



## BiTS China 2017 招商说明书

2017 年 9 月 7 日周四

上海锦江汤臣洲际大酒店

BiTS Workshop ( 半导体老化与封测论坛 ) 经过 18 年的成功举办与沉淀 , 已经成为了测试易耗品、测试单元集成、测试操作领域的顶级论坛。论坛的成功和专业听众、本地观众、展商与赞助商的支持密不可分。近年来 , 论坛听众高达 40% 来自海外 , 进一步证明了论坛不仅仅为本地半导体圈提供了价值 , 更为海内外专业人士都提供了帮助。

为更好地服务全球听众 , 我们在美国论坛以外安排了额外的分会论坛 , 与美国论坛间隔约 6 个月。鉴于中国之于半导体产业的重要性与日俱增 , 特别是在发布了《集成电路产业发展纲要》后 , BiTS 管理层决定将这个分会论坛举办地放在中国。

BiTS China 第二届活动于 2016 年 9 月在苏州成功举办 , 论坛吸引了超过 350 名的注册听众。今年 BiTS China 将于 9 月 7 日在上海锦江汤臣洲际大酒店 ( 中国上海市浦东新区张杨路 777 号 , 200120 ) 举办。此活动为期一天 , 将为听众带来 BiTS 2017 美国会场的获奖技术论文与本地甄选的技术文章等内容。BiTS EXPO ( 展览区 ) 将提供与各类行业专家与专业供应商交流的机会。

BiTS EXPO 展览现开放招商 , 您有机会成为大会铂金、黄金与白银赞助商。大会演讲征稿预计 4 月底截止 , BiTS China 的会议日程将于 6 月公布。

我们预期大会将吸引苏州本地及来自周边地区 ( 苏州、无锡等 ) 等地的众多听众与观众 , 包括 SMIC, Samsung, TSMC, NXP, Intel, STATS ChipPAC, ASE 等等。另外 , 超过半数的 BiTS 2017 美国展商已表示有意向参加中国分会。

机不可失 , 时不再来 ! 赶紧报名参加 BiTS Workshop , 加快全球市场拓展步伐 , 扩大市场份额 , 获取更多销售线索 !



## BiTS China 2017 Prospectus

Thursday September 7, 2017  
InterContinental Shanghai Pudong Hotel

The [Burn-in and Test Strategies \(BiTS\) Workshop](#) has, over the course of its eighteen-year history, established itself as the preeminent event for test consumables, test cell integration, and test operations. The success of the event – which has been primarily held in the Phoenix/Mesa, Arizona area for most of its history – is well appreciated by attendees, exhibitors, sponsors and visitors from the local community

International attendance at the Mesa event, at over 40% for the past several years, demonstrates the global reach and relevance of the BiTS Workshop. In response, an annual adjunct event offset from the original workshop by approximately six months was warranted. In recognition of the importance of China to the semiconductor industry<sup>1</sup> and its participants – and of the likely impact of the announced “National Guidelines for the Development and Promotion of the IC Industry<sup>2</sup>” — BiTS leadership decided to hold this new BiTS Workshop in China.

The second BiTS [China event](#) was successfully held in Suzhou in September 2016 with over 350 registered attendees. This year, BiTS China will be held on **Thursday September 7, 2017** at the [InterContinental Shanghai Pudong Hotel](#) (No. 777 ZhangYang Road, Shanghai, 200120 China). This one-day event will provide attendees with the opportunity to see award-winning BiTS 2017 technical papers as well locally created or developed content. The BiTS EXPO will facilitate networking and meeting with various suppliers and supply chain partners to the industry.

Opportunities are now available for Premier, Honored, and Distinguished Sponsors as well as for BiTS EXPO exhibitors. A call for presentations is scheduled for April and the BiTS China Workshop agenda will be published in June.

We expect the event to generate strong attendance from the local Shanghai and regional semiconductor industry (Suzhou and Wuxi) including SMIC, Samsung, TSMC, NXP, Intel, STATS ChipPAC, ASE and others. In addition, many of the exhibitors and sponsors at BiTS 2017 (in Arizona) have indicated a desire to participate.

Don't miss this opportunity to be part of the expanding role of the BiTS Workshop and to participate in this excellent event!

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<sup>1</sup> China is by far the largest consumer of semiconductors; it accounts for about 45% of the worldwide demand for chips, used both in China and for exports.

<sup>2</sup> <http://www.virtual-strategy.com/2015/02/19/china%E2%80%99s-semiconductor-investment-plans-unprecedented-opportunity-focus-semicon-china-2015#ixzz3WBrfk2sW>

# 活动大纲与费用

## 听众

- 目标听众 350-400 名认证的邀请专业听众 – 测试工程师、测试经理、设计工程师、设计经理、运营经理、采购代理、采购经理与供应链经理。
- 自主报名参与，将收取 750 人民币/115 美金的入场券注册费。
  - 许多听众将使用展商的邀请码及本地机构推荐登记，多样性有多保证。

## 论坛日程（随大会通知变动）

- 上午
  - 主题演讲
  - 第一小节
    - 2-4 篇全新演讲（30 分钟一场），中文或英文。
    - “BiTS 最佳演讲奖” – 甄选 2017 年美国大会两篇演讲稿。
  - 茶歇
- 午餐与 BiTS Expo 展览（~2 hours）
- 下午
  - 第二小节
    - 四篇全新演讲（30 分钟一场），中文或英文。
  - 茶歇与 BiTS Expo 展览

## BiTS EXPO 展览计划

- 第一期 34 个全升级展位空间
- 每个展位提供免费定制高清印刷写真背景墙和灯光，供展示展商公司与产品信息。
- 付款后即可选位。
- 预计整整 5 个小时的展示时间，展览开放时间为 13:00-18:00。
- 每个展位将获得 10 张免费会议入场券（供 10 名听众使用）与 1 张员工券。展商预定额外入场券有优惠折扣。
- 每个展位为 3,330 美金，场地大小为 2.4m X 1.8m。

## 赞助商

- 铂金赞助商 – 1 家（独家冠名）- 已售
- 黄金赞助商 – 3 家 – 11,500 美金包括展位
- 白银赞助商 – 5-7 家 – 5,000 美金

## 费用备注：

- 因许多观众会收到大会邀请函入场（无力负担注册费或已报销注册费），活动费用将主要由 BiTS EXPO 展商与赞助商承担。
- 展商与赞助商一旦下单付费，不可取消或退款。如遇 BiTS 主办方取消活动，展商与赞助商将获得全额退款。

更多信息，敬请联系 [china@bitsworkshop.org](mailto:china@bitsworkshop.org) 或访问官网: [www.bitsworkshop.org](http://www.bitsworkshop.org)

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## Event Outline & Fees

### Attendance

- Target of 350-400 qualified attendees – test engineers, test managers, design engineers, design managers, operations managers, purchasing agents, purchasing managers, and supply chain managers
- Nominal base admission charge of RMB750/USD\$115
  - Many attendees will be complementary with use of passes from exhibitors or from qualification by producers/local committee.

### Program (subject to change without notice)

- Morning
  - Keynote
  - Session One – Four presentations total
    - 2 to 4 new presentations (½ hour each) in Mandarin or English
    - Optional “Best of BiTS” presentations from BiTS (March) 2017
  - Tea / Networking break
- Lunch followed by BiTS EXPO Exhibits (~ 2 hours)
- Afternoon
  - Session Two – Four presentations total
    - New presentations (½ hour each) in Mandarin or English
  - Tea & BiTS EXPO

### BiTS EXPO

- 34 Fully Upgraded Exhibition booths.
  - Each booth will have custom printed graphics and lighting.
  - Location assignment on basis of signup after receipt of payment.
  - Please see Booth Information & Floor Plan document.
- Open hours from 1300 to 1800 for approximately five hours of exhibit time.
- Each exhibitor will receive ten (10) admission passes for attendees and 1 staff registration. Additional passes available at discounted rates.
- Fee USD\$3,330 for 2.4 m x 1.8 m space

### Sponsors

- Premier – quantity 1 (exclusive) – SOLD - Unavailable
- Honored – quantity 3 – USD\$11,500 including booth
- Distinguished – quantity 5 to 7 – USD\$5,000
- Benefits are commensurate with levels, please see sponsor table attached.

### Notes on fees:

- Since many attendees will receive complementary admission (due to inability to afford or have reimbursed the registration fee), the event costs will be covered by the BiTS EXPO exhibitors and the Sponsors.
- There are no refunds for cancellations for exhibiting or sponsorship orders by submitting company. Fees are fully refunded if there is a cancellation by BiTS.

**For more information** please contact [china@bitsworkshop.org](mailto:china@bitsworkshop.org) or visit [www.bitsworkshop.org](http://www.bitsworkshop.org)

## BiTS China 2017 赞助商权益

权益内容	铂金*	荣誉	黄金	白银
限定数量	独家 (1)	1**	3	5 - 7
展览区优先位置、超大展台(3m 宽, 含 1 张展览会员员工入场券)	包括	-	-	-
展览区优先位置、超大展台(2m 宽, 含 1 张展览会员员工入场券)		包括	包括	-
会议注册通行证 (供员工、客户或其他相关人士使用) **	30	25	20	5***
展商与赞助商 VIP 晚宴入场券	3	3	2	1
大会指南全彩页广告	封底	封里	有-全页	有-半页
所有大会推广印刷品与电子邮件中显示公司名称与 LOGO	有		-	-
电子讲义与大会指南中显示公司名称与彩色 LOGO	有	有	有	有
大会现场展示公司提供的展板或易拉宝	有	有	有	-
论坛区与展览区识别标志	有	有	有	有
大会网站展示 LOGO 并链接到公司网站 (直至 2018 年 3 月 1 日)	优先位置	优先位置	有	有
大会指南公司介绍	优先位置	优先位置	有	有
大会欢迎与结束致辞特别介绍	优先位置	有	有	有
专属 DM 介绍铂金赞助商	有	-	-	-
大会分发赞助商提供带有公司 LOGO 的纪念品 (需事先报备经大会发放)	有	有	有	-

\* 如果有其他参展商, 必须要有两年的合作关系才能有条件遴选

\*\* 铂金赞助商有优先保留权

\*\*\* 在每个展位免费入场券的基础上增加的通行证另行购买

## BiTS China 2017 Sponsorship Benefits

Description	Premier*	Emeritus	Honored	Distinguished
Number available	Exclusive (1)	1**	3	5 - 7
Premium location 3 m wide exhibit space (includes 1 EXPO Staff badge)	Included	-	-	-
Priority location 2 m wide exhibit space (includes 1 EXPO Staff badge)	-	Included	Included	-
Conference Registration Passes (for customers, staff, or other guests)	30	25	20	5***
Exhibitor & Sponsor post-event dinner guests	3	3	2	1
Full Color Ad in Workshop Guide	Back Cover	Inside Cover	Yes - Full Page	Yes - Half Page
Name and logo on all promotional materials and email blasts	Yes	-	-	-
Name and color logo in e-Proceedings & Workshop Guide	Yes	Yes	Yes	Yes
Display of company provided standing banner	Yes	Yes	Yes	-
Signage recognition at conference & EXPO	Yes	Yes	Yes	Yes
Recognition on Website Event Pages with logo and link to your company's website (through at least March 1, 2018)	Featured	Featured	Yes	Yes
Recognition in Workshop Guide	Featured	Featured	Yes	Yes
Recognition at Welcome and Closing of workshop	Featured	Yes	Yes	Yes
Editorial email blast announcing Premier Sponsor	Yes	-	-	-
One corporate merchandise item distributed (to be approved in advance)	Yes	Yes	Yes	-

\* two year commitment & two year term limit unless no other interested parties

\*\* reserved for prior Premier sponsors

\*\*\* In addition to passes provided with each EXPO space ordered separately