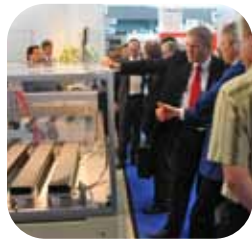


the elements of innovation

# SEMICON<sup>®</sup> *Europa 2011*

11-13 October **Messe Dresden, Germany**

[www.semiconeuropa.org](http://www.semiconeuropa.org)







## SEMICON® Europa is the leading forum for microelectronics manufacturing in Europe.

According to recent fab database analysis, investment activities will continue in Europe. Industry analysts see fab spending in the range of US\$3 billion in 2011 for Europe. Spending on assembly and test equipment will be about US\$300 million in 2011.

SEMI® also projects the European semiconductor materials market will continue to be strong in the range of US\$3 billion in 2011, fueled by the demand for microelectronics. (Source: SEMI)

### Top Companies Planning to Spend in 2011

- GLOBALFOUNDRIES
- Intel
- Robert Bosch
- IMEC
- STMicroelectronics



## Participate in the Growth of this Economy— Plan Now to Be a Part of SEMICON Europa 2011

Europe is investing in capacity and technology buys in the current upturn and is forecast to continue spending growth into 2011. Decision-makers in the microelectronics and MEMS manufacturing industries seeking new ideas and business opportunities recognize the strategic importance of SEMICON Europa in accessing the leading companies throughout the European semiconductor and display supply chains.

In 2010 SEMICON Europa brought together the leaders and innovators in the region and more than 350 exhibiting companies. SEMICON Europa is the platform to conduct real business and identify new opportunities.

## Key Trends and Technologies at SEMICON Europa 2011

To succeed in the microelectronics marketplace, you need to have your finger on the pulse of the industry; you need to be involved; you need to be part of the conversation. SEMICON Europa is the place to engage your customers, partners, and even your competitors in the conversations that are shaping the future of microelectronics technology and markets.

## SEMICON Europa 2011 Programs

### Focus on Current Industry Challenges

The SEMI Europe team works closely with their advisory committees and leading manufacturing and R&D organizations to tailor SEMICON Europa programs to match the specific needs of the European Semiconductor Industry in the current environment!

SEMICON Europa presents the following programs:

- 13th European Manufacturing Test Conference (EMTC)
- Advanced Packaging Conference
- Market Briefing
- International MEMS/MST Industry Forum
- 5th Executive Summit
- Semiconductor Technology Programs
  - 15th Fab Managers Forum
  - Automation and Process
  - Lithography
  - Refurbished Equipment
  - 450 mm Update
  - Metrology
  - New Materials





# visitor profile

As the leading European exposition for microelectronics manufacturing, and with an expanding focus on growing markets including MEMS, printed/flexible electronics, solid state lighting, and related technologies, SEMICON Europa is the ideal venue to showcase your technologies in front of a highly qualified and diversified audience of engineers, fab managers, researchers, executives, and other key decision-makers.

## Visitors Job Functions

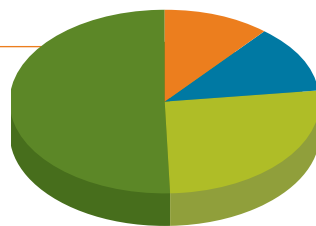
SEMICON Europa attracts the most qualified buying teams throughout Europa, representing the leading companies and major equipment OEMs.

- Executive Management
- Engineering
  - Assembly/Packaging
  - Facilities
  - Manufacturing
  - Operations Management
  - Quality Assurance and Test
  - Research and Development
  - Wafer Fabrication and Process
- Purchasing
- Environment, Health & Safety
- Financial/Industry Analyst
- Government/Public Policy
- Marketing and Sales
- Training
- Journalists/Media

## VISITOR JOB LEVEL

Strong decision making presence with 50% of visitors representing management.

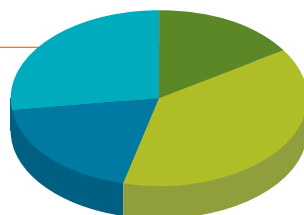
- 11% EXECUTIVE MANAGEMENT (Chair, President, Chief)
- 12% SENIOR MANAGEMENT (Vice President, Director, etc.)
- 27% OTHER MANAGEMENT
- 50% OTHERS



SEMICON Europa attracts the decision-makers who influence and direct the selection of products and suppliers. And, 85% Visitors say they would attend again.

## VISITOR PURCHASING AUTHORITY

- 16% FINAL DECISION MAKER
- 38% RECOMMEND
- 19% SPECIFY OR EVALUATE
- 27% OTHERS



SEMICON Europa visitors represent a powerful buying influence: 73% are involved in product specification, selection, and purchasing.

## exhibitor profile

SEMICON Europa exhibitors are the suppliers to and partners of the Europe's leading microelectronics companies. From silicon to system—and everything in between and beyond—SEMICON Europa showcases the biggest and brightest names in microelectronics manufacturing.

### Exhibitor Markets

- Semiconductors
- MEMS/Micro-systems
- Device Fabrication/Wafer Processing
- Assembly/Packaging
- Test
- Components/Sub-systems
- Consumables
- Materials
- Equipment
- Processes
- Services

### Who Should Exhibit:

- Equipment Manufacturers
- Materials Manufacturers: Substrates, chemicals, gases, process materials, packaging and assembly, test
- Components/Sub-systems/Parts Manufacturers
- Factory Control/Automation/Facilities Equipment
- Software
- Manufacturing Services
- Business Services
- R&D/Research Institutions/Consortia/Universities

## Booth Configuration and Costs

### Raw Space

Raw booth spaces are available as in-line, peninsula, and island configurations. This option is the right solution for companies with custom exhibits. Raw space covers floor rental only and does not include utilities, furnishings, labor or other services.

### Raw Space Price

Booth space is allocated on a first come first served basis. Standard booths are sold in increments of 9 square meters (3m x 3m) but other options are possible upon request.

- Raw space cost per square meter: 290 EUR for SEMI Member companies (+19% VAT for non-German companies)
- Raw space cost per square meter: 375 EUR for non-member companies (+19% VAT for non-German companies)

### Turnkey Packages

These booth packages are designed for exhibitors looking for a one-stop solution that includes hardwall construction, floor space rental, furnishings, labor, utilities, and other services. Your SEMICON Europa booth is the cornerstone of a multi-dimensional integrated marketing program that encompasses promotion and advertising opportunities outside of the booth and around the event before, during, and after the show.

Please contact us for more details.

## Exhibit Now!

Contact Us to Reserve Your Booth Space

### SEMI Europe

Helmholzstrasse 2-9

Haus D / 3.OG

10587 Berlin

Germany

Tel: +49 3030 3080 770

Fax: +49 3081 87 8879

Email: [semiconeuropa@semi.org](mailto:semiconeuropa@semi.org)

### SEMI Global Headquarters

Global Sales

Tel: +1 877 746 7788

+1 408 943 6901

Email: [sales@semi.org](mailto:sales@semi.org)

### About SEMI

SEMI is the global industry association serving the manufacturing supply chains for the micro-electronic, display and photovoltaic industries. Since 1970, SEMI has been committed to helping members grow more profitably, create new markets and meet common industry challenges. For more information, please visit [www.semi.org](http://www.semi.org).