

SAXONY!

SEMICON[®]
Europa2010

CONVERGING ELECTRONICS WEEK
Plastic Electronics Conference & Exhibition

SPONSORING GET TOGETHER IN DRESDEN

Saxony is pleased to announce the convening of a Get Together
on the occasion of the SEMICON Europa / Plastic Electronics 2010

October 19, 2010

at the ALBERTINUM DRESDEN



WIRTSCHAFTSFÖRDERUNG
SACHSEN

1. Presence Package 1.....Euro 750.00

- Company logo displayed in the internet at www.semiconeuropa-dresden.de, www.plastic-electronics2010.com and www.semiconeuropa.org
- Company logo displayed on the sponsors' wall at the event
- If booked before Sep. 3, 2010, your company logo will appear on the admission tickets

2. Presence Package 2.....Euro 1,000.00

- Company logo displayed in the internet at www.semiconeuropa-dresden.de, www.plastic-electronics2010.com and www.semiconeuropa.org
- Company logo displayed on the sponsors' wall at the event
- If booked before Sep. 3, 2010, your company logo will appear on the admission tickets

3. Presence Package 3.....Euro 2,000.00

(a maximum of 5 packages will be awarded)

- Company logo displayed in the internet at www.semiconeuropa-dresden.de, www.plastic-electronics2010.com and ww.semiconeuropa.org
- Company logo displayed on the sponsors' wall at the event
- If booked before Sep. 3, 2010, your company logo will appear on the admission tickets
- Option to display / attach a poster (max. DIN A 1) / or a roll-up display (max. 2.50 m high, 1 m wide) in the lobby during the event. The costs for creating and transporting the materials have to be assumed by the sponsor.

4. Sponsorship of the Welcome CocktailEuro 4,000.00

(exclusive package – only 1 package will be awarded)

The package includes welcome cocktails for the guests as well as drinking straws bearing the company logo. Additional arrangements have to be coordinated with the hosts; the costs of which have to be assumed by the sponsor.

The package also includes:

- Company logo displayed in the internet at www.semiconeuropa-dresden.de, www.plastic-electronics2010.com and www.semiconeuropa.org
- Company logo displayed on the sponsors' wall at the event
- If booked before Sep. 3, 2010, your company logo will appear on the admission tickets

5. Sponsorship of an info lounge.....Euro 5,000.00

(a maximum of 3 packages will be awarded)

The package includes the provision of a lounge area which will be integrated into the overall concept of the evening. This area will be designed individually by the sponsor in coordination with the hosts.

The package also includes:

- Company logo displayed in the internet at www.semiconeuropa-dresden.de, www.plastic-electronics2010.com and www.semiconeuropa.org
- Company logo displayed on the rear sponsors' wall at the event
- If booked before Sep. 3, 2010, your company logo will appear on the admission tickets

6. Sponsorship of one of the shuttle buses.....Euro 2,200.00

(48 seats; Messe Dresden exhibition center – downtown hotels – Albertinum – downtown hotels)

The evening's guests will have the option of convenient arrivals at and departures from the event with an additional shuttle service. The package does not include the costs for printing the company logo, etc. and/or attaching it to the bus if so desired. These costs have to be assumed by the sponsor.

The package includes:

- Company logo displayed in the internet at www.semiconeuropa-dresden.de, www.plastic-electronics2010.com and www.semiconeuropa.org
- Company logo displayed on the sponsors' wall at the event
- Displaying promotional flyers on the bus seats
- Shuttle sign with sponsor's logo
- If booked before Sep. 3, 2010, your company logo will appear on the admission tickets

7. Presentation (logo) on other materials on the day of the event:

(must be booked before Sep. 3, 2010)

Other materials:

1x Napkins with printed logo.....	Euro 1,000.00
1x Menu cards (max. 500 pcs.) with printed logo.....	Euro 750.00
4x Displaying company flyers in the lobby..... (flyer in envelope format, leporello fold)	Euro 500.00

Production costs and materials have to be assumed by the sponsor.

8. Advertisement in the *REGJO* magazine's special edition *SAXONY!* (early booking fees available until Aug. 11, 2010 / ad rates valid as of Aug. 12, 2010):

- 1/4 page, four-color..... Euro 800.00 / Euro 1,400.00
- 1/2 page, four-color..... Euro 1,800.00 / Euro 2,400.00
- 1/1 page, four-color..... Euro 3,100.00 / Euro 3,800.00
- Display on cover pages (C2, C3, C4)..... plus 20 % each

The bilingual (German/English) special edition will be published in the 235 mm x 303 mm format (width x height) and will encompass about 24 pages + cover; approx. 10,000 copies will be printed. *REGJO* is a magazine that is published 4 times per year (+ special editions) in the metropolitan area Leipzig/Halle. By distributing it aboard the ICE trains and through other distribution channels, the magazine reaches an international readership even in Brussels and Basel. As an independent magazine providing in-depth background reports, sweeping photo galleries, informative articles, and comprehensive reviews, the special edition *SAXONY!* will spotlight the dynamic microelectronics/ICT venue Saxony already prior to and during the SEMICON Europa / Plastic Electronics 2010 and their related fields. In addition to its distribution aboard the ICE trains as well as through other *REGJO*-specific distribution channels, the special edition *SAXONY!* will also be distributed systematically by the Saxony Economic Development Corporation (WFS) and its partners to the visitors and exhibitors of both expert events in Dresden (display in relevant hotels, at Saxony's two joint booths, etc.).

9. "Special" Product Sponsorship (must be booked by Sep. 3, 2010):

All sponsors of goods and products will receive at minimum those services which are included in "Display Package 1." Depending on the scope of the sponsorship, we'd be happy to also provide individual combinations of the packages as agreed upon and depending on their feasibility.

SAXONY!

Are you interested? Then please don't hesitate to contact us! All additional information on the booking procedure may be obtained from:

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