

Future Horizons



INTERNATIONAL ELECTRONICS FORUM Forum Sponsorship

*Where The International
Electronics Visionaries Meet[®]*

Issue 2008-Rev 01 - 10th February 2008

INTERNATIONAL FORUM

FORUM SPONSORSHIP

The International Electronics Forum, inaugurated in 1991, and the International Systems & SOC Forum, inaugurated in 2003, are executive-level meetings held annually in May and October respectively in co-operation with the host country's government, with delegates spanning the full spectrum of the industry.

They are internationally recognised as a platform for debate amongst industry peers, and a unique opportunity to influence the future direction of the global electronics industry development. They are also a proven industry catalyst and always generate results.

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. It also enables us to enhance the overall Forum experience, already widely recognised as global 'best in class'.

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

- ❑ Sponsor a specific function (e.g. registration, reception, lunch, dinner, and coffee breaks)
- ❑ Sponsor one of the Forum sessions
- ❑ Sponsor the Forum in general (at three levels, silver, gold or platinum)
- ❑ Sponsor the press delegation (travel & accommodation)

In return, all sponsors receive:

- ❑ Appropriate recognition on all of the relevant Forum materials
- ❑ Listing on the sponsorship posters displayed at the Forum
- ❑ Links provided from our IEF Forum website direct to your home page
- ❑ Substantially reduced Forum fee for subsequent company attendees and/or invited guests (subject to level allowance and first delegate at list price)
- ❑ Additionally, the press sponsor is offered the option to host a private one-hour press conference either at the close of Thursday's proceedings (if timing allows) or an off-site event (or press conference) on Friday afternoon once the Forum lunch is over.

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/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.

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

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Sponsorship Opportunities (Fees exclude UK VAT @ 17.5%, where applicable)

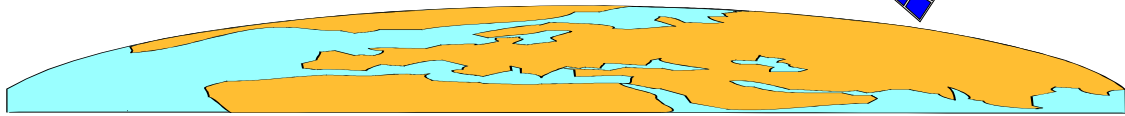
Sponsorship	Sponsor Fee (Euro €)	Sponsor Fee (UK £)	Sponsor Fee (US \$)	Extra Delegate/Guest Allowance
Registration	€6,000	£4,000	\$8,000	0
Reception	€6,000	£4,000	\$8,000	0
Lunch	€10,000	£6,750	\$13,500	2
Dinner	€15,000	£10,000	\$20,000	3
Session	€10,000	£6,750	\$13,500	2
Silver	€6,000	£4,000	\$8,000	0
Gold	€10,000	£6,750	\$13,500	2
Diamond	€15,000	£10,000	\$20,000	3

Please Note: First Delegate At Full List Price, Guest Allowance Applicable Thereafter

Press Invite List

Company	Country	Company	Country	Company	Country
€uroAsia semiconductor	England	Electronic Design & Application World	China	New Electronic Products	Japan
Attica Media/PC Magazine	Greece	Electronica & Comunicaciones Magazine	Spain	New Electronics	England
BBC News Interactive	England	Electronics Designer Journal	England	New Scientist	England
BBC Radio Wales	Wales	Electronics Publishing House Co Ltd	Russia	Nikkei Electronics	Japan
BBC Ventures Group	England	Electronics Weekly	England	Nikkei Microdevices	Japan
Börse Online	Germany	Electronics World	England	Nikkeibp	Japan
Business Week	USA	Electronicstalk	England	Observer	England
Carter Lane Consulting UK	England	Electronique International Hebdo	France	PC Magazine	Greece
China Times Commercial Times	Taiwan ROC	Elektronik	Germany	PC Week	Russia
Chip Alert	USA	Elektronik I Norden	Sweden	PennWell	England
Chip News	Russia	Elektronik Industry	Germany	Printed Circuit Design & Manufacture	USA
Chip Scale Review	USA	Elektronik Informationen	Germany	Prossessori	Finland
CMP UBM India Pvt Ltd	India	Elektronik Journal	Germany	Red Herring	USA
CNN	England	Elektronik P&P	Germany	Reed Business International	Singapore
Compound Semiconductor	England	Elektronik Praxis	Germany	Repubblica	Italy
Convergence Plus	India	Elektroniknet	Germany	Reuters	Germany
Corriere Economia	Italy	Elektroniktidningen	England	RIC Telecommunications	Japan
Cybermedia Indis Online Ltd (CIOL)	India	Elettronica Oggi/E.O. Embedded	Italy	Selezione di Elettronica	Italy
Denshi Zairyo	Japan	Embedded Star, Online Destiny Ltd	USA	Semiconductor Business News	USA
Design & Elektronik	Germany	Embedded Systems	England	Semiconductor Fabtech	England
Design Wave Magazine	Japan	Embedded Systems & RFID	USA	Semiconductor Industry News	Japan
Digitimes	Taiwan ROC	Embedded Systems & Software	England	Semiconductor International	USA
Dow Jones News Wire	England	ens: media	England	Semiconductor International	China
EBU China Sourcing Reports	Philippines	EURO am Sonntag	Germany	Semiconductor Manufacturing Magazine	China
Economic Daily News	Taiwan ROC	Financial Times	England	Semiconductor Network	Korea
Economist	England	Financial Times Deutschland	Germany	Semiconductor Times	USA
EDA Japan	Japan	FPGA & Structured ASIC Journal	England	Semiconductor Today	England
EDA Tech Forum	USA	Handelsblatt GmbH	Germany	Semiconductor World	Japan
EDN	USA	IEEE	USA	Sensors	USA
EDN Asia	India	IET Review	England	Solid State Technology	USA
EDN China	China	III-Vs Review	England	TechMedia	Denmark
EDN Electronic News	USA	II Sole 24 Ore	Italy	The Chilli	England
EDN Europe	England	Imerissia	Greece	The Inquirer	England
EDN Taiwan	Taiwan ROC	Imncom Open Computing	Japan	The Institution Of Engineering & Technology	England
EDN.com	USA	IT's Monday	Ireland	The Nikkei	Japan
EE Times	Israel	JCE Group	Italy	The Register	England
EE Times D Portal	Germany	Le Monde Le Point	Russia	The Write Image	USA
EE Times Asia	Philippines	Les Echos	France	Time Magazine	Germany
EE Times Europe	England	Liberis Publications/Channel Partner	Greece	Verlag Die Abendzeitung	Germany
EE Times Japan	Japan	Manager Magazine	Germany	Wall Street Journal Europe	Belgium
EE Times UK Portal	England	Markt & Technik	Germany	WEKA Fachmedien GmbH	Germany
EE Times.fr	France	Mobile Media	Japan	ZDNet UK Ltd	England
Electronic Design	USA	Mundo Electronico	Spain		

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The Global Semiconductor Industry Analysts

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Diligence

1989-2008
19 Years Of Service

Established in April 1989, Future Horizons provides global semiconductor market research, technology and design evaluation, training and other business support services for use in opportunity analysis, business planning and new market development. Emphasis is placed on the worldwide semiconductor and microelectronics industry, plus European market detail. Its industry information seminars and forums are widely considered to be the best of their kind.

Malcolm Penn is the founder and CEO of Future Horizons, with over 40 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.

Four Decades Of
Semiconductor
Experience

100+ Man-Years
Of Research
Resource

With more than 100 man-years experience in the semiconductor and related industries, Future Horizons' research reports and consulting services offer a high quality, cost-effective, flexible alternative to expensive subscription-style, market research. Our IC experience commenced with the industry in 1962, *from the first commercial IC to SOC integration*. For all of your semiconductor business development needs ...

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