

2009

SEMICON®
West2009

semi™

Co-located with
inter
solar
North America

July 14–16 MOSCONE CENTER, SAN FRANCISCO, CALIFORNIA

2009 POST SHOW REPORT

OVERVIEW



SEMICON® West 2009

Event: July 14–16, 2009
Moscone Center, San Francisco, California

SEMICON West 2009 Highlights:

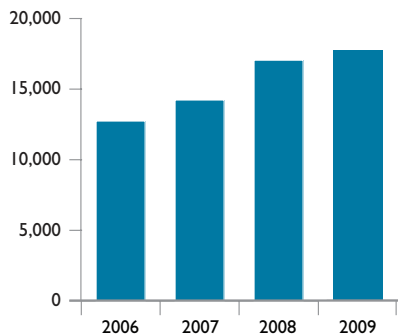
- *Verified visitor attendance increased 4%*
- *New Extreme Electronics “show-within-a-show” focused on emerging markets and technologies including MEMS, solid state lighting, printed and flexible electronics, and nano-electronics*
- *Standing-room only audiences for TechXPOT and Extreme Electronics technical sessions*
- *Keynotes from Intel and Mentor Graphics*
- *Executive panels focused on foundries, 3D TSV packaging, and test*
- *ITRS Summer Public Conference and keynote panel featuring executives from Micron, Qualcomm, ASE, Applied Materials, and ATMI*

EXHIBITORS

Number of Exhibiting Companies		683
Net Exhibit Space in Square Feet		125,286

REGISTRATION

Verified Visitors 2006–2009



Verified Visitors			
	2009	2008	+/-
Total Verified Visitors	17,801	17,048	+4%
Registered Visitors	29,624	27,845	+6%
Registered Exhibitors	10,693	17,619	-39%
Total Registered (including exhibitors)	40,317	45,464	-11%
Total Verified International Visitors (from outside the U.S.)	1,920	2,523	-24%

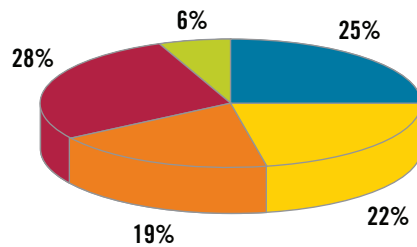
SEMICON West and Intersolar North America

Registered Visitor Interest	
SEMICON West and Intersolar	60%
SEMICON West-only	24%
Intersolar-only	16%

VISITOR INFORMATION

Influential customers from every level and discipline in the buying cycle attend SEMICON West.

Visitor Job Levels



Visitor Job Levels

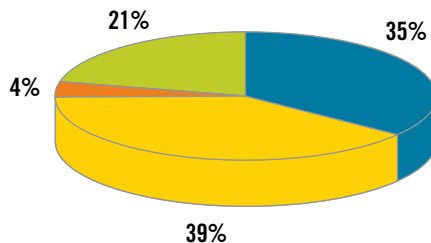
Executive Management (chair, president, chief, managing director, etc.)	25%
Senior Management (vice president, director)	22%
Other Management	19%
Non-management (staff; professionals)	28%
Other	6%

Job Function

Visitors Primary Job Function	
Executive Management	23%
Manufacturing/Engineering/Operations Management	13%
Product Management	4%
Fabrication and Process Engineering	3%
Assembly/Packaging Engineering	1%
Quality Assurance and Test Engineering	2%
Research and Development Engineering	13%
Purchasing/Procurement	2%
Facilities Engineering/Engineering Support	2%
Marketing and Sales	23%
Environment, Health & Safety	1%
Government/Public Policy	1%
Financial/Industry Analyst	4%
Training	1%
Other	6%

34% of visitors represent engineering functions, including 13% involved in R&D and 13% in fab management.

Visitor Purchasing Authority



Visitors Purchasing Authority	
Final Decision Maker; Co-decision, Crucial	35%
Recommend, Consult	39%
Specify or Evaluate	4%
No Role	21%

Strong buying influence. 79% of all visitors are involved in product selection and purchasing.

VISITOR INFORMATION

Continued

Visitors at SEMICON West and Intersolar North America are interested in a diverse range of products from across the micro-electronics and photovoltaic manufacturing supply chains.

SEMICON West attracts a diverse and global audience. International attendees accounted for 11% of all visitors, with large contingents from Europe and Asia.

Visitor Product Interest

Equipment	
Wafer Processing Equipment	23%
Test Equipment	17%
Deposition (CVD, PVD, ALD, Plating)	14%
Inspection & Measurement Products	13%
Nanotechnology Equipment/Tools	12%
Etching/Stripping/Ashing	10%
Cleaning	10%
Assembly and Packaging Equipment	9%
Thermal Processing	9%
Lithography/Exposure	9%
CMP	8%
Material Handling Equipment	8%
MEMS Equipment	8%
Materials	
Photovoltaic Materials	18%
Wafers and Substrates	14%
Process Materials	9%
Nanotechnology Materials	9%
Chemicals and Solids	9%
Assembly and Packaging Materials	8%
Solar	
Photovoltaic Cells and Modules	37%
Equipment and Materials	21%
Inverters	21%
Photovoltaic Installations and Components	19%
PV Power Plants	19%
Tracking Systems	17%
PV Concentrator Systems	14%
Other Products and Services	
Business Services/Consulting	9%
Components, Parts & Accessories	8%
Used Equipment	7%
Factory Control Automation/Facilities	6%
Sub-systems	6%
Design Software	6%
Manufacturing Services/Consulting	6%
Simulation, Analysis, Modeling Software	6%

International Visitors

Japan	16%
Germany	14%
South Korea	13%
Canada	9%
Taiwan	6%
China	5%
Spain	3%
United Kingdom	2%
France	2%
India	2%

CUSTOMERS REPRESENTED

SEMICON West plays an integral role in product qualification and selection for major device manufacturers, OEMs, and others in the microelectronics and related industries.

Customer companies represented in 2009 include:

IDMs/Fabless/Foundries

- Altera
- AMD
- Analog Devices
- Atmel
- Broadcom
- Chartered
- Cypress
- Fairchild
- Freescale
- Hynix
- IBM
- IMFlash
- Infineon
- Intel
- Intersil
- LSI
- Marvell
- Maxim
- Micrel
- Micron
- National Semiconductor
- NEC
- Numonyx
- nVidia
- NXP
- Qualcomm
- Samsung
- SanDisk
- SMIC
- Spansion
- STMicroelectronics
- Sun Microsystems
- Texas Instruments
- Toshiba
- TSMC
- UMC
- Vishay
- X-Fab
- Xilinx

Packaging/Test Companies

- Amkor
- ASE
- SPIL/Siliconware
- STATSChipPAC

OEMs

- Advantest
- Applied Materials
- ASML
- Canon
- KLA-Tencor
- Lam Research
- Nikon
- Novellus Systems
- Oerlikon
- Teradyne
- Verigy

Solar

- Abound Solar
- Advent Solar
- Akeena Solar
- Ausra
- BP Solar
- CaliSolar
- Chevron Energy Systems
- Cool Earth Solar
- Evergreen Solar
- First Solar
- GT Solar
- Innovalight
- Kyocera Solar
- LDK SOLAR
- Nanosolar
- NorCal Solar
- Optisolar
- PG&E
- Q-Cells
- REC Solar
- Recurrent Energy
- Sanyo Energy
- Schott Solar
- Sharp Solar
- Siemens Energy
- Sierra Solar Power
- Signet Solar
- Skyline Solar
- Solaria
- Solartech
- Solixel
- Solyndra
- Southern California Edison
- SPG Solar
- Sun Edison
- SunPower
- Suntech

Other

- 3M
- Affymetrix
- Agilent Technologies
- BASF
- Cisco Systems
- Coherent
- Cree
- Flextronics
- Hewlett Packard
- Lockheed Martin
- Northrop Grumman
- Philips Lumileds
- Proteus Biomedical
- Raytheon
- Rockwell Automation
- Sanmina
- Seagate Technology
- Tyco Electronics
- Underwriters Laboratories
- Western Digital