Exhibitor Prospectus - Floor Plan - Booth Application

Exhibits
November 16-18, 2004

Conference & Events
November 14-18, 2004

Long Beach Convention Center
Long Beach, CA

www.imaps2004.org

General Chair:
Maurice Lowery
Northrop Grumman Space Technology
maurice.lowery@ngc.com

Exhibits Chair:
Bob Driscoll
Southern California Technical Sales
bdsets@compuserve.com

Technical Program Chair:
Michael R. Ehler
National Semiconductor LTCC Foundry
mikeehlert@cox.net
International Symposium on Microelectronics

IMAPS 2004 is the largest symposium related to the microelectronics packaging industry in the world. IMAPS 2004 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 2003. 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 2004 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:

- 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 on the entire West Coast
- IMAPS Employment Center
- 3rd Annual MMRC Marketing Forum - FREE to all attendees

Attendees

IMAPS attracts over 3,000 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.

Marketing Program

Direct Marketing
Direct mail, direct e-mail and telemarketing campaigns to attract attendees from around the world

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

10,000 "Free Exhibits Passes" will be mailed to industry professionals, targeting the West Coast

Advertising & Publicity
IMAPS 2004 will expand the reach and frequency of its advertising over previous campaigns by working with other trade and industry publications, such as:

- Advancing Microelectronics
- Advanced Packaging
- Global SMT
- Semiconductor International
- US Tech
- Solid State Technology
- Sensors Magazine
- Photonics Spectra

IMAPS 2004 will send monthly press releases to motivate attendance from the readers of all of the electronics industry periodicals.

Co-Marketing

IMAPS 2004 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:

Free Exhibit Hall Passes — IMAPS 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 — Sponsor the Welcome Reception, a Refreshment Break, the Internet Cafe or many other opportunities. Sponsoring an event shows your commitment to the customer’s industry. Various levels of sponsorships are available.

Advertising — Increase your visibility by advertising in the IMAPS 2004 Final Program and Exhibits Directory and/or Advancing Microelectronics, IMAPS’ bi-monthly magazine.

The 10th 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 priority 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 11, 2004. Exhibitors will be mailed an invoice following space assignment indicating the balance due. Failure to pay the balance by June 11, 2004, 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 furniture, carpeting, electricity, 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 2004.

Cost of Booth Space

<table>
<thead>
<tr>
<th>IMAPS Corporate Member:</th>
<th>Before 1/26/04</th>
<th>After 1/26/04</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$1,600</td>
<td>$1,800</td>
</tr>
<tr>
<td>10’ x 20’</td>
<td>$3,200</td>
<td>$3,600</td>
</tr>
<tr>
<td>10’ x 30’</td>
<td>$4,800</td>
<td>$5,400</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>$6,400</td>
<td>$7,200</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non Corporate Member:</th>
<th>Before 1/26/04</th>
<th>After 1/26/04</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$2,100</td>
<td>$2,300</td>
</tr>
<tr>
<td>10’ x 20’</td>
<td>$3,700</td>
<td>$4,100</td>
</tr>
<tr>
<td>10’ x 30’</td>
<td>$5,300</td>
<td>$5,900</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>$6,900</td>
<td>$7,700</td>
</tr>
</tbody>
</table>

Corner Booth Premium $100/per booth
Island Booth Premium $1,000/per island

Cancellation of Space

Refunds, minus a $100 processing fee, will be made for booth 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 2005, in Philadelphia, PA.

Headquarters Hotel

Host Hotel
Hyatt Regency Long Beach
200 South Pine Ave.
Long Beach, CA  90802
562-491-1234

Renaissance
111 E. Ocean Blvd.
Long Beach, CA   90802
562-499-2509

Rooms are limited, so reserve early. You must make your reservations with the hotel of your choice directly.

Exhibit Hours

Tuesday, November 16 - 9 am to 5 pm
Wednesday, November 17 - 9 am to 5 pm
Thursday, November 18 - 9 am to 12 pm

Installation & Dismantling

Installation (tentative):
Monday, November 15 - 8:00 am - 5:00 pm

Dismantling: (tentative):
Thursday, November 18 - noon - midnight

For maximum discounts, you must reserve your space by January 31, 2004
The 37th International Symposium on Microelectronics
November 14 - 18, 2004
Long Beach Convention Center - Long Beach, CA

Company Name: ____________________________________________________________
Contact Person: ______________________ Job Position: __________________________
Alternate Contact: ______________________ Job Position: ______________________
Address: ___________________________________________________________________
City/State/Zip: __________________ Country: ________________________________
Phone: ______________________ Fax: ____________________________
E-Mail: __________________________________________________________________
WEB SITE: __________________________________________________________________

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

We will purchase _____ booth(s) for a total of $_________________.

Booth Preference (list booth numbers): ______________________________________
For optimum results, consider and choose as many booths as you can.

Companies to avoid: _______________________________________________________

*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 2004.

**Please Note a Signature is Required**

Accepted and approved in writing by IMAPS by the signature, affixed hereon, of 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.
The 37th International Symposium on Microelectronics will be held at the Long Beach Convention Center, Long Beach, CA. It is sponsored by the International Microelectronics And Packaging Society (IMAPS). The IMAPS Technical Committee seeks original papers that demonstrate how new technologies and applications are expanding and redefining the international role of microelectronics. All abstracts submitted must represent original, previously unpublished work.

**General Chair: Maurice Lowery**
Northrop Grumman, maurice.lowery@ngc.com

**Technical Program Chair: Michael Ehlert**
National Semiconductor LTCC Foundry, mikeehlert@cox.net

Papers are being sought from, but not limited to, the following subjects:

- Advanced Materials & Processes
- Advanced Substrate Technology
- Area Array Assembly
- Automotive Electronics
- Chip-Scale Packaging/Flip Chip
- High Density Displays
- High Density Packaging
- Low Cost Packaging Methods
- Management & Marketing
- Manufacturing Technologies
- Medical Electronics
- MEMS Packaging and Applications
- Modeling & Simulation
- Novel Interconnections
- Optoelectronics/Photonics
- Polymer Materials & Applications
- Power Packaging/Thermal Management
- Printed Wiring and Flex Boards
- Quality & Reliability
- RF/Microwave — Wireless
- Sensor Packaging & Applications
- Space & Military Electronics
- Statistical Process Control Methods
- Surface Mount Technology
- System Level Packaging
- Thick & Thin Film Materials

**Cash Awards Offered**
To reward exceptional work, IMAPS offers awards based on technical content, originality and applicability to current issues. Awards are presented in the following areas:

**Best Paper of the Symposium Award**
**Cash Award**
IMAPS offers a cash award of $2000 for the Best Paper of the Symposium. The IMAPS Technical Committee chooses the Best Paper based upon evaluations submitted by the members of the Technical Subcommittees and the Symposium Session Chairs.

**Outstanding Paper Award**
**Cash Award**
IMAPS offers a cash award of $500 each for two (2) papers designated as Outstanding Papers of the Symposium. The IMAPS Technical Committee chooses the two (2) Outstanding Papers based upon evaluations submitted by the members of the Technical Subcommittees and the Symposium Session Chairs.

**Best Paper of Session**
These awards are based on technical quality and originality of written manuscripts. Only the Top 5 Best of Session papers are considered for Best Paper of the Symposium and Outstanding Paper awards.

Please send your 250-300 word abstract **electronically only** by March 12, 2004, using the On-line submittal form at: www.imaps.org/abstracts.htm

**Abstract Cut-off Date: March 12, 2004**  **Notice of Acceptance: April 16, 2004**  **Final Manuscripts Due: July 30, 2004**

If you are having problems with the on-line submittal form, please email Jackki Morris-Joyner jmorris@imaps.org or call 305-382-8433.