

# FutureHorizons



The Global Semiconductor Industry Analysts

## International Electronics Forum 2010

### Sponsorship Opportunities

**5 - 7 May, 2010**

**Dresden, Germany**

- Enhance your international industry profile
- Communicate your message directly to the key industry decision makers
- Connect with over 120 senior industry executives, mainly CEO's & Senior Managers
- Leave a lasting impact upon forum delegates
- Pave the way for future industry relationships & business development opportunities



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## Who Attends?

### Past Companies Include:

- Altis Semiconductor
- American University Of Dubai
- ARM Embedded Technologies
- Cadence Design Systems
- Cambridge Silicon Radio Ltd
- CEA-LETI
- DLA Piper Middle East LLP
- Dubai Silicon Oasis Authority
- Electronintorg Co. Ltd
- Hitachi Ltd
- Honda Research Institute Japan
- India Semiconductor Association
- Innovative Silicon S.A.
- Landshut Silicon Foundry
- Lasar & Electronics Middle East
- Mentor Graphics Corporation
- Motorola Inc.
- Nokia Research Centre
- Numetrics Management Systems
- Numonyx
- Organo Plant Services Co. Ltd
- Philips Consumer Lifestyle
- Pistorio Foundation
- Robert Bosch
- Samsung Semiconductor Europe

### Past Sponsors Include:

- Cadence
- Mentor Graphics
- Imagination Technologies
- EML
- Catrene
- Numetrics
- Numonyx
- ST Microelectronics
- Fabtech

**We will discuss tailor made packages to accommodate individual budgets**

## What Is The International Electronics Forum?

The International Electronics Forum, inaugurated in 1991 is an executive-level meeting held annually in May 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.

**“Thank you. It was indeed one of the best conferences I have ever attended with a lot of interactive sessions. The B2B was a very good initiative, everyone meet each other before the forum had even started. I place on record my heartfelt thanks to Malcolm and his entire team”**  
**Silicon Ventures**

## Sponsor The Seminar

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 many ways for companies to sponsor the Forum**

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

- Sponsor A Specific Function
- Sponsor A Forum Session
- Sponsor The B2B Speed Networking Event
- Sponsor The Forum In General - Silver, Gold & Diamond Packages
- Sponsor The Press Delegation
- Sponsor Forum USB Stick
- Sponsor Speaker Lectern
- Sponsor Forum Bag
- Sponsor Delegate Pen & Notepad
- Sponsor An Email Bulletin
- Sponsor Delegate Badge
- Sponsor Forum Panel
- Advertise In Forum

**Brochure**



# In Return, Sponsors Receive:

## Sponsor A Specific Function

**Coffee Break €3,000/Registration & Reception €6,000/**

**Lunch €10,000/Dinner €15,000**

- Company signage displayed throughout selected function
- Dinner & Lunch (only) sponsorship will include sponsors logo placed on table cards on all delegates tables
- Dinner & lunch sponsors (only) company name and logo on one power point slide during the forum
- Dinner & lunch sponsors (only) drinks coaster branded with company logo
- Dinner sponsors (only) branded wine bottles placed on delegates tables
- Appropriate recognition in the forum brochure which is distributed via Email Newsletter to over 6,000 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

## Sponsor The Business-2-Business Speed Networking Event €6,000

*We will be running a networking session for approx 20-40 delegates, each person will spend 2-3 minutes (depending on final numbers) with each participant. The main purpose of this event is to meet lots of new contacts in a short space of time, giving delegates a good idea of the people they wish to spend more time with during the main forum networking events.*

- Sponsors company name to be added to the title of the event i.e. Business -2-Business Speed Networking Event Hosted by Company X, and advertised 5-6 times to our over 6,000 industry contacts
- Acknowledgement and thank you to sponsor from Future Horizons at the beginning and end of the event
- Opportunity for Sponsoring company to conduct a 2-3 minute introduction to participants
- Company signage displayed in main forum area during the B2B Networking Event
- Delegate folders bearing sponsors logo given to all delegates taking part in the event
- Sponsors logo displayed on Speed Networking Instructions given to each participant both in advance of the event and upon arrival
- Appropriate recognition in the forum brochure which is distributed via Email-Newsletter to over 6,000 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

## Forum Welcome Dinner



“Event Area B”  
Ramada Encore Genève Hotel  
Carouge, Switzerland

With Sincere Thanks To:

**cādence®**

**For Their Kind Support & Sponsorship**



## Business-To-Business Speed Networking Sponsored By Cadence Design Systems

**cādence®**

FutureHorizons   
The Global Semiconductor Industry Analysts

Thank you for taking part in our first B2B Speed Networking Event, I do hope you will find it both enjoyable and beneficial.

There are not many rules to follow, but here are a few hints and tips to get the most out of the event:

The concept is very simple you will spend approx 2-3 minutes with each person and within this time frame both participants will speak, when the whistle blows you move on to the next person (instructions will be given)

In advance prepare a one-sided sheet containing your contact details and a brief overview of your position and company. I would advise preparing approx twenty copies. Failing this, make sure you have business cards to give to others and list your main points on the back so people remember you!

Time is short, therefore, know what you want to say and keep your message succinct and to the point

Try and think of something to say that will make you memorable and stand out from the crowd. Sometimes it's not what you say, but the way you say it! Remember participants will use this event as a starting point to identify individuals they wish to spend more time with during the main forum

If at any time you find there is no one sitting in front of you, this is a good opportunity to write up some notes of the people you have already met, or revise your pitch

Enjoy the Speed Networking event and I wish you a successful forum

“Speed Networking was a great start to the forum! Perfect for small companies to establish a network”  
Evatronix

## In Return, Sponsors Receive:

### Sponsor A Forum Session: €5,000

- One power point slide during sponsored forum session acknowledging sponsor
- Name of sponsor announced before sponsored session
- Company name announced before sponsored coffee break
- One forum email bulletin sponsored by your company
- 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 homepage



### Sponsor Speaker Lectern - €2500

- Company name and logo placed on speaker lectern, directly facing the 100-120 delegate congregation throughout Thursdays presentations
- Listing on the sponsorship posters displayed at the Forum
- Your company name and logo linked directly from our website to your home page



### Sponsor Forum USB Stick - €6500

- Company logo placed on flash stick, which contains the forum presentations. The flash stick is given to 100-120 delegates at the forum and sent to approx 50 high-level industry journalists following the event.
- Company information inserted on the USB key
- Listing on the sponsorship posters displayed at the Forum
- Your company name and logo linked directly from our website to your home page



### Sponsor A Forum Email Bulletin - €700 per email

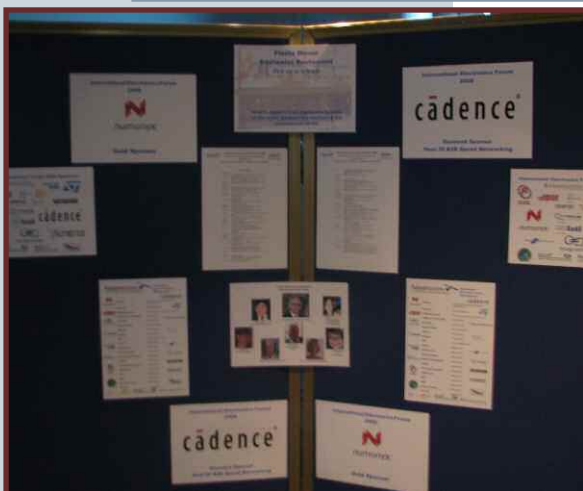
- During the lead up to the forum we send weekly forum update emails to our 6,000 strong industry database, sponsor one of these emails

**Only five opportunities available**

## Sponsor The Forum General

### Diamond Package - €15,000

- Signage displayed in welcome reception area
- Logo on forum Programme given to each delegate in forum binder
- Logo displayed on one forum power point slide
- Company exhibition stand set up during one forum coffee break
- Logo displayed on lectern during Fridays presentations
- Logo displayed in coach window during pick up/return to Fiesta Dinner
- Sponsor to be acknowledged in Future Horizons Email Footer throughout lead up to forum
- Branded drinks coaster placed on each delegates table during 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 6,000 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
- Exhibition stand in the coffee break foyer area
- Four complimentary guest forum passes



### Silver Package - €5,000

- Company name & logo displayed on power point slide announcing a coffee break
- Name of sponsor announced before sponsored break
- Sponsorship of one forum email sent prior to the forum ( by Future Horizons) to six thousand industry contacts
- Appropriate recognition on all of the relevant pre and post forum marketing, including; forum brochure which is distributed via Email-Newsletter to over 6,000 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

### Gold Package - €10,000

- Signage displayed in main forum area
- Logo displayed on one forum power point coffee break slide
- Name of sponsor announced before sponsored break
- Sponsorship recognition on Welcome Note to be placed on each delegates desk on first day of the forum
- Company exhibition stand set up during one forum coffee break
- Sponsorship of one forum email sent prior to the forum ( by Future Horizons) to six thousand industry contacts
- Appropriate recognition on all of the relevant pre and post forum marketing, including; forum brochure which is distributed via Email-Newsletter to over 6,000 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,



# In Return, Sponsors Receive:

## Sponsor Press Delegation

Do you have a special message for 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



## Sponsor Forum Bag - €2500

- Logo on front of forum bag, given to the delegates on registration. These bags are big enough to hold the forum binder and they are usually used for the duration of the conference plus traditionally used following the forum.
- Opportunity to insert your company information or corporate merchandise in each bag
- Listing on the sponsorship posters displayed at the Forum
- Your company name and logo linked directly from our website to your home page

## Sponsor Forum Pen & Notepad €3000

- Logo displayed on pen, given to the delegates at the start of the forum. Pens are used for the duration of the forum plus traditionally used following the forum
- Listing on the sponsorship posters displayed at the Forum
- Your company name and logo linked directly

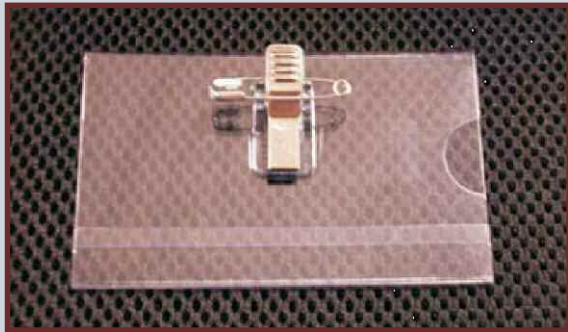


**Please note, all sponsorship opportunities are offered on a first come, first served basis**

### Sponsor Delegate Badge - €2500

- Name of Sponsors company inserted on badge worn by all delegates for the duration of the forum
- Appropriate recognition in the seminar brochure which is distributed via Email-Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the seminar
- Listing on the sponsorship posters displayed at the Seminar
- Your company name and logo linked directly from Future Horizons website to • **Advertise In Forum**

Badge Holder



Badge Insert



### Sponsor Forum Panel - €2000

- Sponsors logo displayed upon 2 main screens behind panelist table for the duration of the panel
- Sponsorship of one forum email sent prior to the forum (by Future Horizons) to six thousand industry contacts
- Appropriate recognition in the seminar brochure which is distributed via Email-Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the seminar
- Listing on the sponsorship posters displayed at the Seminar
- Your company name and logo linked directly from Future Horizons website to your home page



**We are happy to discuss tailor made packages to suit individual budgets  
Contact us for further details**



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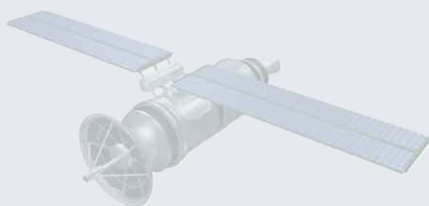
**20th Year Of Service  
Founded 1989**

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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