

The Power of [x]

SEMICON[®]
Taiwan2012

Septmber 5-7, 2012
Nangang Exhibition Hall, TWTC
Taipei, Taiwan

ADVERTISING and PROMOTION KIT

Table of Contents

An exposition can be one of your most effective marketing tools. Experienced exhibitors know there is far more to a successful exposition than "just being there" This table of contents lists many advertising and promotional opportunities available to you for SEMICON® Taiwan 2012 to make this your best exposition ever!

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List of Deadlines

July 20, 2012

Innovative Technology Center **Reservation Due**

July 20, 2012

Web Advertising **Ad Insertion Orders and Ad Materials Due**

July 27, 2012

Innovative Technology Center
Presentation Title and Presentation Material Due

September 4, 2012

Press Kits Due

Web Advertising—www.semi.org

Advertising Deadlines: July 20, 2012

Advertising Rates

Run of Site Program

The Run of Site Program (ROS) includes a big skyscraper, or skyscraper ad, which rotates on eleven top-level pages on semi.org and PVGroup.org for all regions. Includes: Home, About, Press, Advocacy, Market Information, Events, Tradeshows, Standards, Membership and Store.

ROS Ad Frequency	SEMI Member Rate Cost Per Month		Non-Member Rate Cost Per Month	
	Big Skyscraper	Skyscraper	Big Skyscraper	Skyscraper
1 Month	\$2,900	\$1,900	\$4,000	\$2,600
3 Months	2,600	1,600	3,600	2,200
6 Months	2,400	1,200	3,400	2,000
12 Months	2,200	1,000	3,000	1,600

Expositions Program

The SEMI Events and Tradeshows pages provide an ideal forum for reaching and educating the industry's most active participants prior to their attending SEMICON®, SOLARCON®, FPD and other regional SEMI events.

SEMICON shows

China Europe Japan Korea Russia
Singapore Taiwan West

Other shows

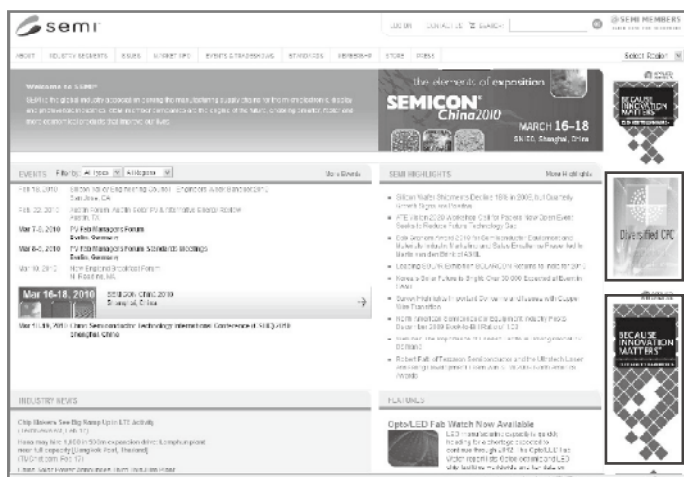
FPD China SOLARCON China SOLARCON India
LEDKorea PVJapan

SEMI Member Rate Cost Per Month		Non-Member Rate Cost Per Month	
Big Skyscraper	Skyscraper	Big Skyscraper	Skyscraper
\$4,800	\$2,700	\$6,700	\$3,700

E-Newsletters—SEMI Global Update and PV Grid

Delivered once a month to over 75,000 SEMI members and contacts these email newsletters contain news articles, SEMI, PVGroup and industry event information; updates on industry advocacy efforts; standards updates and more.

Ad Frequency	SEMI Member Rate Cost Per Month		Non-Member Rate Cost Per Month	
	Text Ad	Skyscraper	Text Ad	Skyscraper
1 Month	\$1,700	\$1,400	\$2,300	\$1,700
3 Months	1,500	1,200	2,100	1,500
6 Months	1,300	1,000	1,800	1,400



www.semi.org homepage

Web Ad Specifications:

Big Skyscraper: 120 pixels (w) x 400 pixels (h)

Skyscraper: 120 pixels (w) x 180 pixels (h)

Maximum File Size: 15K accepted in GIF or swf format only. Flash ad instructions listed on separate datasheet. Provide the URL for the ad link.

E-Newsletters Specifications:

Skyscraper: 120 pixels (w) x 180 pixels (h).

GIF or JPEG Format within 15KB.

Advertising Deadlines: Ads will be posted within 72 hrs. of receipt and approval.

Use of SEMI Terms

SEMI®, SEMICON® and SOLARCON® are registered trademarks of Semiconductor Equipment and Materials International (SEMI) in the United States and other countries. Please be sure to use the correct spelling and formatting of SEMI and SEMICON—all letters are capitalized in both names. The registered trademarks are required with only the first appearance of each name. All ads are subject to approval by SEMI advertising department.

Ad Tracking System

The SEMI website, www.semi.org, utilizes the ZEDO Trafficking and Reporting System to provide reporting specific to your ad campaign. Each advertiser will be provided with a password and user name for 24/7 access to performance numbers.

Web Traffic Reports

The SEMI Web site uses tools provided by Google Analytics to report traffic data and to analyze site usage.

Skyscraper
120 pixels (w) x
180 pixels (h)

Big Skyscraper
120 pixels (w) x
400 pixels (h)

Material Mailing Instructions Email Ad Materials to:

Ms. Annie Liu
SEMI Taiwan
Tel: 886.3.560.1777 ext. 207
Email: aliu@semi.org

www.semi.org 2012 Advertising Insertion Order

Advertiser:

Address:

City/State/Zip/Country:

Contact:

Title:

Tel:

Fax:

Email:

Agency:

Address:

City/State/Zip/Country:

Contact:

Title:

Tel:

Fax:

Email:

Bill to:

☐ Advertiser

☐ Agency

Insertion/Purchase Order #: _____

RUN OF SITE (ROS) PROGRAM

(ROS rotates on all top level pages unless a specific site is chosen below.)

Size: ☐ Big Skyscraper ☐ Skyscraper

Site: ☐ semi.org ☐ China ☐ Korea ☐ Europe
☐ PV Group ☐ N. America ☐ Japan ☐ Taiwan

EXPOSITIONS PROGRAM

(Choose one size and one show)

Size:

☐ Big Skyscraper
☐ Skyscraper

Expositions: (SEMICON Shows)

☐ China ☐ Europa ☐ Japan ☐ Korea
☐ Russia ☐ Singapore ☐ Taiwan ☐ West

(Other Shows)

☐ FPD China ☐ SOLARCON China ☐ PV Japan
☐ LED Korea ☐ SOLARCON India

E-NEWSLETTERS

(Choose one in each category)

Size: ☐ Skyscraper

Site: ☐ Global Update ☐ PV Grid

Start Date:

End Date:

Required Link: http://

Gross Rate:

Discount (Explanation):

Net Rate/Month:

(Ex. 15% agency discount)

Web Ad Specifications

Big Skyscraper: 120 pixels(w) x 400 pixels(h)

Skyscraper: 120 pixels(w) x 180 pixels(h)

File Size: 15K (Maximum)

Format: GIF, JPEG and SWF format only

(See Flash instructions at www.semi.org/advertising)

E-Newsletter Specifications

Skyscraper: 120 pixels (w) x 180 pixels (h). GIF or JPEG format within 15KB.

Ads will be posted within 72 hours of receipt and approval.

Send insertion order to:

Ms. Ana Li, SEMI Taiwan,
11F.-2, No.1, Taiyuan 1st St., Zhubei City, Hsinchu County 302, Taiwan
Tel: 886.3.560.1777 ext. 101 **Fax:** 886.3.560.1555 **Email:** ali@semi.org

Final Authorization

I have read, understand, and accept the stated terms and conditions on page included,
and authorize SEMI to execute this order accordingly.

Authorized Signature:

Date:

Sales Representative:

SIGNED BY ADVERTISER OR AGENCY, THIS DOCUMENT SERVES AS A VALID INSERTION ORDER

Terms and Conditions

Payment Terms and Conditions

If credit is extended, the undersigned agrees and understands that all invoices are due upon receipt. All past due balances are subject to a finance charge at a rate of 1.5% (18% APR) on the outstanding balance. If payments are delinquent, SEMI reserves the right to place a hold on all future SEMI services. No terms or conditions of purchase orders, different from SEMI, will be part of any sales agreement, or other document unless specifically approved in writing by SEMI. Should suit be instituted by SEMI to collect any debts of the undersigned, the undersigned agrees to pay all actual costs of collection and attorney's fees and interest on past due amounts at the highest rate allowed by law.

All advertisements subject to approval by SEMI.

This agreement for credit is deemed to have been executed in the County of Santa Clara, California, and shall be governed by and construed according to the laws of the State of California. The parties hereby agree that, in the event of any action arising out of this agreement, jurisdiction of any such action shall be vested exclusively within Santa Clara County, California.

Upon a change in the customer's principals or legal entity of the company, applicant will give SEMI written notice, fifteen (15) days prior to the change. Should suit be instituted to collect any debts of the undersigned, the undersigned agrees to pay all actual costs of collection and attorney's fees and interest on past due amounts.

Cancellations/Changes (Web Ads)

Cancelled contracts are subject to invoicing at the earned rate.

Cancellations/Changes (Print Ads)

Cancellation or changes are not accepted after the space reservation deadline. Cancellations or changes prior to reservation deadline must be received in writing by the space closing date. Cover, premium and guaranteed positions, including ads booked after the space closing date, are non-cancelable.

Liability

SEMI reserves the right to hold advertisers and/or agencies jointly and severally liable for money due and payable to SEMI.

SEMI is not responsible for missing material or materials that have been output incorrectly. SEMI does not make any art or type corrections to your existing material. Please check your material very carefully before sending. SEMI does not return material after printing. SEMI is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, typhoon, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation of any kind, work slowdown, or any condition beyond the control of SEMI affecting the production or delivery in any manner.

The advertiser and/or agency to indemnify, defend and save harmless SEMI from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter), or the unauthorized use of any person's name or photograph, arising from the publisher's reproduction and the publication of such advertisements pursuant to the advertiser's or agency's order. In addition, SEMI also reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

Insertion Orders

A valid insertion order must contain: Advertiser's name, address, phone number and contact person's name; agency's name, address, phone number and contact person's name; ad title, issue date and product name; confirmed frequency; confirmed gross rate; confirmed net rate; special requests with complete instructions; authorized signature. Invalid insertion orders will not be processed by SEMI and will be returned to the sales representative, to the client or to the agency that placed the order.

Advertising Content Guidelines

SEMI requests that exhibitors not advertise or promote any offsite or outside activity such as an open house, reception, conference, etc., held away from the exhibit hall if occurring during exhibit hours.

SEMICON® Taiwan 2012 Event Marketing Opportunities

Ensure the return on your investment with effective brand marketing and product promotion. SEMI is ready to work with you to create a marketing approach destined to:

- **Increase product and brand recognition**
- **Attract interest and drive traffic to your booth**
- **Stand out from the competition and increase sales**

From big companies to small, there are opportunities to fit every budget. For the widest range of available opportunities, call Ms. Ana Li, SEMI Taiwan, at 886.3.560.1777 ext. 101

GALA DINNER

Call for pricing

GALA Dinner invitees include government officials, SEMI Global Board of Directors, executive management-level decision makers, key technical personnel, SEMI Taiwan Regional Advisory board members, SEMI Taiwan committees and others who influence the purchasing cycle. The VIP Dinner provides high-visibility recognition to the sponsor.

PROGRAM & CONFERENCE

Call for pricing

SEMICON® Taiwan provides a wide range of highly relevant and informative seminars with critical, up-to-date information on markets and technologies. It is the ideal place to brand your company with over 2,000 attendees from around the world.

GOLF TOURNAMENT

A key annual golf event with nearly 200 players from this Industry, held right after SEMICON® Taiwan. It is an outstanding way to get your company name in front of these guests in a non-business and relaxing environment. The sponsoring items related golf tournament including:

- | | | |
|--|---|---|
| • Golf Caps (Exclusive) - NT\$180,000 | • Polo Shirts (Exclusive) - NT\$180,000 | • Jing - Jing Golf Head Cover - NT\$180,000 |
| • Golf Balls (Exclusive) - NT\$160,000 | • Luncheon (Exclusive) - NT\$150,000 | • Ball Mark (Exclusive) - NT\$120,000 |
| • Golf Tees (Exclusive) - NT\$120,000 | • Golf Fun Hole Sponsorship - NT\$120,000 | • Giveaway (Exclusive) - NT\$120,000 |
| • Billboard (Limited to 3) - NT\$100,000 | • Towels (Exclusive) - NT\$100,000 | • Photo Frames (Exclusive) - NT\$100,000 |
| • Hole Sign - NT\$55,000 | • Brewed Beer (Exclusive) - NT\$50,000 | • Awards (Limited to 5) - NT\$50,000 |

OUTDOOR ADVERTISING

A big and eye-catching ad spaces outside the TWTC Nangang Exhibition Hall are guaranteed to attract the attention of the target groups

- Main Entrance Colonnade & Banner (Exclusive) : NT\$ 250,000
- Traffic Lane Banner (Exclusive) : NT \$240,000
- Street Flags (Exclusive) : NT \$200,000
- South Side Billboard : NT \$200,000 / Each / 1300cm(W) X 600cm(H)
- South Side Billboard : NT \$280,000 / Each / 1420cm(W) X 1200cm(H)

INDOOR ADVERTISING

NT\$100,000 each

The indoor advertising is placed on the prime location in the exhibition hall , to present a high-impact display of your company's logo and image to everyone who enters the show floor. as you enter the exposition floor, these visible signs are guaranteed to catch the eye of passers-by.

- Registration Writing Counter : NT \$ 150,000
- Self Registration Counter : NT \$ 200,000
- Directional Sign : NT \$ 100,000 / Each
- Roof Flag at Registration Area : NT \$ 100,000 / Each / 205cm(W) X 600cm(H)

MAIN AISLE SIGNS

NT\$180,000

Limited to 4 companies

6 banners per sponsor

A two-side banner on the show floor! You can put on your company name, logo and booth number on the aisle sign and make it stand out on the show floor

HSINCHU – TAIPEI SHUTTLE BUS

NT\$30,000 each

Build brand awareness start from Hsinchu! Lots of visitors use our Hsinchu – Taipei shuttles to join SEMICON Taiwan, why not providing your brochure on the bus for their reference? Sure it's impressive!

SEMICON® Taiwan 2012 Event Marketing Opportunities

VISITOR LANYARDS

Limited to 2 companies

Distributed at registration areas, the ultimate in visibility. Your company name is in constant view of attendees when it's placed on this fabric-necklace badge holder. Distributed to every attendee at registration, this exclusive marketing option is always in demand.

NT\$330,000 each

12,000 pieces, includes production fee

ATTENDEE BADGE INSERTS

Exclusive sponsorship

Every visitor will be a walking advertisement for your company. Your logo or company name is printed on the front of an insert card that stands up behind the show badge. All attendees are required to wear a badge; make sure your company's name will be seen and worn by every attendee.

NT\$200,000

20,000 pieces, includes production fee

ATTENDEE SHOW BAGS

Limited to 2 companies

Build brand awareness as your company name and message are featured on the "walking billboards." For maximum exposure and attendee convenience, your high-quality paper bag will be placed on bag racks that will be prominently located throughout the Registration area and all entrances to the exhibit halls.

NT\$250,000

5,000 pieces, includes production fee

* If you want to distribute your own bag, SEMI will charge NT\$150,000 as royalty.

ATTENDEE BOTTLE WATER

Includes production fee

The most friendly sponsorship item. Your company logo or image will be displayed on the bottle water. All the attendee will received your warmest greeting at each main entrance!

- 400ml / 7000 Bottles : NT \$200,000
- 300ml / 5000 Bottles : NT \$180,000

POCKET GUIDE

18,000 pieces, includes production fee

Display your company name on this guide. It is prominently distributed in racks throughout the show. Increase your name recognition with attendees who frequently refer to the guide for the floor map with booth numbers and list of company names. Also, your company name and booth number will be highlighted on the map and list.

- Front and back covers (9 x 21 cm) - NT\$100,000 each, limited to 2 companies
- Inside page ad (9 x 5.5 cm) - NT\$40,000 each, limited to 10 companies

SEMICON TAIWAN MASCOT – JING-JING

Call for pricing and details

Jing-jing is the most popular star and also the best traffic builder on the show floor on SEMICON Taiwan.

Want to experience what Jing-jing's can brings you with its irresistible charm? The sponsoring items related to

Jing-jing including:

- Jing-jing iCash Card
- Jing-jing Easy Card
- Jing-jing Candy
- Jing-jing doll
- Jing-jing 3D USB
- Jing-jing Show Time + Lucky Draw

Explore these exciting new ways to maximize your company's exposure at SEMICON® Taiwan 2012. Review the marketing and promotional opportunities available, and ensure your marketing objectives are met by ordering today.

To take advantage of the above event marketing opportunities, contact:

SEMI Taiwan
Ms. Ana Li
Tel: 886.3.560.1777 ext. 101
Email: ali@semi.org

Note: • All of the above prices are for the opportunity only and do not include production or shipping costs. The exhibitor is responsible for all production costs unless other wise noted. Included in the above prices are the onsite labor costs to install and dismantle the marketing and promotional opportunities.
• All the prices above need to add on 5% V.A.T.

Innovative Technology Center

Do you want the opportunity to present your products and/or services to a group of your customers and prospects, but don't have the space in your booth? Consider reserving your speaking time at the Innovative Technology Center! Innovative Technology Center offers you affordable short-term presentation space located conveniently at the show floor.

Included Services:

- A 30-minute presentation time slot
- The seminar room includes podium, microphone, screen, laser pointer
- Theater-style seating



Bonus Promotion:

Your seminar will be listed on the Innovative Technology Center Schedule posted on SEMICON® Taiwan web site, Pocket guide as well as on the master schedule sign boards located on the show floor.

Schedule:

Date	Wednesday, September 5	Thursday, September 6	Friday, September 7
Time	10:30-11:00	10:30-11:00	10:30-11:00
	11:00-11:30	11:00-11:30	11:00-11:30
	11:30-12:00	11:30-12:00	11:30-12:00
	13:00-13:30	13:00-13:30	13:00-13:30
	13:30-14:00	13:30-14:00	13:30-14:00
	14:00-14:30	14:00-14:30	14:00-14:30
	14:30-15:00	14:30-15:00	14:30-15:00
	15:00-15:30	15:00-15:30	15:00-15:30
	15:30-16:00	15:30-16:00	
	16:00-16:30	16:00-16:30	

* Please contact SEMI for available time slots

Location: Nangang Exhibition Hall, TWTC

Cost: (The price includes 5% V.A.T.)

SEMI Member Exhibitors	NT\$16,275 (US\$ 525)
Non - Member Exhibitors	NT\$32,550 (US\$1,050)
Non - Exhibitors	NT\$97,650 (US\$3,150)

Reservation and Payment Information:

Reservations are offered on a first-come, first served basis due to the limited presentation slots. To ensure your reservation, please complete the payment within 14 days after submitting the application. Cancellations received before August 3, 2012 is subject to a 20% administrative fee. After August 4, 2012 refunds will not be issued for cancellations, including no-shows.

Download our Innovative Technology Center Reservation and Payment Form. Reserve your speaking time today!

Please kindly return the completed form to Ms. Evelyn Ling at E-mail: eling@semi.org
Tel: 886.3.560.1777 ext. 306 / Fax: 886.3.560.1555

Innovative Technology Center

Reservation and Payment Form – Reservations Due: July 20, 2012

Contact Information	
Company _____	
Address _____	
City/State/Zip/Country _____	
Telephone _____	Email _____
Contact Name _____	Show-site Contact Name _____
Phone Number on Show-site _____	Booth No. _____

Presentation Title: This information will be used in the promotions mentioned in the previous page if submitted by July 27, 2012

Time selection is on a first-come, first-served basis. Please indicate your top three choices.

Date	Wednesday, September 5	Thursday, September 6	Friday, September 7
Time	<input type="checkbox"/> 10:30-11:00	<input type="checkbox"/> 10:30-11:00	<input type="checkbox"/> 10:30-11:00
	<input type="checkbox"/> 11:00-11:30	<input type="checkbox"/> 11:00-11:30	<input type="checkbox"/> 11:00-11:30
	<input type="checkbox"/> 11:30-12:00	<input type="checkbox"/> 11:30-12:00	<input type="checkbox"/> 11:30-12:00
	<input type="checkbox"/> 13:00-13:30	<input type="checkbox"/> 13:00-13:30	<input type="checkbox"/> 13:00-13:30
	<input type="checkbox"/> 13:30-14:00	<input type="checkbox"/> 13:30-14:00	<input type="checkbox"/> 13:30-14:00
	<input type="checkbox"/> 14:00-14:30	<input type="checkbox"/> 14:00-14:30	<input type="checkbox"/> 14:00-14:30
	<input type="checkbox"/> 14:30-15:00	<input type="checkbox"/> 14:30-15:00	<input type="checkbox"/> 14:30-15:00
	<input type="checkbox"/> 15:00-15:30	<input type="checkbox"/> 15:00-15:30	<input type="checkbox"/> 15:00-15:30
	<input type="checkbox"/> 15:30-16:00	<input type="checkbox"/> 15:30-16:00	
	<input type="checkbox"/> 16:00-16:30	<input type="checkbox"/> 16:00-16:30	

* Please contact SEMI for available time slot

Payment Information

<p>Fee: (The price includes 5% V.A.T.)</p> <p><input type="checkbox"/> SEMI Member Exhibitors: NTS16,275 (US\$525)</p> <p><input type="checkbox"/> Non-Member Exhibitor: NT\$32,550 (US\$1,050)</p> <p><input type="checkbox"/> Non-Exhibitors: NT\$97,650 (US\$3,150)</p> <p>Total : _____</p>	<p>Signature</p> <p>_____</p> <p><input type="checkbox"/> Return Policy – Cancellations on or before August 3, 2012 are subject to a 20% administrative fee. Cancellations received after August 3, 2012 will not be refunded, including no-show.</p>
<p>Methods of Payment</p> <p>USD only</p> <p><input type="checkbox"/> Check Enclosed Beneficiary: SEMI Mailing Address: 3081 Zanker Road, San Jose, CA 95134, USA</p> <p><input type="checkbox"/> Wire transfer Beneficiary: SEMI Account No.: 4277-159497 Paying Bank: Wells Fargo Bank ABA No.: 121000248 Swift Code: WFBUS6S Bank Address: 420 Montgomery Street, San Francisco, CA 94104 USA</p> <p>TWD Only</p> <p><input type="checkbox"/> Check Enclosed Beneficiary: SEMI Taiwan Attn: Finance Department Mailing Address: 11F-2, No. 1, Taiyuan 1st Street, JhuBei City, Hsinchu County 30265, Taiwan.</p> <p><input type="checkbox"/> Wire transfer Beneficiary: SEMI Taiwan Account No.: 5643-717-201996 Paying Bank: Taiwan Cooperative Bank H. S. I. P. Branch Swift Code: TACBTWTP564 Bank Address: No.1, Technology Rd., Science-Based Industrial Park, Hsinchu 300, Taiwan.</p>	<p>Email related materials or any further question, please contact to:</p> <p>Ms. Evelyn Ling Tel: 886.3.560.1777 ext. 306 Fax: 886.3.560.1555 E-mail: eling@semi.org</p>

Attendee List Order Form

Attendee Lists Deliver ROI and Help You Achieve Your Show Objectives

Increase Booth Traffic
and create a buzz with
pre-show invitations

Keep the Show Going
even after its over with post show
attendee communication

Maximize Your Reach and Sales
by selecting attendees who match
your ideal customer profile

Exhibitors do not receive the list directly. Exhibitors must use a bonded mail house or the CDS XPress Eblast service (additional fee). HTML is preferred when submitting your message to CDS. Please allow a 48 hour turn-around time for the Eblast to be created and sent to you for approval. Submit your Eblast text to Holly Gosnell: hgosnell@cdsreg.com

LIST TYPE

Mailing List ☐

Email List** ☐

2012 Event Pre-Registered Attendee List

Invite attendees to your booth and increase booth traffic.

Available beginning August 10, 2012. List includes all records available at time of order.

2012 Event Final Registration Attendee List

Send a follow up message to keep your company in the top of attendees' minds.

Available beginning September 30, 2012. List includes all records available at time of order.

2011 Event Final Registration Attendee List

Remind last year's attendees to register and visit your booth- include a special offer

Available Now!

	Member	Non Member	PRICE
Mailing List	\$.15/name	\$.20/name	
Email List	\$.15/name	\$.20/name	
Mailing List	\$.15/name	\$.20/name	
Email List	\$.15/name	\$.20/name	
Mailing List	\$.15/name	\$.20/name	
Email List	\$.15/name	\$.20/name	
Email Blast**		\$100	
Rush Order*		\$150	
TOTAL			

PLEASE NOTE: Lists are not sent directly to exhibitors. See below for more information.

*Rush Orders will be delivered within 72 hours of processing the order.

Important Information

DELIVERY & CONTENTS

Lists are not sent directly to exhibitors. Lists can be delivered as either a mailing list to a bonded mail house or an XPress Eblast provided by Convention Data Service. The bonded mail house can expect to receive the list within 5 business days from receipt of payment. This bonded agency must be retained prior to release of data. There is a \$300 minimum order. Use of the X•Press Eblast service is required for all email lists. A CDS representative will contact you with regarding the X•Press Eblast requirements after we receive your order.

Terms & Conditions

- 1) Convention Data Services, Inc. hereinafter called **CDS** agrees to the delivery of services as specified and is to be rendered in a timely and professional manner according to standard industry practices. In the event of strikes, electrical power failures, accidents and/or occurrences beyond the control of **CDS** or customer, all deposits and fees shall be returned.
- 2) The method of payment shall be in United States dollars and submitted with the order for service. **CDS** will only accept checks drawn on banks located in the United States of America or certified funds. Please contact **CDS** if you wish to pay by wire transfer.
- 3) **SERVICES WILL NOT BE RENDERED UNTIL PAYMENT IN FULL IS RECEIVED.** No refunds on advance orders.
- 4) Customer is responsible for all applicable Federal, State, or Local taxes.
- 5) **CDS's** liability for damage of any cause whatsoever will be limited to the total price for the goods and services provided by **CDS**.
- 6) It is agreed that the governing law pertaining to this contract will be the laws of the State of Massachusetts, with venue exclusively in Barnstable County.

For ordering information
please contact
Holly Gosnell
1-800-746-9734 x1593
1-508-743-0593
hgosnell@cdsreg.com
Fax to 508-759-4238.
Please fax all pages.



Attendee List Order Form

Attendee Lists Deliver ROI and Help You Achieve Your Show Objectives

Select the demographic responses to be included in the attendee list.

Level of Management / Supervisory Responsibilities

- ☐ 01 Executive Management (Chairman, President, Chief, Managing Director, etc.)
- ☐ 02 Senior Management (Vice President/Director)
- ☐ 03 Other Management
- ☐ 04 Non-Management (Staff/Professional)
- ☐ 05 Other (includes Trainee)
- ☐ ZZ No Response/ Not Applicable

Primary Job Function

- ☐ 10 Executive Management/ Board Member
- ☐ 16 Mfg. Engineering/Operations Mgmt.
- ☐ 44 Product Management/ Engineering
- ☐ 63 Design Engineering (incl. Software, Systems, Test, Hardware)
- ☐ 32 Fabrication and Process Engineering
- ☐ 34 Assembly/Packaging Engineering
- ☐ 23 Quality Assurance and Test Engineering
- ☐ 24 Research and Development Engineering
- ☐ 22 Purchasing/Procurement
- ☐ 11 Facilities Engineering/Engineering Support
- ☐ 17 Marketing Sales, Business Development
- ☐ 28 Manufacturing and Production
- ☐ 09 Environment, Health & Safety
- ☐ 13 Government/Public Policy
- ☐ 29 Human Resources Management
- ☐ 12 Financial/Industry Analyst
- ☐ 27 Training
- ☐ 99 Other: (Please describe)
- ☐ ZZ No Response/ Not Applicable

Company Description

- ☐ 210 PC/Consumer/Commercial Electronics Manufacturer
- ☐ 220 Electronic Manufacturing Services (EMS) Provider
- ☐ 230 Electronics Distributor/Reseller
- ☐ 010 Semiconductor Device Manufacturer (IDM, foundry)
- ☐ 014 MEMS/MST/Micromachines Manufacturer
- ☐ 015 Flat Panel Display Manufacturer
- ☐ 016 LED/Optoelectronics/Photonics Manufacturer
- ☐ 018 Photovoltaic/PV Cells and Modules Manufacturer
- ☐ 013 Fabless Semiconductor Manufacturer/Design House
- ☐ 012 Assembly & Test Services Provider
- ☐ 024 Semiconductor Equipment Manufacturer
- ☐ 041 Sub-systems/Components/Parts Manufacturer
- ☐ 036 Materials Supplier
- ☐ 050 Software - Manufacturing/Factory Automation
- ☐ 060 Software - Electronic Design(EDA) /Silicon Intellectual Property (IP)
- ☐ 090 Manufacturing Products/Consumables
- ☐ 070 Manufacturing Services and Consulting
- ☐ 080 Professional Services and Consulting
- ☐ 085 R&D/Academic/Professional Organizations and Institutions
- ☐ 087 Media/Publication
- ☐ 073 Secondary Equipment and Services

Company Description (Continued)

- ☐ 103 Construction / Construction Services
- ☐ 083 Finance/Investment Products/Services
- ☐ 999 Other: (Please describe)

Technology or Segment of Interest

- ☐ 610 Semiconductors
- ☐ 614 MEMS
- ☐ 615 Flat Panel Display
- ☐ 616 LEDs/Solid State Lighting
- ☐ 617 Flexible/Printed Electronics
- ☐ 618 Photovoltaics/PV
- ☐ 619 Nano-electronics
- ☐ 615 Flat Panel Display (FPD)
- ☐ 699 Other: (Please describe)

Product / Technology of Interest

Manufacturing

- ☐ 210-00 Electronic Manufacturing Services (EMS)
- ☐ 010-01 Semiconductor Device Manufacturing (IDM, foundry)
- ☐ 013-00 Fabless Semiconductor Manufacturer/Design Services
- ☐ 012-00 Assembly & Test Services

Manufacturing Equipment

- ☐ 024-00 Wafer Processing/Front-end Manufacturing Equipment
- ☐ 022-00 Flat Panel Display Manufacturing Equipment
- ☐ 022-01 Thin Film Manufacturing Equipment
- ☐ 025-00 Test Equipment
- ☐ 021-00 Assembly and Packaging Equipment
- ☐ 023-00 Inspection & Measurement/Metrology Products
- ☐ 026-00 Other Equipment

Materials

- ☐ 037-00 Wafers and Substrates
- ☐ 036-00 Process Materials
- ☐ 032-00 Chemicals & Solids
- ☐ 033-00 Gases
- ☐ 038-00 Test Materials
- ☐ 031-00 Assembly & Packaging Materials
- ☐ 039B-00 Other Materials

Software, other Products and Services

- ☐ 040-00 Sub-Systems
- ☐ 045-00 Components Parts & Accessories
- ☐ 050-00 Factory Control Automation/Facilities
- ☐ 090-00 Support Products (includes consumables)
- ☐ 073-52 Secondary Equipment and Services

Attendee List Order Form

Attendee Lists Deliver ROI and Help You Achieve Your Show Objectives

Software, other Products and Services (Continued)

- ☐ 061-00 Software - Manufacturing/Factory Automation
☐ 063-00 Software - Electronic Design (EDA) / Silicon Intellectual Property (IP)
☐ 070-00 Manufacturing Services or Consulting (incl. Those service or consulting directly related to Manufacturing)
☐ 080-00 Business Services or Consulting
☐ 099-00 Other: (Please describe)

Solar

- ☐ 101-00 Photovoltaic cells and modules
☐ 102-01 PV manufacturing equipment
☐ 102-02 PV manufacturing materials
☐ 102-03 Photovoltaic production processes and technology)
☐ 103-00 Inverters
☐ 104-00 PV concentrator cells
☐ 105-00 Power plants, PV
☐ 106-00 Photovoltaic components
☐ 107-00 Tracking systems
☐ 108-00 Solar thermal, including concentrated solar thermal
☐ 110-00 Solar facades, BIPV, roof elements
☐ 111-00 Energy storage
☐ 112-00 Power plants, solar thermal
☐ 113-00 Measurement and control technology
☐ 114-00 Engineering, planning and consultation services
☐ 115-00 Solar chargers and batteries
☐ 116-00 Mounting systems
☐ 117-00 Software, performance monitoring
☐ 118-00 Solar research and development
☐ 119-00 Consumer products

Company Size

- ☐ 504 50-99 Employees
☐ 505 100-199 Employees
☐ 506 200-499 Employees
☐ 507 500-999 Employees
☐ 508 1,000-9,999 Employees
☐ 509 >10,000 Employees
☐ ZZ No Response/ Not Applicable

Level of Purchasing Authorization

- ☐ 01 Final Decision Maker / Co-Deciding / Crucial
☐ 02 Recommend / Evaluate / Consult
☐ 03 Specify
☐ 04 No Role
☐ ZZ No Response/ Not Applicable

CONTACT

COMPANY: _____ BOOTH#: _____
 CONTACT NAME: _____
 BILLING ADDRESS: _____
 CITY: _____
 STATE: _____ ZIP: _____ COUNTRY: _____
 PHONE: _____ EMAIL: _____

PAYMENT

PAYMENT METHOD: ☐ MC ☐ VISA ☐ AMEX To pay by electronic check online, please visit www.xpressleadpro.com
 CARD NUMBER: _____
 NAME ON CARD: _____
 EXPIRATION DATE: _____ "Convention Data Services" will appear on your credit card statement
 SIGNATURE: _____

BONDED MAIL HOUSE

COMPANY: _____
 CONTACT NAME: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 EMAIL: _____
 PHONE: _____ FAX: _____

**For ordering information
 please contact
 Holly Gosnell
 1-800-746-9734 x1593
 1-508-743-0593
hgosnell@cdsreg.com**

**Fax to 508-759-4238.
 Please fax all pages.**

Authorization

Your signature denotes acceptance of the Terms & Conditions on both pages of this order form and is required prior to processing.

SIGNATURE: _____
 PRINT NAME: _____ DATE: _____



Logo and Text Usage

SEMICON[®] Taiwan 2012 Text Usage

SEMICON[®] always appears in all caps, followed by "®" in first appearance in a document. The Venue (Taiwan 2012) prints in upper and lower case. The year prints 2012 (never '12)

SEMICON[®] Taiwan 2012 Logo Usage

The Logotype: There is one official version. Do not alter the color or proportions of the logo.

Size: Logo should print no smaller than 41 mm (1.625") wide

Color: There are three accepted color standards.

Black—one color forms, newspaper and light colored backgrounds
The entire logo prints black

2-Color—Black and PMS 267 Purple
SEMICON[®] prints Black
Taiwan 2012 prints PMS 267 Purple

4-Color—SEMICON[®] prints in black
Taiwan 2012 prints: Cyan 86, Magenta 96, Yellow 0, Black 0

SEMICON[®]
Taiwan2012

(Black and White version)

Promote your participation at SEMICON[®] Taiwan 2012 on your company's home page. More information on how to retrieve the SEMICON[®] Taiwan 2012 logo can be found in our Advertising and Promotions Kit located on our SEMICON[®] Taiwan website (www.semicontaiwan.org) under ADVERTISING AND PROMOTION.

Media Relations and Press Room Information

SEMICON® Taiwan 2012 Press Room

The SEMI Press Room is provided for the exclusive use of the working press writing stories for SEMICON® Taiwan. Press kit display space is provided for exhibiting companies. Companies must deliver press kits in person to the SEMICON® Taiwan Press Room prior to the opening of the show. The Press Room will be open during the exposition hours. Viewing of other exhibitor press kits is strictly prohibited. Access to the SEMICON® Taiwan Press Room is restricted to accredited members of the working media. Messages for reporters and editors, including press conference announcements and invitations, may be left with the SEMI staff member attendant at the Press Room front desk.

Press Room Hours

Tuesday	September 4	14:00 – 16:00
Wednesday	September 5	10:00 – 17:00
Thursday	September 6	10:00 – 17:00
Friday	September 7	10:00 – 17:00

Press Kits

Press kits are due in the SEMICON® Taiwan Press Room: Tuesday, September 4, 2012 (14:00–16:00)

SEMICON® Taiwan 2012 is an excellent opportunity for you to generate press coverage of your company's products. Each year a large number of trade and business publications send editors and reporters to cover the exposition for business and technology stories of special interest to their readers including:

- **New products**
- **Technology advances**
- **Marketing and price trends**
- **Company news**
- **People news**
- **Contemporary news**

We recommend that you leave no more than 15–20 press kits in the Press Room, although you should have additional copies available at your company's booth. All press kits remaining after the close of exposition will be discarded. Companies may pick up any remaining copies beginning at 13:00 on the last day of the show — Friday, September 7, 2012.

For more information, you may contact:

SEMI Taiwan
Ms. Annie Liu
Tel: 886.3.560.1777 ext. 207
Email: aliu@semi.org