SEMI[®] International MEMS Steering Group – General Meeting

Flat Panel Display Business and Technical Education Programs International Standards ww.se Worldwide Offices Workforce Developmen Committees Industry Research & Statistics Advocacy Information Products Environment, Health & Safety

Executive Conferences

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



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!

