

AT-A-GLANCE

The following promotional opportunities are available first come, first served:

CALL FOR SPONSORS

PREMIER SPONSOR

EXPO SPONSOR

SESSION SPONSORSHIPS

ATTENDEE GIVEAWAYS

EXPO EXHIBIT TABLES

CUSTOMIZED ON-SITE EVENTS

...AND MORE



May 16 – 19, 2005

San Jose, California

CONTACT:

Sponsorships:

Courtney McEuen

(480) 483-4454 (AZ)

cmceuen@reedbusiness.com

CALL FOR EXHIBITORS

WHAT & WHEN	Spring Processor Forum Expo 2005 Tuesday, May 17, 2005
TIME	5:00-8:30pm
WHERE	San Jose, California
WHO WILL ATTEND	Executives, engineers, managers, and planners with a stake in which chips will succeed.
WHO SHOULD EXHIBIT	Semiconductor companies and manufacturers/developers of processors for workstations and servers, embedded processors, network processors, DSPs, and programmable multimedia processors.
EXHIBIT FORMAT	Tabletop exhibits, 6' x 3' draped, powered tables and 10' x 10' booths
SPACE AVAILABLE	Very limited
FEE PER TABLE	\$3,000-\$8,000

In-Stat

www.In-Stat.com

Fax: (480) 609-4523

OVERVIEW

ABOUT Spring Processor Forum

SPF gathers a sophisticated industry audience from around the globe for four days of exciting conference and seminar programs, including groundbreaking disclosures, focused exclusively on microprocessors and related hardware technologies driving the microprocessor industry. These newsworthy events offer attendees information they can put to use immediately in business decision making, and also brings together the industry's leading players in a hands-on, unabashedly technical forum.

CONFERENCE HIGHLIGHTS

In-Stat forums are a rare combination of breaking news, insightful analysis, and non-stop networking. SPF draws the audience you want to reach most—the industry's best.

- Hear the first public disclosures of new microprocessors, DSPs, and related embedded technologies, presented by their chief architects.
- Includes two full-day seminars on today's hottest topics led by *Microprocessor Report's* award-winning analysts.
- Leading organizations to present on PC processors, server processors, low-power embedded processors, consumer embedded, imaging DSPs, and on the challenges of advanced semiconductor design.



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Attendee Demographics

Job responsibilities:

66% engineering or engineering management
19% marketing or product management
12% strategic planning

Company revenue:

Over 55% of companies represented have revenues over \$1 billion and
24% have revenues between \$25-99 million

Product focus:

45%: microprocessors or microcontrollers
20%: other semiconductors
17%: communications equipment

Forum Satisfaction:

97% of attendees say they would recommend our Forums to someone else

TABLETOP CALL FOR PARTICIPATION: EXHIBITS



Spring Processor Forum EXPO

May 16 – 19, 2005
San Jose, California

The most focused exhibit event of the year—don't miss out!

At this highly-attended event, you'll be able to distribute literature, present product demonstrations, keep your name recognition high, and meet the individuals you most want to reach. You can leave your booth at home: the low-key displays allow our technically oriented attendees to focus directly on the specs of your products. Here is your opportunity to get your message to executives, senior engineers, marketing staff, and strategic planners from the companies most interested in the latest in microprocessors and related products.

High visibility exhibiting opportunities are available at our Expo, a gathering of conference attendees for highly focused exhibitions from the industry's leading companies. You'll get first-class access to some of the best customers in the industry—individuals who evaluate and make decisions from among the competing technologies in the microprocessor, embedded processor, and network processor arenas.

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cmceuen@reedbusiness.com

Act Now! Spaces are limited.

WHAT	WHEN	WHERE
SPF EXPO 2005	Tuesday, May 17 • 5:00 – 8:30pm	San Jose, CA

EXPO TABLE OPTIONS:

Package #1:	Package #2:	Package #3:
Expo Table only —\$3,000	Expo Table —\$5,000	Expo Table —\$8,000
<ul style="list-style-type: none">• draped 6' x 3' table• electricity• signage• exhibitor logo on Web site• exhibitor logo on Expo flyer• 5 Expo passes	<ul style="list-style-type: none">• includes all of pkg.1 plus• 1 free 2-day conference pass• 5 additional Expo passes	<ul style="list-style-type: none">• includes all of pkg.2 plus• 10' x 10' booth instead of 6' x 3' table

EXHIBIT FORMAT:

Packages include both Tabletop and Booth exhibits: your choice of 6' x 3' draped, powered tables or 10' x 10' powered booths.

WHO WILL ATTEND:

Engineers, managers, and planners with a stake in which chips will succeed.

WHO SHOULD EXHIBIT:

Semiconductor companies and manufacturers/developers of processors for PCs, processors for workstations and servers, microprocessors, network processors, DSPs, and programmable multimedia processors.

EXHIBITS Spring Processor Forum Expo TABLE RESERVATION FORM

TO SECURE YOUR RESERVATION, PLEASE FILL OUT COMPLETELY, SIGN AS NOTED,
AND FAX TO 480-609-4523; ATTN: COURTNEY MCEUEN VOICE: 480-483-4454
(SCOTTSDALE, AZ) EMAIL: CMCEUEN@REEDBUSINESS.COM



May 16 – 19, 2005
San Jose, California

Save with our Multi-Forum Discounts
10% discount when reserving for 2 forums; 15% for 3

Choose 1 pkg. per forum

- | | SPF | FPF* | PFT* | No. Tables |
|---|--------------------------|--------------------------|--------------------------|---------------------|
| <input type="checkbox"/> Expo 2005: Package 1
Expo Table only—3' x 6' booth
with linked logo on Web Site, Expo
Show Flyer, and 5 free Expo passes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | _____ (\$3,000 ea.) |
| <input type="checkbox"/> Expo 2005: Package 2
Expo Table with all the above plus
1 free 2-day Conference Pass and
5 additional Expo passes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | _____ (\$5,000 ea.) |
| <input type="checkbox"/> Expo 2005: Package 3
All of the above plus larger booth;
only six 10' x 10' spaces available | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | _____ (\$8,000 ea.) |

Less multi-forum discount: _____

*Fall Processor Forum; Processor Forum Taiwan (call for details)

Total Expo fee: _____

CONTACT:

Sponsorships:
Courtney McEuen
(480) 483-4454 (AZ)
cmceuen@reedbusiness.com

Expo Hours: 5:00pm–8:30pm
Setup Time: 3:30pm–5:00pm

Payment Method:

- Check Enclosed (in U.S. dollars, drawn on a U.S. bank, payable to In-Stat. Mailing Address: 6909 East Greenway Parkway, Suite 250, Scottsdale, Arizona 85254.
 - Bill Me (must attach a P.O.)
 - Visa MasterCard AmEx
- Card # _____ Exp _____
Cardholder Signature _____

Contact Information:

Company Name _____
Name on 14" x 18" Expo sign (if different)

Company URL _____
Name _____
Title _____
Address _____

City _____ State _____ Zip _____
Country _____
Phone _____
Fax _____
Email _____

Agreement:

We will confirm your reservation upon receipt. No refunds will be made for cancellation. Upon acceptance of this application by In-Stat, it shall become a binding agreement between the Displayor and In-Stat. The Terms and Conditions set forth shall be part of the agreement and the Displayor acknowledges that none of the display space fee is refundable except as expressly set forth in the Terms and Conditions.

By its signature, the individual signing these applications represents and warrants that s/he is authorized by the Displayor to enter into this agreement, which shall become binding upon acceptance by In-Stat. Please sign and date below. Upon acceptance of this application, it will be signed by a representative of In-Stat and a copy will be returned for your records.

Accepted: _____
Displayor _____ Date _____
In-Stat _____ Date _____

EXHIBITS TERMS AND CONDITIONS

Please Note: Expo Displayers/Participants

Participants are allowed to distribute literature and run demonstrations only. Demonstrations using audio must use low sound volumes only. We recommend headsets to demonstrate full audio capabilities. Power is included with your table.

Signage: InStat will provide your table signage for you. You may hang a small banner across the front of your table if you wish. Displays are limited to what fits on top of your 3' x 6' table and cannot exceed 54 inches in height, unless you have purchased the 10' x 10' package #3.

Space is limited and will be allocated on a first come, first served basis.

ASSIGNMENT OF SPACE In-Stat shall assign the display space to the Displayor for the period of the display, such assignment to be made within two weeks after In-Stat's receipt of this application. Location assignments will be on a "first-come, first-served" basis and will be made solely at the discretion of In-Stat.

USE OF DISPLAY SPACE Displayor shall not sell or exchange goods or money at the display tables. Displayor shall not assign to a third party its literature table display space or any portion of that space without the prior written consent of In-Stat, which In-Stat may grant or withhold at its sole discretion. If such permission is given, the Displayor shall assume full responsibility for the conduct of the assignee and all its representatives. Displayor's product demonstration may in no way interfere with demonstrations at adjacent tables.

INDEMNITY AND LIMITATION OF LIABILITY Neither In-Stat, any co-sponsor or display space provider nor any of their officers, agents, employees, facilities, other representatives, or assigns shall be liable for, and Displayor hereby releases them from, any claims for damage, loss, harm, or injury to the person, property or business of the Displayor or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident or any other reason in connection with the literature table display. The Displayor shall indemnify, defend, and protect In-Stat and hold In-Stat, any co-sponsor and literature table space provider harmless from any and all claims, demands, suits liability damages, losses, costs, attorney's fees, and expenses which might result or arise from Displayor's participation in the Display or any actions of its officers, agents, employees, or other representatives. Displayor assumes responsibility and agrees to indemnify and defend In-Stat and Hilton Hotel Corporation/Doubletree Hotel San Jose and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Displayor understands that neither In-Stat nor Hilton Hotel Corporation/Doubletree Hotel San Jose maintain insurance covering the Displayor's property and it is the sole responsibility of the Displayor to obtain such insurance. The Displayor agrees to obtain and maintain during its use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. In-Stat and Hilton Hotel Corporation/Doubletree Hotel San Jose, its owners and Hilton Hotels Corporation shall be named as additional insureds on such policy, and Displayor shall supply In-Stat and Hilton Hotel Corporation/Doubletree Hotel San Jose with certificates of insurance at least 30 days prior to the use of the exhibition premises.

OBSERVANCE OF LAWS Displayor shall abide by and observe all laws, rules and regulations, and ordinances.

CANCELLATION OR TERMINATION OF LITERATURE DISPLAY If for any reason beyond its reasonable control including fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, act of God, or any similar reason, In-Stat shall determine that the display or any part may not be held, In-Stat may cancel the display or any part. In that event, In-Stat shall determine and refund to the Displayor its proportionate share of the balance of the aggregate display fees received which remains after deducting all expenses incurred by In-Stat.

DISPLAYOR CANCELLATION OR DISPLAY SPACE SUBSCRIPTION All payments made to In-Stat under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by In-Stat and In-Stat's lost or deferred opportunity to provide display space to others.

DISPLAYOR CONDUCT Displayor and all of its representatives shall conduct themselves at all times in accordance with normal standards of decorum and good taste. In-Stat reserves the right to eject from the display any displayor or representative violating those standards.

LIABILITY Under no circumstance will In-Stat, any co-sponsor, or the literature table space provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall In-Stat's liability under any circumstance, exceed the amount actually paid to it by the Displayor for display space. In-Stat makes no representations or warranties regarding the number of persons who will attend the display.

AGREEMENT TO TERMS, CONDITIONS AND RULES Displayor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by In-Stat from time to time for the efficient and safe operation of the display. This application represents the entire agreement between the Displayor and In-Stat concerning the subject matter of this application. In-Stat is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by In-Stat. The rights of In-Stat under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of In-Stat. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Displayor subject to the terms of this agreement regarding assignment.



May 16 – 19, 2005
San Jose, California

CONTACT:

Sponsorships:
Courtney McEuen
(480) 483-4454 (AZ)
cmceuen@reedbusiness.com

Expo Hours:
5:00pm–8:30pm

Setup Time:
3:30pm–5:00pm

To secure your reservation,
please fill out the reservation
form and fax to 480-483-4454,
Attention: Courtney McEuen

2005 SPONSORSHIP OPPORTUNITIES



May 16 – 19, 2005
San Jose, California



PREMIER INDUSTRY SPONSORSHIP:

Exclusive! The many benefits of this sponsorship include a strong visibility throughout the event and in pre- and post-conference marketing. Call for more information on this and Gold Level Sponsorship package opportunities.

CONTACT:

Sponsorships:
Courtney McEuen
(480) 483-4454 (AZ)
cmceuen@reedbusiness.com

SPF EXPO 2005

Exclusive: \$40,000

Non-exclusive: \$25,000 (2 Available)

TUESDAY, May 17

Sponsor the “pizzazz” event of the Forum and hang your name across the sky!

Includes all of the following:

- ◆ Your banner (art subject to approval)
- ◆ Your logo featured on Expo Show Handout
- ◆ 2 full-size table tops reserved in 1 of 2 center premium positions
- ◆ Complimentary power and table drapes
- ◆ Inclusion on conference CD-Rom
- ◆ Name in main conference brochure (subject to art deadlines)
- ◆ Logo displayed on conference break slide
- ◆ One free 2-day conference pass
- ◆ Logo in advertising material (subject to art deadlines)
- ◆ Name, logo and link on our Forum Web site
- ◆ 10 free event-only passes for non-conference attendees
- ◆ Signage at entrance to event with company name
- ◆ Preference on opportunities to book hospitality suites and/or meeting rooms at host hotel

2005 SPONSORSHIP OPPORTUNITIES



May 16 – 19, 2005
San Jose, California

CONFERENCE BAGS: \$15,000

Sponsorship of high-quality attendee bags.

Includes:

- ◆ Maintain your brand visibility long after the conference is over
- ◆ Opportunity to have your company name and logo on each tote bag
- ◆ Include 1 piece of literature inside the tote bag
- ◆ Include 1 giveaway inside the tote bag
- ◆ 25 additional bags for your own use
- ◆ Name in main conference brochure (subject to art deadlines)
- ◆ Inclusion on conference CD-Rom
- ◆ Logo displayed on conference break slide
- ◆ Logo in advertising material (if sponsorship secured by art deadlines)
- ◆ Name, logo, and link on our Forum Web site
- ◆ 5 free passes to Expo
- ◆ Preference on opportunities to book hospitality suites and/or meeting rooms at host hotel



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LATTE CART SPONSORSHIP: \$12,000

Exclusive sponsorship with excellent branding opportunity.

Includes:

- ◆ Sponsored cart each day (located in 2 different central locations)
- ◆ Complimentary custom-logo'd espresso drink coupons for all paid conference attendees
- ◆ Jumbo sponsor-logoed signage on and near carts (sponsor signage appears for more than 8 hours during conference in 2 different locations)
- ◆ Opportunity to provide special drink names for drink menu (related to sponsor and sponsor's products)
- ◆ Logo displayed on conference break slide
- ◆ One free 2-day conference pass
- ◆ 5 free passes to Expo night
- ◆ Name in main conference brochure (subject to art deadlines)
- ◆ Name in marketing collateral (subject to art deadlines)
- ◆ Name, logo, and link on our Web site
- ◆ Preference on opportunities to book hospitality suites and/or meeting rooms at host hotel
- ◆ 20 megabytes of space on conference CD-Rom



2005 SPONSORSHIP OPPORTUNITIES



May 16 – 19, 2005
San Jose, California

**EXCLUSIVE LUNCHTIME DEMO EXHIBIT:
\$12,000 PER DAY**

TUESDAY & WEDNESDAY, May 17 & 18

Use this opportunity to showcase your products to a captive audience during the conference luncheon!

CONTACT:

Sponsorships:
Courtney McEuen
(480) 483-4454 (AZ)
cmceuen@reedbusiness.com

Includes:

- ◆ Your banner, displayed in luncheon area
- ◆ One 6 foot draped table, with electricity
- ◆ Inclusion on conference CD-ROM
- ◆ Name in main brochure
- ◆ One free two-day conference pass
- ◆ Logo in all advertising materials
- ◆ Name, logo, and link on our Forum Web site
- ◆ Logo displayed on slide leading into lunch

SESSION SPONSORSHIP: \$10,000

High-visibility sponsorship, aligned with your products and services!

Includes:

- ◆ Sponsorship of adjacent break
- ◆ Table for demo in break area
- ◆ Signage indicating sponsorship
- ◆ Opportunity to display banner in main conference room
- ◆ Two free passes to the session
- ◆ One free two-day pass
- ◆ Logo displayed on intro slide
- ◆ Name in main conference brochure
- ◆ Name in marketing collateral
- ◆ Name, logo, and link on our Web site
- ◆ Preference on opportunities to book hospitality suites/meeting rooms at host venue
- ◆ Inclusion in conference CD ROM

2005 SPONSORSHIP OPPORTUNITIES



May 16 – 19, 2005
San Jose, California

T-SHIRTS: \$10,000

Exclusive sponsorship of high-quality T-shirt distributed to each conference attendee.

Includes:

- ◆ Maintain your brand visibility long after the conference is over
- ◆ Opportunity to have your company name and logo on each shirt
- ◆ 50 additional shirts for your own use
- ◆ One free 2-day conference pass
- ◆ Name in conference brochure (subject to art deadlines)
- ◆ Inclusion on conference CD-Rom
- ◆ Logo displayed on conference break slide
- ◆ Name, logo, and link on our Forum Web site
- ◆ Preference on opportunities to book hospitality suites and/or meeting rooms at host hotel

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cmceuen@reedbusiness.com

CONFERENCE CD-ROM HOLDER: \$4,000

Includes

- ◆ Your company logo on conference CD-Rom holder
- ◆ Inclusion on CD-Rom (provide a file of up to 30 meg, content subject to approval)
- ◆ Company logo in main conference brochure (subject to art deadlines)
- ◆ Logo is displayed on conference break slide
- ◆ Logo and link on Web site
- ◆ Access to press attendee list
- ◆ 5 free passes to Expo

2005 SPONSORSHIP OPPORTUNITIES



May 16 – 19, 2005

San Jose, California

BADGE LANYARD SPONSORSHIP: \$4,000

Includes

- ◆ Your company name on lanyards distributed to all attendees
- ◆ Logo displayed on conference break slide
- ◆ Name in main conference brochure (subject to art deadlines)
- ◆ Name, logo and link on Forum Web site
- ◆ 5 free passes to Expo
- ◆ Preference on opportunities to book hospitality suites and/or meeting rooms at host hotel

CONTACT:

Sponsorships:

Courtney McEuen

(480) 483-4454 (AZ)

cmceuen@reedbusiness.com

CONFERENCE PEN SPONSORSHIP: \$3,000

Includes

- ◆ Your company name on pens distributed to all attendees
- ◆ Logo displayed on conference break slide
- ◆ Name in main conference brochure (subject to art deadlines)
- ◆ Name, logo and link on Forum Web site
- ◆ 5 free passes to Expo
- ◆ Preference on opportunities to book hospitality suites and/or meeting rooms at host hotel

SPONSORSHIP OPPORTUNITIES

Agreement & Reservation Form

Save with our Multi-Forum Discounts
 10% discount when reserving for 2 forums; 15% for 3



May 16 – 19, 2005
 San Jose, California

Conference Sponsorships

	Price
<input type="checkbox"/> Exclusive Expo Sponsorship	\$40,000
<input type="checkbox"/> Non-exclusive Expo Sponsorship	\$25,000
<input type="checkbox"/> Conference Tote Bag	\$15,000
<input type="checkbox"/> Latte Cart	\$12,000
<input type="checkbox"/> Exclusive Lunchtime Demo Exhibit	\$12,000
<input type="checkbox"/> Session Sponsorship	\$10,000
<input type="checkbox"/> T-shirt	\$10,000
<input type="checkbox"/> CD Rom Holder	\$4,000
<input type="checkbox"/> Badge Lanyard	\$4,000
<input type="checkbox"/> Conference Pen	\$3,000
Subtotal	_____
Less multi-forum discount	_____
Total	_____

We will confirm your reservation upon receipt. No refunds will be made for cancellation. For more information contact: Courtney McEuen, 480-483-4454 (AZ); cmceuen@reedbusiness.com

Agreement:

Event sponsors understand and agree to:

- ◆ Provide all computing equipment needed for table display during the sponsored event.
- ◆ Assume all risk to equipment and materials.
- ◆ Provide any special signage desired. Signage design to be approved by In-Stat in advance.
- ◆ Reimburse In-Stat for any incremental catering costs if sponsor chooses to upgrade the basic sponsored event menu.

Upon acceptance of this application by In-Stat, it shall become a binding agreement between the Sponsor and In-Stat. The Sponsor acknowledges that none of the fee is refundable upon mutual acceptance of this agreement.

By its signature, the individual signing this application represents and warrants that he or she is authorized by the Sponsor to enter into this agreement which shall become binding upon acceptance by In-Stat. Please sign and date below. Upon acceptance of this application, it will be signed by a representative of In-Stat and a copy will be returned for your records.

Accepted: _____
 In-Stat _____ Date _____

 Sponsor _____ Date _____

CONTACT:

Sponsorships:
 Courtney McEuen
 (480) 483-4454 (AZ)
 cmceuen@reedbusiness.com

Payment Method:

- Check Enclosed (in U.S. dollars, drawn on a U.S. bank, payable to In-Stat). Mailing Address: 6909 E. Greenway Parkway, Suite 250, Scottsdale, AZ 85254
- Bill Me (must attach a P.O.)
- Visa MasterCard AmEx

Card # _____ Exp _____

Cardholder Signature _____

Fax this form to:

Courtney McEuen, 480-609-4523

Contact Information:

Name _____

Company Name _____

Title _____

Address _____

City _____ State _____ Zip _____

Country _____

Phone _____ Fax _____

Email _____