

ONSITE ADVERTISING OPPORTUNITIES

NORTH, SOUTH & GATEWAY HALLS WAFER PROCESSING AND EXTREME ELECTRONICS

WEST HALL LEVEL I TEST, ASSEMBLY & PACKAGING

Consider an Onsite Advertising Opportunity as a way to gain visibility beyond your booth. We are pleased to offer the following which are designed to enrich:

- brand awareness
- sales prospects
- your competitive edge
- the reach of your event campaign

Affordable. Exclusive. First-come, first-serve. And remember, these messaging branding and traffic builders are only available to exhibiting companies.

Attendee Badge Inserts (North, South & Gateway Halls) \$7,000
(West Hall) \$3,000

Name badge inserts stand up behind the required attendee name badge. Your company's logo and tagline will appear on these insert cards and be displayed on thousands of attendees.

Backlit Kiosk Panels (North, South & Gateway Halls) \$3,000 per single panel
(North, South & Gateway Halls) \$4,500 for two-panels
(West Hall) call for pricing

These eye-catching lighted signs (over 7-feet tall!) are the perfect way to get your company message in the midst of high traffic areas.

Banners (North, South & Gateway Halls) \$6,500 and up
(West Hall) call for pricing

Highly visible, these banner hanging points offer an opportunity to visibly shout your brand and booth number. Various sizes and locations are available.

Escalator Center Strips (West Hall) \$5,000

Your message runs the length of the escalators from top to bottom for attendees to see and read as they move up and down the escalators. Capture attendees while they move from one floor to the next.

Escalator Decals (North, South & Gateway Halls) \$10,000 each escalator
(West Hall) \$10,000

Displayed on the glass sides of the escalators, your company logo will be viewed all the way up or down. Eye-catching.

EVENT MARKETING OPPORTUNITIES

Exhibit Hall Show Bags

(North, South & Gateway Halls) \$6,000
(West Hall) \$4,500

Nearly everyone grabs a conference bag before heading to the exhibit floor. You design these highly sought-after and reusable totes, which will be distributed at various locations.

Pocket Guide

(North, South & Gateway Halls) \$13,000 (includes production)
(West Hall) call for pricing

These handy, popular pocket-size fold-out maps lead attendees through the expansive exhibit floor to the companies they want to see. On every guide, your company name is highlighted, along with your booth location.

Registration Lanyards

(North, South & Gateway Halls) \$7,000
(West Hall) \$4,500

What's a badge without a lanyard? These lanyards – all of them imprinted with your company name – blanket the show floor with your brand.

Stairway Advertising Strips

(North, South & Gateway Halls) \$10,000 per stairwell

Our most popular offering, these are 10-foot wide stickers, placed in a symmetrical pattern all the way up the stair-case steps. For more effective branding, create two or three designs to alternate your message.

*Opportunities available for both SEMICON West and Intersolar North America Exhibitors. Inventory priority to be held for first right of refusal for each show's sponsors and exhibitors until April 17, 2009.

CONTACT INFORMATION:

Mark Furrer, Director of Sales	Tel: 1.415.655.2220
Immersa Marketing	Fax: 1.415.861.2846
350 Rhode Island St., # 220N	Email: markf@immersamarketing.com
San Francisco, CA 94103 USA	Web: www.immersamarketing.com/semi

NOTE: All of the above prices are for the opportunity only and do not include production or shipping costs. The exhibitor is responsible for all production costs unless otherwise noted. Included in the above prices are the onsite labor costs to install and dismantle the marketing and promotional opportunities.

VISIT:

www.immersamarketing.com/semi
for maps, photos, inventory and pricing.

NEW FOR 2009**NEW! RE-USABLE ADVERTISING PANELS****(North, South & Gateway Halls) \$3,000**
(West Hall) \$3,000

Placed in prominent locations, we will produce a 7' high x 3' wide vinyl sign which retracts into it's stand. Take this sign home with you and get a \$500 discount in 2010 if you reorder using the same sign.

NEW! CARPET DECAL**(North, South & Gateway Halls) \$2,500**
(West Hall) \$2,500

6' x 4' decal affixed to the carpet between the south lobby escalators and the exhibit hall doors or at the entrance to the exhibit hall in Moscone West.

NEW! GIANT SOUTH LOBBY BANNERS**(Moscone South Lobby) \$10,000; \$25,000 FOR 3**

Attendees will walk into the south lobby and be met with the eye-catching sight of your 10' high x 30' wide banner. A terrific window of visibility.

NEW! HALL GREETERS**(North, South & Gateway Halls) \$5,000/DAY; \$12,500 FOR 3 DAYS**
(West Hall) \$4,000/DAY; \$10,000 FOR 3 DAYS

A conference staffer, placed at each escalator, will greet attendees and distribute collateral of your choice between the hours of 10am - Noon on one day or all three days. Attract attendees to visit your booth first.

NEW! TAXICAB PROGRAM**(Outside Moscone Center) call for pricing**

Semicon West and Immersa Marketing are excited to work with Clear Channel Taxi Media to offer taxicab programs as part of your onsite advertising options. Choose from taxi top signs or complimentary cab rides (courtesy of you) as well as many opportunities in-between. Call today to discuss which plan and price will work best for you.

NEW! WEST HALL EXHIBIT BANNERS & WINDOW TREATMENTS**(West Hall) \$4,500**

Use these banners or window decals to get the attention of the attendees as they exit the first floor exhibit hall of Moscone West. This is the perfect opportunity for level 2 exhibitors to tell them to head your way!

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ONSITE ADVERTISING OPPORTUNITIES

WEST HALL LEVELS 2 & 3 WAFERS, MATERIALS & EQUIPMENT, PHOTOVOLTAIC CELLS & MODULES SYSTEM TECHNOLOGIES & INVERTERS, COMPONENTS TRACKING & MOUNTING SYSTEMS, SOLAR THERMAL

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Backlit Kiosk Panels

(West Hall) \$6,000 for a four-panel

These towering, eye-catching lighted signs (over 7-feet tall!) are the perfect way to get your company message in the midst of high traffic areas.

Banners

(West Hall) call for pricing

Highly visible, these banner hanging points offer an opportunity to visibly shout your brand and booth number. Various sizes and locations are available.

Carpet Decal

(West Hall) \$2,500

6' x 4' decal affixed to the carpet at the entrance to the exhibit halls in Moscone West.

Escalator Center Strips

(West Hall) \$5,000

Your message runs the length of the escalators from top to bottom for attendees to see and read as they move up and down the escalators. Capture attendees while they move from one floor to the next.

Hall Greeters

(West Hall) \$4,000/DAY; \$10,000 FOR 3 DAYS

A conference staffer, placed at each escalator, will greet attendees and distribute collateral of your choice between the hours of 10am - Noon on one day or all three days. Attract attendees to visit your booth first.

Re-usable Advertising Panels

(West Hall) \$3,000

Placed in prominent locations, we will produce a 7' high x 3' wide vinyl sign which retracts into its stand. Take this sign home with you and get a \$500 discount in 2010 if you reorder using the same sign.

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