

# SEMICON<sup>®</sup> *Europa2012*

Connect to Buyers,  
Grow Your Business



9–11 October  
Messe Dresden, Germany



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



Co-located with

 **PE 2012  
CONFERENCE**

 **PE 2012  
Exhibition**

 **semi**<sup>™</sup>

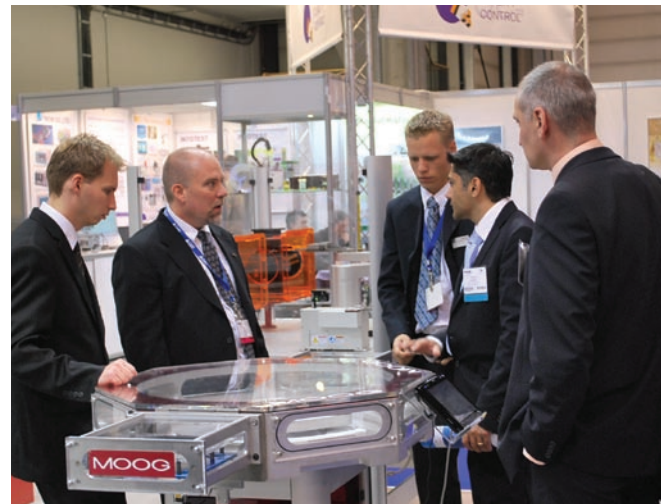


## SEMICON® Europa is the Leading Forum for Microelectronics Manufacturing in Europe.

According to recent fab database analysis, investment activities will continue in Europe. Industry analysts see fab spending in the range of US\$4.8 billion in 2012 for Europe. This is 30–40% up from 2011 and puts Europe in the top three spending regions in 2012.

SEMI® also projects the European semiconductor materials market will continue to be strong in the range of US\$3 billion in 2012, fueled by the demand for microelectronics, MEMS and Discretes.

(Source: SEMI Industry Research & Statistic Department)



## Participate in the Growth of this Economy—Plan Now to be a Part of SEMICON Europa 2012

Europe is investing in capacity and technology buys and is forecast to continue spending growth into 2012. 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 2011 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.

### Top Companies Planning to Spend in 2012

- Globalfoundries
- STMicroelectronics
- IMEC
- Robert Bosch
- Intel
- Infineon

## SEMICON Europa 2012 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 2012 Program Agenda:

- 14th European Manufacturing Test Conference (EMTC)
- Advanced Packaging Conference
- Market Briefing
- International MEMS/MST Industry Forum
- 6th Executive Summit
- Semiconductor Technology Programs
  - 16th Fab Managers Forum
  - Automation and Process
  - Lithography
  - Refurbished Equipment
  - 450 mm Update
  - Metrology
  - New Materials



## 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

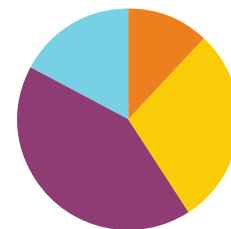
## Visitor Profile

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.

### Visitor Job Level

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

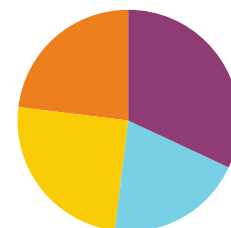
Strong decision making presence with 58% of visitors representing management.



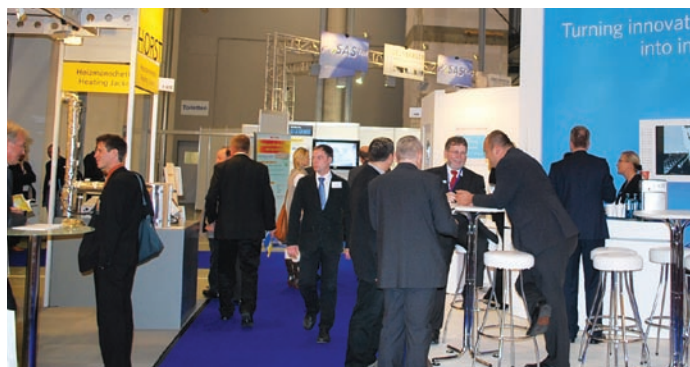
- 17% Executive Management (Chair, President, Chief)
- 12% Senior Management (Vice President, Director, etc.)
- 29% Other Management
- 42% Others

### Visitor Purchasing Authority

SEMICON Europa visitors represent a powerful buying influence: 75% are involved in product specification, selection, and purchasing.



- 23% Final Decision Maker
- 32% Recommend
- 20% Specify Or Evaluate
- 25% Others



### Visitors Job Functions

SEMICON Europa attracts the most qualified buying teams throughout Europe, 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

## 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)

\* Contact us to know more about SEMI Membership or go online and visit [www.semi.org/membership](http://www.semi.org/membership).

### 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 or go online.

## Exhibit Now!

### Contact Us to Reserve Your Booth Space

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#### 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).

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