

EVENT AUDIT

SEMICON[®] West2011

DATES OF EVENT:	
Conference:	July 11-14, 2011
Exhibits:	July 12-14, 2011
LOCATION:	Moscone Center; San Francisco , CA
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 9-12, 2012
Exhibits:	July 10-12, 2012
LOCATION:	Moscone Center; San Francisco , CA

1. STATEMENT OF MARKET SERVED

SEMICON West is an 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

Conference and exhibit attendees, media representatives, analysts, and speakers included in this audit report were verified as having attended the event. Attendees who registered before a certain pre-show date deadline were mailed badges with instructions for collecting their year-specific (2011) badge holders onsite. Attendees registering after the pre-show date deadline were directed to collect badges (and badge holders) onsite through email messaging received upon successful registration completion. At badge holder pick-up (located in all lobbies), clerks scanned the barcoded badges to prove 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 badge swiping at any exhibitor lead retrieval point. A review of the entire database to eliminate duplicate records and check for missing data was performed. To accurately and effectively manage attendance, the color of the visitor badge holder changes each year. Security is instructed to allow entry to only those visitors wearing the appropriately colored badge holder.

3. AUDITED ATTENDEE ANALYSIS

Year which Event was Held	Event Location	SEMICON West Visitors	Intersolar North America Visitors	Sub-Total: SEMICON West Visitors	*Speakers	*Media	*Exhibitors, Non-Exhibiting Sponsors & Their Support Staff	*Total Attendance
2011	Moscone Center; San Francisco, CA	9,648	8,080	9,648	474	444	12,336	22,902

* NOTE: Only Speaker, Media, Exhibitor and Total Attendance figures include both Intersolar North America 2011 and SEMICON West 2011 data. Total Attendance figure does not include Intersolar North America Visitors subtotal.

4a. COMPANY DESCRIPTION			
COMPANY DESCRIPTION	TOTAL VISITORS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY DESCRIPTION
Construction/Construction Services	107	1.1	1.2
Semiconductor Device Manufacturer (IDM, foundry)	1,039	10.8	11.6
Assembly & Test Services Provider	265	2.7	3.0
Fabless Semiconductor Manufacturer/Design House	270	2.8	3.0
MEMS/MST/Micromachines Manufacturer	135	1.4	1.5
Flat Panel Display Manufacturer	38	0.4	0.4
LED/Optoelectronics/Photonics Manufacturer	183	1.9	2.0
Photovoltaic/PV Cells and Modules Manufacturer	202	2.1	2.3
PC/Consumer/Commercial Electronics Manufacturer	242	2.5	2.7
Electronic Manufacturing Services (EMS) Provider	197	2.0	2.2
Electronics Distributor/Reseller	201	2.1	2.2
Semiconductor Equipment Manufacturer	1,778	18.4	19.8
Materials Supplier	726	7.5	8.1
Sub-Systems/Components/Parts Manufacturer	430	4.5	4.8
Software-Manufacturing/Factory Automation	104	1.1	1.2
Software-Electronic Design (EDA)/Silicon Intellectual Property (IP)	63	0.7	0.7
Manufacturing Services and Consulting	298	3.1	3.3
Professional Services and Consulting	470	4.9	5.2
Finance/Investment Products/Services	323	3.3	3.6
R&D/Academic/Professional Organizations and Institutions	275	2.9	3.1
Media/Publication	46	0.5	0.5
Manufacturing Products/Consumables	637	6.6	7.1
Secondary Equipment and Services	175	1.8	2.0
Other	761	7.9	8.5
Total Visitors Identified by Company Description	8,965	92.9	
Total Visitors Not Identified by Company Description	683	7.1	
TOTAL VISITORS	9,648	100.0	

4b. JOB TITLE			
JOB TITLE	TOTAL VISITORS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY JOB TITLE
Executive Management/Board Member	1,429	14.8	16.0
Facilities Engineering/Engineering Support	114	1.2	1.3
Financial/Industry Analyst	273	2.8	3.1
Government/Public Policy	43	0.4	0.5
Mfg. Engineering/Operations Management	693	7.2	7.8
Marketing, Sales, Business Development	2,169	22.5	24.3
Purchasing/Procurement	318	3.3	3.6
Quality Assurance and Test Engineering	209	2.2	2.3
Research and Development Engineering	1,054	10.9	11.8
Training	75	0.8	0.8
Manufacturing and Production	240	2.5	2.7
Human Resources Management	45	0.5	0.5
Fabrication and Process Engineering	327	3.4	3.7
Assembly/Packaging Engineering	150	1.6	1.7
Product Management/Engineering	652	6.8	7.3
Design Engineering (incl. Software, Systems, Test, Hardware)	700	7.3	7.8
Environment, Health & Safety	49	0.5	0.5
Other	398	4.1	4.5
Total Visitors Identified by Job Title	8,938	92.6	
Total Visitors Not Identified by Job Title	710	7.4	
TOTAL VISITORS	9,648	100.0	

4c. PURCHASE ROLE			
PURCHASE ROLE	TOTAL VISITORS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY PURCHASE ROLE
Final Decision Maker/Co-Deciding/Crucial	2,973	30.8	33.5
Recommend/Evaluate/Consult	3,774	39.1	42.5
Specify	460	4.8	5.2
No Role	1,670	17.3	18.8
Total Visitors Identified by Purchase Role	8,877	92.0	
Total Visitors Not Identified by Purchase Role	771	8.0	
TOTAL VISITORS	9,648	100.0	

4d. COMPANY SIZE			
COMPANY SIZE	TOTAL VISITORS	PERCENT OF TOTAL	PERCENT IDENTIFIED BY COMPANY SIZE
1 to 99 Employees	3,556	36.9	39.6
100 to 199 Employees	724	7.5	8.1
200 to 499 Employees	800	8.3	8.9
500 to 999 Employees	570	5.9	6.4
1,000 to 9,999 Employees	1,894	19.6	21.1
> 10,000 Employees	1,429	14.8	15.9
Total Visitors Identified by Company Size	8,973	93.0	
Total Visitors Not Identified by Company Size	675	7.0	
TOTAL VISITORS	9,648	100.0	

4e. TECHNOLOGY AREAS/SEGMENTS OF INTEREST			
This is an analysis of 8,961 visitors who responded to Technology Areas/Segments of Interest. Since a visitor could choose more than one response, the total number of responses may exceed the total number of visitors.	NUMBER OF VISITOR RESPONSES	*PERCENT OF TOTAL VISITORS	**PERCENT IDENTIFIED BY TECHNOLOGY AREAS/SEGMENTS OF INTEREST
Semiconductors	7,567	78.4	84.4
MEMS	2,923	30.3	32.6
Flat Panel Display	2,641	27.4	29.5
LEDS/Solid State Lighting	3,576	37.1	39.9
Flexible/Printed Electronics	1,816	18.8	20.3
Photovoltaics/PV	3,648	37.8	40.7
Nano-electronics	2,375	24.6	26.5
Other	295	3.1	3.3
TOTAL VISITOR RESPONSES	28,841		
Total Visitors Identified by at least one response to Technology Areas/Segments of Interest	8,961	92.9	
Total Visitors Not Identified by Technology Areas/Segments of Interest	687	7.1	
TOTAL VISITORS	9,648	100.0	

*Percent of total based on 9,648 visitors.

**Percent identified by Technology Areas/Segments of Interest based on 8,961 visitors.

4f. TECHNOLOGY AREAS/CATEGORY OF INTEREST			
This is an analysis of 8,915 visitors who responded to a Product/Technology Category of Interest. Since a visitor could choose more than one response, the total number of responses may exceed the total number of visitors.	NUMBER OF VISITOR RESPONSES	*PERCENT OF TOTAL VISITORS	**PERCENT IDENTIFIED BY PRODUCT/TECHNOLOGY CATEGORY OF INTEREST
Semiconductor Device Manufacturing (IDM, foundry)	5,020	52.0	56.3
Assembly & Test Services	2,390	24.8	26.8
Fabless Semiconductor Manufacturer/Design Services	1,559	16.2	17.5
Assembly and Packaging Equipment	3,505	36.3	39.3
Flat Panel Display Manufacturing Equipment	3,275	33.9	36.7
Thin Film Manufacturing Equipment	2,795	29.0	31.4
Inspection & Measurement/Metrology Products	2,436	25.2	27.3
Water Processing/Front-end Manufacturing Equipment	4,122	42.7	46.2
Test Equipment	2,520	26.1	28.3
Other Equipment	704	7.3	7.9
Assembly & Packaging Materials	1,631	16.9	18.3
Chemicals & Solids	1,839	19.1	20.6
Gases	1,150	11.9	12.9
Process Materials	2,231	23.1	25.0
Wafers and Substrates	3,011	31.2	33.8
Test Materials	1,422	14.7	16.0
Other Materials	605	6.3	6.8
Sub-Systems	849	8.8	9.5
Components Parts & Accessories	1,403	14.5	15.7
Factory Control Automation/Facilities	1,209	12.5	13.6
Software-Manufacturing/Factory Automation	969	10.0	10.9
Software-Electronic Design/Silicon Intellectual Property	754	7.8	8.5
Manufacturing Services or Manufacturing Consulting	1,111	11.5	12.5
Secondary Equipment and Services	794	8.2	8.9
Business Services or Consulting	672	7.0	7.5
Support Products (includes consumables)	794	8.2	8.9
Electronic Manufacturing Services (EMS)	2,227	23.1	25.0
Manufacturing	1	-	-
Manufacturing Equipment	2	-	-
Materials	1	-	-
Software, Other Products, and Services	-	-	-
Other	134	1.4	1.5
TOTAL VISITOR RESPONSES	51,135		
Total Visitors Identified by at least one response to Product/Technology Category of Interest	8,915	92.4	
Total Visitors Not Identified by Product/Technology Category of Interest	733	7.6	
TOTAL VISITORS	9,648	100.0	

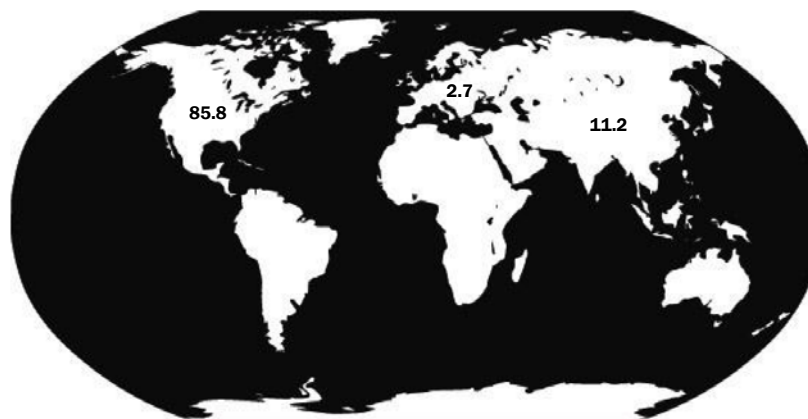
*Percent of total based on 9,648 visitors.

**Percent identified by Product/Technology Category of Interest based on 8,915 visitors.

5. AUDITED GEOGRAPHIC BREAKOUT OF VISITORS



REGION & STATES	TOTAL VISITORS	PERCENT OF TOTAL
NEW ENGLAND	296	3.1
Maine (ME)	6	
New Hampshire (NH)	18	
Vermont (VT)	9	
Massachusetts (MA)	222	
Rhode Island (RI)	4	
Connecticut (CT)	37	
MIDDLE ATLANTIC	344	3.6
New York (NY)	212	
New Jersey (NJ)	57	
Pennsylvania (PA)	75	
EAST NO. CENTRAL	155	1.6
Ohio (OH)	28	
Indiana (IN)	8	
Illinois (IL)	63	
Michigan (MI)	38	
Wisconsin (WI)	18	
WEST NO. CENTRAL	127	1.3
Minnesota (MN)	85	
Iowa (IA)	6	
Missouri (MO)	28	
North Dakota (ND)	1	
South Dakota (SD)	1	
Nebraska (NE)	1	
Kansas (KS)	5	
SOUTH ATLANTIC	194	2.0
Delaware (DE)	15	
Maryland (MD)	29	
Washington, DC	10	
Virginia (VA)	16	
West Virginia (WV)	1	
North Carolina (NC)	46	
South Carolina (SC)	8	
Georgia (GA)	32	
Florida (FL)	37	

REGION & STATES	TOTAL VISITORS	PERCENT OF TOTAL
EAST SO. CENTRAL	18	0.2
Kentucky (KY)	8	
Tennessee (TN)	4	
Alabama (AL)	6	
Mississippi (MS)	-	
WEST SO. CENTRAL	296	3.1
Arkansas (AR)	1	
Louisiana (LA)	1	
Oklahoma (OK)	11	
Texas (TX)	283	
MOUNTAIN	425	4.4
Montana (MT)	12	
Idaho (ID)	42	
Wyoming (WY)	-	
Colorado (CO)	55	
New Mexico (NM)	28	
Arizona (AZ)	229	
Utah (UT)	24	
Nevada (NV)	35	
PACIFIC	6,371	66.0
Alaska (AK)	-	
Washington (WA)	55	
Oregon (OR)	204	
California (CA)	6,108	
Hawaii (HI)	4	
UNITED STATES	8,226	85.3
Canada	38	
Mexico	10	
NORTH AMERICA (Includes US, Canada & Mexico)	8,274	85.8
INTERNATIONAL (SEE BREAKOUT BELOW)		
ASIA (Includes: Armenia, China, Hong Kong, India, Israel, Japan, Jordan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Turkey & United Arab Emirates)	1,077	11.2
SOUTH PACIFIC (Includes: Australia, French Polynesia, & New Zealand)	5	0.1
EUROPE (Includes: Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Isle of Man, Italy, Jersey, Netherlands, Norway, Russia, Spain, Sweden, Switzerland, & United Kingdom)	260	2.7
SOUTH AMERICA (Includes: Chile, Columbia, & Costa Rica)	3	-
AFRICA (Includes: South Africa)	1	-
Visitors not Identified by a Geographic Region	28	0.3
TOTAL VISITORS	9,648	100.0



Visitor Registration Form

Exhibits: July 12-14

1. Visitor Information (Print clearly.)

Which of the following do you plan to attend? (Check one.)

SEMICON® West 2011 Exposition and Programs
 Intersolar North America 2011 Exposition and Conference

*First (Given) Name _____ *Last (Family) Name _____

*Company _____ *Job Title _____

*Address _____

Address/Mail Stop _____ *Country _____

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

Tel (Country/Area Code/Number) _____ Fax (Country/Area Code/Number) _____

2. Registration Selections

Exposition Only. Onsite: \$150
 Programs and Events Registration (Includes exposition admission)

Program/Event Name	Event Code	Date	Price
Total			

3. FOR CASHIER USE ONLY

Payment Method

AMEX MC/Eurocard VISA
 Cash Check
 (Make check or money order payable to SEM®.)

Cashier Initials _____
 Cashier Number _____

All charges are final. Refunds will not be issued.

Source code credit

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

* Please indicate your level of management or supervisory responsibilities. (Select one.)

Executive Management (Chairman, President, Chief, Managing Director, etc.) Senior Management (VP, Director, Head of Dept., etc.) Other Management Non-Management (Staff/Professional) Other (includes Trainee)

* Please indicate your primary job function. (Select one.)

Executive Management / Board Member Fabrication and Process Eng. Facilities Engineering / Engr. Support Human Resources Management
 Mfg. Engineering / Operations Mgmt. Assembly / Packaging Engng. Marketing, Sales, Business Development Financial / Industry Analyst
 Product Management / Engineering Quality Assurance and Test Engng. Manufacturing and Production Training
 Design Engineering (incl. Software, Systems, Test, Hardware) Research and Development Engng. Environment, Health & Safety Other _____
 Purchasing / Procurement Government / Public Policy (Please describe) _____

* Your level of purchasing authorization.

Final Decision Maker / Co-decide/Crucial Recommend / Evaluate / Consult Specify No Role

* Please indicate your company size

1-99 Employees 200-499 Employees 1,000-9,999 Employees
 100-199 Employees 500-999 Employees >10,000 Employees

* Which of the following best describes your company? (Select One.)

PC / Consumer / Commercial Elect. Mfr. Photovoltaic / PV Cells and Modules Mfr. Software-Electronic Design (EDA) / Silicon Intellectual Property (IP) Materials Suppliers
 Electronic Mfg. Services (EMS) Provider Fabless Semiconductor Mfr / Design House Manufacturing Products / Consumables Media / Publication
 Electronics Distributor / Reseller Assembly & Test Services Provider Manufacturing Services and Consulting Secondary Equipment and Services
 Semiconductor Device Mfr. (IDM, foundry) Semiconductor Equipment Mfr. Manufacturing Services and Consulting Construction / Construction Services
 MEMS / MST / Micromachines Mfr. Sub-systems / Components / Parts Mfr. Professional Services and Consulting Finance / Investment Products / Services
 Flat Panel Display Manufacturer Software-Mfg. / Factory Automation R&D / Academic / Professional Orgs. and Institutions Other _____
 LED / Optoelectronics / Photonics Mfr. (Please describe) _____

* Please indicate the technology areas or segments in which you are interested. (Check ALL that apply.)

Semiconductors LEDs / Solid State Lighting Nano-electronics Other _____
 MEMS Flexible / Printed Electronics Flat Panel Display (FPD) (Please describe) _____
 Flat Panel Display Photovoltaics / Solar

* Please select the product/technology categories of interest to you. (Check ALL that apply.)

MANUFACTURING

Assembly and Packaging Equip.
 Inspection & Measurement / Metrology Prod.
 Other Equipment

MATERIALS

Wafers and Substrates
 Process Materials
 Chemicals and Solids
 Gases
 Test Materials

MANUFACTURING EQUIPMENT

Water Processing / Front-end Mfg. Equip.
 Flat Panel Display Mfg. Equip.
 Thin Film Mfg. Equip.
 Test Equipment

Assembly and Packaging Materials
 Other Materials

SOFTWARE, OTHER PRODUCTS AND SERVICES

Sub-Systems
 Components Parts & Accessories
 Factory Control Automation / Facilities
 Support Products (includes consumables)
 Secondary Equipment and Services
 Software-Mfg. / Factory Automation

Software-Electronic Design (EDA) / Silicon Intellectual Property (IP)
 Manufacturing Services or Consulting (incl. services or consulting directly related to mfg.)
 Business Services or Consulting
 Other _____
 (Please describe) _____

* Email/Fax permission. Please indicate your preferred method of receiving information about SEMICON

Mail Email Both Mail and Email Do not contact me

* Email/Fax permission. Would you like to receive information from exhibitors and/or related organizations?
 Yes No

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Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY BPA WORLDWIDE

We have examined the attendee records of SEMICON WEST 2011 for the date and location of the exhibition as reported in this BPA Event 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 represent fairly and accurately, the total attendance of this event in conformance with generally accepted event measurement principles.

BPA Worldwide TYPE: EVENT AUDIT
 Shelton, CT ID Number: E949X0J1
 November 21, 2011