

Editorial Webcast Programs

Sponsorship Opportunities

Yole Développement

Background

Yole Développement provides market research, technology analysis, strategy consulting and Media services under the brand Micronews Media.



With a solid focus on emerging applications using silicon and/or micro manufacturing we have expanded to include more than 40 associates worldwide covering MEMS and microfluidics, Advanced Packaging, Compound Semiconductors, Power Electronics, LED, and Photovoltaic.

Our group supports companies, investors and R&D organizations worldwide to help them understand markets and follow technology trends to develop their business.

Micronews Media

Media - 2011

With an audience over 100,000 subscribers and visitors from our various magazines and websites, MicroNews Media (MNM) offers high value visibility across the industries we serve. Our sponsorship opportunities provide you direct access to our audience of key buyers and specifiers.

ONLINE PRESENCE

- § i-micronews.com news portal
- § Webcasts sponsorships customize your§ messaging goals
- § White paper programs

LIVE EVENTS

- § Market Briefings: your technology & our analysis

ELECTRONIC MAGAZINES

- § Micronews: English & Japanese version
- § Technology Specific Magazines:
 - 3D Packaging
 - PV Manufacturing
 - MEMS Trends
 - Power Dev'
 - iLED

Editorial Webcast

Program

Yole Développement launches its Editorial Webcast Program. During one hour, discover our vision of the industry, including market & technology trends. The program gathers 5 different areas: LED – Advanced Packaging – MEMS – Power Electronics – Photovoltaic.

Why you should attend?

- Learn more about hot emerging technologies, latest technical challenges and market trends including market estimations, profile of the key players ...
- Discover Yole Développement's analysts and their expertise
- Important information that is downloadable
- Universal Media player to allow for easy viewing
- Attend right from your desk
- Simple Registration

Become A Sponsor !

- Sponsors build brand recognition and thought leadership around the hottest topics in the industry !
- Access to important prospect and customers
- Deliver you relevant message regarding this topic

Editorial Webcast *Calendar*

Dates	Editorial Webcasts
July 28	Sapphire substrates for LED: the big move toward 6" has already started <i>Dr Philippe Roussel, LED Senior Project Manager</i>
Sept. 28	Benefits and perspectives of Cu-pillar bumping <i>Jean-Marc Yannou, Advanced Packaging, WLP & 3D System Integration Project Manager</i>
Oct. 18	Thin Wafer Handling and Processing" <i>Eric Mounier, MEMS Project Manager</i>
Oct. 26	PV Inverters – Technical Innovations and Market Trends <i>Brice Legouic, Power Electronics Market & Technology Analyst</i>

Editorial Webcast

Calendar

Dates	Editorial Webcasts
Nov. 8	Glass coming back to the semiconductor packaging world <i>Jérôme Baron, Advanced Packaging, WLP & 3D System Integration Project Manager</i>
Nov. 29	Status of High-Concentration PV (HCPV): Players, value-chain and market outlook; Is the compound cell risky vs Silicon <i>Milan Rosina, Photovoltaic Technologies Market & Technology Analyst,</i>
Dec. 14	Future devices and materials for power electronics: Si IGBT/SJ MOSFET/GaN & SiC transistors <i>Alexandre Avron, Power Electronics & Compound Semiconductors Market & Technology Analyst,</i>

Marketing Campaign *Program*

A dedicated marketing surrounds each webcast to promote the LIVE event !

Micronews Media promotes event across its core media venues.

I-Micronews.com website promotion:

- A webcast page including detailed description (abstract, bios and photos) and registration
- The home page presenting the webcast with its abstract and a link to the webcast page
- Banners:
 - Four weeks prior the event
 - Two weeks after, to promote the archive



Marketing Campaign *Program*

Magazines promotion: Micronews, MEMS Trends, 3D Packaging, Power Dev', iLED and PV Manufacturing

- Magazines carry ads promoting individual event as well as promoting the entire series
- Analyst interview regarding webcast highlighted in magazine

Email marketing campaign to our 100,000 subscribers and visitors.

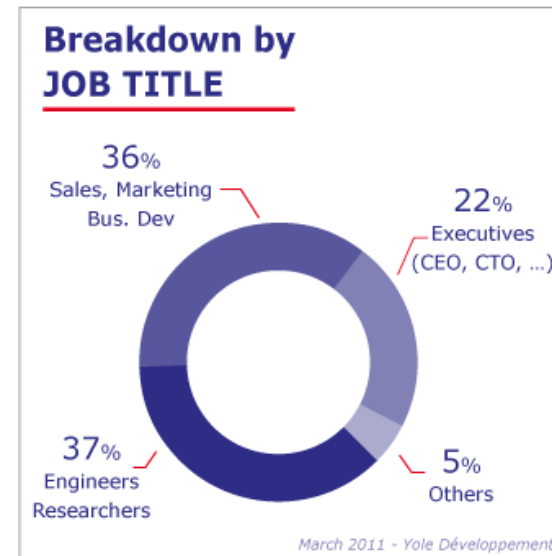
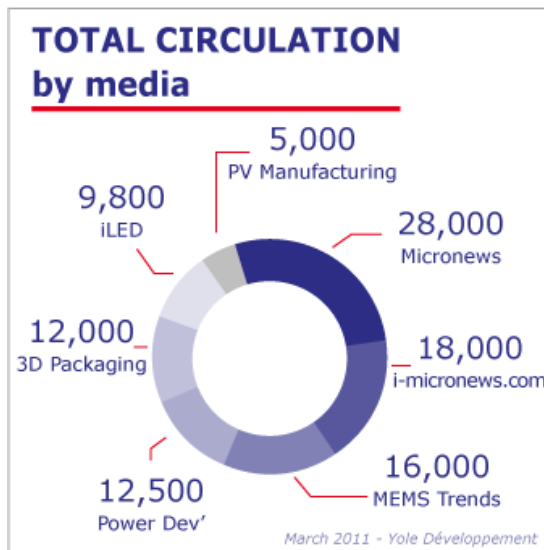
- Ø 2 to 3 email invitations per webcast are sent to targeted attendees, a value of over \$8,000 per invitation



Total Audience

Micronews Media

We deliver our editorial webcasts to our GLOBAL network of readers and Subscribers



Editorial Webcast

Sponsorships

Gold Sponsorship	<p>Your company is recognized as a sponsor of the webcast. It includes:</p> <ul style="list-style-type: none">- Logo branding in all marketing including email invitations, banners, advertisements and on the Media player.- Verbal recognition during the webcast- Receive registration data (leads)	Call for Price
Diamond Sponsorship	<p>Your company is recognized as Diamond sponsor. It includes all Gold sponsorship benefits (listed above) <u>plus 15 minute presentation.</u></p>	Call for Price
Reserved Sponsorship	<p>This sponsorship includes all benefits listed above. Plus, it guarantees you to be the only sponsor and you could provide your inputs to the webcast content.</p>	Call for Price

Call Bill Stinson (610-948-6110) for pricing information or email stinson@yole.fr

Sponsorship Details

1. Your brand will be associated with the most important topics/discussions in the industry
2. Your brand will receive over 50,000 to 100,000 plus impressions
3. We deliver registrations data to you in easy to use form including, email, phone, address , title and company
 - ü Webcast typically produce between 200 – 500 registrations
 - ü Easy follow up for your marketing/sales team
4. We can provide access to your related documents during the webcast

Editorial Webcast

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