

Thermal innovations that make the world's technology cool...

SEMI-THERM[®]

The 28th Annual Thermal
Measurement, Modeling &
Management Symposium

March 18-22, 2012
Doubletree Hotel
San Jose, CA USA



SEMI-
THERM[®]
TWENTY
EIGHT

28

EXHIBITOR
CONTRACT
PACKET



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Semiconductor Thermal Measurement, Modeling and Management Symposium

About SEMI-THERM

The Exhibition

SEMI-THERM has the largest array of exhibits focused on thermal technology in the industry. The long-running location in San Jose, California makes the exhibits a natural magnet for those who need the 'one-stop' information and product collective that the SEMI-THERM exhibition provides. Our vendors offer virtually every thermal product and service for the high-technology field. From cooling solutions and advanced materials, to test instruments and fixtures, to computer-aided modeling and consulting and everything in-between, SEMI-THERM is the place to be. New products are often showcased or released at SEMI-THERM to an enthusiastic and knowledgeable crowd.

SEMI-THERM focuses on the vendors by presenting technical paper sessions in the mornings, leaving the afternoons open for browsing the exhibit area and finding solutions for current thermal problems. Vendor workshops are highlighted in the afternoons bringing even more potential customers to the exhibit hall. The exhibition is open to the public and only a simple registration is necessary to get in the door. Due to the free exhibition, hundreds of contacts are in the exhibition hall and are ready to do business. Silicon Valley is still the hub for innovation and development in the technical world and the gateway to large companies that need your goods and services.

The SEMI-THERM Exhibition is held on Tuesday and Wednesday afternoons of the conference week immediately following the luncheons. The audience, speakers and other attendees are reminded during the technical sessions and luncheons to attend the exhibits. Signage and traffic flow direct the attendees to the exhibit area. On Wednesday evening, a reception is held in the exhibit area with complimentary food and drink. As usual, the reception brings a large group of people into the exhibit area in a relaxed and talkative mood.

A testament to the SEMI-THERM exhibit program are the many companies that have returned year after year. Many of our loyal vendors have been exhibiting at SEMI-THERM for over 25 years, realizing the value that the program brings.

The Technical Program

SEMI-THERM provides a rich and respected technical program that attracts a large audience of engineers, managers and research talent. The technical program last year had eleven sessions with over 50 paper presentations on topics from chip-level cooling to server farm and data center thermal management, LED and PV cell technologies as well as all types of semiconductor applications requiring cooling or temperature management. The authors and attendees represent many leading companies in the semiconductor field, as well as new start-up companies pushing the limits of traditional materials and methods. These companies need your products to make their designs a reality. SEMI-THERM technical sessions are held in the mornings on Tuesday through Thursday of the symposium schedule, ending with a social luncheon.

SEMI-THERM brings it all together in one place for maximum impact and customer coverage.

Reasons to exhibit at SEMI-THERM

- Cost effective way of reaching worldwide customer base in the hub of the technical world; Silicon Valley
- Symposium and exhibit attendees represent all major semiconductor companies, many located close to the hotel
- Vendor workshops provide a low-cost method of training, presenting products and making sales
- Exhibits do not compete with technical sessions or other non-exhibit related events
- Technical events are set up after the close of the exhibits each evening to keep attendees close during exhibit hours
- A reception is held in the exhibit area to attract and relax attendees
- SEMI-THERM marketing team advertises in major magazines and online sites as well as issuing press releases to wire services



SEMI-THERM's 28th annual symposium and exhibition will be held on March 18-22, 2012 at the Doubletree Hotel in San Jose, California. Exhibition dates are March 20 and 21, 2012. For the 2012 show we have a limited number of 49 exhibit booths available. Prime booth space will go fast, so we are offering special discounts for signing up early and multiple-booth purchases. Use this worksheet to calculate the cost and enter the result on the contract on page 2. Please include this sheet with your order. Enhancements include receptions and giveaways in the hall during exhibit hours as well as web presence and other promotions. Join us in 2012 for another exciting year!

Exhibit Booth Pricing

Select

Option 1. Single Booth

Booth pricing for SEMI-THERM 28 is \$2350.00 for a single booth space. Booths are 8' deep and 10' wide and include as standard: 8' high draped back wall, 3' high draped side dividers and a 7" x 44" company identification sign. Hotel exhibit site is carpeted. *Wireless Internet access is included.*

Item	Price	Deposit	Final		Total
Single Booth	\$2350	\$1175	\$1175	Deposit due upon order, remainder by 2/23/2012	\$

Option 2. Early Reservation Bonus

SPECIAL! Sign up before September 25, 2011 and receive 10% off a single booth.

Item	Price		Total
Single Booth	\$2115	Full payment due upon order, must reserve booth on or before 8/19/2011	\$

Option 3. Multiple Booth Bonus

For multiple booth purchases at SEMI-THERM the second booth purchased is discounted 10% and the third booth is discounted 20% from the single-booth price. Contact us for more information.

Vendor Workshop

Vendor Workshops will be available to SEMI-THERM exhibitors at a price of \$475. See details on page 6.

Item	Price		Total
Workshop	\$475	Payment due upon order	\$

Total

Add the total amount purchased here. Please include this sheet with the signed contract.

Total	→	Enter amount on the contract on page 2.	\$
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QUESTIONS? Contact Tom Tarter at:
 IEEE SEMI-THERM EXHIBITS 3287 Kifer Road, Santa Clara, CA 95051
 Phone: +1 408 642-5170 Fax: +1 408 841-7597 stexhibits@semi-therm.org



EXHIBIT SPACE CONTRACT

Exhibit Dates

Move In: Mon., March, 19, 2012
Exhibits: Tue.-Wed, March 20-21, 2012
Move Out: Wed, March 21, 2012

28th Annual
Semiconductor Thermal Measurement,
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Doubletree Hotel San Jose
2050 Gateway Place San Jose, California 95110
+1 408 453-4000 - www.sanjose.doubletree.com

EXHIBIT CONTRACT AND ORDER FORM

(Please type or print)

COMPANY INFORMATION

Company*
Website** http://
E-mail**
Address** City** State** Zip**
Phone** Fax**

CONTACT INFORMATION

Primary Contact Title Email
Phone Fax
Signature Date

The undersigned agrees to the Terms, Conditions and Rules for Exhibiting at IEEE SEMI-THERM on pages 3 and 4 of this contract.

(Application will not be accepted without signature)

*As to be listed in Final Program and on booth sign. **As to be listed in Final Program.

Table with 4 rows: READ THE CONTRACT, EXHIBIT PRICING, NUMBER OF BOOTHS REQUESTED, BOOTH LOCATIONS, EACH EXHIBITING COMPANY ALSO RECEIVES, EXHIBITOR'S SERVICE KIT.

Payment: Make checks payable to IEEE SEMI-THERM. Sign and return this application with your check or credit card.

Credit Card: [] AMEX [] Visa [] MasterCard Total (from worksheet on page 1): \$
Card No. Exp. Check enclosed: \$
Signature Date Charge credit card: \$
Balance Due (by 2/23/2012): \$

Mail or Fax to: IEEE SEMI-THERM Exhibits
3287 Kifer Road Santa Clara, CA 95051
+1(408) 642-5170 • Fax +1(408) 841-7597
E-mail: stexhibits@semi-therm.org
SEMI-THERM is a Non-Profit Organization. Tax ID No. 13-1656633
www.semi-therm.org





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**Semiconductor Thermal Measurement,
Modeling and Management Symposium**

March 18-22, 2012

Doubletree Hotel San Jose

2050 Gateway Place San Jose, California 95110

408.453.4000 - www.sanjose.doubletree.com

Terms, Conditions and Rules for Exhibiting at IEEE SEMI-THERM

1. Sponsorship

SEMI-THERM, the Semiconductor Thermal Measurement, Modeling and Management Symposium, is sponsored by the Components, Packaging and Manufacturing Technology Society of the Institute of Electrical and Electronic Engineers, Inc., a not-for-profit corporation, and the National Institute of Standards & Technology.

2. Indemnity and Limitation of Liability

Neither the IEEE, or the Exposition Management nor the host hotel/convention facility, nor contracted decorator/drayage, nor any of its officers, agents, employees or other representatives shall be held liable for, and they are hereby released from liability for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its visitors, officers, agents, employees or other representatives, resulting from theft, fire, water, or accident or any other cause. The Exhibitor shall indemnify, defend, protect, and save harmless the aforementioned from any and all claims, demands, suits, liability, damages, loss, costs, attorney's fees, and expenses of any kind which might result from or arise from any action or failure to act on the part of the Exhibitor or its officers, agents, employees or other representatives.

3. Assignment of Exhibit Space

IEEE SEMI-THERM shall assign the exhibit space to the Exhibitor for the period of the exhibit. Such assignment is made for the period of this exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect the Exhibitor's space choices whenever possible, but the decisions of IEEE SEMI-THERM will be final. Exhibits are assigned on a point basis. IEEE SEMI-THERM reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibition.

4. Contractor Services and information

IEEE SEMI-THERM, in the best interest of the exhibitors, will contract with a General Contractor to provide various services to exhibitors. Such Contractor will provide all services for the exhibit area. Complete information, instructions, and schedules of prices regarding shipping and drayage, labor for erecting and dismantling, electrical work, furniture, cleaning, etc., will be included in the Exhibitor's Service Manual, forwarded 10 weeks before the annual conference. An Exhibitor Service Center will be maintained on the exhibit floor to facilitate service requests from the Exhibitor. IEEE SEMI-THERM assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons and parties.

5. San Jose, California Union Guidelines

When union labor is required because of underlying contracts between the unions and management, Exhibitor shall comply with the then existing terms of said union contracts. In order to conform to union contract rules and regulations, it will be necessary for all exhibitors to utilize qualified union personnel for display work and material handling within the show.

5. a. Sign, Display and Allied Crafts Union

Members of this union claim jurisdiction over all setup and dismantling of exhibits including signs and carpet installation. This does not apply to the unpacking and placement of your

merchandise (items produced by you for sales, scheduled for display in your booth, or literature describing same). Any installation of exhibits or displays which requires the use of hand tools, or more than one person, or longer than 30 minutes (including crating or uncrating) to install, or exceeds ten feet in any direction, shall be installed by employees covered by this Agreement.

5. b. Teamsters Union

This local Union claims jurisdiction over the operation of all material handling equipment, all unloading and reloading and handling of empty containers. An exhibitor may only move material that can be hand-carried by one person in one trip. Hand-carried is defined as small cartons, packages, or portable lap-top computers that usually weigh less than 30 lbs. Unions claim jurisdiction under all other circumstances. No one, other than the official contractor's employees, is allowed to use dollies, hand trucks, or other mechanical equipment. This includes, but is not limited to, I&D employees, hotel employees and facility employees.

6. Delivery and Storage of Equipment

Each Exhibitor shall be responsible for the delivery of equipment and/or display material to the exhibit hall and for removal of the equipment and/or display material. The Official Drayage Contractor, shall control all traffic into and out of the exhibit areas to minimize delays and tie-ups. The Official Drayage Company will receive and store shipments made to them, and 30 days free storage will be allowed. Proper identification tags will be available at the service center of the exhibit floor and are to be attached to each item to be placed in storage. All packing materials such as paper, excelsior, etc., must be totally enclosed in containers.

7. Booth Equipment

Standard booth equipment consists of drape assembled on aluminum stanchions and telescopic crossbars, backs eight feet high and side rail dividers 36" high, a standard sign 7" x 44" bearing the name of the Exhibitor for the backdrop. All additional decoration or construction will be at the Exhibitor's expense.

8. Booth Construction and Arrangements

No display may extend beyond the following dimensions: higher than eight feet from the back wall to three feet forward of the back wall and nothing over 42" in height shall extend forward for the remaining space to the front of the booth. Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space, or for any reason becomes objectionable at the discretion of IEEE SEMI-THERM must be immediately modified or removed by the Exhibitor. All exposed parts of the display must be finished so as not to be objectionable to other exhibitors and/or IEEE SEMI-THERM.

9. Subletting of Space

Exhibitors shall not assign or sublet any space allocated to them without the duly signed consent of IEEE SEMI-THERM and may not advertise or display goods other than those manufactured or sold by them in the regular course of their business. Space assigned to the Exhibitor is for their exclusive use.

10. Insurance

Exhibitors desiring insurance upon their exhibits must place same at their own expense. Neither IEEE SEMI-THERM nor its agents will be responsible for the safety of exhibits against fire, robbery, accident or any other destructive cause, or for any injury that may arise to the public leased area, or to the exhibitors or their employees while on show grounds. Exhibitors using non-official labor for booth set-up and teardown must provide certificates of insurance prior to the event.

11. Safety

Precautions: All construction material must conform to standard safety practices. Table and back wall drapes supplied by the official decorator, and those supplied by the Exhibitor, together with textile or paper displays and decorations must be flame-proofed. No combustible decorations such as crepe or tissue paper, cardboard or corrugated paper may be used at any time. All packaging containers and materials are to be removed from the floor and may not be stored under tables or behind displays. Displays are subject to inspection and approval for safety by the Fire Department of the city and subject to their codes.

12. Liability for Loss or Damage

IEEE SEMI-THERM will provide a security guard for non-show hours. However, exhibitors are responsible for any loss of equipment and/or display material resulting from theft or misplacement. Do not leave laptop computers in your booth unattended. The Exhibitor hereby agrees to assume all risks relating to such property and shall hold IEEE SEMI-THERM and its agents harmless from all loss or liability related thereof.

13. Exhibit Hours

IEEE SEMI-THERM will establish hours and reserves the right to make changes; however, such changes will be made as far in advance of the exhibition as possible. Each Exhibitor is required to keep at least one attendant in his booth during all exhibit hours. It is the responsibility of each Exhibitor to have the exhibit in place before the official opening of the annual conference and to have the exhibit dismantled and removed after the official closing of the annual conference. **The official closing hour of the exposition is 6:30 p.m., Wednesday, March 21, 2012. All exhibits are to be occupied and in operation until that time. Any company dismantling an exhibit prior to 6:30 p.m. on Wednesday will lose priority points in the booth selection and may be asked not to exhibit in future IEEE SEMI-THERM events. All property shipped by the Exhibitor is at the sole risk of the Exhibitor.**

14. Vendor Workshops

Exhibitors have an opportunity to present one vendor workshop at SEMI-THERM on a first come first served basis. The presentation should respect the high technical level of expertise of the attendee. **Workshops should not be used for sales presentations.** Material presented during the workshop must be aimed at providing either basic technical information (i.e. tutorial type) and /or analysis using a specific exhibitor product, service, etc. The content of the presentation is the responsibility of the exhibitor; however, the Program Committee reserves the right to review workshop summaries for technical content. IEEE SEMI-THERM and its agents are released from any liability and held harmless for any material presented in the vendor workshop presentation.

15. Hospitality/Demonstration Suites

Exhibitor hospitality/demonstration suites may not be held during day events and may not conflict with evening tutorials. Exhibitors must notify IEEE SEMI-THERM of intent to host a hospitality suite.

16. Exhibitor Materials

Circulars or advertising material of the exhibitors may only be distributed within the booth assigned to the Exhibitor. Such material shall not be distributed to the hotel rooms of the convention registrants or in any area of the convention facilities that is not an assigned area of IEEE SEMI-THERM.

17. Exhibit Set-up and Removal

Management will allow adequate time for exhibit set-up and removal. Exhibitor shall not set-up, assemble, remove or disassemble exhibits during exposition hours, and shall have its exhibits staffed during exposition hours. Violation of this regulation will result in denying Exhibitor space rental in future IEEE SEMI-THERM symposiums.

18. Machinery Operation

All items on display may be in operation provided they comply with safety regulations, local ordinances, and noise restrictions. Noisy equipment used in demonstrations should be operated intermittently. Exhibitors may be requested to discontinue any noise which becomes objectionable to neighboring exhibitors and interferes with the effectiveness of their exhibits.

19. Cancellation or Termination of Exhibit

If, because of war, fire, strike, exhibit facility construction or renovation project, government regulation, public catastrophe, Act of God, or the public enemy or other cause beyond the control of IEEE SEMI-THERM, the exhibit or any part thereof is prevented from being held, is cancelled by IEEE SEMI-THERM, or the exhibit space becomes unavailable, IEEE SEMI-THERM, in its sole discretion, shall determine and refund to the Exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remain after deducting expenses incurred by IEEE SEMI-THERM and reasonable compensation to IEEE SEMI-THERM. In no case shall the amount of refund to Exhibitor exceed the amount of exhibit fee paid.

20. Exhibitor Cancellation

If written notice of space cancellation is received by IEEE SEMI-THERM prior to **Dec. 9, 2011**, 50% of the monies received will be refunded. No refunds will be made for cancellations after this date. Exhibitors canceling after Dec. 10, 2011, may have one copy of the SEMI-THERM proceedings but will not be given any other materials generated by the symposium such as attendee lists. Any space not occupied by noon, **Tuesday, March 20, 2012**, shall revert to IEEE SEMI-THERM without obligation on the part of IEEE SEMI-THERM for any refund whatsoever. If exhibit materials have been delivered to the assigned booth, IEEE SEMI-THERM reserves the right to charge labor costs in removing said unconstructed exhibit materials. Charge for this labor will be borne by the Exhibitor.

21. Agreement to Terms, Conditions, and Rules

IEEE SEMI-THERM shall have full power to interpret these regulations. Matters not covered by the regulations shall be subject to final decision by IEEE SEMI-THERM. These regulations may be amended at any time by IEEE SEMI-THERM upon written notice by IEEE SEMI-THERM to such exhibitors as may be affected by them. **The Exhibit Space Contract when executed properly shall be considered a binding agreement between the two parties, with the terms, conditions and rules for exhibiting applying. Exhibitors shall abide by federal, state, and city laws, ordinances and regulations.** Communication with reference to IEEE SEMI-THERM shall be addressed to:

IEEE SEMI-THERM Exhibits
3287 Kifer Road, Santa Clara, CA USA 95051
+1(408) 642-5170, Fax +1(408) 841-7597
Email: stexhibits@semi-therm.org

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Allocation of Booth Space

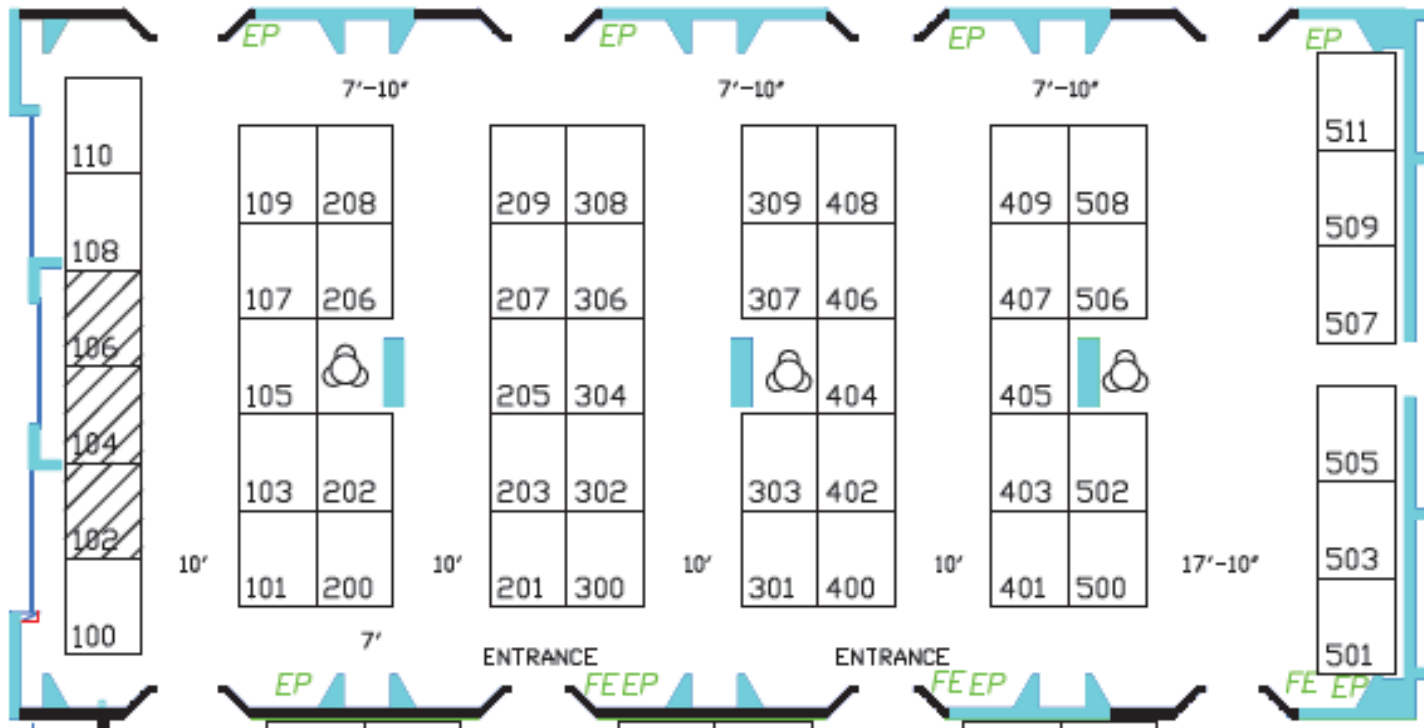
Due to the continued demand for prime booth space in IEEE SEMI-THERM, the longevity of the conference and fairness to all past exhibitors, IEEE SEMI-THERM utilizes a point system to allocate booth space for past exhibitors. The required deposit (or full payment) must accompany contract before booth space allocation is made. This will be in effect for past exhibitors until September 5, 2011. After that date, booths will be allocated on a first-come first-served basis with the point system applied when applications and payments are received on the same day.

Point System

- 5 points first year of exhibiting
- 10 points for each exhibit year thereafter
- 10 points for each 10' x 8' booth purchased

Exhibitor need not exhibit in consecutive years to retain earned points. Points are banked and will be credited when the vendor returns to exhibit.

Points have been allocated with the inception of SEMI-THERM in 1984.



SEMI-THERM 28 Floor Plan (preliminary, subject to change)
 Booths 102 through 106 are available and are designated as 'last-in, first-out'.

Semiconductor Thermal Measurement, Modeling and Management Symposium

EXHIBITS

March 20-21, 2012 Doubletree Hotel San Jose, CA USA

Vendor Workshop Requirements

IEEE SEMI-THERM 2012

As an exhibitor at IEEE SEMI-THERM you will have the opportunity to present one 45-minute workshop. Workshops are scheduled for the afternoons of Tuesday and Wednesday from 2:00 – 5:15 each day. Typically there are a total of six workshops per afternoon.

Each exhibitor has an opportunity to request a single time slot on a first-come basis. Material presented during the workshop must be aimed at providing either basic technical information (i.e. tutorial type) and/or analysis using a specific exhibitor product, service, etc. The charge for presenting a workshop is **\$475.00**. You must purchase a booth to be eligible for a workshop.

If you have purchased multiple booths, you may request additional workshops, up to a maximum of two. If you have more than one workshop, only one workshop can be presented per day. Additional workshops may only be requested after all vendors have been given a chance to request a workshop, on or after October 31, 2011.

A 200-word synopsis is required for printing in the Final Program and review by the Program Committee by **October 31, 2011**.

Available audio-visual materials will be a wired or wireless microphone, computer projector and screen.

The presentation should respect the high technical level of expertise of the attendees. A successful workshop might be one that encourages questions and participation by the attendees; demonstrations or hands on usage are possibilities for the workshop. Hard copy hand-outs supporting the workshop are highly recommended and should be distributed to the attendees prior to the start of the vendor workshop.

Workshops Should Not Be Used for Sales Presentations

To schedule a workshop, please complete the order form / contract on page 1 and 2, and send to SEMI-THERM with your exhibit space contract and booth/workshop fees. An exhibit booth must be purchased to be eligible for a workshop.