

The 28th Annual Thermal Measurement,
Modeling & Management Symposium

SEMI-THERM
TWENTY EIGHT
28

March 18-22, 2012
Doubletree by Hilton
San Jose, CA USA



Mechanical Analysis Division



ElectronicsCooling



AN iCONNECT PUBLICATION



SEMI-THERM[®]

THERMAL INNOVATIONS THAT MAKE THE WORLD'S TECHNOLOGY COOL...

VENDOR KIT

Thank you for your participation as an exhibitor in IEEE SEMI-THERM 28! Exhibits are scheduled for March 20 and 21 at the Doubletree Hotel San Jose. The exhibit hall is in the Bayshore Ballroom. Included in this packet you will find the following information:

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- ◆ Pre-conference *short-courses* from world-class thermal experts
- ◆ *Over 55 peer-reviewed papers* presented by the industry's best and brightest semiconductor thermal professionals and educators
- ◆ Chip to system *thermal management, modeling and measurement solutions*
- ◆ *Tracks include* 3D Packaging, Liquid and Air Cooling, Multidisciplinary Thermal Management, Thermal Management in Multi-Core Architectures and more...
- ◆ *New!* for SEMI-THERM 28: Special *Data Center Cooling* track with short courses and paper presentations
- ◆ Co-Located with *MEPTEC "Heat is On"* Symposium March 19
- ◆ SEMI-THERM exhibition with *over 40 vendors plus workshops* and *food and beverage receptions* Tuesday and Wednesday evening
- ◆ *Keynote* and opening ceremony, *evening technical program* and *special luncheon speakers*

Exhibitor Checklist

Hotel Reservations

Please make your hotel reservations at the Doubletree Hotel San Jose NOW! Reservations must be received by **February 27, 2012**. More details on page 3.

Exhibitor Badging Form

To enter exhibitor badge recipients for your booth use the **Exhibitor Badging Form on page 6**. Badges will be available at Exhibitor Registration on Monday, March 21st. Exhibitor badge information is due no later than March 4, 2012. The form is also used to identify your included **Technical Session Admission** and purchased **Meal tickets**.

Technical Session Admission

Each exhibiting company receives one free admission to the SEMI-THERM technical sessions and one flash drive with the technical proceedings of SEMI-THERM. Meals are not included. Please assign the person representing your company at the technical sessions using the form on page 6. Additional technical admissions may be purchased using this form.

Meal Tickets

Exhibitors wishing to purchase meal tickets for the meal functions at SEMI-THERM may do so for \$210 per person. This includes 3 meals: Tuesday through Thursday luncheons. Complete the Exhibitor Badging Form on page 6.

Exhibits Only Badge Form

For personnel not working in your booth directly but are guests or associates of your company, please direct your customers and colleagues to <http://www.regonline/semitherm28>. Check the 'Exhibits Only' button for no-charge entry to the exhibits.

Service Request Form

The floor is being managed by Ecclectica for 2012. Complete Ecclectica services request for service forms as soon as possible to avoid late charges. More information on page 7.

Workshops

If your company has signed up for a workshop, please email your 200-word synopsis to SEMI-THERM Exhibits by February 17, 2012. If you would like to check availability of a workshop, please contact us at:

stexhibits@semi-therm.org



March 18-22, 2012 Doubletree by Hilton San Jose, CA USA

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Schedule of Events for Exhibitors

March 19-22, 2012

Move-in	Monday, March 19	1:00 p.m. – 6:00 p.m.
	Tuesday, March 20	8:00 a.m. – Noon
Exhibit Hours	Tuesday, March 20	1:30 p.m. – 6:30 p.m.
Workshops	Tuesday, March 20	2:00 p.m. – 5:00 p.m.
Exhibit Reception	Tuesday, March 20	5:30 p.m. – 6:30 p.m.
Exhibit Hours	Wednesday, March 21	1:30 p.m. – 6:30 p.m.
Workshops	Wednesday, March 21	2:00 p.m. – 5:00 p.m.
Exhibit Reception	Wednesday, March 21	5:30 p.m. – 6:30 p.m.
Move-Out	Wednesday, March 21	6:30 p.m. – 10:00 p.m.

Exhibitors must be out of the Exhibit Area by 10 p.m. Wednesday March 21

Hotel Information

Doubletree by Hilton San Jose

2050 Gateway Place San Jose, California 95110 +1 (408) 453-4000



Make Your Reservations Now!

Hotel reservations at the DoubleTree San Jose must be received by **February 27, 2012**. After this deadline rooms and rates are subject to availability. You must specify that you are attending **SEMI-THERM** to receive the **SEMI-THERM** rate.

Room Rate: US\$169 per night (single or double) plus 13.1% sales/hotel room tax plus \$1.00 District Improvement Fee. All rooms are Run-of-the-House and based on availability at time of check-in. Includes in-room high-speed internet access. Room deposit of \$169 (single/double) plus hotel room tax/fees will guarantee reservation.

Call **+1-408-453-4000 (North America)**, or **FAX +1-408-437-2898** to make your reservations.

On the internet:

http://doubletree.hilton.com/en/dt/groups/personalized/J/JOSE-DT-IEE-20120316/index.jhtml?WT.mc_id=POG

*Be certain to mention that you are attending SEMI-THERM
to receive the Conference Rate*

**Deadline for Hotel Reservations
February 27, 2012**



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Semiconductor Thermal Measurement,
Modeling and Management Symposium
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Doubletree Hotel San Jose
2050 Gateway Place San Jose, California 95110
408.453.4000 - www.sanjose.doubletree.com

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

EXHIBITOR BADGING FORM

(Please type or print)

COMPANY INFORMATION

Company _____ Booth No. _____

BOOTH PERSONNEL CONTACT INFORMATION

This contact is the primary on-site exhibit manager for your company. This is the primary contact for exhibit information at the show.

Primary Contact _____ Title _____ Email _____

Phone _____ Fax _____

EXHIBITOR BADGES

There are several types of exhibitor badges for SEMI-THERM. All of these badges allow access to the exhibit area, receptions in the exhibit hall on Tuesday and Wednesday, the Tuesday Evening Tutorial, and Vendor Workshops on both days. Special badges are needed for technical sessions and luncheons.

1. Exhibitor Staff Badges

Exhibitor Staff badges are required for your personnel to access the exhibit hall. All personnel will be required to wear an exhibitor badge at all times in the exhibit hall and auxiliary program rooms. Exhibitor Staff badges also allow access for setting up and tearing down the exhibit and associated equipment during non-public hours. Public access to the exhibit area is from 1:30 to 6:30PM on Tuesday and Wednesday.

2. Included Exhibitor Technical Program Badge

One symposium admission is included with the exhibit order. This badge allows access to the technical sessions for one person. Meals are not included but can be purchased for \$210.

3. Additional Exhibitor Technical Program Badges

These badges are for exhibitor personnel that would like to attend the technical sessions. SEMI-THERM offers technical program registration with no meals to exhibitors for \$440 per person. If meals are desired (three luncheons with guest speaker on Tuesday and Wednesday and the Awards Luncheon on Thursday) a meal pass can be purchased for an additional \$210 per person.

4. Exhibit Only Badges

These complimentary badges are for guests, customers and others who will attend the exhibits. To register for these badges, you may direct your clients to http://www.regonline.com/semitherm28 They can fill out the standard registration form and check the "Exhibits Only" selection button and a badge will be reserved for them at the registration desk.

Use the form on the following page to order exhibitor badges. Check the appropriate box for added meals or technical programs. The form can be emailed using the control, or printed and faxed.

QUESTIONS? Contact Tom Tarter at:

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



Booth Staff Badges

Company _____ Booth No. _____

This badge is designated for your single exhibitor complimentary technical program registrant and exhibitor pass. If you would like to include meals, check the meals box.

Name _____	Title _____	Symposium <input checked="" type="checkbox"/> Incl. 1
Email _____	Phone _____	Meals <input type="checkbox"/> \$210

The following entries are for booth personnel and are included with your order. If you would like to add symposium registration or meal passes check the appropriate box.

Name _____	Title _____	Symposium <input type="checkbox"/> \$440 2
Email _____	Phone _____	Meals <input type="checkbox"/> \$210

Name _____	Title _____	Symposium <input type="checkbox"/> \$440 3
Email _____	Phone _____	Meals <input type="checkbox"/> \$210

Name _____	Title _____	Symposium <input type="checkbox"/> \$440 4
Email _____	Phone _____	Meals <input type="checkbox"/> \$210

Name _____	Title _____	Symposium <input type="checkbox"/> \$440 5
Email _____	Phone _____	Meals <input type="checkbox"/> \$210

Name _____	Title _____	Symposium <input type="checkbox"/> \$440 6
Email _____	Phone _____	Meals <input type="checkbox"/> \$210

Name _____	Title _____	Symposium <input type="checkbox"/> \$440 7
Email _____	Phone _____	Meals <input type="checkbox"/> \$210

Name _____	Title _____	Symposium <input type="checkbox"/> \$440 8
Email _____	Phone _____	Meals <input type="checkbox"/> \$210

If you are ordering additional Symposium Technical Badges or Meal Passes, add the total and use this form for payment. Total \$ _____

Payment: Make checks payable to IEEE SEMI-THERM. Sign and return this application with your check. Use the form below for credit cards.

Credit Card: AMEX Visa MasterCard Amount: \$ _____

Card No. _____ Exp. _____ Check enclosed: \$ _____

Signature _____ Date _____ Charge credit card: \$ _____

Balance Due (by 2/25/2011): \$ _____

IEEE SEMI-THERM TAX ID No.: 13-1656633

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SEMI-THERM Exhibit Floor Contractor

**Official Decorator and Service Contractor services are provided by:
Ecclectica Exposition Services**



Phil Lindecker
1361 Lowrie Avenue
South San Francisco, CA 94080
415-625-2821 Direct
415-684-1084 Fax
408-781-0015 Mobile
customerservice@ecclectica.com
<http://www.ecclectica.com>

You will receive the SEMI-THERM Manual from ecclectica with ordering information on furniture, signage and accessories, plus all of the information you need to ship, move and stage your exhibit.

Fill out the service forms as soon as possible to avoid late charges.

Please review the SEMI-THERM Manual from ecclectica and the Terms, Conditions and Rules for Exhibiting at IEEE SEMI-THERM on pages 9 and 10 of this publication.

Break and Symposium Sponsorship



Several exhibitors have requested the opportunity to sponsor various activities at **SEMI-THERM** which would provide more company name recognition and exposure for their company to the attendees. A variety of sponsorships are offered. Coffee breaks, lanyard, parking sponsors, and premium sponsorships are available.



We are offering Exhibitors the opportunity to sponsor refreshment breaks at SEMI-THERM. This will be allocated on a first come, first served basis. In return for sponsorship, the exhibitor will have a sign at the refreshment break acknowledging the exhibitor, a thank you listing in the final program, and logo slide on the symposium projector idle-time presentation.



There are six morning refreshment breaks over the three days of SEMI-THERM: the Early coffee break (~7:00AM) and the Midmorning soda and coffee break (~10:00AM). Additionally, we are offering the sponsorship of the receptions on Tuesday and Wednesday in the exhibit hall. For more sponsorship opportunities to get your company noticed browse to www.semi-therm.org and click on SPONSORSHIP OPPORTUNITIES.



There will be only one company sponsorship per refreshment break and **SEMI-THERM** will subsidize the additional costs incurred.

Costs:	7:00 a.m.	Coffee Breaks	\$475.00
	10:15 a.m.	Coffee/Soda Breaks	\$575.00
	5:30 p.m.	Receptions	\$1500.00



For this and other sponsorship opportunities contact:

Tom Tarter
stexhibits@semi-therm.org
+1-408-642-5170



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

EXHIBIT SPACE CONTRACT

Exhibit Dates

Move In: Mon., March, 19, 2012

Exhibits: Tue.-Wed, March 20-21, 2012

Move Out: Wed, March 21, 2012

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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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