

# FutureHorizons



The Global Semiconductor Industry Analysts

## **International Electronics Forum 2012**

## **Partnership Opportunities**

**3 - 5 October ~ 2012**

**Bratislava, Slovakia**

- Enhance your international industry profile
- Communicate your message directly to key industry decision makers
- Connect with over 100 senior industry executives, mainly CEO's & senior managers
- Leave a lasting impact upon forum delegates
- Pave the way for future industry relationships & business development opportunities



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## Who Attends?

### Past Attendees Include:

- Altis Semiconductor
- American University Of Dubai
- ARM Embedded Technologies
- Cadence Design Systems
- Cambridge Silicon Radio Ltd
- CEA-LETI
- DLA Piper Middle East LLP
- Dubai Silicon Oasis Authority
- Electronintorg Co. Ltd
- Hitachi Ltd
- Honda Research Institute Japan
- India Semiconductor Association
- Innovative Silicon S.A.
- Landshut Silicon Foundry
- Lasar & Electronics Middle East
- Mentor Graphics Corporation
- Motorola Inc.
- Nokia Research Centre
- Numetrics Management Systems
- Numonyx
- Organo Plant Services Co. Ltd
- Philips Consumer Lifestyle
- Pistorio Foundation
- Robert Bosch
- Samsung Semiconductor Europe

### Past Partners Include:

- Cadence
- GlobalFoundries
- Mentor Graphics
- Imagination Technologies
- EML
- Catrene
- Numetrics
- Numonyx
- ST Microelectronics
- Fabtech
- ATIC
- D. Swarovski & Co

## What Is The International Electronics Forum?

The International Electronics Forum, inaugurated in 1991, is an annual executive-level meeting held respectively in co-operation with the host country's government, with delegates spanning the full spectrum of the industry. With a typical attendance level of over 100 senior executives, mainly CEO's, and senior executives, from microelectronics companies, semiconductor equipment and materials firms, electronics equipment and systems manufactures, start up organisations, government and industry officials and investment organisations. It is internationally recognised as a platform for debate amongst industry peers.

## Partner The Forum

Partnering the forum provides a unique branding opportunity, to enhance corporate image and industry exposure at the highest international level. Partnership will cut through the market place and communicate your message directly to the decision makers in the industry. It can pave the way to start selling a new product or service as well as providing you with the opportunity to become part of the global industry.

## Past Forum Partners



**Tailor Made Packages Available To  
Suit Your Business Needs and  
Objectives**

## **Summary of Partnership Opportunities Available**

The International Electronics's Forum offers a wide range of partnership opportunities which will benefit you and your organisation. All opportunities are offered on a first come, first served basis.

- **Forum Package:**

- Diamond**
- Gold**
- Silver**

- **Forum Function:**

- Registration**
- Welcome Drinks**
- Forum Lunch**
- Fiesta Dinner**
- Coffee Break**
- Forum Panel**

- **Forum Merchandise:**

- Forum USB Key**
- Business Card Holder**
- Notepad & Pen**
- Delegate Bag**
- Goody Bag**

- **Advertising**

- Sponsor An Email Bulletin**
- Final Programme inside cover**
- Final Programme Insert**
- Sponsor The Forum Home page banner**
- Exhibition display during forum coffee break**
- Inserts In Forum Bag ~ Max 2 copies, max 4 pages each**
- Forum Badge**

- **Press Delegation**

- Have you got a special message for the industry? Perhaps you are looking to launch a new product or service? We can provide you with the opportunity to inform 20 top international electronic press during your own press conference at the forum. This is an exceptionally cost effective way of reaching your target audience.**

- **Donate A Raffle Prize**

- Each year Future Horizons sponsors a local charity in the host country. We are looking for companies to donate prizes which can be raffled off to raise money for this cause. All donors will be acknowledged pre, during and post forum.**

**We are happy to discuss  
tailor made packages to  
meet your business  
objectives**

# Partner A Forum Package

## **Diamond Package - €15,000**

**Maximum ONE opportunity available**

### **During The Forum:**

- Three complimentary guest forum passes
- Logo on official forum Programme given to each delegate in forum presentation binder
- Logo displayed on main forum screens x1 during forum
- Partnership of Wednesday night Welcome Dinner, including:
  - Company logo displayed during welcome dinner
  - Company brochure to be placed on each delegates dinner chair
  - Company logo displayed on dinner menu on each table
- Logo displayed on lectern during Thursday's forum
- Opportunity to insert company literature in the forum delegate bag
- Company posters displayed throughout forum
- Listing on the Forum partners posters displayed in main forum area

### **Lead Up To The Forum:**

- Partnership to be acknowledged on Future Horizons home page
- Partnership to be acknowledged in Future Horizons Email Footer throughout lead up to forum
- Logo displayed on one forum email sent prior to the forum (by Future Horizons) to over 6,000 industry contacts
- Appropriate recognition on all of the relevant pre and post forum marketing, including; forum brochure which is distributed via Email-Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the forum
- Your company name and logo linked directly from our website to your home page



## **Gold Package - €10,000**

**Maximum TWO opportunities available**

### **During The Forum:**

- Two Complimentary guest forum passes
- Recognition on Welcome Letter to be placed on each delegates desk on first day of the forum
- Partnership of Friday's forum lunch to include:
  - Logo displayed on main forum screens to announce the final lunch
  - Company posters displayed throughout final lunch
  - Company brochure to be placed on each delegates chair at final forum lunch
- Logo displayed on lectern during Friday's forum
- Opportunity to place company literature in the forum delegate bag
- Listing on the partners posters displayed in main forum area

### **Lead Up To The Forum:**

- Partnership to be acknowledged in one forum email sent prior to the forum (by Future Horizons) to over 6,000 industry contacts
- Appropriate recognition on all of the relevant pre and post forum marketing, including; forum brochure which is distributed via Email-Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the conference
- Your company name and logo linked directly from our website to your home page



## Partner A Forum Package

### Silver Package - €5,000

Maximum **TWO** opportunities available

#### During The Forum:

- One Complimentary guest forum pass
- Company name & logo displayed on main forum screens announcing one forum coffee break
- Partnership of one forum coffee break to include:
  - Company signage displayed throughout the coffee break
  - Company literature displayed during coffee break
  - Company branded table cards to be placed on each coffee table
- Opportunity to place company literature in the forum delegate bag
- Listing on the partners posters displayed in main forum area

#### Lead Up To The Forum:

- Partnership acknowledged in one forum email sent prior to the forum (by Future Horizons) to over 6,000 industry contacts
- Appropriate recognition on all of the relevant pre and post forum marketing, including; forum brochure which is distributed via Email-Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the conference
- Your company name and logo linked directly from our website to your home page

**Forum  
Email Bulletin  
€500 per email**

Only five opportunities  
available

**Insert Company  
Literature Into Forum  
Bag  
€500**

Only five opportunities  
available

## Partner A Forum Function

### Partner The Fiesta Dinner

€10,000

Maximum **ONE** opportunity available

#### During The Dinner:

- Company signage displayed throughout dinner
- Partners logo placed on menus on all delegates tables
- Branded drinks coasters to be placed at each table setting

#### During The Forum:

- Two complimentary guest forum passes
- Company name and logo displayed on main forum screens announcing the Fiesta Dinner details
- Opportunity to place company literature in the forum delegate bag
- Listing on the partners posters displayed at the Forum

#### Lead Up To The Forum:

- Appropriate recognition in the forum brochure which is distributed via Email Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the forum
- Your company name and logo linked directly from Future Horizons website to your home page



## Partner A Forum Function

### Partner A Forum Lunch

Maximum **ONE** sponsorship available  
€5000

#### During The Lunch:

- Company signage displayed throughout the lunch
- Partners logo placed on menus on all delegate tables
- Branded drinks coasters to be placed at each table setting

#### During The Forum:

- One complimentary guest forum pass
- Company name and logo displayed on main forum screens announcing lunch
- Listing on the partners posters displayed during the Forum

#### Lead Up To The Forum:

- Appropriate recognition in the forum brochure which is distributed via Email Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the forum
- Your company name and logo linked directly from Future Horizons website to your home page

## Donate A Raffle Prize

Every year Future Horizons sponsors a local charity in the host country.

Please donate a prize for this raffle. Tickets will be sold during the forum and the draw will be conducted on the last day of the forum.

All sponsors are recognised during the forum for their kind donation

### Partner The Forum Registration

€5000

Maximum **ONE** opportunity available

#### During The Registration:

- Company signage/logo displayed by registration area/welcome desk for forum duration
- Opportunity for partner to place a small exhibition stand along side the main registration desk during day 1 and 2
- Partner to display company literature on main registration desk

#### During The Forum:

- One complimentary guest forum pass
- Listing on the partners posters displayed at the Forum

#### Lead Up To The Forum:

- Appropriate recognition in the forum brochure which is distributed via Email Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the forum
- Your company name and logo linked directly from Future Horizons website to your home page

**Every delegate has to register - make an impact and let your company name and logo be the first thing delegates see as they arrive...**

# Partner A Forum Function

## Partner A Forum Coffee Break

€3000

Maximum **TWO** opportunities available

### During The Coffee Break:

- Company signage displayed throughout the coffee break
- Company literature displayed during coffee break
- Opportunity to have an exhibition stand during the coffee break
- Company branded table cards to be placed on each table

### During The Forum:

- 50% discount off one forum place
- Company name and logo displayed on main forum screens announcing coffee break
- Listing on the partners posters displayed at the Forum

### Lead Up To The Forum:

- Appropriate recognition in the forum brochure which is distributed via Email Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the forum
- Your company name and logo linked directly from Future Horizons website to your home page



## Partner the Forum Panel (Day 2)

€2000

Maximum **ONE** opportunity available

### During The Panel:

- Company signage displayed throughout the session
- Company logo to be displayed on main forum screens for duration of the panel
- Company poster/banner to be displayed across stage during the panel

### During The Forum:

- 25% discount off one forum place
- Listing on the partners posters displayed during the Forum

### Lead Up To The Forum:

- Appropriate recognition in the forum brochure which is distributed via Email Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the forum
- Your company name and logo linked directly from Future Horizons website to your home page

Logo displayed on forum screens & stage



## Partner Forum Merchandise

### Partner Forum USB Stick - €7000

#### Maximum **TWO** opportunities available

- Company logo placed on flash stick, which contains either the forum presentations or the forum photographs. Both USB keys are given to 100-120 delegates at the forum and sent to approx 50 high-level global industry journalists following the event
- Company information inserted on the USB key
- One complimentary forum place
- Opportunity to place company literature in the forum delegate bag
- Listing on the partners posters displayed at the Forum
- Your company name and logo linked directly from our website to your home page



**Sponsoring a USB key will mean your company will be recognised during the forum and long after it is all over**

**We are happy to discuss tailor made packages to suit individual budgets contact us for further details**



**Business Card Holder**

### Partner Forum Pen & Notepad €5000

#### Maximum **ONE** opportunity available

- Logo displayed on pen, and notepad given to the delegates on day one and two. Pens are used for the duration of the forum plus traditionally used following the forum
- 50% discount off one forum place
- Listing on the partners posters displayed at the Forum
- Your company name and logo linked directly from our website to your home page

### Partner Delegate Business Card Holder - €4000

#### Maximum **ONE** opportunity available

- Partners logo displayed on front of the business card holder
- Partners business card to be inserted into holder
- Acknowledgment of partner in two forum emails sent to over 6,000 industry contacts
- 50% discount off one forum place
- Partners logo displayed on 'About Armenia Guide' placed at the front of all delegate binders
- Appropriate recognition in the forum brochure which is distributed via Email-Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the forum
- Listing on the partners posters displayed at the forum
- Your company name and logo linked directly from Future Horizons website to your home page

**A big part of the IEF event is the high emphasis on networking. Delegates will swap and hand out business cards throughout the forum. Make sure they use your sponsored business card holder to house their business cards**





**Pen and Notepads can be purchased separately:**

**Notepad: €3000**

**Pen: €3000**



**Partner the Forum Bag - €5000**

**Maximum ONE opportunity available**

- Logo on front of forum bag, given to the delegates upon registration. These bags are big enough to hold the forum binder and they are used for the duration of the conference plus traditionally used following the forum
- Opportunity to insert your company information or corporate merchandise in each bag
- 50% discount off one forum place
- Acknowledgement of partner in one forum email sent prior to the forum (by Future Horizons) to over 6,000 industry contacts
- Listing on the partners posters displayed during the forum
- Your company name and logo linked directly from our website to your home page

**Partner the Delegate Badge - €2500**

**Maximum ONE opportunity available**

- Name of Partners company inserted on badge worn by all delegates for the duration of the forum & all networking events
- Appropriate recognition in the forum brochure which is distributed via Email-Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the forum
- Listing on the partners posters displayed during the forum
- Your company name and logo linked directly from Future Horizons website to your home page
- 25% discount off one forum place

### **Partner the Delegate Goody Bag - €6500**

#### **Maximum ONE opportunity available**

- Logo on front of goody bag, given to the delegates upon arrival.
- Opportunity to insert your company information in each bag
- Bag contains branded bottle of Water
- 50% discount off one forum place
- Listing on the partners posters displayed during the forum
- Your company name and logo linked directly from our website to your home page

## **Partner the Forum Press**

### **Partner the entire Press Delegation**

#### **Maximum One opportunity available ~ Approx €25,000**

*Do you have a special message for the industry? Sponsor the Forum press delegation, typically 20-25 top international electronics industry editors. By so doing, you can host a private one-hour press conference either on Wednesday afternoon, prior to the Forum commencement; at the close of Thursday's proceedings or on Friday afternoon once the Forum lunch is over. This popular and hugely cost-effective opportunity is available to just one firm on a first come, first served basis.*

*Press sponsorship comprises the editor's travel and hotel accommodation (typically for three nights); Future Horizons will cover their Forum registration fee and local sustenance costs. The cost of travel will vary depending on the country of origin but is expected to be typically €800-€1000/delegate (economy).*

*The cost of an optional press conference/off-site event would be in addition and at the sponsor's discretion, subject to the overall Forum programme running order. Future Horizons and the media sponsor will mutually agree the press invite list, with typically 20-25 media representatives in attendance.*

#### **The press sponsor will also receive:**

- Four complimentary guest forum passes
- Appropriate recognition on all of the relevant pre and post forum marketing, including; forum brochure which is distributed via Email-Newsletter to over 6,000 industry contacts, approx 5-6 times leading up to the conference
- Listing on the partners posters displayed at the Forum
- Your company name and logo linked directly from our website to your home page

### **Sponsor a Single Press Member**

There is also the opportunity to sponsor just one or two members of the press. We have a close relationship with the majority of the semiconductor/electronics press and we can arrange for key journalists to be present at the forum and even set you up a one-to-one with a journalist of your choice.

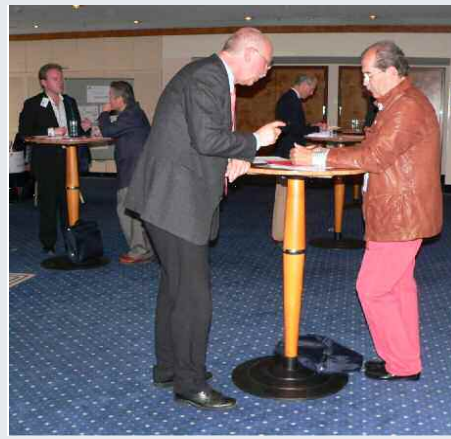
**To discuss partnership opportunities further contact**

**The Events Team on:**

**mail@futurehorizons.com**

**+44 1732 740440**

# Delegates feedback and Forum Photographs



“It was a great opportunity for exchanging information, learning and getting synchronised with Future Horizons positive team.”

LB Consulting



“ I would like to thank Future Horizons for another great IEF. An excellent job by the team, as usual. Everything ran smooth as clock work. A great job in keeping up the quality after such a horrific downturn”

ATEEDA Ltd



“ Thank you to Future Horizons for organising such an interesting and valuable event, at a real nice place. I made a lot of very good contacts and had many good discussions ”

Memsfab



“Dresden was a good choice. The mix of industry and academic worked well, both were able to shine”

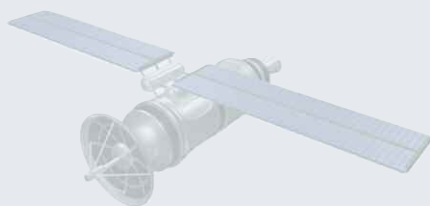




**23rd Year Of Service  
Founded 1989**

**5th Decade  
Of Semiconductor  
Experience**

**Our Experience  
Starts With The First  
Commercial IC**



Established in April 1989, Future Horizons provides market research and business support services for use in opportunity analysis, business planning and new market development. Its industry information seminars and forums are widely considered to be the best of their kind. Emphasis is placed on the world-wide semiconductor and electronics industry and associated markets. Emphasis is placed on the worldwide microelectronics and electronics industry, and European market environment.

Malcolm Penn is the founder and CEO of Future Horizons, with over 45 years experience in the electronics and semiconductor industry. He has worked extensively throughout Europe as well as in the United States, the former USSR, Japan and Korea, and was an early pioneer of pan-European research and product development collaboration in the 1970s during his tenure with ITT Europe. His industrial experience has involved him with all aspects of the management, manufacturing, marketing and use of electronic components, particularly semiconductor devices.

Future Horizons offers a high-quality, cost-effective, flexible alternative to expensive subscription-style, market research. Our experience commenced with the industry in 1962, from the first commercial IC to SOC integration. For all of your semiconductor business development needs ...

**Let Future Horizons Save YOU Time & Money**

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