

**IMAPS 2007**  
**November 11-15, 2007**

**San Jose, CA**

**Sponsorship**  
**Opportunities**



***Come join the celebration!***

***[www.imaps40th.org](http://www.imaps40th.org)***

**IMAPS 2007** will celebrate the 40th Anniversary of the International Microelectronics And Packaging Society and is the world's largest symposium and exhibition related to the microelectronics/packaging industry. IMAPS 2007 will feature a powerful technical program, progressive professional development courses and many opportunities to share and learn about the latest developments.

## Why you should be a Sponsor of IMAPS 2007

- **Location - Location - Location** - IMAPS 2007 is being held in the center of the Silicon Valley in San Jose, CA.
- **Attendees** will represent the plethora of companies located there and will be the qualified potential customers you want to impact.
- You will be able to reach the **niche market** of microelectronic packaging professionals under one roof, many of whom are located in the San Jose/Silicon Valley area.
- IMAPS 2007 is building on the success of IMAPS 2006 which saw **22% more** total registrants than IMAPS 2005 and a **70% increase** in free exhibit hall passes.
- Keep **your company's name** prominent in the eyes of your peers and customers.
- Enhance **your company's visibility** at IMAPS 2007.
- **Increase traffic** to your IMAPS 2007 Exhibit Booth.

## IMAPS 2007 Sponsor Benefits

- Your **company's name and logo prominently displayed** throughout the event site in high traffic areas.
- **Specialized signage** at sponsored event.
- **Recognition** in various IMAPS publications including the IMAPS 2007 Advance Program, IMAPS 2007 Final Program and the September/October 2007 issue of *Advancing Microelectronics* (Show Issue).
- **Listing as a Sponsoring Company** on the IMAPS 2007 Website with a link to your website
- **Many broadcast e-mails** to our address base of 23,000+.

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## Special Sponsorship

IMAPS 2007 will celebrate the 40th Anniversary of the Society. This is an important milestone in our history and as a result one of our oldest Corporate Members, Heraeus/Thick Film Division, is our Hospitality Host.

### Heraeus/Thick Film Divison - \$25,000- 40th Anniversary Hospitality Host

Welcome Reception  
Exhibit Booth  
Logo on Attendee Bags  
Pens & Pads  
Three (3) Full Symposium Registrations  
40<sup>th</sup> Anniversary IMAPS & Host-Logo Caps  
Exhibit Hall Luncheon on Wednesday  
Symposium *Final Program*  
Symposium *Advance Program*  
Ongoing Publicity and articles in *Advancing Microelectronics Magazine*  
Two one-quarter page advertisements in *Advancing Microelectronics*  
Company gift in logo bag  
Morning Refreshment Breaks

## Premier Sponsorships

IMAPS is grateful to our Premier Sponsors for their continued support of IMAPS 2007, the 40th Anniversary of our Society.

### **NATEL - \$25,000 Platinum Sponsor**

Welcome Reception.  
Opening Ceremonies  
Aisle Signs  
Island Booth  
Internet Café  
Six (6) Full Registrations  
Logo on Attendee Bags  
Full Day Session Sponsor  
Symposium *Final Program*  
Symposium *Advance Program*  
Convention Hall Signage as Platinum Sponsor  
Ongoing publicity and articles *in Advancing Microelectronics Magazine*  
Society Business Meeting & Awards Ceremony  
Marketing Lists  
E-mail updates  
Logo Linkage on IMAPS 2007 Website

### **Panasonic Factory Solutions Company, Inc. - \$15,000 Gold Sponsor**

Welcome Reception  
Opening Ceremonies  
Island Booth  
GBC Reception  
Logo on Attendee Bags  
President's Reception  
Four (4) Full Symposium Registrations  
Full Day Session Sponsor  
PDC Lunch & Reception  
Symposium *Advance Program*  
Symposium *Final Program*  
Convention Hall Signage as Gold Sponsor  
Ongoing publicity and articles *in Advancing Microelectronics Magazine*  
Society Business Meeting & Awards Ceremony  
E-mail updates  
Logo Linkage on IMAPS 2007 Website

### **Hesse & Knipps - \$10,000 Silver Sponsor**

Welcome Reception  
Opening Ceremonies  
International Reception  
Island Booth  
Four (4) Full Symposium Registrations  
Logo on Attendee Bags  
Symposium *Advance Program*  
Symposium *Final Program*  
Convention Hall Signage as Silver Sponsor  
Ongoing publicity and articles *in Advancing Microelectronics Magazine*  
Society Business Meeting & Awards Ceremony  
E-mail updates  
Logo Linkage on IMAPS 2007 Website

## SEFAR Printing Solutions is sponsoring the Badge Holder Lanyards.

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### Available Sponsorship Opportunities

#### Keynote Address Sponsor - \$5,000

At each Annual Symposium, IMAPS features two Keynote Addresses by nationally recognized experts in their fields for each full day of Technical Sessions. Sponsors at this level will receive recognition in every sponsor-featured show publication, in broadcast e-mails sent to 23,000+ addresses, in signage throughout the event venue, in the introduction of the Keynote Address, and on the podium screen at the Address.

Six (6) Sponsorships are available at this level.

#### Canvas Logo Bag Inserts - \$500

**An excellent low-cost way to participate as an IMAPS 2007 Sponsor and get your product and services information to all attendees.**

Each company that chooses this opportunity will have one (1) piece of promotional material placed in the official Symposium Logo Bags that are given to each IMAPS 2007 registered attendee. To include your promotional material, complete the Participation Form, include payment and forward 2,500 copies of your one-piece promotional insert to IMAPS HQ **before Oct.1, 2007**. Inserts need to be one page, a one-page brochure or a bound piece.

Up to ten (10) sponsorships are available for this opportunity.

#### IMAPS Cafe (Afternoon Refreshment Breaks) \$1,500

Refreshment Breaks are served during the afternoon break at the IMAPS Cafes in the Exhibit Hall.

#### Student Reception \$1,000

Sponsor our Industry's future! Reception follows Student/Industry Panel.

#### Companion Program \$500

Help provide lunch and gifts for the guests of our exhibitors and attendees.

#### The 13th Annual Golf Classic to benefit The Microelectronics Foundation

#### Hole Sponsors - \$400 - \$500

Holes are priced at:

**12 hole sponsorships (\$400 each)**

**4 closest-to-the-pin par three events (\$500 each)**

**1 Longest Drive event (\$500)**

**1 Straightest Drive event (\$500)**

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**Do you have an idea of something you would like to sponsor that has not been covered in this brochure?**

**If so, please contact Ann Bell at 202-548-4001 or [abell@imaps.org](mailto:abell@imaps.org) and let's talk about it. We are open to any suggestions you may have.**

## New for 2007

### IMAPS 2007 Daily News - \$1,500 per day

Each day for the two full-days of events at IMAPS 2007, a one-page *Daily News-Schedule of Events* will be delivered to each room in the IMAPS block at the host hotel. Copies will also be available at various sites within the Convention Center. The "News" will feature everything that is scheduled for that particular day. The front page will show the sponsoring company's logo and recognition as the sponsor for that day. This Sponsorship will attract a lot of publicity for the sponsoring companies.

One (1) sponsorship per day is available

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## Advertising Rates for the IMAPS 2007 Advance & Final Programs (now in full color)

The IMAPS 2007 Advance Program features complete information on every event, sponsor, exhibitor and feature of IMAPS 2007 and is mailed to 25,000 addresses worldwide. The Final Program includes session schedules and a listing of exhibitors. These publications are full color, 3 columns per page, saddle stitched. No advertising is permitted within the Technical Program Schedule.

**Advertising in both publications will bring you a 20% discount on your total cost.**

Covers include 3- or 4- color and bleed.

Size	Member Rate	Nonmember Rate	Dimensions (do not incl. bleed)
Cover 2 <b>SOLD</b>	\$2,268	\$2,880	7-1/2" x 10-1/4"
Cover 3	\$2,268	\$2,880	7-1/2" x 10-1/4"
Cover 4 <b>SOLD</b>	\$2,592	\$3,240	7-1/2" x 10-1/4"
Full Page	\$1,674	\$2,220	7-1/2" x 10-1/4"
2/3 Page Vertical	\$1,296	\$1,800	5" x 10-1/4"
2/3 Page Horizontal	\$1,296	\$1,800	7-1/2" x 6-1/2"
1/2 Page Horizontal	\$1,188	\$1,680	7-1/2" x 5"
1/2 Page Island	\$1,188	\$1,680	5" x 7-1/2"
1/3 Page Vertical	\$864	\$1,320	2-1/2" x 10-1/4"
1/3 Page Horizontal	\$864	\$1,320	7-1/2" x 3-1/4"
1/3 Page Square	\$864	\$1,320	5" x 5"
1/4 Page Horizontal	\$660	\$1,140	5" x 2-5/8"
1/4 Page Vertical	\$660	\$1,140	2-1/2" x 5"
Business Card	\$486	\$900	3-1/2" x 2"

**Color/Position Charges for IMAPS Print Publications** (per page or fraction)

Standard color/per color	\$375
Matched second color, per color (please specify PMS#s)	\$750
Metallic sheen ink	\$925
4-Color Process	\$975
Bleeds (except covers)	10% (of space charge) additional
Position (except covers)	15% (of space charge) additional

For information on advertising in the IMAPS 2007 Show Issue of *Advancing Microelectronics*, please contact Ann Bell, [abell@imaps.org](mailto:abell@imaps.org) or 202-548-4001.

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**Notice:** All opportunities listed in this brochure are allowed multiple sponsors except where noted, and are offered on a first come-first served basis. IMAPS reserves the right to determine the number of sponsorships for all events.

### **Restrictions and Cancellations**

Anyone is welcome to participate as an IMAPS 2007 Sponsor, except where stipulated. No refunds will be issued once form and payment are received by IMAPS.

# Participation Form

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

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

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

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

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

Email: \_\_\_\_\_

Web Page: \_\_\_\_\_

Please have someone contact me.

Yes, my company would like to sponsor the following:

Sponsorship: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Please charge my fees to:

Visa       Mastercard       Discover       Amex       Diners

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

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

Billing Address if different than above: \_\_\_\_\_

Enclosed is a check, payable to IMAPS (US funds only) in the amount of \_\_\_\_\_

Sign-up on-line at [www.imaps40th.org](http://www.imaps40th.org)

or

Mail completed form with a check or  
fax with credit card information to:

IMAPS 2007 Sponsorship/Advertising

611 2<sup>nd</sup> St., N.E.

Washington, D.C. 20002

Fax: 202-548-6115