

# SEMICON<sup>®</sup> West2007



**DATES OF EVENT:**

Conference: July 17-19, 2007  
Exhibits: July 17-19, 2007

**LOCATION:**

Moscone Center, San Francisco

**EVENT PRODUCER/MANAGER:**

Company Name: SEMI  
Address: 3081 Zanker Rd.  
San Jose, CA 95134  
Phone: 408.943.6946  
Website (Show): www.semiconwest.org

**REGISTRATION COMPANY:**

Convention Data Services  
Phone: 508.743.0122

**YEAR EVENT ESTABLISHED:**

1971

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: July 15-17, 2008  
Exhibits: July 15-17, 2008

**LOCATION:**

Moscone Center, San Francisco

**1. STATEMENT OF MARKET SERVED**

SEMICON West is an important event for people inside and outside of the industry looking for information, trends and technologies driving the future of microelectronics development. The show draws senior and executive level management and job titles including: Environment/Health & Safety, Facilities Engineering, Financial Analysts, Government, Manufacturing, Marketing & Sales, Purchasing/Procurement, Quality Assurance, R&D, Training, Wafer Fabrication and Assembly/Packaging Engineering.

**2. STATEMENT OF VERIFICATION METHODOLOGY:**

All conference and exhibit attendees, media representatives, analysts, and speakers included in this audit report were verified as having actually attended the event. Attendees registered by the deadline were mailed badges with instructions for collecting their year specific badge holders on site. Attendees registering after the deadline were directed to collect badges (and badge holders) on site. At badge holder pick-up (located in all lobbies), clerks scanned the bar coded badges to verify attendance, with back-up verification by means of collecting the attached badge receipt as well. Further attendee verification was conducted by either or both of the following methods: registering onsite or swiping their badges at any exhibitor lead retrieval point. A review of the entire database to eliminate duplicate records and check for missing data was performed. To manage attendance, the color of the visitor badge holder changes year to year. Security is instructed to allow entry only to those visitors wearing the appropriately colored badge holder.

**3. AUDITED ATTENDEE ANALYSIS**

Year which Event was Held	Event Location	Visitors	Sub-Total: Visitors	Speakers	Media	Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2007	Moscone Center, San Francisco	14,091	14,091	123	134	11,604	25,952

\* Exhibitors were not verified and no demographics were collected for them at the show.

<b>4a. JOB LEVEL</b>			
JOB LEVEL	TOTAL VISITORS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB LEVEL
01 - Executive Management (Chairman, President, Chief, Managing Director, etc.) _____	2,646	18.8	19.4
02 - Senior Management (Vice President/Director) _____	2,533	18.0	18.6
03 - Other Management _____	3,605	25.6	26.5
04 - Non-Management (Staff/Professional) _____	4,828	34.3	35.5
Total Visitors Identified by Job Level _____	13,612	96.6	100.0
Total Visitors Not Identified by Job Level _____	479	3.4	
<b>TOTAL VISITORS</b>	<b>14,091</b>	<b>100.0</b>	

<b>4b. JOB TITLE</b>			
JOB TITLE	TOTAL VISITORS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PRIMARY JOB TITLE
Environment, Health & Safety _____	141	1.0	1.1
Executive Management _____	2,140	15.2	16.4
Facilities Engineering/Engineering Support _____	273	1.9	2.1
Financial/Industry Analyst _____	446	3.2	3.4
Government/Public Policy _____	125	0.9	1.0
Manufacturing/Engineering/Operations Mgmt _____	2,161	15.3	16.5
Marketing and Sales _____	2,960	21.0	22.6
Purchasing/Procurement _____	511	3.6	3.9
Quality Assurance and Test Engineering _____	474	3.4	3.6
Research & Development Engineering _____	2,263	16.1	17.3
Training _____	117	0.8	0.9
Wafer Fabrication and Process Engineering _____	689	4.9	5.3
Assembly/Packaging Engineering _____	342	2.4	2.6
Other _____	428	3.0	3.3
Total Visitors Identified by Job Title _____	13,070	92.8	100.0
Total Visitors Not Identified by Job Title _____	1,021	7.2	
<b>TOTAL VISITORS</b>	<b>14,091</b>	<b>100.0</b>	

**4c. COMPANY DESCRIPTION - This is an analysis of 14,091 visitors, of which 13,701 or 97.2% indicated under what description their company is designated. Since a visitor may choose more than one response, the total number of responses may exceed the total number of visitors and should not be added together.**

COMPANY DESCRIPTION	NUMBER OF RESPONSES	*PERCENT OF TOTAL VISITORS	**PERCENT IDENTIFIED BY PRIMARY COMPANY DESCRIPTION
<b>DEVICE MANUFACTURING AND/OR SERVICES:</b>			
Semiconductor (IC or Discrete Device Manufacturing / IDM) _____	2,845	20.2	20.8
Wafer Fab Foundry Services Provider _____	389	2.8	2.8
Test, Assembly & Packaging Contract Services Provider _____	878	6.2	6.4
Fabless _____	302	2.1	2.2
MST/MEMS/Micromachines _____	341	2.4	2.5
Nanotechnology _____	405	2.9	3.0
FPD/LCD _____	201	1.4	1.5
Optoelectronics; Photonics _____	381	2.7	2.8
Photovoltaic _____	368	2.6	2.7
Passive Components _____	155	1.1	1.1
<b>EQUIPMENT MANUFACTURERS:</b>			
Wafer Processing Equipment _____	2,113	15.0	15.4
Test Equipment _____	928	6.6	6.8
Assembly and Packaging Equipment _____	459	3.3	3.4
Inspection & Measurement Products _____	721	5.1	5.3
Material Handling Equipment _____	468	3.3	3.4
Flat Panel Display Manufacturing Equipment _____	277	2.0	2.0
MEMS Equipment _____	244	1.7	1.8
Nanotechnology Equipment/Tools _____	338	2.4	2.5
Photovoltaic Equipment _____	315	2.2	2.3
Other Equipment _____	412	2.9	3.0
<b>MATERIALS:</b>			
Wafers and Substrates _____	843	6.0	6.2
Process Materials _____	524	3.7	3.8
Chemicals & Solids _____	633	4.5	4.6
Gases _____	265	1.9	1.9
Masks / Mask Making Materials _____	219	1.6	1.6
Test Materials _____	295	2.1	2.2
Assembly and Packaging Materials _____	403	2.9	2.9
Flat Panel Display Materials _____	197	1.4	1.4
Nanotechnology Materials _____	1,009	7.2	7.4
Photovoltaic Materials _____	311	2.2	2.3
Other Materials _____	470	3.3	3.4
<b>SUB-SYSTEMS OR COMPONENTS OR PARTS:</b>			
Sub-systems _____	517	3.7	3.8
Components, Parts & Accessories _____	1,029	7.3	7.5
<b>FACTORY CONTROL AUTOMATION / FACILITIES</b> _____	608	4.3	4.4
<b>SOFTWARE PROVIDER</b> _____	315	2.2	2.3
<b>MANUFACTURING SERVICES OR CONSULTING</b> _____	1,013	7.2	7.4
<b>BUSINESS SERVICES OR CONSULTING</b> _____	928	6.6	6.8
<b>SUPPORT PRODUCTS (incl. consumables)</b> _____	652	4.6	4.8
<b>OTHER</b> _____	493	3.5	3.6
<b>TOTAL RESPONSES</b>	<b>23,264</b>		
Total Visitors Identified by Company Description _____	13,701	97.2	
Total Visitors Not Identified by Company Description _____	390	2.8	
<b>TOTAL VISITORS</b>	<b>14,091</b>	<b>100.0</b>	

\*Percent of Total based on 14,091 Visitors

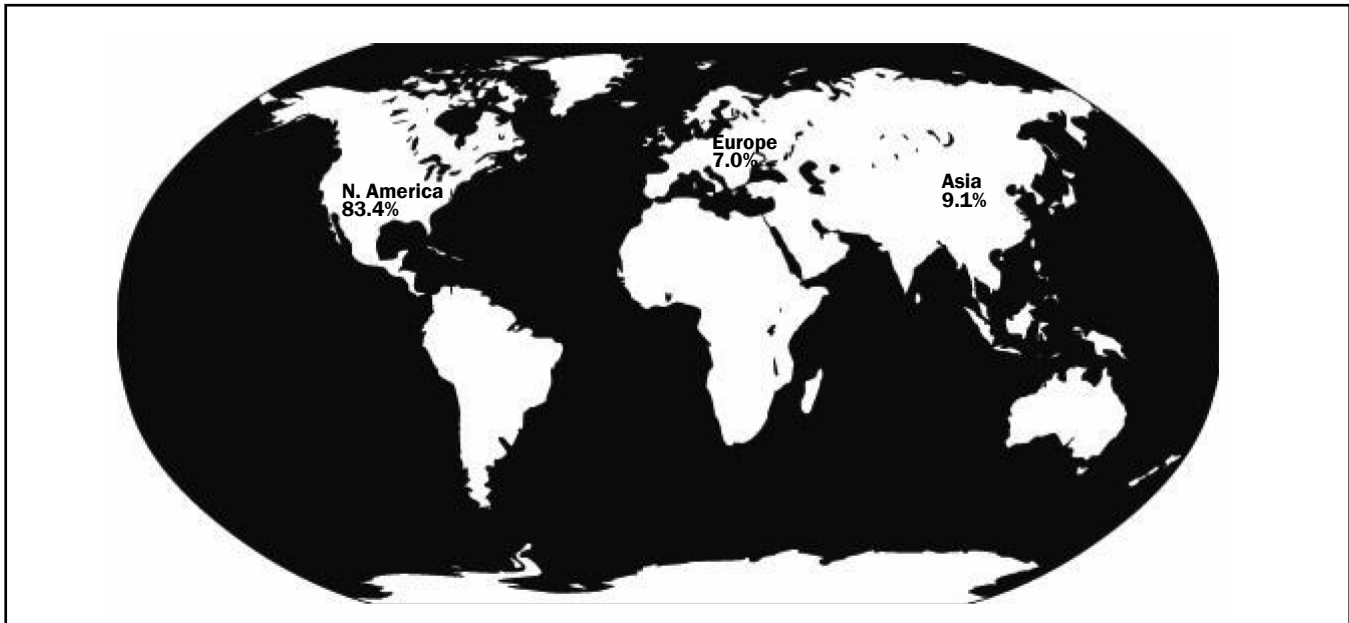
\*\*Percent Identified by Company Description based on 13,701 Visitors

Note: Percentages should not be added together because of multiple responses

**5. AUDITED GEOGRAPHIC BREAKOUT OF VISITORS**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>406</b>	<b>2.9</b>
Maine	12	
New Hampshire	35	
Vermont	21	
Massachusetts	272	
Rhode Island	6	
Connecticut	60	
<b>MIDDLE ATLANTIC</b>	<b>435</b>	<b>3.1</b>
New York	253	
New Jersey	86	
Pennsylvania	96	
<b>EAST NO. CENTRAL</b>	<b>222</b>	<b>1.6</b>
Ohio	79	
Indiana	14	
Illinois	66	
Michigan	52	
Wisconsin	11	
<b>WEST NO. CENTRAL</b>	<b>139</b>	<b>1.0</b>
Minnesota	90	
Iowa	13	
Missouri	29	
North Dakota	-	
South Dakota	-	
Nebraska	2	
Kansas	5	
<b>SOUTH ATLANTIC</b>	<b>228</b>	<b>1.6</b>
Delaware	16	
Maryland	42	
Washington, DC	14	
Virginia	26	
West Virginia	1	
North Carolina	61	
South Carolina	5	
Georgia	29	
Florida	34	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>32</b>	<b>0.2</b>
Kentucky	10	
Tennessee	10	
Alabama	11	
Mississippi	1	
<b>WEST SO. CENTRAL</b>	<b>531</b>	<b>3.8</b>
Arkansas	6	
Louisiana	3	
Oklahoma	8	
Texas	514	
<b>MOUNTAIN</b>	<b>588</b>	<b>4.2</b>
Montana	9	
Idaho	41	
Wyoming	1	
Colorado	105	
New Mexico	37	
Arizona	309	
Utah	32	
Nevada	54	
<b>PACIFIC</b>	<b>9,123</b>	<b>64.7</b>
Alaska		
Washington	82	
Oregon	258	
California	8,778	
Hawaii	5	
<b>UNITED STATES</b>	<b>11,704</b>	<b>83.1</b>
Canada	52	
Mexico	1	
<b>NORTH AMERICA</b> (Includes US, Canada & Mexico)	<b>11,757</b>	<b>83.4</b>
<b>INTERNATIONAL</b> (See Breakout Below)		
<b>ASIA</b> (Includes: Japan, Korea, Taiwan, China, Singapore, UAE, Malaysia, Hong Kong, India, Philippines, Thailand & Indonesia)	<b>1,286</b>	<b>9.1</b>
<b>EUROPE</b> (Includes: Germany, UK, Israel, France, Netherlands, Austria, Uzbekistan, Russian Fed., Belgium, Finland, Switzerland, Sweden, Czech Rep., Kyrgyzstan, Ukraine, Denmark, Italy, Spain, Liechtenstein, Luxembourg & Slovakia)	<b>983</b>	<b>7.0</b>
<b>NOT IDENTIFIED</b>	<b>65</b>	<b>0.5</b>
<b>TOTAL VISITORS</b>	<b>14,091</b>	<b>100.0</b>



**To Register:** Web: [www.semiconwest.org](http://www.semiconwest.org) Fax: 1.508.759.4552

**Visitor Registration Form**  
Exhibits: July 17-19  
Programs and Events: July 16-20



**1. Visitor Information**

- Print clearly
- One form per person, photocopy this form for additional registrants.
- For media/press credentials contact [smith@semi.org](mailto:smith@semi.org).

\*First (Given) Name \_\_\_\_\_ Last (Family) Name \_\_\_\_\_

\*Job Title \_\_\_\_\_

\*Company \_\_\_\_\_

\*Address \_\_\_\_\_

Address/Mail Stop \_\_\_\_\_

\*City \_\_\_\_\_ State (U.S. only) \_\_\_\_\_ Postal Code/Zip \_\_\_\_\_

\*Country \_\_\_\_\_

Tel (Country/Area Code/Number) \_\_\_\_\_

Fax (Country/Area Code/Number) \_\_\_\_\_

\*Email (Receive your confirmation by email) \_\_\_\_\_

**2. Registration Selections**

Check one:

- Programs and Events Registration**  
Includes exposition admission
- Exposition Only**  
To June 9—No Charge  
June 9 to July 13—\$50  
After July 13—\$75

Event Code	Program/Event Name	Date	Price
<b>Total</b>			

**3. Payment Method (Prepayment required)**

Check enclosed in the amount of \$ \_\_\_\_\_ (make checks payable to SEMI®)

Charge to:  AMEX  Diner's Club  MasterCard  VISA

Amount Charged \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. \_\_\_\_\_

Print Name (as it appears on the card) \_\_\_\_\_

Statement Billing Address \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

**Cancellations:**

- On or before June 29 will receive a 100% refund (allow 30 days for refunds.)
- After June 29 are non-refundable (including no-shows.)
- Must be done in writing from the original registrant. Substitutions accepted with written notice from the original registrant.

**4. Registration Profile (You must complete this section to receive an admission badge.)** \* REQUIRED FIELD

**\* Please indicate your Level of Management or supervisory responsibilities. (Check one)**

- 01 Executive Management (Chairman, President, Chief, Managing Director, etc.)
- 02 Senior Management (Vice President/Director)
- 03 Other Management
- 04 Non-Management (Staff/Professional)

**\* Please indicate your Primary Job Function. (Select one)**

- 10 Executive Management
- 16 Manufacturing/Engineering/Operations Management
- 32 Wafer Fabrication and Process Engineering
- 34 Assembly/Packaging Engineering
- 23 Quality Assurance and Test Engineering
- 24 Research and Development Engineering
- 22 Purchasing/Procurement
- 11 Facilities Engineering/Engineering Support
- 17 Marketing and Sales
- 09 Environment, Health & Safety
- 13 Government/Public Policy
- 12 Financial/Industry Analyst
- 27 Training
- 99 Other:  
Please describe: \_\_\_\_\_

**\* Which of the following best describes your company? (Check ALL that apply)**

- |  |   |  |
|--|---|--|
| <p><b>Device Manufacturing and/or Services</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 010 Semiconductor (IC or Discrete Device Manufacturing/IDM)</li> <li><input type="checkbox"/> 011 Wafer Fab Foundry Services Provider</li> <li><input type="checkbox"/> 012 Test, Assembly and Packaging Contract Services Provider</li> <li><input type="checkbox"/> 013 Fables</li> <li><input type="checkbox"/> 014 MST/MEMS/Micromachines</li> <li><input type="checkbox"/> 019 Nanotechnology</li> <li><input type="checkbox"/> 015 FPD/LCD</li> <li><input type="checkbox"/> 016 Optoelectronics; Photonics</li> <li><input type="checkbox"/> 018 Photovoltaic</li> <li><input type="checkbox"/> 017 Passive Components</li> </ul> <p><b>Equipment Manufacturers</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 024 Wafer Processing Equipment</li> <li><input type="checkbox"/> 025 Test Equipment</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> 021 Assembly and Packaging Equipment</li> <li><input type="checkbox"/> 023 Inspection &amp; Measurement Products</li> <li><input type="checkbox"/> 053 Material Handling Equipment</li> <li><input type="checkbox"/> 022 Flat Panel Display Manufacturing Equipment</li> <li><input type="checkbox"/> 028 MEMS Equipment</li> <li><input type="checkbox"/> 027 Nanotechnology Equipment/Tools</li> <li><input type="checkbox"/> 029 Photovoltaic Equipment</li> <li><input type="checkbox"/> 026 Other Equipment</li> </ul> <p><b>Materials</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 037 Wafers and Substrates</li> <li><input type="checkbox"/> 036 Process Materials</li> <li><input type="checkbox"/> 032 Chemicals &amp; Solids</li> <li><input type="checkbox"/> 033 Gases</li> <li><input type="checkbox"/> 035 Masks/Mask Making Materials</li> <li><input type="checkbox"/> 038 Test Materials</li> <li><input type="checkbox"/> 031 Assembly and Packaging Materials</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> 034 Flat Panel Display Materials</li> <li><input type="checkbox"/> 039 Nanotechnology Materials</li> <li><input type="checkbox"/> 039A Photovoltaic Materials</li> <li><input type="checkbox"/> 039B Other Materials</li> </ul> <p><b>Sub-Systems, Components or Parts</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 041 Sub-systems</li> <li><input type="checkbox"/> 045 Components, Parts and Accessories</li> </ul> <p>Please describe: _____</p> <p><b>Other Products and Services</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 050 Factory Control Automation/Facilities</li> <li><input type="checkbox"/> 060 Software Provider</li> <li><input type="checkbox"/> 070 Manufacturing Services or Consulting</li> <li><input type="checkbox"/> 080 Business Services or Consulting</li> <li><input type="checkbox"/> 090 Support Products (incl. consumables)</li> <li><input type="checkbox"/> 999 Other:<br/>Please describe: _____</li> </ul> |
|--|---|--|

**\* Please select the areas below that interest you. (Check all that apply)**

- |   |  |  |
|---|--|--|
| <p><b>Equipment</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 024-00 Wafer Processing Equipment</li> <li><input type="checkbox"/> 024-01 Bumping Systems</li> <li><input type="checkbox"/> 024-04 CMP</li> <li><input type="checkbox"/> 024-07 Cleaning</li> <li><input type="checkbox"/> 024-10 Coat/Develop/Resist Processing Track</li> <li><input type="checkbox"/> 024-13 Crystal Growing &amp; Machining</li> <li><input type="checkbox"/> 024-16 Deposition (CVD, PVD, ALD, Plating)</li> <li><input type="checkbox"/> 024-22 Thermal Processing</li> <li><input type="checkbox"/> 024-28 Epitaxy Equipment</li> <li><input type="checkbox"/> 024-31 Etching/Stripping/Ashing</li> <li><input type="checkbox"/> 024-43 Ion Implantation</li> <li><input type="checkbox"/> 024-46 Lithography/Exposure</li> <li><input type="checkbox"/> 024-55 Transfer Systems for Wafer or Reticles</li> <li><input type="checkbox"/> 024-58 Wafer Identification/Marking</li> <li><input type="checkbox"/> 025-00 Test Equipment</li> <li><input type="checkbox"/> 021-00 Assembly and Packaging Equipment</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> 023-00 Inspection &amp; Measurement Products</li> <li><input type="checkbox"/> 053-00 Material Handling Equipment</li> <li><input type="checkbox"/> 022-00 Flat Panel Display Manufacturing Equipment</li> <li><input type="checkbox"/> 028-00 MEMS Equipment</li> <li><input type="checkbox"/> 027-00 Nanotechnology Equipment/Tools</li> <li><input type="checkbox"/> 029-00 Photovoltaic Equipment</li> <li><input type="checkbox"/> 026-00 Other Equipment</li> </ul> <p><b>Materials</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 037-00 Wafers and Substrates</li> <li><input type="checkbox"/> 036-00 Process Materials</li> <li><input type="checkbox"/> 032-00 Chemicals &amp; Solids</li> <li><input type="checkbox"/> 033-00 Gases</li> <li><input type="checkbox"/> 035-00 Masks/Mask Making Materials</li> <li><input type="checkbox"/> 038-00 Test Materials</li> <li><input type="checkbox"/> 031-00 Assembly and Packaging Materials</li> <li><input type="checkbox"/> 034-00 Flat Panel Display Materials</li> <li><input type="checkbox"/> 039-00 Nanotechnology Materials</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> 039A-00 Photovoltaic Materials</li> <li><input type="checkbox"/> 039B-00 Other Materials</li> </ul> <p><b>Other Products and Services</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 040-00 Sub-Systems</li> <li><input type="checkbox"/> 045-00 Components Parts &amp; Accessories</li> <li><input type="checkbox"/> 050-00 Factory Control Automation/Facilities</li> <li><input type="checkbox"/> 090-00 Support Products (includes consumables)</li> <li><input type="checkbox"/> 073-52 Used Equipment</li> <li><input type="checkbox"/> 074-17 Environmental Health &amp; Safety</li> <li><input type="checkbox"/> 061-00 Manufacturing Operations Software</li> <li><input type="checkbox"/> 062-00 Communication Software</li> <li><input type="checkbox"/> 063-00 Design Software</li> <li><input type="checkbox"/> 064-00 Simulation, Analysis, Modeling Software</li> <li><input type="checkbox"/> 070-00 Manufacturing Services or Consulting (incl. Those service or consulting directly related to Manufacturing)</li> <li><input type="checkbox"/> 080-00 Business Services or Consulting</li> </ul> |
|---|--|--|

**\* Please indicate your Level of Purchasing Authorization**

- 01 Final Decision Maker
- 02 Recommend
- 03 Specify or Evaluate
- 04 No Role

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**\* Email/Fax Permission**

- I would like to receive information from SEMI regarding its products and/or services via:
- Email  Fax  None
- I would like to receive information from other related organizations (i.e., exhibitors, industry associations, academia, etc.)
- Email  Fax  None

Source code PDF

**STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE**

We have examined the attendee records of subject show/event for the date and location of the show/event as reported in this BPA Events Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit corporation organized for the purpose of managing and overseeing the exhibition industry's independent audit process. The audit process includes pre-event review of systems, on-site inspection, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary. Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

BPA Worldwide  
Shelton, CT  
Date: November 2, 2007

ID Number: E949X0A7



# Key Findings

The following results are based on 447 respondents (9% net return) to an attendee survey. These results are projectable to the audited net attendance of 14,091. All comparisons to averages are Exhibit Surveys, Inc.'s all-show averages.

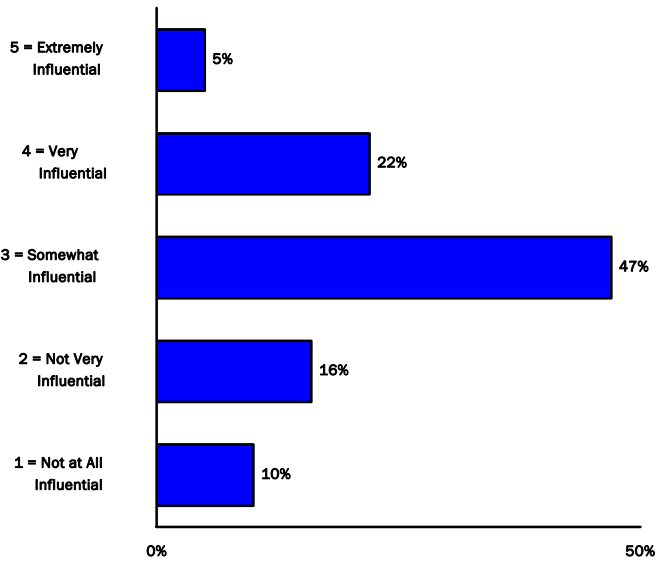
## Product Interest

- Product interest is the best indicator of an exhibitor's potential for success at a show. It determines an exhibitor's potential audience at the show which in turn drives strategy to answer the question: "Should we exhibit, and to what extent (booth size, number of personnel, etc.)?"
- Products of highest interest identify types of exhibitors who will benefit most from exhibiting and should be one of the major considerations in developing exhibit sales strategies.

Product/Service	%
<b>EQUIPMENT</b>	<b>64</b>
Bumping Systems	9
CMP	14
Cleaning	21
Coat/Develop/Resist Processing Track	12
Crystal Growing & Machining	8
Deposition (CVD, PVD, ALD, Plating)	20
Thermal Processing	14
Epitaxy	7
Etching/Stripping/Ashing	16
Ion Implantation	9
Lithography/Exposure	15
Wafer Handling, Transfer Systems (Wafer or Reticles)	21
Wafer Identification/Marking	8
Test, Assembly, Packaging	23
Inspection & Measurement	24
Material Handling	14
Flat Panel Display Manufacturing	12
Emerging Tech (Nano, MEMS, Photovoltaics)	23
<b>MATERIALS</b>	<b>47</b>
Wafers and Substrates	18
Process Materials	15
Chemicals, Solids & Gases	18
Masks/Mask Making Materials	8
Test, Assembly & Packaging Materials	15
Flat Panel Display Materials	10
Emerging Tech Materials (Nano, MEMS, Photovoltaics)	17
Other Materials	9
<b>OTHER PRODUCTS/SERVICES</b>	<b>54</b>
Sub-Systems	14
Components Parts & Accessories	23
Factory Control Automation/Facilities	15
Support Products (includes consumables)	12
Used Equipment	18
Environmental Health & Safety	9
Software Manufacturing, Comm, Design, Simulation, Analysis, Modeling	12
Consulting, Manufacturing or Business Services	15
Distributor, Manufacturer Rep.	15
<b>Net Total</b>	<b>86</b>

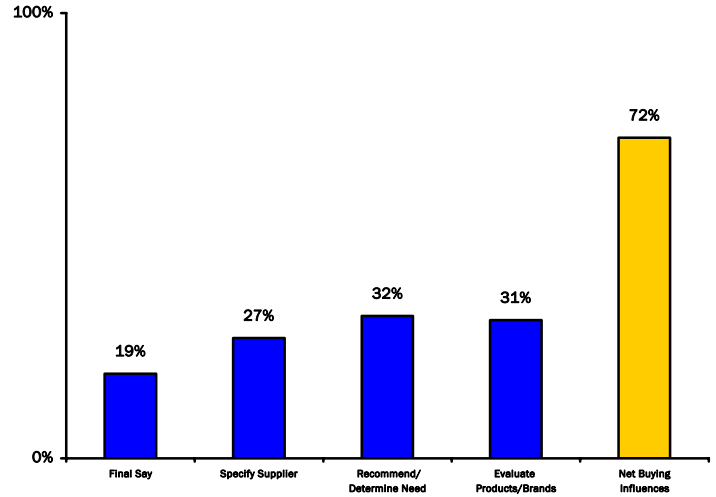
### Influence of SEMICON on Future Purchase

- 74% of the attendees expect SEMICON West to be influential on their evaluation, recommendation, or purchases in the next year. The average rating is 3.0.



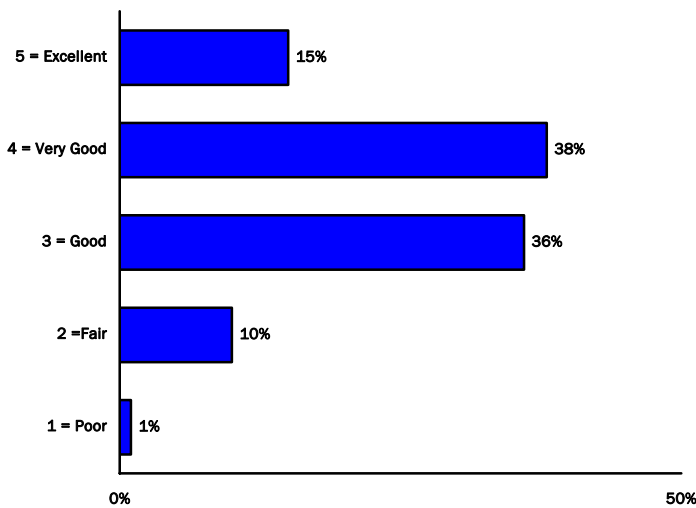
### Net Buying Influences (NBI)

- The overall buying influences (NBI) of the SEMICON West 2007 attendees is 72%.



### Value Received from Attending

- 53% of the attendees found the exhibition to be "excellent" or "very good". The average rating is 3.6 (our all-show average is 3.7).



### Attendee Activity

- A total of 27% were first time attendees and 31% have been to the past three shows (regular attendees).

