

**SEMICON<sup>®</sup>**  
**CHINA**

**FPDCHINA**

# Marketing Promotion Opportunities

The Largest Pan-semiconductor  
Platform in the World !

March 17-19, 2021 Shanghai New International Expo Centre

China Semiconductor Technology International Conference  
March 14-15, 2021 SHICC



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# SEMICON<sup>®</sup> CHINA

# FPDCHINA

## Marketing Promotion Opportunities

March 17-19 2021

Shanghai New International Expo Centre

The key to a successful trade show experience is leveraging available tools and techniques to maximize your sales opportunities. Experienced exhibitors take advantage of many promotional opportunities in event directories, on-site signage, advertising etc. to set their company apart from the rest.

SEMICON China & FPD China has been the biggest exhibition in the world that attract the most influential and important buyers in global semiconductor industry. Having a thorough marketing campaign can reinforce your sales message in a dynamic setting where exhibitors compete for attention.

[www.semiconchina.org](http://www.semiconchina.org)  
[www.fpdchina.org](http://www.fpdchina.org)



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## Show Site Marketing Promotion Opportunities

A

### Attendee Badge Insert

A1

Production included, Limited to 4 sponsors

Order deadline: Feb.8, 2021

Put your company name and logo on virtually every SEMICON China attendee with these eye-catching badge inserts. Turn every visitor into a walking advertisement for your company.

#### YOUR BENEFITS:

Logo on insert (101,054 visitors in 2019 )

Company featured prominently to all visitors allowing for easy locating of booth

Logo and short company profile on sponsors page of the SEMICON China 2021 website linking to sponsor's website of choice

Price: US \$8,000 / 10,000 inserts

#### SPECIFICATIONS:

Two-sided, full colour, design provided by sponsor

Size: 9.8cm (l) x 5cm (w)

Format: AI or EPS only



### Attendee Lanyard

A2

Production included, Limited to 4 sponsors

Order deadline: Feb.1, 2021

At the registration and badge pick-up stations, visitors receive a lanyard which is worn during the entire three-day exhibition. The display of your company's logo on the lanyards ensures your company's name is prominently featured throughout all visitor interaction during the event.

#### YOUR BENEFITS:

Logo on lanyards(101,054 visitors in 2019)

Logo and short company profile on sponsors page of the SEMICON China 2021 website, linking to sponsor's website of choice

#### SPECIFICATIONS:

20mm x 93mm

Single-sided, monochrome printing

Intervals between sponsor's logo and the exhibition logo

Sponsors can choose the colour of the lanyard and the logo

Design provided by the sponsor, format: AI or EPS only, 300DPI

Price: US \$10,000 / 10,000 inserts



## Show Site Marketing Promotion Opportunities

A

### Outdoor Billboard Advertisement

A3



Production included

Order deadline: Feb.8, 2021

Standing right outside the entrance to the SNIEC, the outdoor billboard advertisement catches all your customers' attention as they arrive. Use the opportunity to help raise awareness of your presence and drive traffic to your booth.

Price: US \$10,000: 5m×8m US \$20,000: 5m×16m

SPECIFICATIONS: Format: AI or EPS only

### Show Bags

A4

Production excluded  
(provided in the exhibition only)

Order deadline: Feb.8, 2021

Nearly everyone grabs a bag before heading to the exhibit floor. Your logo on these highly sought-after and reusable totes will be distributed at multiple Shanghai New International Expo Centre locations.

Price: US \$10,000 / set (30,000 inserts)



## Show Site Marketing Promotion Opportunities

A

## Inner Plaza Outdoor Directional Advertisement Sign

A5

Order deadline: Feb.8, 2021

Located in the inner plaza of the exhibition center, these directional signs provide a dramatic presence for your company brand and message.

Price: US \$4,500/side: 3m×6m per side

SPECIFICATIONS: Format:AI or EPS only



## Carpet Decal

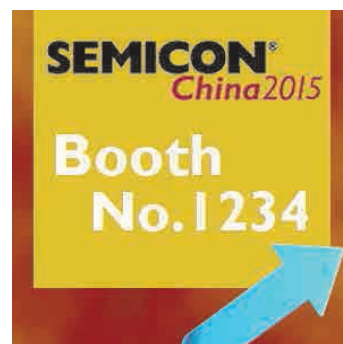
A6

Order deadline: Feb.8, 2021

These bright floor decals show your customers the way to your booth, drawing attention to your company and leading a path right to your exhibit.

Price: US \$1,500/piece

SPECIFICATIONS: Format:AI or EPS only 1.5m×1.5m



## Show Site Marketing Promotion Opportunities

A7

### Corridor Advertisement between Halls

Order deadline: Feb.8, 2021

These eye-catching advertisements, posted in the corridors between the exhibition halls, are ideally placed to reach a maximum audience of visitors.

Price: US \$5,000 5m×0.7m×2pieces (4 sides)

SPECIFICATIONS: Format:AI or EPS only



A8

### Corridor Advertisement between Hall N1 and 2 # Registration Hall

Order deadline: Feb.8, 2021

Limited to 2 sponsors

The entrance corridor is the connection between the 2 # of Shanghai New International Expo Centre and the Hall N1, which is the main entrance to Hall N1-N5 with streams of people. The length and height are perfect for advertising and attracting visitors.

Price: US \$5,000 5m×1.5m×1piece (2 sides)

SPECIFICATIONS: Format:AI or EPS only



A9

### Corridor Signage Board

Order deadline: Feb.8, 2021

Located in the corridor connecting between every Hall, these directional signs provide a dramatic presence for your company brand and message. These signs can attract visitors and guide them to your booth.

Price: US \$2,000 / side (Production included)

SPECIFICATIONS:

One side/ sign 1m×2.5m/ side

First come, first choose

Design provided by the sponsor, format: AI or EPS only, 300DPI





## SEMI Media Promotion Opportunities

B

### Onsite Visitor Guide

Order deadline: Feb.1, 2021

BI

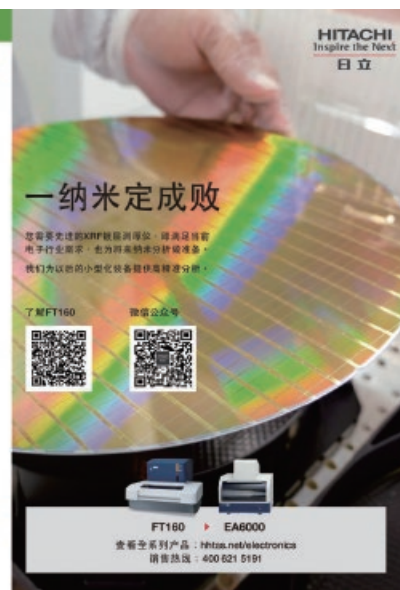
The Onsite Visitor Guide is given out free of charge to exhibition visitors as an orientation aid. It contains an overview of the exhibition halls with booth locations and exhibitors (in alphabetical order per hall). These handy, popular pocket-size fold-out maps lead attendees through the expansive exhibit floor to the companies they want to see.

#### Price:

- US \$20,000: Front cover 4-color ad (1/4 front page)— Limited for 1 sponsor
- US\$15,000: Cover Two or Three 4-color full page ad
- US\$10,000: Back cover 4-color ad(1/4 front page)— Limited for 2 sponsors
- US\$6,000: Inner full page 4-color ad
- US\$3,000: Inner half page 4-color ad
- US \$1,000: Logo placement in Floor Plan Guides (Inner page)
- US \$500: Bold your company name of the exhibitor list:

#### YOUR BENEFITS:

- Distributed free of charge to all visitors
- Company featured prominently to all visitors allowing for easy locating of booth



## SEMI Media Promotion Opportunities

B

Ads on Semiconductor Manufacturing Magazine Order deadline: Feb.1, 2021

B2

### All year round media plan

Semiconductor Manufacturing magazine covers every segment of China semiconductor manufacturing industry. It is the tailored magazine for executives, managers, engineers and researchers focus on the market trends and latest technologies.

Note: Each price in this table below is Unit Price

AD.Type	1 issue(\$)	3 issue(\$)	5 issue(\$)
Full Page	3,200	2,600	2,000
2/3 Page	2,400	1,950	1,500
1/2 Page	1,920	1,560	1,200
Cover Two Spread		7,000	
Cover Two		4,000	
Cover Three		4,000	
Cover Four		4,900	



### March special publication

#### outlook

The annual column "outlook" of Semiconductor Manufacturing Magazine meets with you every March. In it, leaders of 20 selected companies shares their insights of industrial and technological trends and hot applications.

#### Exhibitor's Preview

As a special part of the annual event Semicon China, we will select 24 participants to show their new products and technologies in the annual column "Exhibitor's Preview " of Semiconductor Manufacturing Magazine every March.





## SEMI Media Promotion Opportunities

B

### SEMICON China 2021 Show Daily E-newsletter Order deadline: Feb.1, 2021

B3

The SEMICON China Show Daily E-newsletter is distributed each day of the show to Pre-registered visitors and Semiconductor Manufacturing Magazine subscribers, sending them timely information about the daily news and announcements from the show. Show Daily E-newsletter advertising is the most cost-effective way to promote your technologies and products to your key customers.

#### Benefits & Price

AD.Type	Dimension width*height(pixels)	File size	Format	Price(\$/3days)
1	200 × 60	<20k	GIF、JPEG	2,000
2	200 × 60	<20k	GIF、JPEG	2,000
3	200 × 60	<20k	GIF、JPEG	2,000
4	450 × 50	<20k	GIF、JPEG	2,000
5	140 × 140	<20k	GIF、JPEG	1,500
6	140 × 140	<20k	GIF、JPEG	1,500
7	610 × 50	<20k	GIF、JPEG	1,500



### eCar e-newsletter

Order deadline: Feb.1, 2021

Bi-weekly for each

Bi-weekly e-newsletter with 15,000 professional readers database, is your best choice to get the latest information of market trends.

#### Benefits & Price

AD.Type	Dimension width*height(pixels)	File size	Format	Price (\$/Month)
1	530*40	<20k	GIF、JPEG	2,000
2	530*40	<20K	GIF、JPEG	1,500



B4

## SEMI Media Promotion Opportunities

B5

### SEMI China WeChat Public Platform

Order deadline: Mar 5, 2021

SEMI China WeChat Public Platform provides daily message push of semiconductor industry for more than 100,000 followers at present, it is the important channel to learn the industry information. There is also an opportunity for your company to publish your news through this platform, let your customer know your product and company news timely.

Price(\$/piece/once)

	Mar.17~Mar.19, 2021	Other period
Articles (Headlines)	7,800	6,000
Articles (Non-Headlines)	3,900	3,000
Banner(Embedded in Headlines )	3,000	2,000

#### Note:

Article is required to be provided two working dates ahead, SEMI has the right to do the necessary edit base on mutual communication. The push date required to be confirmed one week ahead.



B6

### SEMICON/FPD China 2021 Mobile Service Platform

Order deadline: Feb.1, 2021

SEMICON/FPD China 2021 mobile service platform integrates online registration, events research, booth research, speaker information, exhibitor activities, etc, provides a one-stop service for visitors and exhibitors. It also contains invitation letter templates for exhibitor's use, offers exhibitor recommendation service, letting visitors find your booth at the first time. The platform will be on-line in Dec, 2020.

#### Price:

Banner Location	Price(\$/piece/once)
Homepage	\$1,000/month
Booth research page	\$1,000/month

#### Your Benefits:

- 10w+ visitors will use this platform during the period of the exposition
- Series of promotion to attract visitor for pre-registration through this platform
- Company name will be listed as recommended exhibitors on the homepage
- The Platform will be fully promoted through SEMI China Media.

#### Note:

Banner size and promotion period is required to be confirmed with SEMI China in the Dec., 2020.

## SEMI Media Promotion Opportunities

B

### SEMI Mall

Order deadline: Mar 5, 2021

Collect coins: Get gifts for Individuals, free advertisements opportunity for companies, brand exposure for sponsors.

Gift sponsorship opportunities

Price : 1000USD per year for one gift sponsorship

#### Remarks

The gifts are provided by the sponsor with minimum gift quantity 100.



Please scan the SEMI Mall QR code



gift sponsorship

B7

### WINDOW ON CHINA

Order deadline: Feb.1, 2021

WINDOW ON CHINA is the Channel on SEMI official English website dedicated to reporting industry trends in China. It is a window for global semiconductor elites to learn the Chinese market and the key for Chinese semiconductor companies to enter the international market.

#### Price:

Once	Three times
US \$1,000 / piece	US \$800 / piece



B8

## Forum Promotion Opportunities

Order deadline: Feb.1, 2021

CI

### Grand Opening Keynote



The grand opening keynote marks the start of SEMICON China and FPD China 2021. A collection of industry top leaders and experts will attend this high-profile event and give fabulous speeches. Please come to join us. You will gain insights to the global industry and market, network with the industry leaders and professionals who are playing vital roles in global Pan-semiconductor industry.



#### Elite Sponsorship US\$20,000

- Company logo on the backdrop
- Company signage on the prominent location
- Company brochures placed on file folder
- Company name acknowledged by the MC at the Grand Opening Keynote
- Promotion of sponsor during the whole promotion activities of Grand Opening



## Forum Promotion Opportunities

Order deadline: Feb. 1, 2021

C2

## SIIP China: SEMI Innovation and Investment Forum

"SIIP China: SEMI Innovation and Investment Forum", bringing together worldwide industry and investment leaders, has become a widely recognized international platform for investment in semiconductor industry. The leaders of China's National IC Fund and municipal IC funds, and the global leading investment institutions will explore the hot topics of investment, M&A, and China opportunity.

## Diamond Sponsor US\$25,000

- Company logo on the forum backdrop as the Diamond Sponsor
- Company name acknowledged as the Diamond Sponsor by the Forum Emcee
- Company logo in the forum Opening Slide as the Diamond Sponsor
- Company logo and link on Forum web page
- Two Company billboards displayed onsite
- Company collaterals distributed to the forum attendees
- 5 complementary conference registrants
- One invitation to 2021 Industry Gala dinner
- Gift sponsor

## Gold Sponsor US\$15,000

- Company logo on the forum backdrop
- Company name acknowledged by the Forum Emcee
- Company logo in the forum Opening Slide
- Company logo and link on Forum web page
- Two Company billboards displayed onsite
- Company collaterals distributed to the forum attendees
- 3 complementary conference registrants
- One invitation to 2021 Industry Gala dinner

## Silver Sponsor US\$10,000

- Company logo on the forum backdrop
- Company logo in the forum Opening Slide
- Company logo and link on Forum web page
- One company billboard displayed onsite at forum reception area
- 2 complementary conference registrants
- One invitation to 2021 Industry Gala dinner

## Bronze Sponsor US\$5,000

- Company logo on the forum backdrop
- Company logo in the forum Opening Slide
- Company logo and link on Forum web page
- 1 complementary forum registrant

Annual Sponsorship Opportunities: <http://www.semi.org.cn/siip/>

## SIIP China: SEMI Innovation and Investment Forum (2020)



丁文思 Ding Wensu  
国家集成电路产业投资基金  
总经理、中国集成电路产业  
联盟理事长



梁胜 Liang Sheng  
北京经济技术开发区  
管委会主任



魏少军 Wei Shaojun  
清华大学微电子学  
研究所所长



沈伟焦 Shen Weijiao  
上海集成电路产业投资基金  
董事长、上海集成电路产业  
联盟理事长、中国半导体  
行业协会理事长



Handel Jones  
CSO, International  
Business Strategies, Inc.



Allen Gaboi  
Nvidia China President  
and Managing Director  
of Performance  
Materials China



Christopher Thomas  
Vice President, TSMC  
University & Partner Programs  
Partner, Asia Semiconductor  
Institute, and Intel & Company



Risto Puhakka  
President of  
VLSI Research



张新 Zhang Xin  
中芯国际集成电路制造  
股份有限公司董事长、  
北京集成电路产业联盟  
理事长



陈大鸿 Chen Dazong  
国家集成电路产业  
投资基金



王晖 Wang Hui  
国家集成电路产业  
投资基金 (上海)  
股份有限公司董事长



胡蓉 Hu Rong  
上海集成电路产业  
投资基金 (上海)  
股份有限公司董事长



徐东智 Xu Dongzhi  
上海集成电路产业  
投资基金、创投合伙人



李伟 Wei Li  
上海集成电路产业  
投资基金



李新泉 Allen Lee  
AMD全球副总裁、  
中国研发中心总经理



姜康强 Jiang Meng  
中芯国际首席运营  
官



凌峰 Peter Ling  
全球副总裁、中国区  
总经理, Mentor,  
A Siemens Business



王琦 Qi Wang  
Cadence全球副总裁及  
董事、消费电子科技有限  
公司副总裁

for more info of yearly sponsorship,  
please contact at [lifeng@semi.org](mailto:lifeng@semi.org).

**SIIP CHINA**  
SEMI产业创新投资平台



## Forum Promotion Opportunities

Order deadline: Feb.1, 2021

C3

### CDC 2021- OLED or Micro LED

CDC 2021 - OLED or Micro LED is co-organized by SEMI and SID concurrent with FPD China 2021.

China professional exhibition and communication platform which focus on the whole display manufacturing chain, gathering worldwide equipment, materials and the latest technology together!

Global industry leaders and experts will share their insights of technology development and market opportunities, explore the emerging display industry in China.

### I. Conference Sponsorship Package

**Diamond Sponsor** US\$15,000 Limited for 2 sponsors

- Announce the sponsor company name on the conference
- Corporate logo in the conference background plate
- Corporate logo on the homepage of FPD China official website with company link
- Corporate brochure in the conference package
- Corporate logo printed on the cover of the conference package
- 2 places for Corporate standing poster/roll up in registration area
- 5 free seats for the conference
- 1 Seat on SEMI Industry Gala

**Platinum Sponsor** US\$10,000 limited for 5 sponsors

- Corporate logo in the conference background plate
- Corporate logo on the homepage of FPD China official website with company link
- Corporate brochure in the conference package
- 1 place for Corporate standing poster/roll up in registration area
- 3 free seats for the conference
- 1 Seat on SEMI Industry Gala



**Gold Sponsor** US\$5,000

- Corporate logo in the conference background plate
- Corporate logo on the homepage of FPD China official website with company link
- Corporate brochure in the conference package
- 1 free seat for the conference

### Part of the guest speaker



陈志宏 博士  
和辉光电，副总经理，  
CTO



彭旭辉  
天马微电子集团，  
副总裁



郭海成  
香港科技大学，  
教授



Chiwoo Kim 博士  
APS Holdings,  
President & CTO



Rainer Paetzel  
美国相干公司，  
战略市场总监

## Forum Promotion Opportunities

Order deadline: Feb. 1, 2021

C4

### China Semiconductor Technology International Conference

Plan now to participate at CSTIC 2021, one of the largest and the most comprehensive annual semiconductor technology conferences in China and Asia since 2000. Organized by SEMI, IMEC and IEEE-EDS, co-organized by IMECAS. CSTIC 2020 will be held on March 14-13, 2021 in Shanghai, China, in conjunction with SEMICON China 2021. The conference will have nine symposia covering all aspects of semiconductor technology with focus on manufacturing and advanced technology, including detailed manufacturing processes, device design, integration, materials, and equipment, as well as emerging semiconductor technologies, circuit design, and silicon material applications. Hot topics, such as artificial intelligence (AI) chips, 6G chips, neuromorphic computing technology, advanced memory technology, 3D integration, MEMS technology will also be addressed in the conference.

Industry Leaders (previous)



**Dr. Doug Yu**  
Vice President, R&D  
TSMC



**Dr. Ravi Mahajan**  
Fellow  
Intel



**Dr. Anthony Yen**  
Vice President  
ASML



**Dr. Sanjay Natarajan**  
Vice President  
Applied Materials



## Forum Promotion Opportunities

Order deadline: Feb. 1, 2021



### China Semiconductor Technology International Conference



In addition to individual benefits listed in this sponsor brochure, each opportunity includes the following benefits:

- Company logo listed on conference guide as a sponsor
- Company logo on CSTIC and SEMICON China website as a sponsor
- Company logo listed on Plenary session conference room backdrop as a sponsor
- Company logo placed in promotion emails

SEMI members receive 20% discount on all sponsorships Pricing: Non-member (member)

#### Diamond Sponsor - US\$50,000(US\$40,000)

Limited to 2 sponsors

- One page ad. on cover 2 or 3 of conference proceeding
- One year of company logo on CSTIC website and promotion email as a diamond sponsor
- Opportunity to provide a gift to attendees with your company logo (provided by sponsor)
- 120sec company promotion video before CSTIC plenary session on March 14 and 9 parallel symposia on March 14-15
- Lunch and banquet dinner together with conference committees and plenary speakers
- One company Roll-up at premier location (provided by sponsor)
- 10 complimentary conference registrations, including conference materials
- Company collateral distributed with conference bags

#### Platinum Sponsor - US\$30,000(US\$24,000)

Limited to 2 sponsor

- All conference delegates badge inserts and lanyards (2000 sets)
- 90sec company promotion video before CSTIC plenary session on March 14 and 9 parallel symposia on March 14-15
- One company Roll-up at premier location (provided by sponsor)
- 8 complimentary conference registrations, including conference materials
- Company collateral distributed with conference bags

#### Banquet - US\$20,000(US\$16,000)

Limited to 2 sponsors

- <3min talk at the beginning of the banquet
- 60sec company promotion video before CSTIC plenary session on March 14 and 9 parallel symposia on March 14-15
- Poster signage with your company logo at Banquet
- 6 complimentary conference registration
- One company Roll-up at premier location (provided by sponsor)
- Company collateral distributed with conference bags

#### Networking Luncheon - US\$12,500(US\$10,000) Limited to 2 sponsors

- Poster signage with your company logo at Luncheon
- 4 complimentary conference registration
- One company Roll-up at premier location (provided by sponsor)
- Company collateral distributed with conference bags

#### Poster Session/Coffee Break - US\$12,500(US\$10,000) Limited to 1 sponsor

- Company logo on each poster boards
- Signage during coffee break
- 4 complimentary conference registration
- One company Roll-up at premier location (provided by sponsor)
- Company collateral distributed with conference bags

#### Conference Bags -US\$10,000 (US\$8,000)

Limited to 2 sponsors

- Conference bags imprinted with conference logo
- 3 complimentary conference registration
- One company Roll-up at premier location (provided by sponsor)
- Company collateral distributed with conference bags

#### Conference Proceeding USB Disk -US\$10,000 (US\$8,000) Limited to 1 sponsor

- Company logo on proceeding USB Disk
- 3 complimentary conference registration
- One company Roll-up at premier location (provided by sponsor)
- Company collateral distributed with conference bags

## Forum Promotion Opportunities

Order deadline: Feb. 1, 2021

C4

### China Semiconductor Technology International Conference

#### Keynote Speakers -US\$10,000 (US\$8,000) Limited to 3 sponsors

- Recognition by moderator (could be a committee member from the sponsor company) when introducing conference keynote speakers
- Company logo placed on web page next to keynote speakers
- Photo together with keynote speakers
- 3 complimentary conference registration
- One company Roll-up at premier location (provided by sponsor)
- Company collateral distributed with conference bags

#### Conference Pen - US\$6,000 (US\$4,800) Limited to 1 sponsor

- Pens imprinted with company logo
  - 2 complimentary conference registration
  - One company Roll-up at premier location (provided by sponsor)
  - Company collateral distributed with conference bags
- (Sponsor to produce the pen with SEMI's approval)

#### Technical Symposium – US\$5,000 (US\$4,000)

- Company logo placed on webpage and proceeding next to the one selected session
- Opening slide for the selected session with company logo
- Onsite signage with your company logo listed as the session sponsor
- 2 complimentary conference registration
- If you selected to sponsor 2 symposia, the second one will be half price

#### Best Student Awards – US\$5,000 (US\$4,000) Limited to 2 sponsors

- Recognition by moderator when introducing conference Best Student Awards
- Company logo on the gifts to award winners
- Photo together with award winners
- 2 complimentary conference registration

#### Conference Notebook - US\$6,000 (US\$4,800) Limited to 1 sponsor

- Notebook imprinted with company logo
  - 2 complimentary conference registration
  - One company Roll-up at premier location (provided by sponsor)
  - Company collateral distributed with conference bags
- (Sponsor to produce the notebook with SEMI's approval)

#### Panel Discussion - US\$6,000 (US\$4,800) Limited to 2 sponsors

- Panel discussion opening slide with company logo
- Company logo placed on webpage and proceeding next to panel session
- Onsite signage with your company logo listed as the session sponsor
- 2 complimentary conference registration

#### Best Young Engineer Awards – US\$5,000 (US\$4,000) Limited to 2 sponsors

- Recognition by moderator when introducing conference Best Young Engineer Awards
- Company logo on the gifts to award winners
- Photo together with award winners
- 2 complimentary conference registration



\*Company promotion video should be non-commercial



## Forum Promotion Opportunities

Order deadline: Feb.1, 2021

C5

### Power & Compound Semiconductor International Forum

#### Diamond Sponsor

US \$15,000

- Company Logo on the conference backdrop as the Diamond Sponsor
- Company Name acknowledge as the Diamond Sponsor by the Conference Emcee
- Company Logo acknowledge in the conference Opening Slide as the Sponsor
- Two company Roll-up to display onsite, one at conference room and one at the program reception area
- 5 Complementary conference registrants
- Company Collaterals distributed to the conference attendee
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page



#### Sapphire Sponsor

US \$10,000

- Company Logo on the conference backdrop
- Company Logo acknowledge in the conference Opening Slide as the Sapphire Sponsor
- One company Roll-up to display onsite in the conference registration area
- 2 Complementary conference registrants
- Company logo and link on SEMICON China 2021 home page and forum web page



#### Crystal Sponsor

US \$5,000

- Company Logo on the conference backdrop
- Company Logo acknowledge in the conference Opening Slide as the Crystal Sponsor
- 1 Complementary conference registrant
- Company logo and link on SEMICON China 2021 home page and forum web page





## Forum Promotion Opportunities

Order deadline: Feb.1, 2021

C6

### Advanced Manufacturing Forum

#### Diamond Sponsor

US \$15,000

Limited for 2 sponsors

- Company Logo on the conference backdrop as the Diamond Sponsor
- Company Name acknowledge as the Diamond Sponsor by the Conference Emcee
- Company Logo acknowledge in the conference Opening Slide as the Sponsor
- Two company Roll-up to display onsite, one at conference room and one at the program reception area
- 5 Complementary conference registrants
- Company Collaterals distributed to the conference attendee
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page



#### Platinum Sponsor

US \$10,000

Limited for 5 sponsors

- Company Logo on the conference backdrop
- Company Logo acknowledge in the conference Opening Slide as the Platinum Sponsor
- One company Roll-up to display onsite in the conference registration area
- 2 Complementary conference registrants
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page

#### Gold Sponsor

US \$5,000

- Company Logo on the conference backdrop
- Company Logo acknowledge in the conference Opening Slide as the Gold Sponsor
- 1 Complementary conference registrant
- Company logo and link on SEMICON China 2021 home page and forum web page

## Forum Promotion Opportunities

Order deadline: Feb.1, 2021

C7

### Advanced Packaging Forum

#### Diamond Sponsor

US \$15,000

Limited for 2 sponsors

- Company Logo on the conference backdrop as the Diamond Sponsor
- Company Name acknowledge as the Diamond Sponsor by the Conference Emcee
- Company Logo acknowledge in the conference Opening Slide as the Sponsor
- Two company Roll-up to display onsite, one at conference room and one at the program reception area
- 5 Complementary conference registrants
- Company Collaterals distributed to the conference attendee
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page



#### Platinum Sponsor

US \$10,000

Limited for 5 sponsors

- Company Logo on the conference backdrop
- Company Logo acknowledge in the conference Opening Slide as the Sponsor
- One company Roll-up to display onsite in the conference registration area
- 2 Complementary conference registrants
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page

#### Gold Sponsor

US \$5,000

- Company Logo on the conference backdrop
- Company Logo acknowledge in the conference Opening Slide as the Sponsor
- 1 Complementary conference registrant
- Company logo and link on SEMICON China 2021 home page and forum web page

## Forum Promotion Opportunities

Order deadline: Feb.1, 2021

C8

### Advanced Material Forum

#### Diamond Sponsor

US \$15,000

Limited for 1 sponsors

- Company logo on the conference backdrop as the diamond sponsor
- Company name acknowledge as the Diamond Sponsor by the Conference Emcee
- Company logo acknowledge in the conference opening slide as the Sponsor
- Two company roll-up to display onsite, one at conference room and one at the program reception area
- 5 complementary conference registrants
- Company Collaterals distributed to the conference attendee
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page



#### Platinum Sponsor

US \$10,000

- Company Logo on the conference backdrop
- Company logo acknowledge in the conference opening slide as the Sponsor
- One company Roll-up to display onsite at the program reception area
- 2 Complementary conference registrants
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page

#### Gold Sponsor

US \$5,000

- Company Logo on the conference backdrop
- Company logo acknowledge in the conference opening slide as the Sponsor
- 1 Complementary conference registrants
- Company logo and link on SEMICON China 2021 home page and forum web page

## Forum Promotion Opportunities

Order deadline: Feb.1, 2021

C9

### Memory Strategic Forum

Diamond Sponsor

US \$15,000

Limited for 1 sponsor

- Company Logo on the conference backdrop as the Diamond Sponsor
- Company Name acknowledge as the Diamond Sponsor by the Conference Emcee
- Company Logo acknowledge in the conference Opening Slide as the Sponsor
- Two company Roll-up to display onsite, one at conference room and one at the program reception area
- 5 Complementary conference registrants
- Company Collaterals distributed to the conference attendee
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page



Platinum Sponsor

US \$10,000

Limited for 5 sponsors

- Company Logo on the conference backdrop
- Company Logo acknowledge in the conference Opening Slide as the Sapphire Sponsor
- One company Roll-up to display onsite in the conference registration area
- 2 Complementary conference registrants
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page

Gold Sponsor

US \$5,000

- Company Logo on the conference backdrop
- Company Logo acknowledge in the conference Opening Slide as the Crystal Sponsor
- 1 Complementary conference registrant
- Company logo and link on SEMICON China 2021 home page and forum web page

## Forum Promotion Opportunities

Order deadline: Feb.1, 2021

CIO

### Smart Manufacturing Forum

Diamond Sponsor

US \$15,000

Limited for 1 sponsor

- Company Logo on the conference backdrop as the Diamond Sponsor
- Company Name acknowledge as the Diamond Sponsor by the Conference Emcee
- Company Logo acknowledge in the conference Opening Slide as the Sponsor
- Two company Roll-up to display onsite, one at conference room and one at the program reception area
- Company Collaterals distributed to the conference attendee
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page



Platinum Sponsor

US \$10,000

Limited for 5 sponsors

- Company Logo on the conference backdrop
- Company Logo acknowledge in the conference Opening Slide as the Platinum Sponsor
- One company Roll-up to display onsite in the conference registration area
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page

Gold Sponsor

US \$5,000

- Company Logo on the conference backdrop
- Company Logo acknowledge in the conference Opening Slide as the Gold Sponsor
- Company logo and link on SEMICON China 2021 home page and forum web page



## Forum Promotion Opportunities

Order deadline: Feb.1, 2021

CII

### Green High-Tech Facility Forum

#### Diamond Sponsor

US \$10,000

- Company Logo on the conference backdrop as the Diamond Sponsor
- Company Name acknowledge as the Sapphire Sponsor by the Conference Emcee
- Company Logo acknowledge in the conference Opening Slide as the Sponsor
- Two company Roll-up to display onsite
- Company Collaterals distributed to the conference attendee
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page

#### Platinum Sponsor

US \$ 5,000

- Company Logo on the conference backdrop as the Platinum Sponsor
- Company Name acknowledge as the Sapphire Sponsor by the Conference Emcee
- Company Logo acknowledge in the conference Opening Slide as the Sponsor
- One company Roll-up to display onsite
- Company Collaterals distributed to the conference attendee
- Company logo and link on SEMICON China 2021 home page and forum web page



## Forum Promotion Opportunities

Order deadline: Feb.1, 2021

C12

### New Technology Release Conference

#### Diamond Sponsor

US \$10,000

- Company Logo on the conference backdrop as the Diamond Sponsor
- Company Name acknowledge as the Sapphire Sponsor by the Conference Emcee
- Company Logo acknowledge in the conference Opening Slide as the Sponsor
- Two company Roll-up to display onsite
- Company Collaterals distributed to the conference attendee
- One invitation to 2021 Industry Gala dinner
- Company logo and link on SEMICON China 2021 home page and forum web page

#### Platinum Sponsor

US \$ 5,000

- Company Logo on the conference backdrop as the Platinum Sponsor
- Company Name acknowledge as the Sapphire Sponsor by the Conference Emcee
- Company Logo acknowledge in the conference Opening Slide as the Sponsor
- One company Roll-up to display onsite
- Company Collaterals distributed to the conference attendee
- Company logo and link on SEMICON China 2021 home page and forum web page



## SEMI Workforce Development China

Order deadline: Feb.1, 2021



### WFD Onsite Sponsorship List

PS: Only packaged with booth, no single price

- Standard Booth in WFD area
- Sponsor Logo on the backdrop of WFD CXO Talent Forum
- Company Video played before forum opening
- Company brochures placed on file folder
- One Company billboard displayed onsite
- Company name acknowledged by the MC at the WFD CXO Talent Forum
- Company Ads on TV in WFD area (TBD)
- Company Ads in WFD training brochure (TBD)
- Post job info on WFD recruitment board
- Conference gift distribution for attendees , gift provided by sponsor
- Company advertise printed on WFD Wall , Limited for 6 companies
- 1 Seat on SEMI Industry Gala
- 2 free seats for the SIIP & WFD conference
- 3 complimentary conference registration for SEMI Innovation & Investment Forum
- Graduate career and internship opportunity release on WFD web page and WeChat
- Company logo on WFD web page and WFD WeChat promotion as a sponsor

### WFD Area B: Sponsorship package

US\$10,000

#### Onsite Benefits

- Standard Booth in WFD area
- Sponsor Logo on the backdrop of WFD CXO Talent Forum
- Company brochures placed on file folder
- Company Video played before forum opening
- One Company billboard displayed onsite
- Company advertise printed on WFD Wall, Limited for 6 companies
- 1 Seat on SEMI Industry Gala
- 2 free seats for the SIIP & WFD conference

#### Media Benefits

- Company ads on SEMI Cloud homepage in the second place
- Company Video on SEMI Cloud
- Company Ads on SEMI Cloud Recruitment page in the second place And Job post
- Company news or product introduction article sent one time on WFD Official Wechat OR Company Ads in WFD Official Wechat for 2 weeks

Ps: Some items can be replaced by negotiation.

### WFD Area B: Sponsorship package

US\$ 8,000

#### Onsite Benefits

- Standard Booth in WFD area
- Sponsor Logo on the backdrop of WFD CXO Talent Forum
- Company brochures placed on file folder
- One Company billboard displayed onsite
- 1 Seat on SEMI Industry Gala
- 2 free seats for the SIIP & WFD conference

#### Media Benefits

- Company ads on SEMI Cloud homepage in the second place OR Company Video on SEMI Cloud
- Company Ads on second place on SEMI Cloud Recruitment page
- Company news or product introduction article sent one time on WFD Official Wechat OR Company Ads in WFD Official Wechat for 1 week

Ps: Some items can be replaced by negotiation.



WFD CXO Forum



WFD Wall Ads

## SEMI Cloud

Order deadline: Feb.1, 2021



SEMI Cloud MPO

PS: Provide more media services for company exposure on Internet.

Type	Content	Price
Media Benefits	Company ads on SEMI Cloud homepage in the first space	US\$ 800/month, (Qty>3)
		US\$ 650/month, (Qty>6)
	Company ads on SEMI Cloud homepage in the second space	US\$ 300/month, (Qty>3)
		US\$ 250/month, (Qty>6)
	WFD training courses 1 hour' long on SEMI Cloud	US\$ 3000/half year
		US\$ 5000/year
	Company Video on SEMI Cloud	US\$ 600/month, (Qty>3)
		US\$ 500/month, (Qty>6)
	Company Ads on first place on SEMI Cloud Recruitment page, limited for 2 companies	US\$ 600/month, (Qty>3)
		US\$ 500/month, (Qty>6)
	Company Ads on second place on SEMI Cloud Recruitment page	Packaged in MPO
	Company Ads in WFD Official Wechat for 1 week	US\$ 650/week
	Company news or product introduction article sent one time on WFD Official Wechat	US\$ 650



SEMI Cloud Homepage Ads



SEMI Cloud Ads



SEMI Cloud Recruiting Page Ads



## Event Marketing Opportunities

Order deadline: Feb. 1, 2021

DI

### SEMI Industry Gala

SEMI Industry Gala is very important for the leaders from semiconductor, FPD and PV industries. It is the biggest scale in pan-semiconductor industry.

#### Diamond Sponsor

US \$28,000

Limited for 1 sponsor

- One Table (10 invitations) for the sponsor; company name displayed at the assigned table
- Company name acknowledged by the MC at the Gala Dinner
- Company logo on the Gala Backdrop as the Golden Sponsor
- Two standing Roll-up at the Reception Area
- Company logo on the e-invitation to all guests in the Semiconductor, PV and FPD industries
- Two full Pages Color Ad in Semiconductor Manufacturing magazine
- Company Logo Acknowledgement in show website until show close
- 2 hanging scrolls on the wall of the banquet hall with size of 6m(h)\*2.5m(w) for each, design provided by sponsor.



#### Platinum Sponsor

US \$12,000

Limited for 3 sponsors

- 5 Gala Invitations for the sponsor
- One standing Roll-up at the Reception Area
- Company logo on the e-invitation to all guests in the Semiconductor, PV and FPD industries
- One Page Color Ad in Semiconductor Manufacturing magazine
- Company Logo Acknowledgement in show website until show close
- 1 hanging scroll on the wall of the banquet hall with size of 6m(h)\*2.5m(w), design provided by sponsor.



#### Gold Sponsor

US \$6,000

Open

- 2 Gala Invitations for the sponsor
- One Page Color Ad in Semiconductor Manufacturing magazine
- Company Logo Acknowledgement in show websites until show close





## Event Marketing Opportunities

Order deadline: Feb.1, 2021

D2

### China IC Night - Design Innovation

Elite Government Sponsorship US \$20,000 Limited for 1 sponsor

- 2 extra invitations
- Company logo on the backdrop
- Company brochures placed on reception desk
- Company logo displayed at the assigned table
- Company logo on invitation letter and RSVP confirmation
- Company logo on welcome board



Elite Enterprise Sponsorship US \$20,000 Limited for 1 sponsor

- 2 extra invitations
- Company logo on the backdrop
- Company brochures placed on reception desk
- Company logo displayed at the assigned table
- Company logo on invitation letter and RSVP confirmation
- Company logo on welcome board

Invitation Sponsorship

US \$10,000

- 1 extra invitation
- Company logo displayed at the assigned table

### SEMI Golf Tournament

D3

The SEMI Golf Tournament will gather industry leaders from across the semiconductor, flat panel display, and PV industries on March 20, 2021. This fun, relaxing networking event gives executives the opportunity to meet face-to-face away from the busy show floor, and gives you the opportunity to showcase your company in front of an important and influential audience.

Item (USD)	Game Ball Sponsor	Hat Sponsor	Prize Sponsor	Long Drive & Near Pin Sponsor	Towel Sponsor	Luncheon Sponsor	Hole Sponsor
Price	7,000	5,000	4,500	3,000	2,000	4,500	2,000/hole

