parc 55, and W hotels	\$20,000	\$25,000
3 ATTENDEE LANYARDS / 1 Put your company's logo on the official SEMICON West lanyard worn by every attendee	\$15,000	\$19,500
4 FLOOR DECALS / 10 This sponsorship includes production and installation of four (4) floor decals measuring 48" W x 48" H each placed on the expo show floor	\$5,500	\$6,500
5 SANITATION STATIONS / 1 15 sanitation stations placed strategically throughout the convention center	\$15,000	\$19,000
6 FLOOR PLAN CALLOUT / 20 Highlight your company's booth location on floor plan maps	\$3,000	\$3,750
7 ONLINE FLOOR PLAN AD / 6 Place an ad on the online floor-plan map attendees turn to constantly during the show	\$1,500	\$2,000
8 MOBILE APP AD Be seen on the SEMICON West mobile app used by thousands of Expo attendees	\$2,000	\$2,500
9 GREETER / 4 Your company "greeter" distributes collateral or giveaways in the high-traffic South or North Halls upper-level lobbies or bottom of escalators	\$6,000	\$7,800
10 RECHARGE STATIONS / 4 Recharge! Put your brand in the spotlight at device charging stations throughout the Expo	\$4,000	\$5,000

continued

# MOSCONE MEETING ROOMS

TUESDAY, JULY 11   WEDNESDAY, JULY 12   THURSDAY, JULY 13							
	Set For	Available	Hours	Exhibitor Rates	Member Rate	Non-Member Rate	Furnishings
<b>Moscone South – Hall C Meeting Room 9</b> <i>Full Day Rental</i>	20 U-Shape	1	10:00am - 5:00pm	\$3,500	\$4,000	\$4,500	<ul style="list-style-type: none"> <li>• Conference Table w/ 12 Chairs</li> <li>• Electrical drop</li> </ul> <i>F&amp;B and AV ordered separately</i>
<b>Moscone South – Hall C Meeting Rooms 1, 3, 5-8, 10</b> <i>Full Day Rental</i>	12 Conference	7	10:00am - 5:00pm	\$3,000	\$3,500	\$4,000	<ul style="list-style-type: none"> <li>• Conference Table w/ 12 Chairs</li> <li>• Electrical drop</li> </ul> <i>F&amp;B and AV ordered separately</i>
<b>Moscone South – Hall C Meeting Rooms 2, 4</b> <i>Half-Day Rental</i>	12 Conference	2 2	10:00am - 1:00pm 2:00 - 5:00pm	\$1,750	\$2,250	\$2,500	<ul style="list-style-type: none"> <li>• Conference Table w/ 12 Chairs</li> <li>• Electrical drop</li> <li>• 55" Monitor for Presentations</li> </ul> <i>F&amp;B ordered separately</i>
<b>Moscone South – Room 7 Meeting Rooms 11, 12, 13, 14</b> <i>90-minute Rental</i>	6 Conference	4 4 4	10:00am – 12:00pm 12:30 – 2:00pm 2:30 – 4:00pm	\$650	\$650	\$850	<ul style="list-style-type: none"> <li>• Conference Table</li> <li>• 6 chairs</li> <li>• Electrical drop</li> </ul>
<b>Moscone North – Hall E Meeting Rooms 17, 18</b> <i>Full Day Rental</i>	20 U-Shape	2	10:00am - 5:00pm	\$3,500	\$4,000	\$4,500	<ul style="list-style-type: none"> <li>• Conference Table w/ 20 Chairs</li> <li>• Electrical drop</li> </ul> <i>F&amp;B and AV ordered separately</i>
<b>Moscone North – Hall E Meeting Rooms 15, 16, 19</b> <i>Full Day Rental</i>	12 Conference	4	10:00am - 5:00pm	\$3,000	\$3,500	\$4,000	<ul style="list-style-type: none"> <li>• Conference Table w/ 12 Chairs</li> <li>• Electrical drop</li> </ul> <i>F&amp;B and AV ordered separately</i>
<b>Moscone North – Hall E Meeting Rooms 20, 21</b> <i>Hal-Day Rental</i>	12 Conference	2 2	10:00am - 1:00pm 2:00 - 5:00pm	\$1,750	\$2,250	\$2,500	<ul style="list-style-type: none"> <li>• Conference Table w/ 12 Chairs</li> <li>• Electrical drop</li> <li>• 55" Monitor</li> </ul> <i>F&amp;B ordered separately</i>

\* All sales final. No refunds will be issued, however, meeting changes to date and time are subject to availability.

# QUESTIONS?

# SEMICON<sup>®</sup>WEST

BUILDING A PATH FORWARD

**Thank you for attending!**  
**CONTACT: SHANE POBLETE**  
**SPOBLETE@SEMI.ORG**



#SEMICONWest

