

FutureHorizons



The Global Semiconductor Industry Analysts

International Electronics Forum 2011

Sponsorship Opportunities

5 - 7 October ~ 2011

Seville, Spain

- Enhance your international industry profile
- Communicate your message directly to key industry decision makers
- Connect with over 100 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 Attendees 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

**Tailor Made Packages
Available To Suit Your
Sponsorship Needs**

Past Sponsors Include:

- Cadence
- GlobalFoundries
- Mentor Graphics
- Imagination Technologies
- EML
- Catrene
- Numetrics
- Numonyx
- ST Microelectronics
- Fabtech
- ATIC
- D. Swarovski & Co

What Is The International Electronics Forum?

The International Electronics Forum, inaugurated in 1991, is an annual executive-level meeting held 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 100 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.

Sponsor The Forum

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.

Past Forum Sponsors



Summary of Sponsorship Available

IEF2011 offers a wide range of sponsorship opportunities which will benefit you and your organisation. All sponsorship opportunities are offered on a first come, first served basis.

- **Sponsor A Forum Package:**

- Diamond
- Gold
- Silver

- **Sponsor A Forum Function:**

- Registration
- B2B Speed Networking
- Welcome Drinks
- Forum Lunch
- Fiesta Dinner
- Coffee Break
- Forum Panel

- **Sponsor Forum Merchandise:**

- Forum USB Key
- Business Card Holder
- Notepad & Pen
- Delegate Bag
- Goody Bag

- **Advertising**

- Sponsor An Email Bulletin
- Final Programme inside cover
- Final Programme Insert
- Sponsor The Home page banner
- Exhibition display during forum coffee break
- Inserts In Forum Bag ~ Max 2 copies, max 4 pages each
- Forum Badge

- **Donate A Raffle Prize**

Each year Future Horizons sponsors a charity, this year we are sponsoring the Italian Association for Blood Diseases in honour of Carlo Emanuele Ottaviani Corporate Vice President, Communication, at STMicroelectronics who sadly passed away in January.

We are looking for companies to donate prizes which can be raffled off to raise money for this cause. All donators will be acknowledged pre, during and post forum.

- **Sponsor The Press Delegation**

Have you got a special message for the industry? Perhaps you are looking to launch a new product or service? We can provide you with the opportunity to inform 20 top international electronic press during your own press conference at the forum. This is an exceptionally cost effective way of reaching your target audience.

We are happy to discuss
tailor made
packages to meet your
sponsorship
requirements

Sponsor A Forum Package

Diamond Package - €15,000

Maximum ONE sponsorship available

During The Forum:

- Three complimentary guest forum passes
- Logo on official forum Programme given to each delegate in forum presentation binder
- Logo displayed on main forum screens x1 during forum
- Sponsorship of Wednesday night Welcome Dinner, including:
 - Company posters displayed during welcome dinner
 - Company brochure to be placed on each delegates dinner chair
 - Company logo displayed on dinner menu on each table
- Logo displayed on lectern during Thursday's forum
- Opportunity to insert company literature in the forum delegate bag
- Company posters displayed throughout forum
- Listing on the sponsorship posters displayed in main forum area

Lead Up To The Forum:

- Sponsor to be acknowledged on Future Horizons home page
- Sponsor to be acknowledged in Future Horizons Email Footer throughout lead up to forum
- Sponsorship of one forum email sent prior to the forum (by Future Horizons) to 6,000 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
- Your company name and logo linked directly from our website to your home page



Gold Package - €10,000

Maximum TWO sponsorships available

During The Forum:

- Two Complimentary guest forum passes
- Sponsorship recognition on Welcome Letter to be placed on each delegates desk on first day of the forum
- Sponsorship of Friday's forum lunch
- Logo displayed on main forum screens to announce the final lunch
- Company posters displayed throughout final lunch
- Company brochure to be placed on each delegates chair at final forum lunch
- Logo displayed on lectern during Friday's forum
- Opportunity to place company literature in the forum delegate bag
- Listing on the sponsorship posters displayed in main forum area

Lead Up To The Forum:

- Sponsorship of one forum email sent prior to the forum (by Future Horizons) to 6,000 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
- Your company name and logo linked directly from our website to your home page



Sponsor A Forum Package

Silver Package - €5,000 Maximum **TWO** sponsorships available

During The Forum:

- One Complimentary guest forum pass
- Company name & logo displayed on main forum screens announcing one forum coffee break
- Sponsorship of one forum coffee break to include:
 - Company signage displayed throughout the coffee break
 - Company literature displayed during coffee break
 - Sponsors branded table cards to be placed on each coffee table
- Opportunity to place company literature in the forum delegate bag
- Listing on the sponsorship posters displayed in main forum area

Lead Up To The Forum:

- Sponsorship of one forum email sent prior to the forum (by Future Horizons) to 6,000 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
- Your company name and logo linked directly from our website to your home page

Sponsor A Forum Email Bulletin €500 per email

Only five opportunities
available

Insert Company Literature Into Forum Bag €500

Only five opportunities
available

Sponsor A Forum Function

Sponsor The Fiesta Dinner €10,000 Maximum **ONE** sponsorship available

During The Dinner:

- Company signage displayed throughout dinner
- Sponsors logo placed on menus on all delegates tables
- Branded drinks coasters to be placed at each table setting

During The Forum:

- Two complimentary guest forum passes
- Company name and logo displayed on main forum screens announcing the Fiesta Dinner details
- Opportunity to place company literature in the forum delegate bag
- Listing on the sponsorship posters displayed at the Forum

Lead Up To The Forum:

- 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
- Your company name and logo linked directly from Future Horizons website to your home page



Sponsor A Forum Function

Sponsor A Forum Lunch

€5000

During The Lunch:

- Company signage displayed throughout the lunch
- Sponsors logo placed on menus on all delegate tables
- Sponsors branded drinks coasters to be placed at each table setting

During The Forum:

- One complimentary guest forum pass
- Company name and logo displayed on main forum screens announcing sponsored lunch
- Listing on the sponsorship posters displayed during the Forum

Lead Up To The Forum:

- 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
- Your company name and logo linked directly from Future Horizons website to your home page

Donate A Raffle Prize

Every year Future Horizons sponsors a charity, this years chosen charity is the Italian Association for Blood Diseases. Please donate a prize for this raffle. Tickets will be sold during the forum and the draw will be conducted on the last day of the forum.

All sponsors are recognised during the forum for their kind donation

Sponsor The Forum Registration

€5000

Maximum **ONE** sponsorship available

During The Registration:

- Company signage/logo displayed by registration area/welcome desk for forum duration
- Opportunity for sponsor to place a small exhibition stand along side the main registration desk during day 1 and 2
- Sponsor to display company literature on main registration desk

During The Forum:

- One complimentary guest forum pass
- Listing on the sponsorship posters displayed at the Forum

Lead Up To The Forum:

- 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
- Your company name and logo linked directly from Future Horizons website to your home page

Every delegate has to register - make an impact and let your company name and logo be the first thing delegates see as they arrive...

Sponsor A Forum Function

Sponsor A Forum Coffee Break

€3000

Maximum **TWO** sponsorships available

During The Coffee Break:

- Company signage displayed throughout the coffee break
- Company literature displayed during coffee break
- Opportunity to have an exhibition stand during the coffee break
- Sponsors branded table cards to be placed on each table

During The Forum:

- 50% discount off one forum place
- Company name and logo displayed on main forum screens announcing coffee break
- Listing on the sponsorship posters displayed at the Forum

Lead Up To The Forum:

- 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
- Your company name and logo linked directly from Future Horizons website to your home page



Sponsor The Business-2-Business Speed Networking Event

€3000

Maximum **ONE** sponsorship available

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.

During The Speed Networking:

- 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 during the B2B Networking Event
- Opportunity to display an exhibition stand
- Delegate folders bearing sponsors logo to be 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

During The Forum

- Listing on the sponsorship posters displayed during the Forum
- 50% discount off one forum place

Lead Up To The Forum:

- 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 over 6,000 industry contacts
- Sponsorship of emails sent to delegates regarding the B2B event
- 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
- Link provided from our website direct to your home page

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

Evatronix

Sponsor Forum Panel (Day 2)

€2000

Maximum **ONE** sponsorship available

During The Panel:

- Company signage displayed throughout the session
- Company logo to be displayed on main forum screens for duration of the panel
- Company poster/banner to be displayed across stage during the panel

During The Forum:

- 25% discount off one forum place
- Listing on the sponsorship posters displayed during the Forum

Lead Up To The Forum:

- 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
- Your company name and logo linked directly from Future Horizons website to your home page



Sponsor Forum Merchandise

Sponsor Forum USB Stick - €7000

Maximum **TWO** sponsorships available

- Company logo placed on flash stick, which contains either the forum presentations or the forum photographs. Both USB keys are given to 100-120 delegates at the forum and sent to approx 50 high-level global industry journalists following the event
- Company information inserted on the USB key
- One complimentary forum place
- Opportunity to place company literature in the forum delegate bag
- Listing on the sponsorship posters displayed at the Forum
- Your company name and logo linked directly from our website to your home page



Sponsoring a USB key will mean your company will be recognised during the forum and long after it is all over

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



Business Card Holder

Sponsor Delegate Business Card Holder - €4000
Maximum ONE sponsorship available

- Sponsors logo displayed on front of the business card holder
- Sponsors business card to be inserted into holder
- Sponsorship of two forum emails sent to over 6,000 industry contacts
- 50% discount off one forum place
- Sponsors logo displayed on 'About Seville Guide' placed at the front of all delegate binders
- 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

A big part of the IEF event is the high emphasis on networking. Delegates will swap and hand out business cards throughout the forum. Make sure they use your sponsored business card holder to house their business cards

Sponsor Forum Pen & Notepad €5000
Maximum ONE sponsorship available

- Logo displayed on pen, and notepad given to the delegates on day one and two. Pens are used for the duration of the forum plus traditionally used following the forum
- 50% discount off one forum place
- Listing on the sponsorship posters displayed at the Forum
- Your company name and logo linked directly from our website to your home page



Pen and Notepads can be purchased separately:

Notepad: €3000

Pen: €3000



Sponsor Forum Bag - €5000
Maximum ONE sponsorship available

- Logo on front of forum bag, given to the delegates upon registration. These bags are big enough to hold the forum binder and they are 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
- 50% discount off one forum place
- Sponsorship of one forum email sent prior to the forum (by Future Horizons) to over 6,000 industry contacts
- Listing on the sponsorship posters displayed during the forum
- Your company name and logo linked directly from our website to your home page



Sponsor Delegate Badge - €2500

Maximum ONE sponsorship available

- Name of Sponsors company inserted on badge worn by all delegates for the duration of the forum & all networking events
- 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 during the forum
- Your company name and logo linked directly from Future Horizons website to your home page
- 25% discount off one forum place

Sponsor Delegate Goody Bag - €6500

Maximum ONE sponsorship available

- Logo on front of Goody bag, given to the delegates upon arrival.
- Opportunity to insert your company information in each bag
- Bag contains branded bottle of Water and branded Fan
- 50% discount off one forum place
- Listing on the sponsorship posters displayed during the forum
- Your company name and logo linked directly from our website to your home page

This is the perfect opportunity to create a good first impression. After travelling to Seville delegates will be thirsty and temperatures at this time regularly hit 30 degrees. Your branded fan will be carried around with them for the forum duration and they will be grateful for a drink upon arrival. A great way to get noticed

Sponsor Forum Press

Sponsor Press Delegation

Maximum One sponsorship available ~ Approx €25,000

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:

- Four complimentary guest forum passes
- 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

To discuss sponsorship opportunities further contact Jo on:

jhumphries@futurehorizons.com

+44 1732 740440

Delegates feedback and Forum Photographs



“It was a great opportunity for exchanging information, learning and getting synchronised with Future Horizons positive team.”

LB Consulting



“I would like to thank Future Horizons for another great IEF. An excellent job by the team, as usual. Everything ran smooth as clock work. A great job in keeping up the quality after such a horrific downturn”

ATEEDA Ltd



“Thank you to Future Horizons for organising such an interesting and valuable event, at a real nice place. I made a lot of very good contacts and had many good discussions”

Memsfab



“Dresden was a good choice. The mix of industry and academic worked well, both were able to shine”

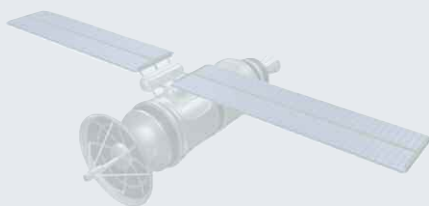




**23rd Year Of Service
Founded 1989**

**5th Decade
Of Semiconductor
Experience**

**Our Experience
Starts With The First
Commercial IC**



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.

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.

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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