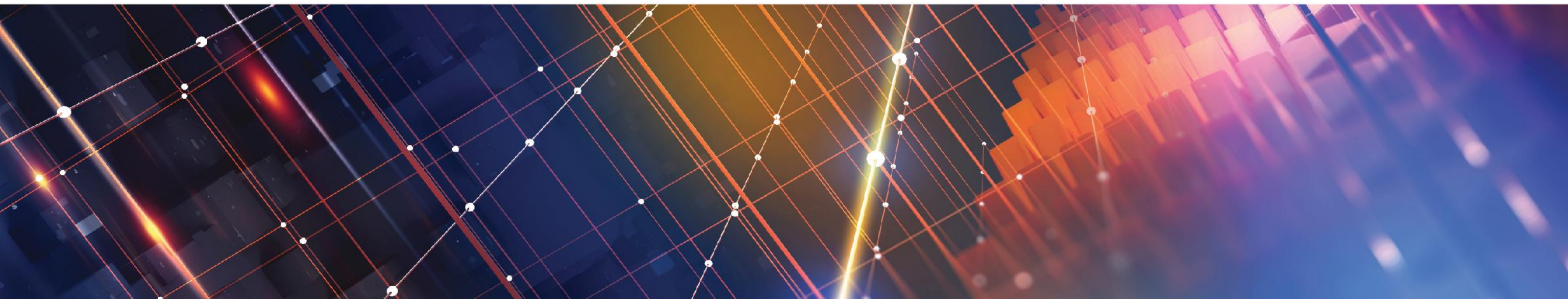


SEMICON WEST 2020 POST-SHOW HIGHLIGHTS

SEMICON WEST 2021

Sandy Chapin, CEM

October 28, 2020



Highlights

- Transitioned from physical event to virtual event within 10 weeks
- Converted 165 exhibiting companies
- Featured more than 150 speakers
 - Total Live: **38**
 - Total Simulive: **18**
 - Total OnDemand: **74**
 - 4 days of events and sessions
 - Up to 4 parallel sessions
- Featured 4 Smart Pavilions

SEMICON WEST 50 YEARS [LIVE] & ON-DEMAND PROGRAMS			
KEYNOTES & EXECUTIVE PANELS	BULLS & BEARS	SEMI MARKET SYMPOSIUM	TECHNOLOGY & TOPICS
			Advanced Manufacturing Processes
			Materials
			Advanced Packaging
			Semiconductor Components, Instruments, and Subsystems
SMART MANUFACTURING	SMART MEDTECH	TEST VISION SYMPOSIUM	Artificial Intelligence
			Quantum Technology
SMART MOBILITY	SMART WORKFORCE	PARTNER PROGRAMS	Diversity & Inclusion
		imec: Leap Into the Semiconductor Future	
		Silicon Photonics by SOI Industry Consortium	

Attendance

[LIVE] STATS

	REGISTERED	VERIFIED during Show Days
ATTENDEE	7,912	5,028
SPEAKER	119	79
EXHIBITOR	1,548	1,450
PRESS/ANALYST	109	90
STUDENT	729	338
TOTALS*	10,417	6,985

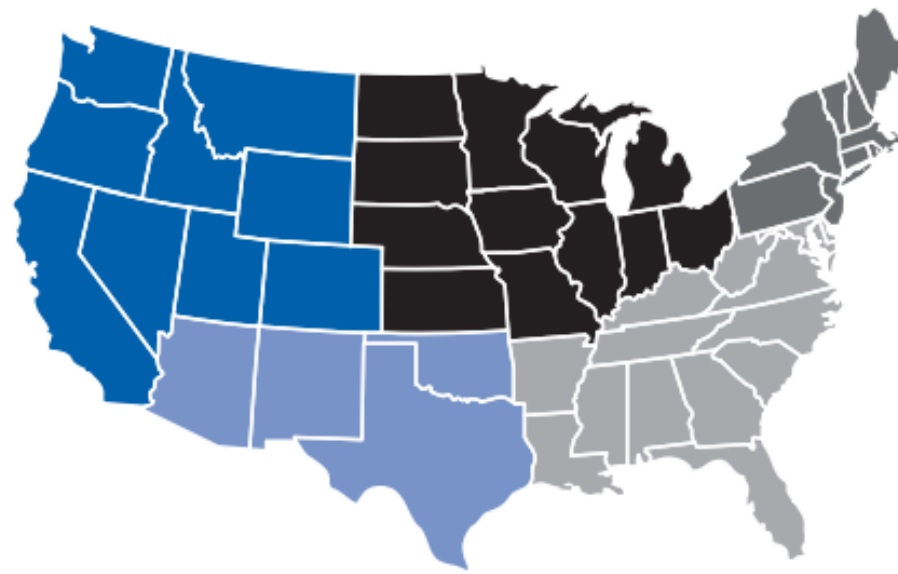
**Final numbers are updated as of September 20*

Where are Attendees Reside

47 U.S. STATES REPRESENTED

5 U.S. REGIONS REPRESENTED

● WEST COAST	65%	● MIDWEST	7%
● EAST COAST	17%	● SOUTHEAST	3%
● SOUTHWEST	8%		



TOP 5 COUNTRIES REPRESENTED

JAPAN	7%	SOUTH KOREA	3%
TAIWAN	5%	GERMANY	2%
SINGAPORE	3%		

INDUSTRIES SERVED



SEMICONDUCTOR

80%



SENSORS

24%



MEMS

18%



PHOTONICS

16%



MEDICAL

13%



AEROSPACE

13%



AUTOMOTIVE/
TRANSPORTATION

13%



LED/SOLID
STATE LIGHTING

13%



IMAGING

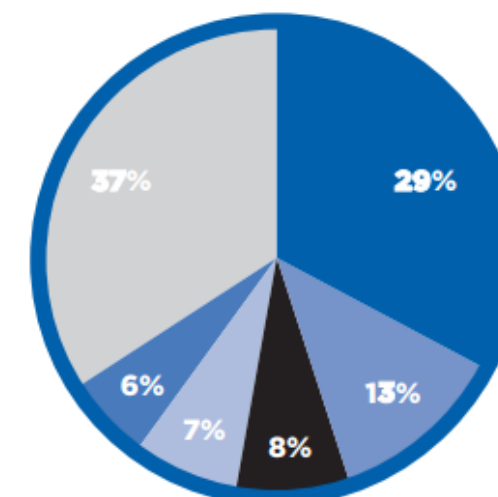
13%

Display/FPD	12%
Consumer Electronics	11%
Photovoltaic/Solar	11%
Software/Applications	11%
Academia/University/R&D	10%
Flexible Hybrid Electronics/ Printed Electronics	10%
Professional Services/Consulting	10%

EMS/Contract Manufacturing/Precision Engineering	9%
PCB Assembly	9%
PCB Manufacturing	8%
Government	6%
Other	5%
Association/Non-Profit	3%
Media/Publication	3%

PRIMARY JOB FUNCTION

- MARKETING, SALES, BUSINESS DEVELOPMENT
- R&D
- EXECUTIVE MANAGEMENT/BOARD MEMBER
- OTHER JOB FUNCTION
- PRODUCT MANAGEMENT



● **OTHER**

Equipment Engineering	5%	Quality Assurance/ Failure Analysis/Reliability	1%
Design	5%	Facilities/Engineering Support	1%
Manufacturing/Operations Management/Production	4%	Logistics/Supply Chain Management	1%
Fabrication and Process Engineering	3%	Packaging/Assembly	1%
Test	3%	Industrial Engineering	1%
Software Engineering	2%	Training/Education	1%
Purchasing/Procurement/ Office Management	2%	Human Resources	1%
Financial/Industry Analyst/ Investor Relations	2%	Integration/IT Support	1%
Chemicals/Materials	1%	Government/Public Policy	1%
		Other	32%

Daily Unique Logins to Platform



AUDIENCE ENGAGEMENT



BOOTH VISITS

106,247



WEBINAR VIEWS

30,348



DOWNLOADS

49,851



VIDEO VIEWS

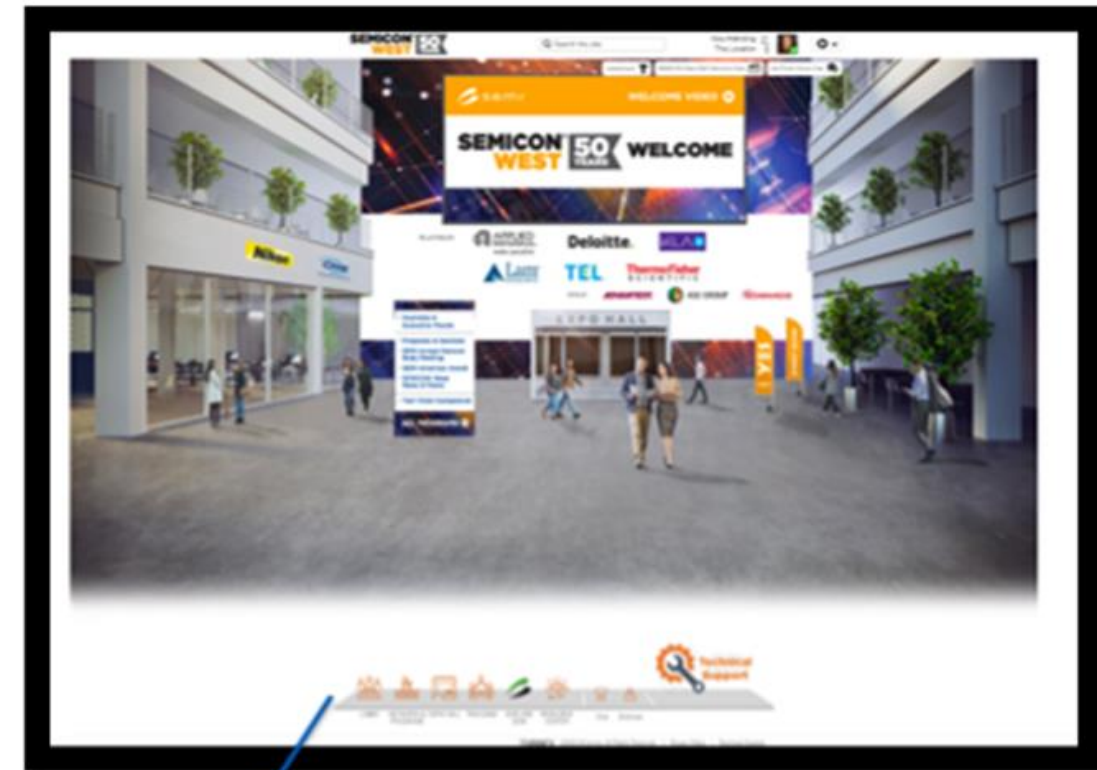
102,247



CONTENT VIEWS

245,432

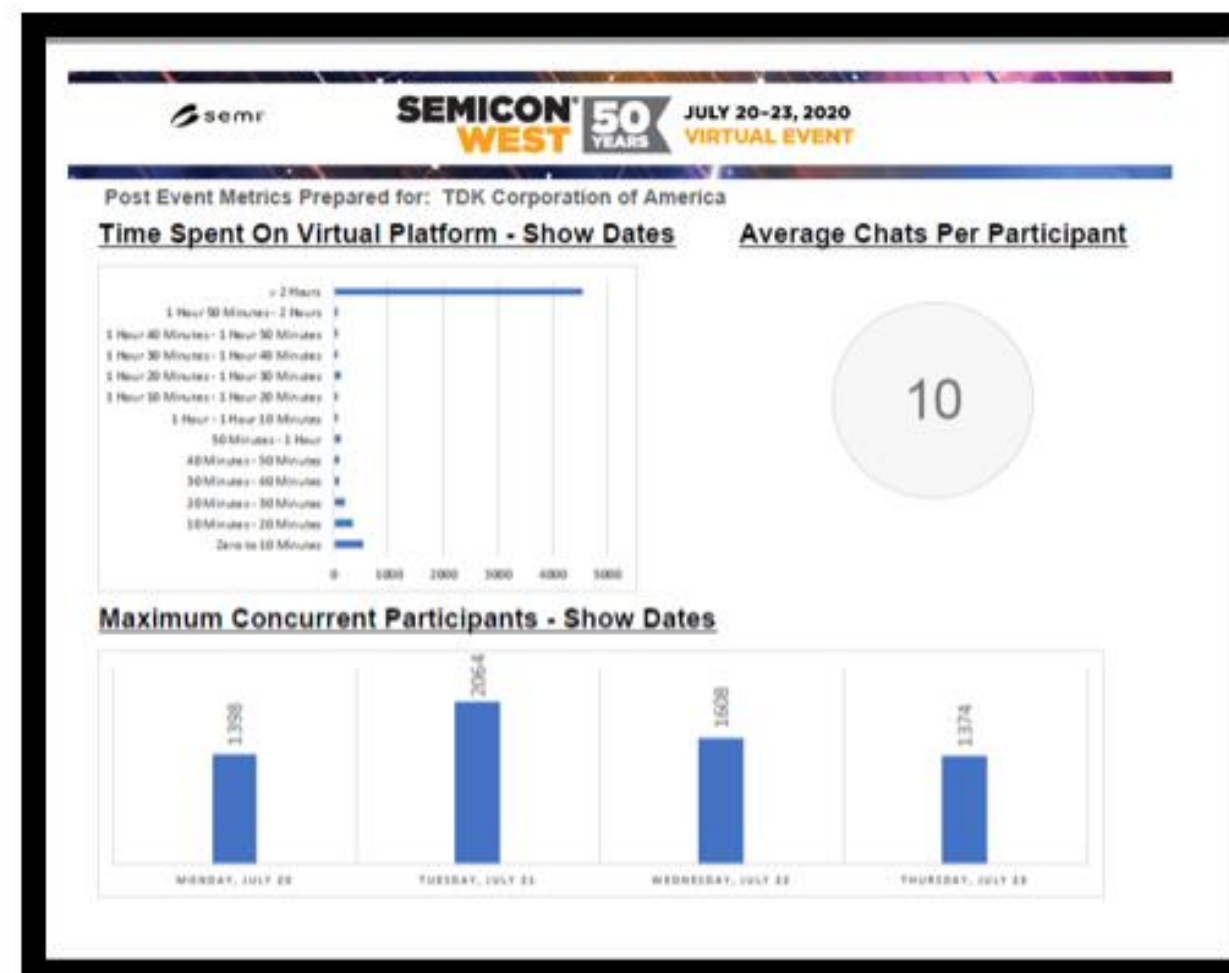
EXAMPLES OF OUR PLATFORM DESIGN



Examples of Expo Hall



Sample of Personalized Exhibitor Data



Training and On-boarding - Exhibitors

- Exhibitor Recruitment & Training
 - Exhibitor recruitment webinar & 1:1 meetings
 - Booth builder training video & material
 - Booth rep training webinar
 - 1:1 exhibitor training
 - Booth metrics report training material
- Tools for Exhibitors
 - Virtual Exhibitor Resource Library
 - Exhibitor communications
- On-site Tech Support

SEMICON West 2021 – Hybrid Event

- Increased reach & attendance
- Higher engagement with your audience
- More powerful sponsorship opportunities
- Reduced travel costs
- Feed your marketing pipeline for the year
- Valuable data & metrics
- Greater flexibility
- Address the changing needs of your audience

QUESTIONS?

FOR ADDITIONAL INFORMATION CONTACT:

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