

SEMI® International MEMS Steering Group – General Meeting



April 2004

Ellen McDevitt

MEMS Industry Group

SEMICON Europa 2004

Expos Global Subcommittee

Members:

Ellen McDevitt, Chair

Steven Dwyer, EV Group

Paul Werbaneth, Tegal

Uwe Behringer, UBC

Liz Turk, OAI

Bill Crouch, Suss

Mike Freier, Innovative Robotics

Creating valuable MEMS/NEMS exhibits

Drivers for successful exhibits:

Uniting exhibitor with customer

Unified message

Incentives for “double” exhibitors

Value for exhibitor as well as visitor

Driving traffic to exhibits

Creating valuable MEMS/NEMS exhibits

Challenges to MEMS/NEMS exhibits

Incentives for “double” exhibitors

Controlling cost

Location Location Location

Goals

Build upon success year to year

Globalize exhibit

Work with technical session to drive visitors to MEMS/NEMS exhibit

Keep costs down

Build critical mass so that location improves –

Integration on SEMI show floor desired!