SEMICON KOREA 2020
FEBRUARY 5-7, 2020 | COEX, SEOUL

Advertising & Sponsorship Opportunities

Final Revision: October 10, 2019
Event Overview

Date

February 5, 2020  10:00-17:30
February 6, 2020  10:00-17:30
February 7, 2020  10:00-16:30

Location

Exhibition: A · B · C · D, Grand Ballroom, B · D Lobby COEX
Program: Conference Room (South), 3/4F, COEX

Exhibition Floor Plan
Program Location

4F

Conference Room (South) 4F
401-403

3F

Conference Room (South) 3F
300-328

Hall C

Conference Room E (Hall E)

Hall D

Auditorium

PROGRAM REGISTRATION DESK
## Opportunities

### ONSITE

<table>
<thead>
<tr>
<th>Attendee Badge Insert</th>
<th>Attendee Badge Lanyard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hall Banner</td>
<td>Column Wrap</td>
</tr>
<tr>
<td>Exhibition Water Bottle</td>
<td></td>
</tr>
<tr>
<td>Pre-registration Web Banner <em>NEW</em></td>
<td>Map Ad <em>NEW</em></td>
</tr>
<tr>
<td>Gobol Beam <em>NEW</em></td>
<td>Promo Videos <em>NEW</em></td>
</tr>
<tr>
<td>Necklace Pen <em>NEW</em></td>
<td>Coffee Coupon <em>NEW</em></td>
</tr>
<tr>
<td>Hand Sanitizer Tissue <em>NEW</em></td>
<td>Expo Bags <em>NEW</em></td>
</tr>
</tbody>
</table>

### PROGRAMS

<table>
<thead>
<tr>
<th>Keynote Speech</th>
<th>STS (SEMI Technology Symposium)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Trends Forum</td>
<td>AI Summit</td>
</tr>
<tr>
<td>MEMS &amp; Sensor Summit</td>
<td>SMART Manufacturing Forum</td>
</tr>
<tr>
<td>SMART Transportation Forum <em>NEW</em></td>
<td>Metrology &amp; Inspection Forum</td>
</tr>
<tr>
<td>Test Forum</td>
<td>Program Water Bottle</td>
</tr>
</tbody>
</table>

### EVENTS

<table>
<thead>
<tr>
<th>Industry Leadership Dinner</th>
<th>MI (Metrology &amp; Inspection) Reception</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIP Luncheon</td>
<td>Lucky Draw</td>
</tr>
</tbody>
</table>
Attendee Badge Insert

Details
- Limited to 1 sponsor
- Expose your company branding to all visitors (53,571 visitors in 2019)
- Production: 60,000

Logo Exposure
- Badge insert
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in website

Turn in Materials
- Logo (Format: AI, EPS)

Price
- Member: KRW 10,000,000
- Non-member: KRW 13,000,000
Attendee Badge Lanyard

Details

• Limited to 4 sponsors
• Expose your company branding to all visitors (53,571 visitors in 2019)
• Double-sided, color printing (2-color)
• Production: 60,000
  • Evenly split based on number of sponsors

Logo Exposure

• Badge lanyard
• Sponsor section in show site
• Sponsor section in Map
• Sponsor section in website

Turn in Materials

• Logo (Format: AI, EPS)

Price

• Member: KRW 10,000,000
• Non-member: KRW 13,000,000
## Hall Banner

### Details
- Promote your company branding inside the halls
- Single-sided printing
- Allowed in exhibiting hall only
- Availability in Hall A, B, C

### Turn in Materials
- Banner Ad (Format: AI, EPS)
  - A, C: 1800mm x 4000mm
  - B: 1800mm x 5000mm

### Price
- Member: KRW 1,800,000
- Non-member: KRW 2,340,000
Column Wrap

Details
• Promote your company branding inside the halls
• Allowed only for neighboring column
• Columns with hydrants cannot be applied under venue regulation
• Production excluded

Column Specifications
• Hall A, 1F: Side width 1.3m
• Hall B, 1F: Side width 1.5m
• Hall C, 3F: Side width 1.1m
• Hall D, 3F: Side width 1.2m
• Grand Ballroom: N/A

Regulations
• Height limit: 5m
• Column must be fully wrapped (4 sides) with wood or other structure
• Width of structure must be within 15cm on each side of column
• Column drawing must be submit to SEMI and approved prior to construction date
  (Due by Jan 8)

Price
• Member: KRW 1,500,000
• Non-member: KRW 1,950,000
Exhibition Water Bottle

Details
- Limited to 1 sponsor
- Expose your company branding to all visitors (53,571 visitors in 2019)
- Design ad on the belt of water bottle
- 30,000 bottles distributed at the entrance of Hall D

Logo Exposure
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in website

Turn in Materials
- Logo (Format: AI, EPS)
- Design ad (Format: AI, EPS)
  - Size: 215mm x 40mm (±5mm)

Price
- Member: KRW 20,000,000
- Non-member: KRW 26,000,000
Pre-Registration Web Banner new

**Details**
- Limited to 1 sponsor
- Design of choice
- Exposed during pre-registration period: 2019.11-2020.02
- 39,000 pre-registration in 2019

**Logo Exposure**
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in website

**Turn in Materials**
- Logo (Format: AI, EPS)
- Design ad (Format: AI, EPS)
  - Size: TBD

**Price**
- Member: KRW 8,000,000
- Non-member: KRW 10,400,000
**Map Ad**

**Details**
- Limited to 1 sponsor
- Design of choice
- Production: 50,000 copies
- Distributed free of charge to all visitors (53,571 visitors in 2019)

**Logo Exposure**
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in website

**Turn in Materials**
- Logo (Format: AI, EPS)
- Design ad (Format: AI, EPS)
  - Size: TBD

**Price**
- Member: KRW 8,000,000
- Non-member: KRW 10,400,000
Gobol Beam new

Details
• Limited to 2 sponsors
• Design of choice
• Expose your design to all visitors (53,571 visitors in 2019)
• Location: TBD

Logo Exposure
• Sponsor section in show site
• Sponsor section in Map
• Sponsor section in website

Turn in Materials
• Logo (Format: AI, EPS)
• Design ad (Format: AI, EPS)
  • Size: TBD

Price
• Member: KRW 5,000,000
• Non-member: KRW 6,500,000
Promo Videos new

<table>
<thead>
<tr>
<th>Details</th>
<th>Logo Exposure</th>
</tr>
</thead>
</table>
| • Limited to 3 sponsors  
• Expose your promotion video to all visitors (53,571 visitors in 2019)  
• Video played at 2 locations  
• 200x plays during exhibit days | • Sponsor section in show site  
• Sponsor section in Map  
• Sponsor section in website |

<table>
<thead>
<tr>
<th>Turn in Materials</th>
<th>Price</th>
</tr>
</thead>
</table>
| • Logo (Format: AI, EPS)  
• Video (Format: TBD) | • Member: KRW 5,000,000  
• Non-member: KRW 6,500,000 |
Necklace Pen **new**

**Details**
- Limited to 3 sponsors
- Expose your company branding to all visitors (53,571 visitors in 2019)
- Production: 20,000 pens

**Logo Exposure**
- Necklace pen
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in website

**Turn in Materials**
- Logo (Format: AI, EPS)

**Price**
- Member: KRW 5,000,000
- Non-member: KRW 6,500,000
Coffee Coupon new

Details

• Limited to 3 sponsors
• Promote your company branding on the coffee coupon for 500 pre-registrants
• Company logo and booth location printed on coupon
• 2019 Pre-registrants: 39,000

Logo Exposure

• Coffee coupon
• Sponsor section in show site
• Sponsor section in Map
• Sponsor section in website

Turn in Materials

• Logo (Format: AI, EPS)

Price

• Member: KRW 3,000,000
• Non-member: KRW 3,900,000
# Hand Sanitizer Tissue

## Details
- Limited to 3 sponsors
- Expose your company branding to all visitors (53,571 visitors in 2019)
- Production: 15,000
- Distributed in front of Hall D

## Logo Exposure
- Hand Sanitizer Tissue
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in website

## Turn in Materials
- Logo (Format: AI, EPS)
- Design ad (Format: AI, EPS)
  - Size: TBD

## Price
- Member: KRW 10,000,000
- Non-member: KRW 13,000,000
**Expo Bags: Type 1**

<table>
<thead>
<tr>
<th>Details</th>
<th>Logo Exposure</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Limited to 1 sponsor</td>
<td>• Expo bag</td>
<td>• Member: KRW 20,000,000</td>
</tr>
<tr>
<td>• Expose your company branding to all visitors (53,571 visitors in 2019)</td>
<td>• Sponsor section in show site</td>
<td>• Non-member: KRW 26,000,000</td>
</tr>
<tr>
<td>• Production: 20,000 bags</td>
<td>• Sponsor section in Map</td>
<td></td>
</tr>
<tr>
<td>• Eco-friendly, reusable</td>
<td>• Sponsor section in website</td>
<td></td>
</tr>
<tr>
<td>• Bag size: 320x280x110</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Print Size: 150x100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Turn in Materials**

- Logo (Format: AI, EPS)

**Price**

- Member: KRW 20,000,000
- Non-member: KRW 26,000,000
Expo Bags: Type 2

Details
- Expose your company branding to all visitors (53,571 visitors in 2019)
- Production: 7,000 bags
- Eco-friendly, reusable
- Material: Taporin
- Bag size: 420 x 400 x 250
- Print Size: 200 x 200

Logo Exposure
- Expo bag
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in website

Turn in Materials
- Logo (Format: AI, EPS)

Price
- Member: KRW 20,000,000
- Non-member: KRW 26,000,000

Reference: COSTCO bag
Expo Bags: Type 3 new

Details
- Expose your company branding to all visitors (53,571 visitors in 2019)
- Production: 15,000 bags
- Eco-friendly, reusable
- Bag size: 350 x 370

Logo Exposure
- Expo bag
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in website

Turn in Materials
- Logo (Format: AI, EPS)

Price
- Member: KRW 20,000,000
- Non-member: KRW 26,000,000

![Red Bag](image1)
![Burgundy Bag](image2)
![Black Bag](image3)
![Navy Bag](image4)
Keynote Speech

The Keynote Speech is the major program in SEMICON Korea where domestic and International technical experts discuss the future vision for the semiconductor Industry. It is a great networking event with over 700 academics and industry practitioners present.

- Date: 10:10-12:00, Wednesday, February 5, 2020
- Location: TBD

Details
- Limited to ≈ sponsors
- 701 attendees in 2019 Keynote
- Exclusive: 10 VIP seating
- Multi: 5 VIP seating

Logo Exposure
- Onsite signage (banner, backdrops, panel)
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in Program Guide
- Sponsor section in website
- Keynote Speech page in website

Turn in Materials
- Logo (Format: AI or EPS)

Price
Exclusive
- Member: KRW 10,000,000
- Non-member: KRW 13,000,000

Multi
- Member: KRW 5,000,000
- Non-member: KRW 6,500,000
STS (SEMI Technology Symposium) will provide interactive information and in-depth discussion to over 1,500 professionals in the semiconductor industry. It includes all areas of semiconductor manufacturing with the following 6 sessions.

2019 Agenda
- S1. Advanced Lithography
  Beginning of EUV High Volume Manufacturing

- S2. Advanced Materials & Process Technology
  Advanced Materials & Technologies for Emerging Devices

- S3. Device Technology
  Challenges to Specialty Device Technology

- S4. Plasma Science & Etching Technology
  Plasma Etch Process Technologies for Next Generation Devices

- S5. Contamination-free Manufacturing & CMP Technology
  CMP & Cleaning for Emerging Technology

- S6. Electropackage System & Interconnect Product
  Packaging Growth through Technology Diversification
STS (SEMI Technology Symposium)

Details
• Limited to 2 sponsors
• 1,099 attendees in 2019
• Exclusive: 30 session registration, Speaker lounge
• Dual: 15 session registration

Logo Exposure
• Attendee bag (E: 600, D: 300)
• Speaker Lounge (Exclusive)
• Survey email
• Onsite signage (banner, backdrops, panel)
• Sponsor section in show site
• Sponsor section in Map
• Sponsor section in Program Guide
• Sponsor section in website
• STS page in website
• Presentation download website

Turn in Materials
• Logo (Format: AI, EPS)

Price
Exclusive
• Member: KRW 30,000,000
• Non-member: KRW 39,000,000

Dual
• Member: KRW 15,000,000
• Non-member: KRW 19,500,000
Market Trends Forum

Semiconductor market experienced downturn in 2019, especially in memory side and is expecting bounce back in 2020. Analysts from various market research firm will discuss the key drivers of growth will be AI, 5G and China market. Also, materials and equipment market will be covered in this Market Trends Forum.

- Date: 13:00-17:00, Wednesday, February 5, 2020
- Location: #300 Conference Room (South), 3F, COEX

2019 Agenda

- AI Innovation to Significantly Increase the Value of Semiconductors with 5G
  Masahiro Wakasugi, Bloomberg Intelligence

- Memory & Semiscap Outlook
  Nicholas Gaudois, UBS

- Wafer Fab Materials Enabling the Connected World
  Mark Thirsk, Linx Consulting

- Market Forecast: What is the Semiconductor Outlook by Product and Markets
  Jim Feldhan, Semico Research

- SEMI Market Outlook- Fab Investments, Equipment and Materials Forecast
  Clark Tseng, SEMI
Market Trends Forum

Details
• Limited to 3 sponsors
• 141 attendees in 2019
• Exclusive:
  • Coffee break
  • 5 complimentary registration
• Multi:
  • 3 complimentary registration

Logo Exposure
• Coffee cup holder (Exclusive)
• Survey email
• Onsite signage (banner, backdrops, panel)
• Sponsor section in show site
• Sponsor section in Map
• Sponsor section in Program Guide
• Sponsor section in website
• Market Trends Forum page in website
• Presentation download website

Turn in Materials
• Logo (Format: AI or EPS)

Price
Exclusive
• Member: KRW 5,000,000
• Non-member: KRW 6,500,000

Multi
• Member: KRW 3,000,000
• Non-member: KRW 3,900,000
AI Summit

AI is one of the key factors accompanying the silicon growth with various applications from daily life gadgets to industrial systems. It will definitely affect for semiconductor industry to expand its market and to develop new market. AI Summit will provide the special chance to meet AI industry leaders from worldwide and to find the new opportunities for your future business.

- Date: 14:00-17:20, Wednesday, February 5, 2020
- Location: #402 Conference Room (South), 4F, COEX

2019 Agenda
- AI, Now and Next - New Insights from IBM DataScience & AI
  JungWoo Jun, IBM

- Always-on on-device AI Processing
  Edwin Park, Qualcomm

- Advancement of Semiconductor Technology and Computing
  Prof. Kiyoungh Choi, Seoul National University

- Connected, Intelligent Devices: Where Cloud Meets Edge
  David Pellerin, Amazon Web Services

- Enabling the A.I. Era: From Materials to Systems
  Sundeep Bajikar, Applied Materials

- System Integration & Packaging Innovation for an AI World
  Rich Rice, ASE
## AI Summit

### Details
- Limited to 3 sponsors
- 141 attendees in 2019
- Exclusive:
  - 200 Notepad & pen set
  - 5 complimentary registration
- Multi:
  - 3 complimentary registration

### Logo Exposure
- Notepad & pen set (Exclusive)
- Survey email
- Onsite signage (banner, backdrops, panel)
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in Program Guide
- Sponsor section in website
- AI Summit page in website
- Presentation download website

### Turn in Materials
- Logo (Format: AI or EPS)

### Price
**Exclusive**
- Member: KRW 5,000,000
- Non-member: KRW 6,500,000

**Multi**
- Member: KRW 3,000,000
- Non-member: KRW 3,900,000
MEMS & Sensor Summit

For enabling IoT and AI, data acquisition from edge is essential and MEMS & Sensor industry is getting bigger and smarter accordingly. The featured speakers from world-leading MEMS & Sensor company will share their vision, technology roadmap and business model at MEMS & Sensor Summit and this will be the great chance to get inspired for Korea MEMS & Sensor community’s future direction.

- Date: 09:00-13:00, Friday, February 7, 2020
- Location: #318 Conference Room (South), 3F, COEX

2019 Agenda

- Maximizing your impact with MEMS and Sensors
  John M Chong, Kionix

- Identifying the Markets and Opportunities for MEMS and Sensors
  Jim Feldhan, Semico Research

- VCSELS for 3D Sensing
  Dave Thomas, SPTS Technologies

- Let Your Voice be Heard- Devices are Listening
  James Jeong, Vesper

- Smart Sensors & Smart Ear
  Stanley Park, Infineon

- Opportunities and Challenges for MEMS & Sensors in China
  Mark Ding, Shanghai Industrial Technology Research Institute (SITRI)
# MEMS & Sensor Summit

## Details
- Limited to 3 sponsors
- 136 attendees in 2019
- Exclusive:
  - 200 Notepad & pen set
  - 5 complimentary registration
- Multi:
  - 3 complimentary registration

## Logo Exposure
- Notepad & pen set (Exclusive)
- Survey email
- Onsite signage (banner, backdrops, panel)
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in Program Guide
- Sponsor section in website
- MEMS & Sensor Summit page in website
- Presentation download website

## Turn in Materials
- Logo (Format: AI or EPS)

## Price

**Exclusive**
- Member: KRW 5,000,000
- Non-member: KRW 6,500,000

**Multi**
- Member: KRW 3,000,000
- Non-member: KRW 3,900,000
SMART Manufacturing Forum

The rapidly maturing potential of data analytics and artificial intelligence brings big change, and big opportunities, for the entire semiconductor and electronic systems ecosystem. But first it brings some challenges in figuring out where the key applications are, managing the complexities of digital simulations, and getting the cyber and the physical worlds to work together. We invite industry leaders to share what’s working and what’s needed next.

• Date: 13:00-17:30, Thursday, February 6, 2020
• Location: #300 Conference Room (South), 3F, COEX

2019 Agenda
• Digitalization in Manufacturing Industry
  Yousoon Choi, Siemens

• Energy Efficiency through Industrial Digital Technology: Digital Twin
  Kyung-Rog Kim, Schneider Electric

• Smart Manufacturing and Machine Learning: Process Control in 3D
  David Fried, Lam Research

• Integration Deep Learning into Factory
  Tri Minh Nguyen, Seagate

• Smart Manufacturing- Connected Intelligence Platform Enables Insight
  YoungSeok Kim, TIBCO Software Korea

• AI Use Case in Semiconductor Manufacturing
  Hyun-Jin Kim, BISTel

• Creating Value with Industrial IoT
  Il-min Won, Hilscher Korea

• A Roadmap for the Future of Smart Manufacturing in Semiconductor Point of View
  Supika Mashiro, Tokyo Electron Limited
# SMART Manufacturing Forum

## Details
- Limited to 3 sponsors
- 177 attendees in 2019
- Exclusive:
  - Coffee break
  - 5 complimentary registration
- Multi:
  - 3 complimentary registration

## Logo Exposure
- Coffee cup holder (Exclusive)
- Survey email
- Onsite signage (banner, backdrops, panel)
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in Program Guide
- Sponsor section in website
- SMART Manufacturing Forum page in website
- Presentation download website

## Turn in Materials
- Logo (Format: AI, EPS)

## Price
**Exclusive**
- Member: KRW 5,000,000
- Non-member: KRW 6,500,000

**Multi**
- Member: KRW 3,000,000
- Non-member: KRW 3,900,000
SMART Transportation Forum

Smart Transportation is driving a new market for semiconductor. Connected car and autonomous driving system needs integrated system, advanced safety features and infortainment— the value of chips are getting higher than ever in car industry. Not only for smart driving, to smart infrastructure and smart transportation, collaboration with car makers, supply chains and related industry is critical. In this forum, you will see how the collaboration works and future of SMART Transportation coming very soon.

- Date: 13:00-18:30, Thursday, February 6, 2020
- Location: #318 Conference Room (South), 3F, COEX

Details

- Limited to 3 sponsors
- Exclusive:
  - 200 Notepad & pen set
  - 5 complimentary registration
- Multi:
  - 3 complimentary registration

Logo Exposure

- Onsite signage (banner, backdrops, panel)
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in Program Guide
- Sponsor section in website
- SMART Transportation page in website
- Presentation download website

Turn in Materials

- Logo (Format: AI or EPS)

Price

Exclusive
- Member: KRW 5,000,000
- Non-member: KRW 6,500,000

Multi
- Member: KRW 3,000,000
- Non-member: KRW 3,900,000
MI (Metrology & Inspection) Forum

The role of metrology and inspection is getting more and more important to enable Industry 4.0 era. You can get better understanding on MI challenges and solutions for upcoming process technologies in the forum and build network with industry leaders.

- Date: 10:00-19:00, Thursday, February 6, 2020
- Location: #402 Conference Room (South), 4F, COEX

2019 Agenda

Keynote: Metrology and Inspection: Challenges, Opportunities and Requirements for Advanced Logic Technology  Ryoung han Kim, imec

Session 1: Industry 4.0
- A Systematic Approach to Integrate Metrology and Inspection  Paul MacDonald, KLA Corporation
- Industry Overview of Fast and Intelligent Metrology by S/TEM (CD-TEM)  Christopher Kang, Northrop Grumman Corporation
- OCD Metrology Based on Machine Learning and Raw Spectra Analysis  Yudong Hao, Nanometrics
- Challenges in Enabling Multiple Feedback & Feedforward Loops for Advanced Patterning Control  Ofer Adan, Applied Materials
- Implementation of Machine Learning in Metrology for Advanced Semiconductor Manufacturing  Michael Shifrin, Nova Measuring Instruments

Session 2: New Sources
- E-beam Metrology in Semiconductor Development  OhJang Kwon, SK Hynix
- OPC Accuracy Enabled by Fast eBeam System, Accurate Contour Metrology and Deep Learning  Jun Lang, ASML
- Understanding Hybrid Plasma Source with Inductive and Capacitive Fields using Plasma Metrology  Hyo-Chang Lee, Korea Research Institute of Standards and Science
- CDSEM Metrology of Line-Edge Roughness (LER) and Wiggling occurring in EUV-Lithography or Mandrel Process  Hiroki Kawa, Hitachi High-Technologies
- Enabling EUV Materials Defectivity Qualification with Un-patterned Wafer Inspection  Ming Feng Li, KLA Corporation
## MI (Metrology & Inspection) Forum

### Details
- Limited to 2 sponsors
- 192 attendees in 2019
- **Exclusive:**
  - 200 Notepad & pen set
  - 8 complimentary registration
- **Dual:**
  - 5 complimentary registration

### Logo Exposure
- Notepad & pen set (Exclusive)
- Survey email
- Onsite signage (banner, backdrops, panel)
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in Program Guide
- Sponsor section in website
- MI Forum page in website
- Presentation download website

### Turn in Materials
- Logo (Format: AI or EPS)

### Price

#### Exclusive
- Member: KRW 8,000,000
- Non-member: KRW 10,400,000

#### Dual
- Member: KRW 5,000,000
- Non-member: KRW 6,500,000
Test Forum

The 5G and Big Data, key issues in next connected world are increasing demand for putting more pressure on test costs due to higher coverage requirements. Technical leaders will gather in Test Forum and share their thoughts on this and find the solutions.

• Date: 13:00-17:00, Wednesday, February 5, 2020
• Location: #318 Conference Room (South), 3F, COEX

2019 Agenda
• The Impact of Machine Learning on Semiconductor Test Industry
  Gregory Smith, Teradyne

• Automotive Semiconductor Testing
  Jeonghwan Koo, Advantest

• Testing Challenges and Design for Reliability
  Ralf Touby, Weiss Technik

• RF Test Challenges Posed by the 5G Production Rollout
  Kris Hublitz, MaxLinear

• Challenges of AI Testing
  Ken Lanier, Teradyne

• A New Singulated HBM Testing Solution- Breakthrough from Traditional ATE Test Method
  Hock W Chiang, Cohu

• Overcoming Test Challenges of 5G New Radio
  Fred Pan, National Instruments
Test Forum

Details

- Limited to 3 sponsors
- 128 attendees in 2019
- Exclusive:
  - Coffee break
  - 5 complimentary registration
- Multi:
  - 3 complimentary registration

Logo Exposure

- Coffee cup holder (Exclusive)
- Survey email
- Onsite signage (banner, backdrops, panel)
- Sponsor section in show site
- Sponsor section in Map
- Sponsor section in Program Guide
- Sponsor section in website
- Test Forum page in website
- Presentation download website

Turn in Materials

- Logo (Format: AI, EPS)

Price

Exclusive
- Member: KRW 5,000,000
- Non-member: KRW 6,500,000

Multi
- Member: KRW 3,000,000
- Non-member: KRW 3,900,000
Program Water Bottle

Details

• Limited to 1 sponsor
• Expose your company branding to all program attendees (3,000 attendees in 2019)
• Design ad on the belt of water bottle
• 3,000 water bottles distributed in program rooms

Logo Exposure

• Sponsor section in show site
• Sponsor section in Map
• Sponsor section in Program Guide
• Sponsor section in website

Turn in Materials

• Logo (Format: AI, EPS)
• Design ad (Format: AI, EPS)
  • Size: 215mm x 40mm (±5mm)

Price

• Member: KRW 7,000,000
• Non-member: KRW 9,100,000
Industry Leadership Dinner

The Industry Leadership Dinner is a networking event with key executives from the semiconductor industry to celebrate the exhibition and look for business opportunities.

Date: 17:30-20:00, Wednesday, February 5, 2020
Location: Grand Ballroom, 5F, Grand InterContinental Seoul Parnas

Agenda
• Opening
• Welcome Remarks
• Congratulatory Speech
• SEMI Award
• VIP Introduction
• Toast
• Dinner & Performance
# Industry Leadership Dinner

## Details
- Limited to ~ sponsors
- 450 attendees in 2019
- 5 seating

## Logo Exposure
- e-Invitation, printed invitation
- Promotion/Marketing materials
- RSVP website
- Onsite signage (banner, panel)
- Sponsor section in show site
- Sponsor section in map
- Sponsor section in website
- VIP Event page in website

## Turn in Materials
- Logo (Format: AI or EPS)

## Price
- Member: KRW 15,000,000
- Non-member: KRW 19,500,000
MI (Metrology & Inspection) Reception

MI (Metrology & Inspection) Reception is a special event for MI industry to build the global networking through supply chain to get together for business opportunities. More than 200 people including MI forum attendees, speakers and MI committee members are expected to attend.

- Date: 17:30-19:00, Thursday, February 6, 2020
- Location: #402 lobby, Conference Room (South), 4F, COEX

Details
- Limited to <= sponsors
- 70 attendees in 2019
- 3 seating

Logo Exposure
- e-Invitation, printed invitation
- Promotion/Marketing materials
- RSVP website
- Onsite signage (banner, panel)
- Sponsor section in show site
- Sponsor section in map
- Sponsor section in Program Guide
- Sponsor section in website
- Special Features page in website

Turn in Materials
- Logo (Format: AI or EPS)

Price
- Member: KRW 3,000,000
- Non-member: KRW 3,900,000
VIP Luncheon

VIP Luncheon is an invitation only event where Keynote speakers and 40 VIP members gather for networking.

- Date: 12:30-13:30, Wednesday, February 5, 2020
- Location: #403 Conference Room (South), 4F, COEX

**Details**
- Limited to 2 sponsors

**Logo Exposure**
- Onsite signage (banner, panel)
- Sponsor section in show site
- Sponsor section in map
- Sponsor section in website
- VIP Event page in website

**Turn in Materials**
- Logo (Format: AI or EPS)

**Price**
- Member: KRW 5,000,000
- Non-member: KRW 6,500,000
Lucky Draw

- Date: 11:00-17:00 (Feb 5-6) 11:00-16:00 (Feb 7)
- Location: G009 Grand Ballroom

**Details**
- Limited to 4 sponsors
- 5,744 attendees in 2019
- 2019 Prizes:
  - Samsung Galaxy Book
  - Samsung Galaxy Watch
  - Apple Air Pod
  - Google Home Mini
  - Samsung Wireless Charger
  - Coffee Bean Mug
  - Coffee Bean Coupon
  - Water

**Logo Exposure**
- Promotion/Marketing materials
- Lucky Draw booth
- Sponsor section in show site
- Sponsor section in map
- Sponsor section in website

**Turn in Materials**
- Logo (Format: AI, EPS)

**Price**
- Member: KRW 4,000,000
- Non-member: KRW 5,200,000