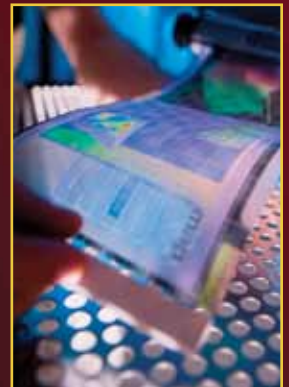


SolidState

TECHNOLOGY[®]

The leading global information source
on semiconductor, packaging, MEMS,
displays & LEDs manufacturing

2012 Media Planner



(Photo: Flexible Display Center at Arizona State University)

Effective January 1, 2012. Subject to change

Updated 12/14/11

PennWell's Electronics Media Group Provides Access to the Global Electronics Manufacturing Markets

ElectrolQ.com

*Technology Insights for
Electronics Manufacturing*

Powered by *Solid State Technology*
and *Photovoltaics World*

Products

- ElectrolQ.com
Avg. Page views per month: 300,000
- *ElectrolQ Daily Pulse* Newsletter
Frequency: Daily
Subscribers: 20,000
- *ElectrolQ E-Source Buyer's Guide*
- *ElectrolQ iPhone Application*

Semiconductors

- Wafer Processing
- Lithography
- Device Architecture
- Metrology

Products

- *Solid State Technology Magazine*
Frequency: 9x
Subscribers: 40,000
- *Solid State Technology China Magazine*
Frequency: 6x
Subscribers: 9,300
- *Solid State Technology Taiwan Magazine*
Frequency: 6x
Subscribers: 5,000
- Semiconductors Channel on ElectrolQ.com
(www.ElectrolQ.com/semiconductors)
Avg. Page Views: 95,000
- *Wafer News* Newsletter
Frequency: 2x Monthly
Subscribers: 45,000
- *e-Show Daily* Newsletters
 - SEMICON West
Subscribers: 64,000
 - The ConFab
Subscribers: 72,000

Packaging

- 3D Integration
- Wafer Level Packaging
- Materials and Equipment

Products

- Packaging channel on ElectrolQ.com
(www.ElectrolQ.com/packaging)
Avg. Page Views: 38,000
- *Advanced Packaging News*
Frequency: 2x monthly
Subscribers: 20,000

MEMS

- Applications
- Manufacturing
- Packaging and Testing

Products

- MEMS channel on ElectrolQ.com
(www.ElectrolQ.com/MEMS)
Avg. Page views: 31,000
- *MEMS Direct* Newsletter
Frequency: Monthly
Subscribers: 25,000

LEDs – New!

- LED Manufacturing
- LED Packaging and Testing
- OLEDs

Products

- LEDs channel on ElectrolQ.com
(www.ElectrolQ.com/LEDs)
- *LEDs Manufacturing News* Newsletter
Frequency: Monthly
Subscribers: 10,000

Displays – New!

- FPDs and TFTs
- Flexible Displays
- Touch Technologies

Products

- Displays channel on ElectrolQ.com
(www.ElectrolQ.com/displays)
- *Displays Digest* Newsletter
Frequency: Monthly
Subscribers: 10,000

Photovoltaics

- Cells and Modules
- Equipment and Materials
- Installations

Products

- *Photovoltaics World Magazine*
Frequency: 7x
Subscribers: 25,000
- *Photovoltaics World China Magazine*
Frequency: 6x
Subscribers: 8,500
- Photovoltaics channel on ElectrolQ.com
(www.ElectrolQ.com/photovoltaics)
Avg. Page Views: 71,000
- *PV Times* Newsletter
Frequency: Weekly
Subscribers: 45,000
- *e-Show Daily* Newsletters
 - INTERSOLAR North America
 - Solar Power International
 - EU PVSEC

Energy Storage – New!

- Thin Film Batteries
- Large Batteries
- Fuel Cells

Products

- Energy Storage channel on ElectrolQ.com
(www.ElectrolQ.com/energystorage)
- *Energy Storage Intelligence* Newsletter
Frequency: Monthly
Subscribers: 10,000



*The meeting for key decision makers
on semiconductor fabrication*

Products

The ConFab Show Daily

Effective January 1, 2012, subject to change

www.ElectrolQ.com

Keeping Your Sales Funnel Full

How integrated marketing helps you attract and keep qualified buyers

Integrated marketing strategies are not new, yet surprisingly few companies are applying them. We define integrated marketing as: “The use of multiple media platforms to guide prospective buyers and customers through the sales cycle, resulting in a purchase and subsequent customer loyalty.” In this process, our role as a publisher is simple—we connect sellers with qualified buyers. Your role as a seller is also straightforward—create a continuous sales cycle filled with qualified buyers.

Why is such a simple concept so difficult to execute? Sellers are presented with many media platform choices and often limited marketing budgets, making it difficult to decide which media products to include in the marketing mix to get the results you need. The sales funnel below illustrates the typical sales cycle in B2B markets, along with the marketing strategies typically associated with the stages of that cycle and the media solutions we offer to achieve those objectives. On the next page, and throughout this media kit, you will find detailed information about our solutions and a product matrix designed to help you build an integrated marketing plan customized to meet your goals.

We realize a “one size fits all” approach doesn’t work. That is why, in addition to providing you with a variety of marketing opportunities, we want to help you build programs that deliver the performance you need to justify a long-term relationship with PennWell’s Electronics Media Group.



Effective January 1, 2012, subject to change

www.ElectroIQ.com

Electronics Media Group Portfolio



Brand

A **Brand Awareness** campaign strengthens your company image and helps define how professionals in the semiconductor manufacturing industry perceive your company and products.



SEO

A **Search Engine Optimization** campaign improves your visibility with search engines and is enhanced by an effective linking strategy on high-ranking websites with relevant content.



Lead

A **Lead Generation** campaign provides targeted sales leads by actively generating interest from customers and prospects and requiring registration for content consumption.



Push

In a **Push Marketing** strategy, we create consumer demand by delivering your information directly to key industry professionals who have previously indicated an interest in a topic related to your products and services.



Traffic

A **Traffic Driving** campaign is designed to push semiconductor manufacturing professionals to your website and other online offerings and events.



Pull

In a **Pull Marketing** strategy, industry professionals see your campaign as they actively seek out information via search or browse our media.



Thought

A **Thought Leadership/Education** campaign authenticates your messaging by comprehensively communicating innovation and a sustainable competitive advantage – building business over the long term.

Our Solutions	Your Marketing Campaign Objectives					Marketing Approach	
	Traffic	Thought	Push	Pull	SEO	Brand	Lead
BANNER ADS	•		•				•
WELCOME ADS	•		•				•
TOPIC CENTER SPONSORSHIPS	•		•				•
E-NEWSLETTER SPONSORSHIPS	•		•			•	
EDITORIAL GUIDES	•	•	•	•		•	•
WEBCASTS	•	•		•	•	•	•
VIDEO SPONSORSHIPS	•			•	•	•	•
VIRTUAL EVENTS	•	•		•		•	•
DIGITAL MAGAZINE ADS	•		•			•	
PRINT MAGAZINE ADS	•		•			•	
WHITE PAPERS	•	•		•	•	•	•
PODCASTS	•			•		•	•
ELECTROIQ E-SOURCE <i>(All Access Packages)</i>	•	•	•				•
CUSTOM CONTENT	•	•		•		•	•
FACE-TO-FACE EVENTS	•	•	•	•		•	•
CONTESTS	•	•	•			•	•
BUYER'S GUIDE	•	•	•		•		•
LIST RENTALS	•		•		•	•	
MOBILE APPS	•		•			•	

The achievement of campaign objectives depends strongly on the creative unit and messaging for digital media. Ask your sales representative for examples of what works and what doesn't.

For sales contact information [click here](#).

Effective January 1, 2012, subject to change

www.ElectroIQ.com

Website: ElectroIQ.com Home Page Plus Sponsorships



The gateway to PennWell's electronics manufacturing portal:

Your one-stop global connection to technology decision-makers in the semiconductor, photovoltaics, energy storage, packaging, MEMS, Displays & LEDs manufacturing industries!

ElectroIQ.com Home Page Plus Sponsorships

Maximize Your Reach to Decision-Makers

Associate your company or product with leading industry media brands and generate traffic to your website through banner advertising.

- Align your advertising message to relevant, credible, editorial content
- Unique, cross-promotional platform
- Drive traffic to your website
- Generate highly qualified sales leads
- Build brand awareness and name recognition
- Targeted messages reach your specific audience
- Cost-effective and efficient
- Measurable ROI

RATES & SPECS

Site Sponsor positions 1-4 rotate positions throughout the month.

AD UNIT	SIZE	RATE
Leaderboard includes Anchor	728x90	\$2,500
Site Sponsor #1-4	180x150	\$1,000
Skyscraper	180x600	\$2,000

- **Material deadline:** 3 days prior to post
- **Material format:** .gif, .jpg or .swf
- **Max. animation time:** 15 seconds, 3 loops max
- **Maximum file size:** 40K
- Supply the click through url with your material
- All rates gross/month

Home Page Plus Sponsorships

Total of two ads per position: 50% share of voice



Effective January 1, 2012, subject to change

www.ElectroIQ.com

Mobile Apps

NEW!
REACH your customers who are on-the-go with ElectroIQ's new iPhone App sponsorships!

AD UNIT	SIZE	RATE
iPhone App Latest News	280x35	\$1,500
iPhone App Most Viewed	280x35	\$1,500
iPhone App Saved	280x35	\$1,500
iPhone App Video	280x35	\$1,500

- **Material deadline:** 3 days prior to post
- **Material format:** .gif, animated .gif or .jpg
- **Max. animation time:** 30 seconds, 3 loops max
- **Maximum file size:** 15kb
- Supply the click through url with your material
- All rates gross/month



Download the iPhone app now!
 Also available at the iTunes store.



Effective January 1, 2012, subject to change

www.ElectroIQ.com

Digital- Newsletter

ELECTRO IQ



ElectroIQ Daily Pulse Newsletter

Target

20,000* decision-makers in the semiconductor, photovoltaics, energy storage, packaging, MEMS, displays & LEDs manufacturing industries

Deliver

Your message to opt-in Newsletter subscribers. One weekly sponsorship delivers approximately 100,000 impressions!*

Drive

Qualified buyers to your web site; these professionals rely on up-to-date news and stories from the editors of *Solid State Technology* & *Photovoltaics World*

ElectroIQ Daily Pulse

Sponsorship Rates & Specifications

One Week: \$675 gross

One Month: \$2,450 gross

Ads are exclusive (one ad per week)

Ad Specs:

50 word text ad + url

For questions or to submit digital ad materials, for any of these products, please e-mail webmaterial@pennwell.com



From our Sponsor

Materion is a leading manufacturer of ceramic packages for discrete RF and microwave devices.

Our packages are used for a wide variety of high power transistors and MMICs, including transistors fabricated in Si, GaAs and GaN.
[Click here.](#)

One Exclusive Sponsor per Week!

*Publisher's Own Data – September 2011

Effective January 1, 2012, subject to change

www.ElectroIQ.com

ElectroIQ

E-Source Buyer's Guide

ELECTRO IQ



ElectroIQ's E-Source is the first and most comprehensive electronics manufacturing online resource for professionals in the semiconductor, photovoltaics, energy storage, packaging MEMS, displays, and LEDs manufacturing industries who need the most detailed and up-to-date data on products, systems, services, and companies during the buying process.

The Next-Gen Resource for Your Customers and Prospects!

- SHOWCASE your company with an upgraded listing and stand out against your competitors. Upload video, link to product literature, list products with descriptions, photos, hot links, and more!
- UPDATE your company as often as you'd like to be sure prospects and customers see the most up-to-date information available.
- INCREASE your SEO efforts with keyword-searchable content and inbound links to your company website.

All Access Package

Rate: \$12,000/year (\$1,000/month)

- Company listing with unlimited-word description and e-mail capability
- Company-branded expanded profile
- Unlimited categories
- Unlimited product listings (photo and 50-word description)
- Company logo in browse/search listing
- Product comparison feature
- E-mail lead-generation and reporting
- Custom landing page including:
 - 20 product downloadable files and an additional 20 downloadable files (white papers, etc.)
 - 20 product videos and an additional 20 videos
 - 20 event listings
- 20 press releases

Select Plus Package

Rate: \$995/year

- Company listing with 30-word description and e-mail capability
- Company logo in browse/search listing
- 30 categories

- E-mail lead generation and reporting
- 20 product listings (photo and 30-word description)
- Product comparison feature

Select Package

Rate: \$595/year

- Company listing with 30-word description
- Company logo in browse/search listing
- 20 categories
- 10 product listings (photo and 30-word description)
- Product comparison feature

Basic Package

Rate: Free

- Company listing (no e-mail address)
- 30 word company description
- 10 categories
- 5 product listings
- 30 word product description

ElectroIQ E-Source Sales Contact:

Rhonda Charron
E-mail: rhondac@pennwell.com
Phone: 603 891 9121

EDUCATE CUSTOMERS
CREATE VISIBILITY
BUILD PREFERENCE
GENERATE LEADS

ElectroIQ E-Source rates are gross

Effective January 1, 2012, subject to change

www.ElectroIQ.com

Market Reach



Reach the market you serve!

100% of *Solid State Technology* subscribers are buyers & specifiers!*

Solid State Technology's integrated portfolio delivers over 324,000 average impressions per month!**

For more than 50 years, *Solid State Technology* has delivered trusted technology and business insights to senior level management, engineers, process developers and other critical decision-makers in the semiconductor and related industries. Through our web portal, e-newsletters, and print and digital magazine, we provide our global audience with the in-depth technical analysis, authoritative commentary and up-to-the minute news they need to make informed purchase decisions. Our unique, trusted position in this global community makes us the most effective integrated marketing partner for delivering your message, building affinity for your brand and generating the mindshare and market share you need to succeed as your business grows and evolves.

Solid State Technology

English Language

- Frequency: 9x
- 40,000 subscribers*

Solid State Technology/Advanced Packaging China

Simplified Chinese

- Frequency: 6x
- 9,300 subscribers*

Solid State Technology/Advanced Packaging Taiwan

Traditional Chinese

- Frequency: 6x
- 5,000 subscribers*

2011 Monthly Web Audience**

- Page Views 95,000
- Visits 54,715
- Unique Visitors 42,727

Newsletter Subscribers*

- **Wafer News** 2x per month, 45,000 subscribers
- **Advanced Packaging News** 2x per month, 20,000 subscribers
- **MEMS Direct** 1x per month, 25,000 subscribers
- **NEW! LEDs Manufacturing News**, 1x per month, 10,000 subscribers
- **NEW January 2012! Displays Digest**, 1x per month, 10,000 subscribers



*Publisher's Own Data – September 2011.

**Omniure Site Catalyst 13 month average – July 2010-August 2011.

Effective January 1, 2012, subject to change

www.ElectroIQ.com/semiconductors

Magazines & Audience Demographics



Solid State Technology is the leading global authority on semiconductor, packaging, MEMS, displays and LEDs manufacturing, covering developments in process technologies, tools and materials and enabling innovation and problem solving by senior management, engineers, process developers, and other decision-makers within the chip fab and allied industries.

Subscription Criteria

Qualified recipients are those individuals with principal job functions in general and corporate management; wafer-fab processing production, process development, packaging assembly, production equipment manufacturing, reliability, quality control, evaluation, testing, design, research & development, engineering support, plant/facilities/maintenance engineering, purchasing, manufacturing or engineering management, educational institutions, consulting, and others.

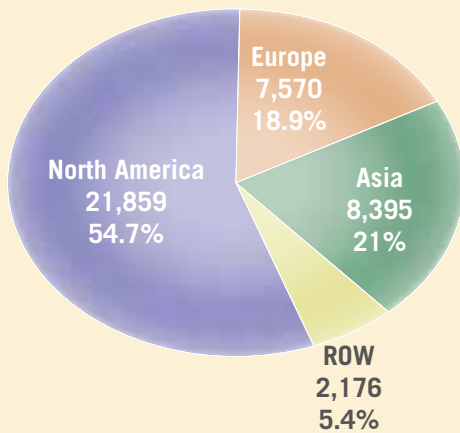
Reach Your Target Audience

Solid State Technology serves the semiconductor, packaging, MEMS, displays and LEDs manufacturing markets. This market is comprised of merchant/captive manufacturers, foundries, consortiums, R&D and manufacturing of semiconductors, ICs, hybrid circuits, custom ICs, semicustom ICs or ASICs, semiconductor manufacturing equipment/test equipment, materials manufacturers, IC packaging or semiconductor packaging, independent research & development labs, government and military, educational institutions, non-semiconductor products manufacturing using thin film technologies, and others.

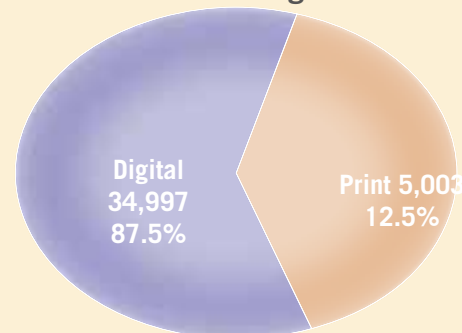
Job Function Table:		
Gen/Corp Management	10,805	27.0%
Research & Development	10,508	26.3%
Engr Management/ Support	6,070	15.2%
Prod/Process Mfg Eng.	4,593	11.5%
Mfg & Operations Management	4,171	10.4%
Reliability, QC/QA/Eval/Testing	1,892	4.7%
Packaging/Assembly	978	2.4%
Other	983	2.5%
	40,000	100.0%

Product Purchasing Involvement Table:		
Chemicals & Materials	53,674	134.2%
Gases/Gas Handling	23,309	58.3%
Lithography	33,840	84.6%
Thermal Processing/Implant	20,146	50.4%
Deposition	16,689	41.7%
Etching/Planarization	19,354	48.4%
Packaging/Assembly	36,507	91.3%
Test/Metrology/Inspection	66,386	166.0%
Contamination Control	13,226	33.1%
Vacuum Equipment	26,619	66.5%
Automation/Wafer Handling	39,684	99.2%
Allied Technologies	32,175	80.4%

Geographical Breakdown



Print/Digital



*July, 2011 issue stats

Effective January 1, 2012, subject to change

Editorial Team



Pete Singer *Editorial Director*

Pete Singer is the Group Editorial Director for PennWell's Electronics Media Group, overseeing the editorial operations of *Solid State Technology*, *Photovoltaics World*, and *ElectrolQ.com*, as well as The ConFab. He has been involved in technical journalism for more than

28 years, primarily covering the semiconductor and related industries. He has written over 150 articles on all aspects of semiconductor manufacturing and related industries, including semiconductors, photovoltaics, displays, MEMS, nanotechnology and optoelectronics. Mr. Singer holds a degree in Electrical Engineering from the University of Illinois, Champaign-Urbana, and is a member of the IEEE, Electrochemical Society, American Vacuum Society and Materials Research Society.

Contact: 603 891 9217; psinger@pennwell.com



James Montgomery *News Editor*

Jim manages editorial production for news (magazines, web and newsletters), as well as the magazine's new product sections. Jim has 15 years' experience in producing websites and newsletters in various technology markets for CNET, ZDNet, Digital City Boston/AOL,

and KM World. He has a BA degree in English from Bates College and a certificate from the Denver Publishing Institute.

Contact: 603 891 9109; jamesm@pennwell.com



Meredith Courtemanche *Editor, Digital Media*

Meredith is the Digital Media Editor of PennWell's Electronics Media Group. She manages website content, newsletters, blogs, webcasts, podcasts, virtual events and social media for *ElectrolQ.com*. Meredith has been with PennWell's Technology Group since

2006, publishing magazine, newsletter, website, and related content. She holds a Bachelor's degree in English from Boston University.

Contact: 603 891 9176; meredithc@pennwell.com



Robert Haavind *Editor-at-Large*

Robert C. Haavind has been with *Solid State Technology* since 1993 after a career in technical/business publishing spanning over 40 years, including *High Technology*, *Electronic Design*, *Computer Decisions*, *Purchasing* and *Electronic News*. Bob was a

writer and researcher for the MIT Commission on Industrial Productivity, which published the book "*Made in America*" through MIT Press in 1989. Bob received degrees in Journalism (Northwestern), Electronics Engineering (CCNY) and an MBA (UConn). Bob is the winner of two Jesse Neal awards and a Crain award for a distinguished career in business journalism from American Business Media, and an Azbee Award from the Society of Business Press Editors.

Contact: 603 891 9453; bobh@pennwell.com



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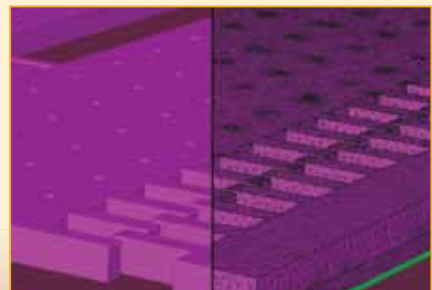
www.ElectroIQ.com/semiconductors

2012 Magazine Editorial Calendar

ISSUE	JANUARY	MARCH	APRIL*	MAY	JUNE	JULY	SEPTEMBER	OCTOBER*	NOVEMBER
Ad Close	12/2/2011	1/27/2012	3/2/2012	3/30/2012	5/8/2012	6/1/2012	7/27/2012	9/4/2012	10/9/2012
Mat. Due	12/6/2011	1/31/2012	3/6/2012	4/3/2012	5/10/2012	6/5/2012	7/31/2012	9/6/2012	10/11/2012
Semiconductors	Technical Forecast: 22nm Devices Economic Outlook For 2012 Lithography	Wafer Processing 450mm Wafer Transition Metrology	FinFETs vs Planar Transistors Wafer Cleaning GaN on Si Power Electronics	Fabless/Foundries Supply Chain Interconnects Lithography	High-K Metal Gates Extreme Low-k Dielectrics Thermal Processing	Wafer Processing Atomic Layer Deposition Planarization	Lithography Thin Film Batteries Power Electronics	Wafer Processing Silicon Epitaxy Wafer Cleaning	New Transistors Memories Emerging Devices
Packaging	3D Integration			Package-on-Package	Through Silicon Vias		Wafer Level Packaging	OSATs	Packaging Materials
MEMS		MEMS & Smart Systems Integration		MEMS Packaging		MEMS Manufacturing			MEMS Foundries
LEDs	LEDs Manufacturing		LEDs Packaging & Testing			LED Materials		LEDs Manufacturing	
Displays	Flexible Displays			Display Manufacturing			TFTs for Displays		Materials for Displays
Bonus Distribution/ Editorial Coverage	ISS Jan 15-18, Half Moon Bay, CA SPIE Advanced Lithography February 12-16, San Jose, CA BiTs Workshop March 4-7, Mesa, AZ Strategies in Light Feb. 7-9, Santa Clara, CA 2012 Flex Feb 6-9, Phoenix, AZ	SEMICON China March 20-22, Shanghai, China MEMS Executive Congress March 20, Zurich, Switzerland	SVC May 1-2, Santa Clara, CA MRS Spring Meeting April 9-13, San Francisco, CA SEMICON Singapore May 2-4, Singapore	The ConFab June 3-6, Las Vegas, NV Advanced Semiconductor Mfg. Conf. May 15-17, Saratoga Springs, NY ECTC May 29-June 1, San Diego, CA SID Display Week June 3-8, Boston, MA IEEE Int'l Interconnect Tech. Conf. June 3-6, Burlingame, CA		SEMICON West July 10-12, San Francisco, CA	SPIE Photo-mask Tech. Sept. 19-22, Monterey, CA IMAPS Int'l Sept. 11-13, San Diego, CA	SEMICON Europa Oct. 11-13, Dresden, Germany AVS October 28-Nov. 2, Tampa, FL	MRS Fall Meeting Nov. 26-30, Boston, MA IEDM Dec. 10-12, Washington, D.C.
Webcasts					450mm Status Report			EUV Lithography	

Subject to change without notice

* Special Readex – Ad Effectiveness Studies – Available to all April and October issue advertisers!



Effective January 1, 2012, subject to change

www.ElectroIQ.com/semiconductors

Editorial Coverage



Solid State Technology provides coverage of the key technologies and business issues for the semiconductor manufacturing industry and related electronics industries including MEMS, Displays, Packaging & LEDs Manufacturing.

Wafer Processing	Lithography	Advanced Packaging	Inspection	Device Architecture
Cleaning & surface prep	Double exposure patterning	3D Integration	CD measurement	Transistor source, drain, channel formation
Deposition and growth	EUV	Die stacking and TSVs	Film thickness measurement	Transistor gate stacks
Ion implant	Nanoimprint	Package on Package (PoP)	Surface analysis tools	Shallow trench isolation
Thermal processing	Masks	Test and inspection	Pressure measurement	Strain engineering
Electrochemical deposition	Mask cleaning	Interconnects	Failure analysis	Interconnects and vias
Silicon epitaxy	Resist stripping	Thermal management	Defect detection and classification	Memory cell design
CMP	Photoresist processing	Die and wire bonders	Parametric test	Integrated passives
	Overlay registration	Dicing and thinning		
Emerging Technologies and Related Industries	Facilities	Components and Subsystems	Business	Materials
MEMS	Chemical and gas distribution systems	Power supplies	Economic forecasts	Wafers
LEDs	IT infrastructure	Mass flow controllers	Mergers and acquisitions	Diffusion barriers
Displays	MES/CIM/material tracking	Wafer chucks	Supply chain management	Anti-reflective coatings
RFID	Gases	Sensor buses	Technology transfer: R&D and production	Photoresists
Optoelectronics	Vacuum: pumps, gauges, traps, piping	Robotics	Device pricing, capacity, supply	Silicon-on-insulator
Hard disk drives	Air handling	Filters	Service and repair	Sputtering targets
Magnetic memories	Automation	E-diagnostics	Application labs	Chemicals
Flexible electronics	Cleanrooms	Vacuum pumps and accessories	Green site/new fab construction	Gases
Thin film batteries				

Effective January 1, 2012, subject to change

www.ElectroIQ.com/semiconductors

ElectrolQ.com's Semiconductors Channel

www.ElectrolQ.com/semiconductors



Home Page Plus Sponsorships From the editors of Solid State Technology

Powering ElectrolQ.com, your one-stop global connection to technology decision-makers in the semiconductor, packaging, nanotech/ MEMS, displays, energy storage, photovoltaics and LEDs manufacturing industries!

Maximize Your Reach to Decision-Makers

Associate your company or product with leading industry media brands and generate traffic to your website through banner advertising!

- Align your advertising message to relevant, credible, editorial content
- Unique cross-promotional platform
- Drive traffic to your website
- Generate highly qualified sales leads
- Build brand awareness and name recognition
- Targeted messages reach your specific audience
- Cost effective and efficient
- Measurable ROI

Your ads not only appear on the *Solid State Technology* Channel home page, but also run-of-site within the Channel. (eg. Webcast page, blogs etc.)

CLICK HERE FOR RATES AND SPECIFICATIONS



NEW! Welcome Ad

Available on all Channel home pages & Topic Center pages

Exclusive 800 x 600, "Full Page" ad

Increase Brand visibility with this 100% share of voice opportunity to reach every visitor once per day for a week.

- Premium placement
- Large, dramatic, high-impact
- Appears during user navigation between web pages



Effective January 1, 2012, subject to change

www.ElectrolQ.com/semiconductors

ElectroIQ.com's Semiconductors Channel: Topic Centers

www.ElectroIQ.com/semiconductors

Topic Center Sponsorships Limited to two advertisers

ElectroIQ.com's Semiconductor, Packaging, MEMS, Displays and LEDs Manufacturing Channel allows advertisers to accomplish all their marketing goals, from broad branding and awareness to highly targeted lead generation programs tightly aligned to brand-specific, relevant content and audience segments.

Achieve Targeted Visibility and response by aligning your marketing campaign with messaging that is most relevant to your prospects:

Your choice of two dominant ad packages

- Top Leaderboard 728x90 (includes anchor)
- Right column 300x600 or 300x250 +9 text links (as bullet points)

Topic Center ads appear on all article pages within that topic, ensuring visibility by site visitors who arrive via search engines and newsletter links, as well as navigating through the site.

Choose the topic center most closely aligned with your customer base:

Topic Centers

Semiconductors

- Wafer Processing
- Lithography
- Device Architecture
- Metrology

Packaging

- 3D Integration
- Wafer Level Packaging
- Materials and Equipment

MEMS

- Applications
- Manufacturing
- Packaging and Testing

NEW! Displays

- FPDs and TFTs
- Flexible Displays
- Touch Technologies

NEW! LEDs Manufacturing –

- LED Manufacturing
- LED Packaging and Testing
- OLEDs



CLICK HERE FOR RATES AND SPECIFICATIONS

Effective January 1, 2012, subject to change

www.ElectroIQ.com/semiconductors

Newsletters

From the editors of *Solid State Technology*

- Build brand awareness
- Drive web traffic with targeted banner ads
- Extend your reach and frequency

NEW! LEDs Manufacturing News

The manufacturing of light-emitting diodes (LEDs) for solid-state lighting, displays and other applications is the focus of this newsletter. Topics will include MOCVD, GaN, germanium and sapphire, and related elements of LED production, as well as packaging and test. OLEDs will also be covered. Published the second Wednesday of every month and distributed to 10,000 subscribers.*



NEW! Displays Digest (Coming January, 2012!)

Look to *Displays Digest* for news and expert insights into manufacturing processes for flat panel displays (FPDs), touchscreens, and flexible displays. The newsletter will also cover trends in different display sectors, glass sizes, and new films. Published the fourth Wednesday of each month and distributed to 10,000 subscribers.*



Advanced Packaging News

Advanced Packaging News covers IC packaging processes, including 3D integration, wafer dicing, die placement, die attach, wire bonding, encapsulation/molding, lead forming, solder bumping, package inspection, package test, laser marking, singulation, packing and shipping. Published the first and third Wednesdays of each month and distributed to 20,000 subscribers.*



MEMS Direct

The *MEMS Direct* newsletter focuses on this high-growth market, which includes sensors, ink-jet print heads, accelerometers, RF MEMS, microphones, and micro-fluidic devices. Each newsletter includes information on new applications, as well as new advances in MEMS manufacturing, packaging and test. Published the third Tuesday of each month and distributed to 25,000 subscribers.*

Wafer News

This newsletter examines recent news and technical trends in the semiconductor industry, focusing on IC manufacturing, semiconductor manufacturing equipment, and materials. Published the second and fourth Tuesday of each month and distributed to 45,000 subscribers.*



e-Show Daily Newsletters

Leverage *Solid State Technology's* exclusive coverage of the industry's hottest events by positioning your advertising in our special e-Show Daily Newsletters and on ElectroIQ.com/semiconductors. Distributed daily at SEMICON West & The ConFab.

*Publisher's own data

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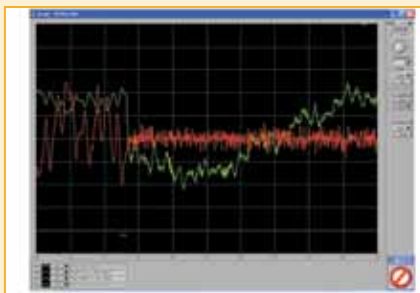
www.ElectroIQ.com/semiconductors

Newsletter Calendar



JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1/4 Advanced Packaging: Tech Outlook	2/1 Advanced Packaging	3/7 Advanced Packaging	4/4 Advanced Packaging	5/2 Advanced Packaging: Power Electronics	6/6 Advanced Packaging	7/3 Advanced Packaging	8/1 Advanced Packaging	9/5 Advanced Packaging	10/3 Advanced Packaging	11/7 Advanced Packaging	12/5 Advanced Packaging: Materials
1/10 WaferNews: Best read articles of 2011	2/8 LEDs Manufacturing: Strate- gies in Light Preview	3/13 WaferNews: Metrology	4/10 WaferNews	5/8 WaferNews: Wafer Clean- ing	6/12 WaferNews: Intercon- nects	7/10 WaferNews	8/8 LEDs Manufactur- ing: LED Materials	9/11 WaferNews:	10/9 WaferNews: SEMICON Europa	11/13 WaferNews:	12/11 WaferNews: IEDM Report
1/11 LEDs Manu- facturing	2/21 MEMS Direct	3/14 LEDs Manu- facturing: Strategies in Light Report	4/11 LEDs Manu- facturing	5/9 LEDs Manu- facturing: Packaging and Testing LEDs	6/13 LEDs Manu- facturing	7/11 LEDs Manu- facturing	8/14 WaferNews: Planariza- tion	9/12 LEDs Manu- facturing	10/10 LEDs Manu- facturing	11/14 LEDs Manu- facturing	12/12 LEDs Manu- facturing
1/17 MEMS Direct	2/14 WaferNews: Lithography	3/20 MEMS Direct: MEMS and Smart Systems	4/17 MEMS Direct	5/15 MEMS Direct: MEMS Packaging	6/19 MEMS Direct: Through Silicon Vias	7/17 MEMS Direct	8/15 Advanced Packaging	9/18 MEMS Direct	10/16 MEMS Direct	11/20 MEMS Direct	12/18 MEMS Direct: MEMS Foundries
1/18 Advanced Packaging: 3D Integra- tion	2/15 Advanced Packaging	3/21 Advanced Packaging: Burn-in and Test Sockets	4/18 Advanced Packaging	5/16 Advanced Packaging: Package-on- Package	6/20 Advanced Packaging	7/18 Advanced Packaging	8/21 MEMS Direct	9/19 Advanced Packaging: Wafer Level Packaging	10/17 Advanced Packaging: OSATs	11/21 Advanced Packaging	12/18 WaferNews: Emerging Devices
1/24 WaferNews: Executive Viewpoints	2/22 Displays	3/27 WaferNews: 450mm Wafer Transition	4/24 WaferNews	5/22 WaferNews: Fables/ Foundries Supply Chain	6/26 WaferNews: High-k Metal Gates	7/24 WaferNews: SEMICON West Wrap- up	8/28 WaferNews: Deposition Technology	9/25 WaferNews: EUV	10/23 WaferNews: Silicon Epitaxy	11/27 WaferNews: Wafer Cleaning	12/19 Advanced Packaging: Packaging Materials
1/25 Displays: Flexible Displays	2/28 WaferNews	3/28 Displays	4/25 Displays	5/23 Displays: Society for Informa- tion Display Report	6/27 Displays	7/25 Displays	8/29 Displays	9/26 Displays	10/24 Displays	11/28 Displays	12/26 Displays: Thin Film Transistors

Featured topics are covered in addition to the top stories of the week.



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Lead Generation

Maximize your ROI and generate valuable leads for your sales team with these programs:



White Papers

Put the power of qualified leads in your hands with Technical White Paper sponsorships.

- Gain additional corporate and/or product exposure
- Customizable registration form
- Generate highly qualified leads
- Access reports 24/7: Historical page views, white paper downloads, lead contact information
- Searches can be done by keyword, category and company

Maximize your company brand and White Paper exposure by upgrading to a premium sponsorship.

Rates: 1-5 \$500 each/per month

Premium Sponsorship \$750 each – includes logo and description placement on Channel Home page



Editorial Guides

- Single sponsorship of custom guides on the topic of your choice created by Solid State Technology's editorial team and promoted to 40,000 qualified subscribers* for .PDF download.
- Customizable registration form so you capture the demographics you need.
- Includes up to three full-page ads (yours) or your own white paper.

Rate: \$7,500

Includes: 1 html promotion & 3 month's website promotion



E-mail or Direct Mail List Rental

Target up to 103,000 subscribers in the semiconductor, packaging, MEMS, displays and LEDs manufacturing industries with *Solid State Technology's* database. Rent from *Solid State Technology's* list of qualified buyers and specifiers to include: job function, company type, principal products, purchase influence geography and much more.

Advertiser Rates: \$450/1,000 for e-lists;
(minimum order \$2,000)

\$185/1,000 for direct mail

Additional charges for selects



Event Sponsorships

Your logo and expanded description of your event appear on the channel page (up to four total) and in rotation on the ElectroIQ home page.

Rate: \$500



Contest Sponsorships

- Lead Generation – collect data for every person who participates in the contest
- Branding - Top & Bottom Leaderboards and clickable sponsor logo around contest with impressions/click through rates
- Targeted Audience - Allows sponsor to build potential customer database of targeted leads
- Exposure - A unique branding opportunity to associate with audience engaging content

Rate: \$2,500

All rates are gross.

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Lead Generation Webcast/Podcast



Webcast Opportunities

- Lead generation and reporting
- Event customization
- Interactive Q&A via text, audio or both
- Audience polling
- Unlimited audience size
- 24/7 access to registrant database
- Fully customized with your logo and message

Leverage your Webcast investment and generate additional leads with on-demand webcast extension packages!

Webcast/Podcast

Sponsorships

These web-based multi-media presentations feature *Solid State Technology's* editorial staff and top industry experts discussing leading-edge technologies and applications, providing an unbiased and objective look at specific technologies and application areas. Participants in live educational webcasts gain direct access to the experts for dynamic, informative and interactive discussions.

Sixty minute webcasts are archived on the *Solid State Technology's* website for six months. Included: two pre-event promotions for the live webcast and one post-event promotion for the on-demand webcast.

See Editorial Calendar on page 11 for special topics

Rates:

- Podcast Sponsorship: \$2,500
- Shared Webcast Sponsorship: \$5,000
- Exclusive Webcast Sponsorship: \$15,000

All rates are gross

3 Month webcast extension package	\$4,000	3 additional months web site archiving	2 additional newsletter promotions	1 exclusive HTML promotional e-mail blast
6 Month webcast extension package	\$7,000	6 additional months web site archiving	4 additional newsletter promotions	2 exclusive HTML promotional e-mail blasts

“PROFESSIONALS IN ANY INDUSTRY OFTEN HAVE VERY LITTLE [IF ANY] DOWN-TIME DURING A TYPICAL WORKDAY, AND EVEN LESS WHERE THEY CAN TRAVEL FOR AN EDUCATIONAL WORKSHOP. **WEBCASTS WERE A PERFECT SOLUTION FOR OUR COMPANY TO REACH OUR TARGET CUSTOMERS,** ENGAGE THEM, AND EDUCATE THEM IN A COST-EFFECTIVE WAY.”

LOU CARULLI - MARKETING MANAGER
KONICA MINOLTA SENSING AMERICAS

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Magazine Rates & Specifications



Display Advertising Rates

Rates are based on the total number of insertions of any display size ad used within a contract year, starting with the date of first insertion. The advertiser or its agency must establish that contract one year in advance and in writing to the publisher.

Gross Rates (Please note prices include color)

	1x	3x	6x	10x
Spread	\$25,410	\$22,235	\$19,035	\$17,130
Full Page	\$12,705	\$11,115	\$9,515	\$8,565
2/3 Page	\$10,490	\$9,180	\$7,860	\$7,075
1/2 Page	\$8,640	\$7,560	\$6,470	\$5,825
1/3 Page	\$7,135	\$6,455	\$5,345	\$4,810
1/4 Page	\$6,105	\$5,340	\$4,570	\$4,115
1/6 Page	\$5,080	\$4,825	\$4,490	\$4,040
Digital Pop-up	\$4,580	\$3,880	-	-
E-mail Alert	\$2,500	-	-	-

Digital Magazine Edition Specs

Digital Pop-up

Ad Dimensions: 720x300
 Max file size: 40k
 Animation: up to 15 seconds
 Format: .gif, .jpeg, flash, etc.

Digital Magazine Alert

Ad Dimensions: 160x600
 Max file size: 40k
 Animation: Static only
 Format: .jpeg, .gif












Cover Position

Minimum 3x commitment, includes 4 color
 CV2- +25% CV3- +15% CV4- +30%

Premium Positions

Premium positions guarantee a location within the magazine; available at a 10% premium, minimum 3x.

Specifications Publication Trim Size: 8 x 10.5" (203 x 266 mm) No charge for bleed.

	FULL PAGE SPREAD Live Area: 15 x 9.5" (381 x 241 mm) Trim: 16 x 10.5" (406 x 267 mm) Bleed: 16.25 x 10.75" (413 x 274 mm)		2/3 PAGE Live Area: 4.5 x 9.5" (114 x 241 mm) Bleed: 5.25 x 10.75" (133 x 274 mm)		1/2 PAGE HORIZONTAL Live area: 7 x 4.875" (178 X 124 mm) Bleed: 8.25 x 5.5" (210 x 140 mm)		1/2 PAGE VERTICAL Live Area: 3.375 x 9.5" (86 x 241 mm) Bleed: 4.125 x 10.75" (105 x 274 mm)		1/2 PAGE ISLAND Live Area: 4.5 x 7.375" (114 x 187 mm) Bleed: 5.25 x 8.25" (133 x 210 mm)		
	FULL PAGE Live Area: 7 x 9.5" (178 x 241 mm) Trim: 8 x 10.5" (203 x 267 mm) Bleed: 8.25 x 10.75" (210 x 274 mm)		1/3 PAGE HORIZONTAL 7 x 3.3125" (178 x 84 mm)		1/3 PAGE SQUARE 4.5 x 4.875" (114 x 124 mm)		1/3 PAGE VERTICAL 2.25 x 9.5" (57 x 241 mm)		1/4 PAGE 3.375 x 4.875" (86 x 124 mm)		1/6 PAGE 2.25 x 4.875" (57 x 124 mm)

Supplying Ad Material for PennWell Magazines:

Send Advertising Material to:

Ad Traffic Photovoltaics World
 1421 South Sheridan Road
 Tulsa, OK 74112

e-mail ad material to:

admaterial@pennwell.com

PennWell prefers ad material to be supplied as PDFs with PDF/X-1a format option. We accept ads built in these programs: InDesign, Page-Maker, Quark, Illustrator, Freehand and Photoshop. Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics. PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw. PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.

For complete PennWell specifications upload to our FTP site:

<http://digitalads.pennwell.com> (no password necessary)

Upload To Our FTP Site:

- Go to <http://digitalads.pennwell.com>
- Select Solid State Technology from the scroll-down menu
 - Fill in the required information and then select "upload ad".
 Our FTP site will accept up to 100 MB. Please stuff or zip your files before sending and wait for your confirmation.

Mail Your Ad:

- For files under 10 MB, please e-mail your ad to: admaterial@pennwell.com
- Include advertiser name, publication name and issue date.

Send Physical Material To:

PennWell Corporation
 Attn: Ad Traffic Team
 1421 South Sheridan Road
 Tulsa, OK 74112

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www.ElectroIQ.com/semiconductors

Website Rates & Specifications



ElectroIQ.com/semiconductors

- Material deadline: 3 days prior to post
- Material format: .gif, .jpg or .swf
- Max. animation time: 15 seconds, 3 loops max
- Supply the click through url with your material
- Maximum file size: 40K, on all materials except Welcome ads 8k max.

All rates gross/month

Channel Page Home Page Plus Sponsorships

Total of two ads per position: 50% share of inventory.

AD UNIT	SIZE	SEMICONDUCTOR CHANNEL	ALL OTHER CHANNELS
Welcome Ad New for 2012	800x600	\$2,500	\$2,500
Leaderboard (incl. anchor)	728x90	\$3,000	\$2,000
Skyscraper	180x600	\$1,750	\$1,160
Site Sponsor #1-4	180x150	\$1,000	\$675

Site Sponsor 1-4 positions rotate randomly throughout the month. All rates per month, except Welcome ads, priced per week.

Topic Center Sponsorships

Limited to one advertiser for each topic center bundle. 100% share of voice for Bundle A and 100% share of voice for Bundle B

Semiconductor TOPIC CENTERS

- Wafer Processing
- Lithography
- Device Architecture
- Metrology

PACKAGING TOPIC CENTERS

- 3D Integration
- Wafer Level Packaging
- Materials & Equipment

MEMS TOPIC CENTERS

- Applications
- Manufacturing
- Packaging & Test

LEDs

- LEDs Manufacturing
- LED Packaging & Testing
- LED Applications

DISPLAYS

- FPDs and TFTs
- Flexible Displays
- Touch Technologies

Topic Center bundles:

- **Bundle A:** Top Leaderboard and Anchor
- **Bundle B:** Right rail ad spaces
100% share of voice for each bundle

TOPIC CENTER PRODUCTS		SIZE	SEMICONDUCTOR CHANNEL	ALL OTHER CHANNELS
Bundle A	Leaderboard and Anchor	728x90	\$3,000	\$2,000
Bundle B	OPTION 1 wide skyscraper OR OPTION 2 segmented sky w/ banner & 9 bullet point text links	300x600 300x250	\$4,000	\$3,000

For questions or to submit ad materials, for any of these products, please e-mail: webmaterial@pennwell.com



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www.ElectroIQ.com/semiconductors

Digital Newsletters Rates & Specifications



Newsletter Specifications

- Material deadline: 3 days prior to post
- Material format: .gif, or .jpg
- Supply the click through url with your material
- Maximum file size: 35K, except leaderboard and anchor = 40K
- All rates gross/issue

***NOTE: Animated ads will no longer be accepted for Newsletters due to growing numbers of subscribers' inability to view animated files.*

AD UNIT	SIZE	WAFER NEWS	ADVANCED PACKAGING NEWS	DISPLAYS DIGEST
Leaderboard	728x90	\$3,430	\$1,340	\$1,340
Skyscraper	180x600	\$3,430	\$1,340	\$1,340
Middle #1	468x60 or 180x150	\$2,290	\$1,070	\$1,070
Middle #2	468x60 or 180x150	\$1,900	\$ 940	\$ 940
Middle #3	180x150	\$1,750	\$ 805	\$ 805
Middle #4	180x150	\$1,500	\$ 695	\$ 695
Anchor	728x90	\$1,140	\$ 540	\$ 540

AD UNIT	SIZE	MEMS DIRECT	LEDs MANUFACTURING NEWS	e-SHOW DAILY
Leaderboard	728x90	\$1,340	\$1,340	\$2,500
Skyscraper	180x600	\$1,340	\$1,340	\$2,500
Middle #1	468x60 or 180x150	\$1,070	\$1,070	\$2,200
Middle #2	468x60 or 180x150	\$ 940	\$ 940	\$1,950
Middle #3	180x150	\$ 805	\$ 805	\$1,750
Middle #4	180x150	\$ 695	\$ 695	\$1,500
Anchor	728x90	\$ 540	\$ 540	\$1,600

Additional Middle 1 & 2 Options

- Hybrid Ad – image max. size 150x150, plus 45 words + url link
- Plain Text Ad – 50 words + url link

For questions or to submit ad materials, for any of these products, please e-mail: webmaterial@pennwell.com

The screenshot shows the WaferNEWS website layout with various ad units highlighted in orange boxes. The units include a Leaderboard at the top, followed by Middle #1, Middle #2, a Skyscraper, Middle #3, Middle #4, and an Anchor at the bottom. The website content includes news articles and a sidebar with a 'LEADERBOARD' section.

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The  **2012**
ConFab®

The Meeting for Key Decision Makers
on Semiconductor Fabrication

THE
POWER *of*
ONE EVENT





June 3-6, 2012
Encore at the Wynn
Las Vegas, Nevada

Hear a World-Class Conference Program Built for the Benefit of Device Manufacturers and Their Global Suppliers

Meet Senior-Level Executives from the Semiconductor Supplier and Manufacturing Community

Participate in Private Face-to Face Boardroom Meetings with Guaranteed ROI.

EVENT OVERVIEW

The ConFab, now entering its eighth year, is an exclusive, invitation-only event where executives from semiconductor equipment and material suppliers meet with key decision makers from semiconductor and related manufacturing organizations, including MEMS, displays and LEDs manufacturers. Ample time is available for private face-to-face meetings between equipment and material suppliers and manufacturers. Attendance is by invitation-only and attendees are pre-screened to verify that they are key participants in the buying process.

The conference program is 100% focused on economic and manufacturing issues, implications and solutions. Several conference sessions will be led by the foremost experts and semiconductor manufacturing executives and will demonstrate:

- Proven cost-reduction strategies for fab operations;
- Case studies of successful implementation of techniques such as design for manufacturing and lean development;
- How to more effectively finance the escalating costs of semiconductor R&D.

The answers to today's economic challenges. This invitation only event is an exclusive program built for the benefit of device manufacturers and their global suppliers. It's a rare opportunity to meet in an atmosphere, which fosters strategic discussions about long-term issues with significant economic impact. At the same time, The ConFab conference will provide the information needed to make decisions that will impact fab operations. That's why every component of The ConFab is designed to accelerate the business decision-making and market knowledge of semiconductor executives.

Productive business meetings. The ConFab is very different from the typical conference in the semiconductor industry. It is exactly what the name suggests – an opportunity to establish dialogue with industry experts, network with your peers from all over the world, and build strategic alliances through private meetings with semiconductor manufacturers.

The meetings are an essential part of The ConFab. Since you don't have to travel around the world to meet with the key executives in the industry, you'll find that you can consolidate months' worth of meeting time into three days. You'll have the opportunity to meet in a unique environment which encourages strategic discussions.

And you'll have the chance to meet with executives that you may not otherwise have the opportunity to meet. Top manufacturing executives from every corner of the globe – Asia, the U.S., and Europe – gather to participate in The ConFab.

The executives who attend gain valuable insights that help them run their manufacturing operations more cost effectively, conduct substantive business meetings, and network with their peers in the semiconductor industry. We're confident you'll find that The ConFab will provide a high rate of return on your investment.

THE POWER of ONE EVENT

New Venue in 2012!
Uniquely Wynn.



Distinctly Encore.

Encore continues Wynn Resorts' tradition of creating extraordinary interior environments that elevate the guest experience with thoughtful detailing, supreme comfort, timeless design and impeccable service. A refuge of sophisticated chic, the Las Vegas hotel suites at Encore are a study in contrast and subtlety – simple in color, intricate in texture and layered in details that both read the elegance of tradition and forecast the drama of the future. Each of the resort rooms offers the ultimate luxury of space, featuring Resort Suites spanning 700 square feet and Tower Suites measuring up to 5,800 square feet. Guests revel in luxurious accommodations with two-story glass windows with dramatic views, and extravagance of marble and limestone.



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www.theconfab.com

Audience Profile



ATTENDEE AUDIENCE PROFILE

As a sponsor of The ConFab, you will have the opportunity to meet with an elite group of executives from device manufacturers who buy over \$94 billion in equipment and materials. This event is designed to help build the alliances you need for success within the semiconductor manufacturing industry.

OUR AUDIENCE PROFILE REFLECTS THE FOLLOWING TITLES:

The attendees at The ConFab are senior-level decision makers who have historically represented the top 50 device manufacturers from the United States, Europe, China, Taiwan, Japan and Korea. Attendees are involved in buying the total spectrum of products and materials involved in semiconductor fabrication.

- CEO, President and COO
- Senior Vice President
- Vice President of Manufacturing
- Director
- Executive Vice President and Chief Manufacturing Officer
- Vice President, 300mm Operations
- Manufacturing Director
- Fab Manager

Representing these device manufacturers:

- AMD
- Amkor
- Anadigics China Corporation
- Analog Devices
- ASMC
- ATMEL
- Broadcom
- Chartered Semiconductor
- CSMC
- Fairchild Semiconductor
- Freescale Semiconductor
- Fujitsu
- GLOBALFOUNDRIES
- Grace Semiconductor
- Hynix
- IBM
- Infineon
- Inotera
- Intel
- Intel Capital
- Landshut Silicon Foundry GmbH
- LSI
- Macronix
- Marvell Corp
- Microchip
- Maxim
- Micron Technology
- Nanya
- NEC Semiconductors Yamagata, Ltd.
- Numonyx
- Nvidia
- NXP
- Panasonic Corporation
- Powerchip
- Promos
- Qualcomm
- Quimonda
- Renesas
- Samsung
- Seagate Technology
- SEMATECH
- Semiconductor Industry Association
- Shanghai Hua Hong NEC Electronics Co., Ltd.
- Shanghai SIM-BCD Semiconductor Manufacturing Co., Ltd.
- SMIC
- Sony
- Spansion
- STATS ChipPAC Inc.
- ST Microelectronics
- SVTC Technologies
- Texas Instruments
- Toshiba
- Tower Jazz
- TSMC
- UMC
- United Test and Assembly Center
- X-FAB
- Xilinx

Sponsorship Benefits



BENEFITS OF SPONSORING THE CONFAB

The ConFab is a unique event that provides maximum return for sponsors: face-to-face interactions that drive your ROI. Sponsors will realize the following benefits from participating in this unique event.

FAVORABLE COST AND TIME PER MEETING COMPARED TO OTHER EVENTS OR INDIVIDUAL SALES CALLS.

What would it cost you in time and money to send your top executives around the world to meet with senior decision makers at over 30 different chipmakers? You need to go to only one place and one event to meet global and key decision makers from the leading semiconductor device manufacturers.

ONE-TO-ONE MEETINGS WITH DEVICE MANUFACTURERS.

A significant portion of time is allocated at The ConFab for face-to-face meetings between senior level executives from semiconductor equipment suppliers and device manufacturers to conduct business in private meeting rooms at a corporate meeting facility and luxury resort. Both sponsors and attendees will realize a substantial, measurable return on the time and money they spend at The ConFab.

PRE-QUALIFIED ATTENDEES.

Attendance is by invitation only and attendees will be pre-screened to verify that they are key participants in the buying process. The ConFab is an event which delivers pre-qualified attendees.

SPONSORSHIP PACKAGES RANGE IN PRICE AND CAN BE CUSTOMIZED TO MEET YOUR BUSINESS NEEDS AND BUDGET.

For more information on sponsorship opportunities, contact:

Sabrina Straub, *Event Sales Representative*,
at 603-891-9213 or email: sabrinass@pennwell.com.

INSIGHT ON CRUCIAL ECONOMIC AND MANUFACTURING ISSUES FROM INDUSTRY LEADERS.

Get the information you need on the trends and technologies that are driving the semiconductor industry from an economic and manufacturing perspective. The program will focus on near-term manufacturing issues, manufacturing implications of end-user demand, and the long-term potential of emerging technologies.

DYNAMIC NETWORKING OPPORTUNITIES.

The ConFab provides a setting that is conducive for strengthening current business relationships and developing new partnerships. Both informal and formal networking opportunities abound within this corporate meeting facility and luxury resort.

“The one-on-one meetings are great. We plan, prepare and meet with industry leaders from various segments and in just a few short days, we cover the globe.”



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www.theconfab.com