

# SEMICON & LED Korea 2012

Sponsorship & Marketing Opportunities

Date:2012.2.7-9

Venue:COEX Seoul, Korea

Website:[www.semiconkorea.org](http://www.semiconkorea.org), [www.led-korea.org](http://www.led-korea.org)

Organizer:SEMI

## Contents

1. Program Sponsorship
  - 1.1 STS
  - 1.2 Keynote Speech
  - 1.3 Seminars
  
2. Exposition Marketing Opportunities
  - 2.1 Attendee Badge Inserts
  - 2.2 Badge Lanyards
  - 2.3 Show Bags
  - 2.4 Hanging Banner in Exposition Hall
  - 2.5 Staff T-shirts
  - 2.6 Cyber Café Zone
  - 2.7 Column Wraps
  
3. Publication & Web
  - 3.1 Visitor Guide AD
  - 3.2 Web Banner in Main Page
  - 3.3 Web Banner in Registration Page
  - 3.4 AD on Newsletter
  
4. Event Marketing Opportunities
  - 4.1 Presidents Reception
  - 4.2 LED Korea Reception
  
5. Payment & Cancellation Policy

# SEMICON & LED Korea 2012 Sponsorship & Marketing Opportunities

SEMICON & LED Korea 2012 is the flagship annual event in semiconductor equipment & material industry in Korea. Now SEMICON Korea 2012 is more than semiconductor. With the explosive growth of emerging and adjacent high-tech markets including PV, MEMS, FPD, LED.

SEMICON & LED Korea 2012 provides Sponsorship & Marketing Opportunities for you to maximize your opportunities. Engage the industry and Expand your brand in infinite ways at SEMICON & LED Korea 2012.

## 1. Program Sponsorship

### 1.1 STS



Level	Detail	Price(KRW)
<b>Platinum(Exclusive)</b>	Company logo on conference on-site signage /CD cover / attendees' bag /Visitor Guide / Web / Sponsor section in show site.  Free registration for STS(10)	20,000,000
<b>Gold(Dual)</b>	Company logo on conference on-site signage /CD cover / attendees' bag/Visitor Guide /Web /Sponsor section in show site.  Free registration for STS(5)	10,000,000

For more information contact the exposition team at [jcha@semi.org](mailto:jcha@semi.org)



### 1.2 Keynote Speech



Level	Detail	Price(KRW)
<b>Platinum(Exclusive)</b>	Company logo on keynote on-site decoration and signage / Visitor Guide /Web /Sponsor section in show site.  VIP seat reservation(10)	10,000,000
<b>Gold(Dual)</b>	Company logo on keynote on-site decoration and signage / Visitor Guide / Web /Sponsor section in show site.  VIP seat reservation(5)	5,000,000

For more information contact the exposition team at [jcha@semi.org](mailto:jcha@semi.org)



### 1.3 Seminars

A variety of program including seminars, forums and workshops will be held in SEMICON & LED Korea 2012. It provides the great opportunities to expose your company to all targets who has interest on semiconductor and its adjacent industries. Program details will be provided by separate package.



Level	Detail	Price(KRW)
<b>Platinum(Exclusive)</b>	Company logo on seminar on-site decoration and signage /Visitor Guide /Web /Sponsor section in show site  Free registration(5)	5,000,000
<b>Gold(Multiple)</b>	Company logo on seminar on-site decoration and signage /Visitor Guide /Web /Sponsor section in show site  Free registration(3)	3,000,000

For more information contact the exposition team at [jcha@semi.org](mailto:jcha@semi.org)

## 2. Exposition Marketing Opportunities

SEMICON Korea & LED Korea 2012 is the cornerstone of a multi dimensional integrated marketing program that encompasses promotion and advertising opportunities beyond the booth and around the event before, during and after the show.

Connect with customers and expand your reach in various ways through attendee badge Inserts, Badge Lanyards, Show Bags, Hanging Banner in exposition hall.

\* Exposition Marketing Opportunities are applied to both SEMICON Korea 2012 and LED Korea 2012

### 2.1 Attendee Badge Insert



Put your company logo and booth # on every SEMICON Korea attendee's badge. Turn every visitor into a walking advertisement for you company.

<b>Exclusive</b>	Company logo on badge inserts / Sponsor section in visitor guide, show site and web. Production included	KRW 10,000,000
------------------	--	----------------

### 2.2 Badge Lanyard



Imprint your company name and logo on badge lanyard. This is eye-catching and hot item for promoting you company and band to every visitor.

<b>Exclusive 30,000 EA</b>	Company logo on badge string / Sponsor section in visitor guide, show site and web. Production included	KRW 15,000,000
<b>Multi(2) Minimum: 15,000 EA</b>	15,000 pieces per a company	KRW 8,000,000

### 2.3 Show Bags

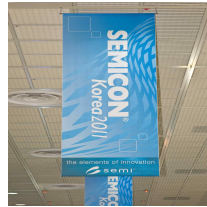


Show Bags will be provided to every participant to the show for free. You can have the opportunity to place the company logo on the bag and be able to take advantage of walking advertisement.

<b>Exclusive</b>	Company logo on attendee show bag / Sponsor section in visitor guide, show site and web. Production excluded	KRW 5,000,000
------------------	--	---------------

## 2.4 Hanging Banner in Exposition Hall

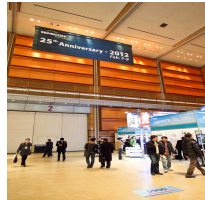
Hanging Banner installed in Exposition Hall attracts every visitor's eye in effective way. Promote your company and logo with high visibility advertising chance



**Aisle banner** in exposition hall with company logo and booth nr.

Production included

KRW 1,500,000



**Wall Banner** in exposition hall with company logo and booth nr.

Multi  
Production included

KRW 2,500,000

## 2.5 Staff T-shirt



Staff T-shirt advertising will be good chance to expose your company and logo to participants to the show. You can take advantage of walking advertisement throughout the venue.

**Exclusive**

Company Logo on Staff T-shirts(50pax)

KRW  
1,500,000

## 2.6 Cyber Café



Cyber café is for surfing the internet also for rest. Located in high traffic areas in the exhibition halls, cyber café will provide good chance to promote your company and brand exclusively.

**Exclusive**

Company website on Front page, Company Logo on mouse pad, PR AD on Back wall.

KRW  
10,000,000

**Multi(2)**

Location 1: Hall B, 1F  
Location 2: Hall C, 3F

KRW  
5,000,000

## 2.7 Column Wraps



Located throughout the halls, column wraps are high-visibility advertising opportunities, displaying your company name, logo, and booth location, or an advertisement of your design.

**Multi**

Company name, logo, and booth location, or an advertisement of your design. Production excluded.

KRW  
1,000,000

For more information contact the exposition team at [jcha@semi.org](mailto:jcha@semi.org)

## 3. Publication & Web

### 3.1 Visitor Guide AD



SEMICON Korea 2012 Visitor Guide will be provided to every visitor to the show. Visitor guide contains information such as exhibition, program, event, schedule and map. This is very great chance to promote your company, placing your company logo inside. Around 40,000 copies will be distributed on site.

### 3.2 Web Banner in Main Page



Hundreds of thousands visitors log on the SEMICON Korea's website ([www.semiconkorea.org](http://www.semiconkorea.org)) to find the latest news and up-to-date information. This will be a great chance to promote your company to who has interest in semiconductor industry.

### 3.3 Web Banner in Registration Page



Placing your AD on Registration page, you can reach hundreds of thousands visitors who register online. With these opportunities, your company logo will appear on the SEMICON Korea registration page, confirmation page, and confirmation email.

### 3.4 AD on Newsletters

SEMICON Korea's Newsletter will be emailed 4 times to expected participant on regular. The recipient volume is over 300,000 including local and foreign companies who subscribes to SEMI as members firms.

Product	Level	Detail	Price (KRW)
Visitor Guide AD	Exclusive	Cover strip AD	5,000,000
	Two companies	Inside front cover	5,000,000
Web banner in main page	Multi	Inside full page	3,000,000
	Multi	Company logo with booth nr. link with company web site Size: 120wx90h	1,000,000
Web Banner in Registration Page	Multi(3)	Company logo on Registration page	1,000,000
AD on Newsletters	Multi	Company logo on Newsletter. Total 4 times email Blast	1,000,000

For more information contact the exposition team at [jcha@semi.org](mailto:jcha@semi.org)

## 4. Event Marketing Opportunities

### 4.1 Presidents Reception

The SEMICON Korea Presidents Reception attracts more than 400 participants including industry leaders, decision makers and VIPs, mainly CEOs from Exhibitors and SEMI members companies and VIPs. It gives you the great opportunities to expose your brand especially to industry influential people.



Level	Detail	Price(KRW)
<b>Exclusive</b>	Company logo and link on website/invitation card/pre-event promotion marketing materials and e-mail/onsite signage/sponsors page in visitor guide/VIPs Seat Reservation(10)  Opportunity for toast	30,000,000
<b>Dual</b>	Company logo and link on website/invitation card/pre-event promotion marketing materials and e-mail/onsite signage/sponsors page in visitor guide/VIPs Seat Reservation(5)	15,000,000

For more information contact the exposition team at [jcha@semi.org](mailto:jcha@semi.org)

### 4.2 LED Korea Reception

LED Korea Reception provides networking opportunities for the attendee to share opinions. Grab the great chance for marketing and advertising to improve your company brand. The details of information including date & location will be announced soon.



Level	Detail	Price(KRW)
<b>Exclusive</b>	Company logo and link on website/invitation card/pre-event promotion marketing materials and e-mail/onsite signage/sponsors page in visitor guide/VIPs Seat Reservation(10)  Opportunity for toast	10,000,000
<b>Dual</b>	Company logo and link on website/invitation card/pre-event promotion marketing materials and e-mail/onsite signage/sponsors page in visitor guide/VIPs Seat Reservation(5)	7,000,000

For more information contact the exposition team at [jcha@semi.org](mailto:jcha@semi.org)

## 6. Payment & Cancellation Policy

To become Sponsor and advertiser for SEMICON Korea 2012 and LED Korea 2012, Please complete a sponsorship application form and submit to [jcha@semi.org](mailto:jcha@semi.org)

### 6.1 Payment

The payment will be settled via Wire Transfer. The Bank information is as follows.

For Korean companies;

<b>Bank Name</b>	<b>The Korea Exchange Bank</b>
<b>Account No</b>	611-018980-820
<b>Swift Code</b>	KOEXKRSE
<b>Beneficiary</b>	SEMICONDUCTOR EQUIPMENT & MATERIA

For non- Korean companies;

<b>Bank Name</b>	<b>Wells Fargo Bank</b>
<b>Account No</b>	4277-159497
<b>Swift Code</b>	WFBIUS6S
<b>ABA</b>	121000248
<b>Beneficiary</b>	SEMICONDUCTOR EQUIPMENT & MATERIALS INT'L

### 6.2 Cancellation

The Sponsor application may be cancelled by written notification within 5 working days after payment has been done.

## Sponsorship & Marketing Opportunities Application

SEMICON / LED Korea 2012의 후원 및 Marketing Opportunities를 위한 신청서 입니다.

본 양식을 작성하여 세미코리아(e-mail: [jcha@semi.org](mailto:jcha@semi.org), phone: 02.531.7801)로 보내주시기 바랍니다.

### 1. 회사 정보

회사명			
주소	우편번호		
담당자		직책	
전화		팩스	
휴대폰번호		이메일	

### 2. 후원내역

행사명	
종류	
후원금액	
상세 후원 내역	

### 3. 신청 동의서

위와 같이 SEMICON / LED Korea 2012의 행사 후원을 신청하오니 승인하여 주시기 바랍니다.

대표자: \_\_\_\_\_ (인)

담당: \_\_\_\_\_ (인)

일시: \_\_\_\_\_ 20 \_\_\_\_ 년 \_\_\_\_ 월 \_\_\_\_ 일

### 4. 기타

귀사의 회사 로고를 jpeg 파일로 이메일 주시기 바랍니다.

### 5. 담당자

차지현 부장, Operations

e-mail: [jcha@semi.org](mailto:jcha@semi.org) Phone: 02.531.7801 Fax: 02.551.3406

# Sponsorship & Marketing Opportunities Application

---

Please complete this application form, and e-mail to [jcha@semi.org](mailto:jcha@semi.org), SEMI Korea to order sponsorship and/or marketing opportunities in the SEMICON / LED Korea 2012.

## 1. Company Information

Company Name			
Address			zip
Contact person		Title	
Phone		Fax	
Cell Phone		e-mail	

## 2. Sponsorship and/or Marketing Opportunities detail

Event Name	
Product Name	
Amount	
Detail Information	

## 3. Agreement

I understand and accept the conditions on this event marketing opportunities in SEMICON / LED Korea 2012, and authorize SEMI to execute this order accordingly.

Name:

\_\_\_\_\_

Signature:

\_\_\_\_\_

Date:

\_\_\_\_\_

## 4. Contact

Hyun Cha Sr. Manager, Operations

e-mail: [jcha@semi.org](mailto:jcha@semi.org)

Phone: 82.(0)2.531.7801

Fax: 82.(0)2.551.3406