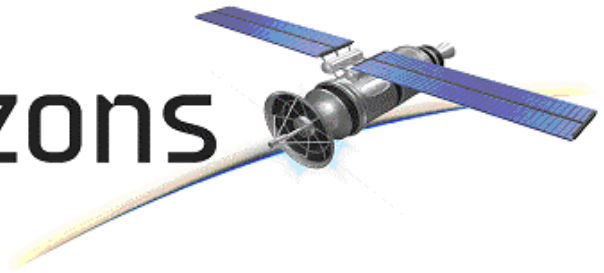


# FutureHorizons



## **INTERNATIONAL ELECTRONICS FORUM Forum Sponsorship**

*Where The International  
Electronics Visionaries Meet<sup>®</sup>*

**Issue 2009-Rev 01 - July 2009**

The International Electronics Forum, inaugurated in 1991 is an executive-level meeting held annually in September/October respectively in co-operation with the host country's government, with delegates spanning the full spectrum of the industry. With a typical attendance level of over 120 senior executives, mainly CEO's, and senior executives, from microelectronics companies, semiconductor equipment and materials firms, electronics equipment and systems manufactures, start up organisations, government and industry officials and investment organisations. It is internationally recognised as a platform for debate amongst industry peers.

To quote one senior industry CEO ... *“The big difference between Future Horizons event and other conferences is that people go to others to steal other people's ideas, whereas they come to Future Horizons to discuss their ideas with others.”*

Sponsorship provides a unique branding opportunity, to enhance corporate image and industry exposure at the highest international level. Sponsorship can cut throughout the market place and communicate your message directly to the decision makers in the industry. It can pave the way to start selling a new product or service as well as providing you with the opportunity to become part of the global industry.

**There are four ways for companies to sponsor the Forum, namely:**

**1.Sponsor a specific function**

(Registration, reception, lunch, dinner, & coffee breaks)

**3. Sponsor the Forum in general**

(At three levels, silver, gold or diamond)

**2. Sponsor one of the Forum sessions**

**4. Sponsor the press delegation**

Another sponsorship idea you may wish to consider is forum merchandise sponsorship such as flash sticks, pens or bags. Please contact us for further details.

**In return, sponsors receive:**

**1) Sponsorship Of A Specific Function** (e.g. coffee break, registration, reception, lunch, dinner):

**Coffee Break €3,000/Registration & Reception €6,000/Lunch €10,000/Dinner €15,000**

- Company signage displayed throughout selected function
- Dinner and Lunch (only) sponsorship will include sponsors logo placed on table cards on all delegates tables
- Dinner and lunch sponsors only company name and logo on one power point slide during the forum
- Dinner sponsor only logo displayed on the Ramada Encore Hotel's electronic conference display board situated at the entrance of the conference/dining area during Wednesday night cocktail reception & dinner
- Appropriate recognition in the forum brochure which is distributed via Email Newsletter to over 5,000 industry contacts, approx 5-6 times leading up to the forum
- Listing on the sponsorship posters displayed at the Forum
- Your company name and logo linked directly from Future Horizons website to your home page
- Registration or Reception sponsors** one complimentary guest forum pass/ **Lunch sponsor** three complimentary guest forum passes/ **Dinner sponsor** five complimentary guest forum passes, all contingent on one fee-paying delegate from the sponsoring company

**2) Sponsor A Forum Session: €10,000**

- One power point slide during sponsored forum session acknowledging sponsor
- Company signage displayed in main forum area during the sponsored session
- Appropriate recognition in the forum brochure which is distributed via Email-Newsletter to over 5,000 industry contacts, approx 5-6 times leading up to the forum
- Listing on the sponsorship posters displayed at the Forum
- Links provided from our website direct to your home page
- Three Complimentary guest forum passes, contingent on one fee-paying delegate from the sponsoring company

**3) Sponsor The Forum General**

**Silver Package - €6,000**

- Company name & logo displayed on power point slide announcing a coffee break

- ❑ Appropriate recognition on all of the relevant pre and post forum marketing, including; forum brochure which is distributed via Email-Newsletter to over 5,000 industry contacts, approx 5-6 times leading up to the conference
- ❑ Listing on the sponsorship posters displayed at the Forum
- ❑ Your company name and logo linked directly from our website to your home page
- ❑ One Complimentary guest forum passes, contingent on one fee-paying delegate from the sponsoring company

#### **Gold Package - €10,000**

- ❑ Signage displayed in main forum area
- ❑ Logo displayed on one forum power point coffee break slide
- ❑ Sponsorship recognition on Welcome Note to be placed on each delegates desk on first day of the forum
- ❑ Appropriate recognition on all of the relevant pre and post forum marketing, including; forum brochure which is distributed via Email-Newsletter to over 5,000 industry contacts, approx 5-6 times leading up to the conference
- ❑ Listing on the sponsorship posters displayed at the Forum
- ❑ Your company name and logo linked directly from our website to your home page
- ❑ Three Complimentary guest forum passes, contingent on one fee-paying delegate from the sponsoring company

#### **Diamond Package - €15,000**

- ❑ Signage displayed in main forum and welcome desk areas
- ❑ Logo on forum Programme
- ❑ Logo displayed on the Ramada Encore Hotel's electronic conference display board situated at the entrance of the conference area – Day time sessions only
- ❑ Appropriate recognition on all of the relevant pre and post forum marketing, including; forum brochure which is distributed via Email-Newsletter to over 5,000 industry contacts, approx 5-6 times leading up to the conference
- ❑ Listing on the sponsorship posters displayed at the Forum
- ❑ Your company name and logo linked directly from our website to your home page
- ❑ Five Complimentary guest forum passes, contingent on one fee-paying delegate from the sponsoring company

#### **4) Press Sponsorship**

Do you have a special message to tell the industry? Sponsor the Forum press delegation, typically 20-25 top international electronics industry editors. By so doing, you can host a private one-hour press conference either on Wednesday afternoon, prior to the Forum commencement; at the close of Thursday's proceedings or on Friday afternoon once the Forum lunch is over. This popular and hugely cost-effective opportunity is available to just one firm on a first come, first served basis.

Press sponsorship comprises the editor's travel and hotel accommodation (typically for three nights); Future Horizons will cover their Forum registration fee and local sustenance costs. The cost of travel will vary depending on the country of origin but is expected to be typically €800-€1000/delegate (economy).

The cost of an optional press conference/off-site event would be in addition and at the sponsor's discretion, subject to the overall Forum programme running order. Future Horizons and the media sponsor will mutually agree the press invite list, with typically 20-25 media representatives in attendance.

The press sponsor will also receive:

- ❑ Appropriate recognition on all of the relevant pre and post forum marketing, including; forum brochure which is distributed via Email-Newsletter to over 5,000 industry contacts, approx 5-6 times leading up to the conference
- ❑ Listing on the sponsorship posters displayed at the Forum
- ❑ Your company name and logo linked directly from our website to your home page

**Please note, all sponsorship opportunities are offered on a first come, first served basis**



**Research  
Reports**



**Consulting  
Projects**



**Seminars  
& Forums**



**Design  
Services**



**Due  
Dilligence**

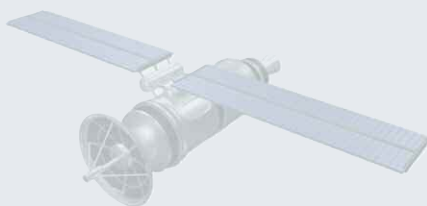
**20th Year Of Service  
Founded 1989**

Established in April 1989, Future Horizons provides market research and business support services for use in opportunity analysis, business planning and new market development. Its industry information seminars and forums are widely considered to be the best of their kind. Emphasis is placed on the world-wide semiconductor and electronics industry and associated markets. Emphasis is placed on the worldwide microelectronics and electronics industry, and European market environment.

**5th Decade  
Of Semiconductor  
Experience**

Malcolm Penn is the founder and CEO of Future Horizons, with over 45 years experience in the electronics and semiconductor industry. He has worked extensively throughout Europe as well as in the United States, the former USSR, Japan and Korea, and was an early pioneer of pan-European research and product development collaboration in the 1970s during his tenure with ITT Europe. His industrial experience has involved him with all aspects of the management, manufacturing, marketing and use of electronic components, particularly semiconductor devices.

**139 Man-Years  
Of Research Resource**



With 139 man-years experience in the semiconductor and related industries, Future Horizons offers a high-quality, cost-effective, flexible alternative to expensive subscription-style, market research. Our experience commenced with the industry in 1962, from the first commercial IC to SOC integration. For all of your semiconductor business development needs ...

**Let Future Horizons Save YOU Time & Money**

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