

IMAPS 2004

The 37th International Symposium
on Microelectronics

Exhibitor Prospectus - Floor Plan - Booth Application



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. Ehlert
National Semiconductor LTCC Foundry
mikeehlert@cox.net

Exhibits

November 16-18, 2004

Conference & Events

November 14-18, 2004

**Long Beach Convention Center
Long Beach, CA**

Sponsored by IMAPS - International Microelectronics And Packaging Society

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

IMAPS Corporate Member:

	Before 1/26/04	After 1/26/04
10' x 10'	\$1,600	\$1,800
10' x 20'	\$3,200	\$3,600
10' x 30'	\$4,800	\$5,400
20' x 20'	\$6,400	\$7,200

Non Corporate Member:

	Before 1/26/04	After 1/26/04
10' x 10'	\$2,100	\$2,300
10' x 20'	\$3,700	\$4,100
10' x 30'	\$5,300	\$5,900
20' x 20'	\$6,900	\$7,700

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

IMAPS 2004 - Booth Reservation Form

The 37th International Symposium on Microelectronics
November 14 - 18, 2004
Long Beach Convention Center - Long Beach, CA

IMAPS ID: _____

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.

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"/> Golf Classic - \$1000 | <input type="checkbox"/> Exhibit Hall Luncheon - \$1000 |

Contact me to discuss alternative sponsorships:

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

- Enclosed is a check in the amount \$_____ which is 50% of the rental fee. The balance will be paid by June 11, 2004. 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.):

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

IMAPS 2004
611 2nd Street, N.E.
Washington, D.C. 20002
Ph: 202-548-4001
Fax: 202-548-6115
E-Mail: imaps@imaps.org
www.imaps.org

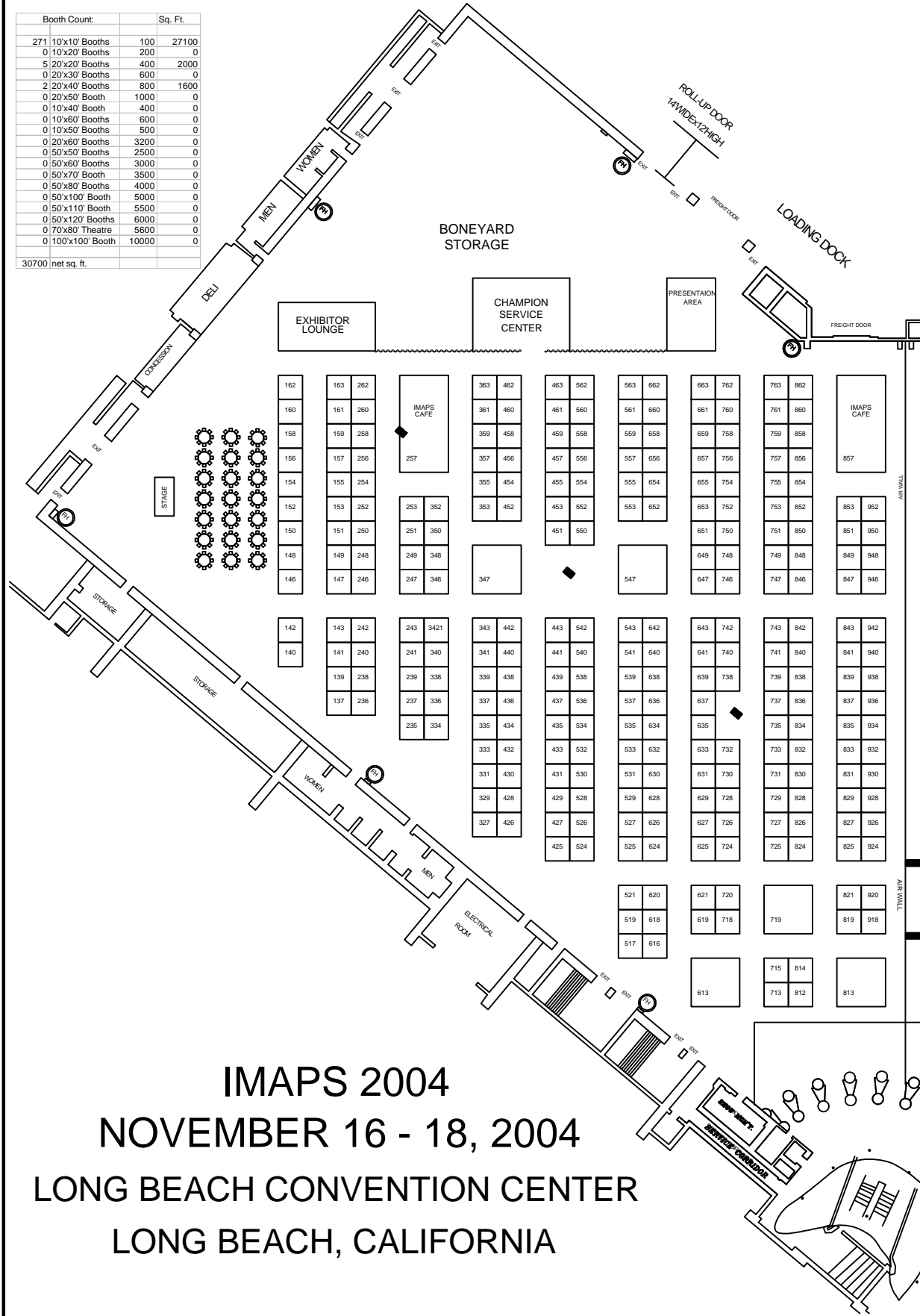
For IMAPS Use Only

Accepted by IMAPS 2004:

Date Received:

Booth Number(s):

Booth Count:		Sq. Ft.
271	10'x10' Booths	100
27100		
0	10'x20' Booths	200
0	20'x20' Booths	400
2000		
0	20'x30' Booths	600
0	20'x40' Booths	800
1600		
0	20'x50' Booth	1000
0	10'x40' Booth	400
0	10'x60' Booths	600
0	10'x50' Booths	500
0	20'x60' Booths	3200
0	50'x50' Booths	2500
0	50'x60' Booths	3000
0	50'x70' Booth	3500
0	50'x80' Booths	4000
0	50'x100' Booth	5000
0	50'x110' Booth	5500
0	50'x120' Booths	6000
0	70'x80' Theatre	5600
0	100'x100' Booth	10000
	30700	net sq. ft.



IMAPS 2004
NOVEMBER 16 - 18, 2004
LONG BEACH CONVENTION CENTER
LONG BEACH, CALIFORNIA

IMAPS 2004 - Call for Papers

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.

See You in Long Beach, California • November 14 - 18, 2004