



SEMICON West Exhibitor University Program Webinar Two:

“Best Practices in Exhibit Marketing: Exhibiting with Purpose”

Wednesday, January 16, 2008

9:00am to 10:00am PST

Thank you for participating in the second Exhibitor Education Webinar, “Best Practices in Exhibit Marketing: Exhibiting with Purpose”. This webinar is now available for your playback and reference. [Log on now](#) (replay number 2146001062).

In this second webinar, we heard from Competitive Edge, Live Marketing and Verigy on ways to increase exhibit traffic and attendee satisfaction through appealing to the senses and mind of the SEMICON West visitor. Strategies for new product introductions, interactive product demonstrations, marketing channels and proven attention getters were also highlighted. This webinar is now available for playback, [log on now](#) (replay number 2146001062).

Additional topics discussed in this webinar:

- * The exhibiting opportunity: what tradeshows can and can't do
- * How to set and achieve specific and meaningful objectives
- * Creating a worthy destination: Static versus interactive booths

Click on the links below to gain access to the webinar replay:

- [Log on here and enter replay number 2146001062](#)
- Webinar 2 – [Presentation](#)
- Webinar 2 – [eWorkbook](#)
- Webinar 2 – [Questions and Answers](#)

To boost your marketing tools for SEMICON West, valuable coupons are available to qualified exhibitors for participation in at least 3 SEMI produced Exhibitor Education Webinars. To learn more about these valuable coupons, visit www.semiconwest.org at the Exhibitor Education portal.