

IMAPS 2002

The 35th International Symposium
on Microelectronics



Colorado Convention Center
Denver, Colorado

Exhibitor Prospectus & Information -
Booth Application - Floor Plan



General Chair:

James R. Drehle
Agilent Technologies, Inc.

Technical Program Chair:

Rick Charbonneau
StorageTek, Inc.

Exhibits

September 4-6, 2002

Conference & Events

September 3 - 7, 2001

Exhibits Chair:

Warner Andrews
Andrews Associates

Sponsored by IMAPS - International Microelectronics And Packaging Society

International Symposium on Microelectronics

IMAPS 2002 is the largest symposium related to the microelectronics packaging industry in the world. IMAPS 2002 will feature a powerful technical program, progressive professional development courses and many forums to share the latest developments in microelectronics.

Exhibitors

Over 255 companies exhibited at IMAPS 2001. These included MCM and thick film circuit manufacturers, as well as equipment and materials suppliers. IMAPS is the largest exhibition dedicated to the microelectronics marketplace. Exhibiting companies use IMAPS as an integral part of their sales and marketing campaigns. IMAPS enables them to:

- *Reach over 4,000 buyers and specifiers in one place
- *Generate exposure in this highly competitive marketplace
- *Launch new products and concepts to the market
- *Enhance relationships with existing customers.

IMAPS 2002 - New Features

IMAPS 2002 will include several new features designed to increase attendance, promote activity on the show floor, and provide all participants with a value-for-the-money learning and marketing environment. These include:

A free link to your organization's website!

Upgraded technical sessions to include the best papers from IMAPS Advanced Technology Workshops.

Enhanced marketing program to bring more of your clients and potential customers to the show.

Intense local marketing to maximize attendance from the strategically important microelectronics industry that is located in the Northeast, Canada, and the Eastern U.S. seaboard.

IMAPS '02 will feature two buffet lunches in the Exhibit Hall, free-of-charge to all Symposium attendees. The Technical Sessions will close from 11:30 am until 2:00 pm so that everyone can enjoy lunch,.

For maximum discounts, you must
reserve your space by
December 31, 2002.

Attendees

IMAPS attracts over 4,000 attendees who represent all facets of the microelectronics industry. These include: engineers, technicians, R&D, purchasing, manufacturing, management, and many more. They represent the automotive, communications, medical, aerospace, computer, defense, and consumer industries.

IMAPS 2001 Attendee Profile

- *85% of IMAPS '01 attendees reported having taken action as a result of attending the Exhibition
- *39% recommended the purchase of a product
- *44% requested additional information as a result of attending IMAPS '01

IMAPS 2002- Marketing Program

Direct Marketing

Direct mail and telemarketing campaign to attract local attendees.

Mass e-mail and personal phone calls will be focused on attracting participants from all disciplines of the microelectronics industry.

50,000 Advance Programs will be mailed to previous IMAPS attendees, IMAPS members, and other targeted demographic lists.

Advertising & Publicity

IMAPS 2002 will expand the reach and frequency of its advertising over previous campaigns and will include advertisements and announcements in:

EP&P
Advanced Packaging
Semiconductor International
US Tech
Solid State Technology
Sensors Magazine
Microelectronics International
Electronic Buyers News
HDI International
Electronic Cooling

IMAPS 2002 will send press releases to motivate attendance from the readers of all of the electronics industry periodicals.

Co-Marketing

IMAPS 2002 is making every effort to ensure that we bring the customers you want to see into the exhibit hall. We offer the following co-marketing opportunities:

Guest Invitations — IMAPS 2002 will send every exhibitor 200 show passes for you to send to your customers. If you need more, we will send them to you.

Sponsorships — Increase your visibility! Sponsor a coffee break or a reception. Sponsoring an event shows your commitment to the customer's industry.

The 6th Annual Silent Auction and the 8th Annual IMAPS Golf Classic benefit the IMAPS Educational Foundation. Donations to and special sponsorships of these events is a superb way to ensure the future of a worthy student who will soon be an active contributor to our industry.

Exhibit Space Assignment

Space will be assigned on a point system that will be based on the date this application is received and how long your company has been an Organizational/Corporate member of IMAPS. It is important to get your booth reservation form in early.

A 50% deposit is due with the booth application. The balance will be due on May 1, 2002. Exhibitors will be mailed an invoice following space assignment indicating the balance due. Failure to pay the balance by May 1, 2002, will result in reassignment of your booth location or cancellation of the contract.

Standard Booth Equipment

Each booth includes an 8' high back drape and two 3' draped side rails. A 9" x 44" sign with your company name and booth number is also included.

Each exhibiting company will receive one free Full Symposium registration and a copy of the Symposium Proceedings on CD ROM.

Any other booth requirements such as tables, carpeting, chairs, etc., can be ordered from the appropriate show contractor at an additional rental fee. All exhibitors will receive an Exhibitor's Manual that will outline all services available for IMAPS 2002.

Please note that booth cost discounts for members apply to current IMAPS Organizational/Corporate members ONLY. An IMAPS Organizational/Corporate membership is included in each nonmember booth purchase at no extra charge.

Cancellation of Space

Refunds, minus a \$100 processing fee, will be made for cancellations only if the Exhibit Hall is sold out. If the Exhibit Hall is not sold out, the full amount of the booth fee will be due to IMAPS. However any monies paid, in excess of the 50% deposit, will be applied against the cost of space at IMAPS 2003, in Boston, MA.

Headquarters Hotel Information

The Adams Mark Hotel has been chosen as the host hotel for IMAPS 2002.

Adams Mark Hotel
1550 Court Place
Denver, CO 80202
Ph: 303-893-3333
Fax: 303-626-2542

Rooms are limited -- Reserve Early! For alternate hotels, please call Angie Johnson at IMAPS Headquarters at 202-548-4001.

Installation & Dismantling

Installation (tentative):

Monday, September 2 - 8:00 am - 5:00 pm
Tuesday, September 3 - 8:00 am - 5:00 pm

Dismantling: (tentative):

Friday, September 6 - noon - midnight

Exhibit Hours

Wednesday, September 4 - 9 am to 5 pm
Thursday, September 5 - 9 am to 5 pm
Friday, September 6 - 9 am to 12 pm

Cost of Booth Space

	IMAPS Organizational/Corp. Member:		Non-Organizational/Corp. Member:	
10' x 10'	\$1,600*	\$1,800	\$2,100*	\$2,300
10' x 20'	\$3,200*	\$3,600	\$3,700*	\$4,100
10' x 30'	\$4,800*	\$5,400	\$5,300*	\$5,900
20' x 20'	\$6,400*	\$7,200	\$6,900*	\$7,700
20' x 40'	\$12,800*	\$14,400	\$13,300*	\$14,900
Corner	+\$100	+\$100	+\$100	+\$100
Island	+\$1,000	+\$1,000	+\$1,000	+\$1,000

*Cost of Booth on or before 12/31/01.