

## International Symposium on Microelectronics

IMAPS 2003 is the largest symposium related to the microelectronics packaging industry in the world. IMAPS 2003 will feature a powerful technical program, progressive professional development courses and many forums to share the latest developments in microelectronics.

## Exhibitors

Over 200 companies exhibited at IMAPS 2002. 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.

## New Features

IMAPS 2003 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.

**For maximum discounts, you  
must reserve your space by  
January 31, 2003**

## Attendees

IMAPS attracts over 6,500 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 2002 Attendee Profile

\*85% of IMAPS '02 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 '02.

## Marketing Program

### Direct Marketing

Direct mail and telemarketing campaign to attract local attendees.

Mass e-mail, bulk faxes, 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. The programs will be mailed in two waves starting in early May and ending in late August, 2003.

### Advertising & Publicity

IMAPS 2003 will expand the reach and frequency of its advertising over previous campaigns and will include advertisements and announcements in:

Advancing Microelectronics  
EP&P  
Advanced Packaging  
Semiconductor International  
US Tech  
Solid State Technology  
Sensors Magazine  
Microelectronics International  
Electronic Buyers News  
Photonics Spectra  
Optoelectronics Management  
Electronic Cooling

IMAPS 2003 will send press releases to motivate attendance from the readers of all of the electronics industry periodicals.

## Co-Marketing

IMAPS 2003 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 2003 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 9th Annual IMAPS Golf Classic and a Raffle and Auction will be held to benefit the Sidney J. Stein 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 June 13, 2003. Exhibitors will be mailed an invoice following space assignment indicating the balance due. Failure to pay the balance by June 13, 2003, may 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 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 2003.

**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 sells out and if the cancellation is made at least 30 days in advance of the Symposium start date. If the Exhibit Hall does not sell 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 2004, in Long Beach, CA.

## Headquarters Hotel

The Sheraton Hotel has been chosen as the host hotel for IMAPS 2003.

Sheraton Boston Hotel & Towers  
39 Dalton Street  
Boston, MA 02199

Rooms are limited, so reserve early. For hotel information, please call 617-236-2000.

## Installation & Dismantling

### Installation (tentative):

Sunday, November 14 - 8:00 am - 5:00 pm  
Monday, November 15 - 8:00 am - 5:00 pm

### Dismantling: (tentative):

Thursday, November 20 - noon - midnight

## Exhibit Hours

Tuesday, November 18 - 9 am to 5 pm  
Wednesday, November 19 - 9 am to 5 pm  
Thursday, November 20 - 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 Island	+\$100	+\$100	+\$100	+\$100
	+\$1,000	+\$1,000	+\$1,000	+\$1,000

\*Cost of Booth on or before 1/31/03

## IMAPS 2003 - Booth Reservation Form

The 36<sup>th</sup> International Symposium on Microelectronics  
November 18 - 20, 2003  
Hynes Convention Center, Boston, MA

IMAPS ID: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Alternate: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Our WEB SITE is: \_\_\_\_\_

\*Booth Preference (list booth numbers): \_\_\_\_\_

Booth layout:  Island (+\$1,000)  Corner (+\$100)  In-line

Companies to avoid: \_\_\_\_\_

We will purchase \_\_\_\_\_ booth(s) for a total of \$\_\_\_\_\_.

**NOTE: Non-Organizational/Corporate members receive an IMAPS organizational membership with booths purchased at the non-member price.**

Enclosed is \$\_\_\_\_\_ which is 50% of the rental fee. The balance will be paid by June 13, 2003. Please make checks out to IMAPS.

Charge \$\_\_\_\_\_ to my credit card:

AMEX  VISA  MasterCard  Diners Club  Discover

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Credit Card Billing Address (This information is mandatory. We cannot process your card without it:  
\_\_\_\_\_  
\_\_\_\_\_

## Sponsorships & Advertising

I am interested in sponsoring an IMAPS event. Please send me information on:

- |  |   |
|--|---|
| <input type="checkbox"/> Welcome Reception - \$3,000                     | <input type="checkbox"/> President's Party - \$1,000    |
| <input type="checkbox"/> International Reception - \$1,000               | <input type="checkbox"/> Refreshment Break - \$1,000    |
| <input type="checkbox"/> Internet Cafe - \$1000                          | <input type="checkbox"/> Exhibit Hall Luncheon - \$1000 |
| <input type="checkbox"/> Contact me to discuss alternative sponsorships. |   |

I am interested in supporting IMAPS '03 in other areas. Please send me information on:

- Final Program & Exhibits Directory
- Advancing Microelectronics
- Web Page Banners
- Educational Foundation Contribution
- Raffle/Auction or Golf Classic Sponsorship or Donation

**\* For optimum results, consider and choose as many booths as you can.**

Please send the completed application with your 50% deposit to:

IMAPS 2003  
611 2nd Street, N.E.  
Washington, D.C. 20002  
Ph: 202-548-4001  
Fax: 202-548-6115  
E-Mail: [imaps@imaps.org](mailto:imaps@imaps.org)  
[www.imaps.org](http://www.imaps.org)

**\*\* Please Note a Signature is Required \*\***

Signature of Applicant: \_\_\_\_\_

Title: \_\_\_\_\_

By signing this document our organization agrees to abide by the conditions set forth in this Exhibitor Prospectus and Booth Application for IMAPS 2003.

Accepted and approved in writing by IMAPS by the signature, affixed hereon, by its duly authorized representative. In witness thereof, the applicant has caused this contract to be signed by an officer of the company or a person duly authorized.

For IMAPS Use Only

Accepted by IMAPS 2003: \_\_\_\_\_

Date Received: \_\_\_\_\_

Booth Number(s): \_\_\_\_\_