

Technology Exhibit:

May 1-2, 2012 Santa Clara, California



# TechCon 2012

## Exhibit Prospectus



**New Technology**



**Networking Events**



**Local Dining and Nightlife**



**Innovative Ideas**

## Technology and Business Intersect in the Heart of the Silicon Valley

Reserve your Booth On-line today at [www.svc.org](http://www.svc.org)

**Booth Assignments Begin October 15, 2011**

**Exhibit Hours:**

**Tuesday, May 1: 12:00 p.m. - 6:00 p.m.**

**Wednesday, May 2: 10:00 a.m. - 5:00 p.m.**



# TechCon 2012

## On-Line Booth Registration



### Advertise in the TechCon Exhibit Guide

In addition to your on-line Exhibitor Profile, SVC publishes a 50-word profile for each exhibiting company in the TechCon Exhibit Guide. This exclusive Guide is mailed to prospective TechCon and Exhibit attendees in March and is given to all conference and exhibit attendees at registration.

Information on advertising in the TEG is available at [www.svc.org](http://www.svc.org).

### Reserve Your Booth Today Using the On-line Booth Registration System

Visit [www.svc.org](http://www.svc.org) and click on the Exhibitor Prospectus portion of the 2012 TechCon banner to access the Exhibit Web Site and important Exhibitor information

Our Interactive Exhibit Registration System and real-time Exhibit Hall floor plan allows exhibitors to complete their booth registration on-line. When booth assignments have been made (after October 15, 2011), your exhibit booth location and contact information will be added to an interactive floor plan that will be accessible to potential attendees. You will then be able to add your Exhibitor Profile, select your product categories, and take advantage of upgrades.

This exhibit registration system provides added value for exhibiting companies, including:

- *Appointment Manager* - Allows attendees to set appointments with exhibitors
- *Extended Exhibitor Profile on the Exhibit Web Site*
- *Product Categories* - Choose from the comprehensive list of technology specific sub-categories that apply to your business and help exhibit visitors find your company
- *Personalized Exhibitor Representative Login*

Exhibitors can choose upgrades that enhance pre-conference marketing activity, including:

- *VISIT US NOW* company logo and link
- *Banner Ads on the Exhibit Web Site and Exhibit Floor Plan page with a URL link*
- *Press Releases highlighting news, products and show specials. Companies participating in the TechCon Sponsorship Program are entitled to upload unlimited press releases as part of the sponsor benefits.*

### Participate in the Only Exhibit Dedicated to Vacuum Coating Technology

Visit the Exhibit Web Site and follow the steps below to reserve your booth today.

1. Click *Getting Started* under the EXHIBITORS link to explore the Exhibit Floorplan
2. Make note of your preferred booth choices (you can indicate up to 8 choices on the application)
3. Review the *Sponsorship Opportunities*
4. Review the *Advertising Opportunities*
5. When you're ready, click on *Reserve a Booth* and complete the Exhibit Application and Contract

All booths that are reserved and paid for will be assigned booth numbers immediately after October 15, 2011. After that date booths will be assigned and reserved on a space-available basis. See details on how SVC completes booth assignments at [www.svc.org](http://www.svc.org). Click on the Exhibitor Prospectus portion of the 2012 TechCon banner to access the Exhibit Web Site and important Exhibitor information.

### SVC Welcomes New Companies from China in the "China Pavilion"

This section of the Exhibit Hall is dedicated to Chinese exhibitors and features interpreters to assist in networking with TechCon attendees.



**New!** ChirpE mobile application makes it easy for exhibit visitors to access event information on the web, strengthen social communities and continuously share information about your company or participation at the TechCon. This valuable access to attendees offers exhibitors one more way to capture, engage and educate their target audience about their brand, products and special offerings.

Rules and Regulations

Exhibit Hall Floorplan

Visas and Customs

2011 Exhibitors



# TechCon 2012

## Exhibit Floor Plan

Submit Your Application Using the Interactive On-line Exhibit Reservation System at: [www.svc.org/ExhibitContract/?ID=184](http://www.svc.org/ExhibitContract/?ID=184)

### 2012 SVC Exhibit

Santa Clara Convention Center  
Santa Clara, California

Tuesday, May 1 • 12:00 p.m. to 6:00 p.m.  
Wednesday, May 2 • 10:00 a.m. to 5:00 p.m.

#### Booth Fee

\$1,895.00 per 10 ft. x 10 ft. space

#### Booth Set-up Hours

Monday, April 30: 8:00 a.m. – 8:00 p.m.  
Tuesday, May 1: 7:00 a.m. – 11:00 a.m.

#### Booth Tear-Down Hours

Wednesday, May 2: 5:00 p.m. to 10:00 p.m.  
Thursday, May 3: 7:00 a.m. to 11:00 a.m.

Visit [www.svc.org](http://www.svc.org) and click on the Exhibit Prospectus portion of the 2012 TechCon banner to access the current list of 2012 TechCon Exhibitors



F = Food Station    B = Beverage Station



# TechCon 2012

## Sponsorship Program

### Become a TechCon Sponsor!

Choose from one of our Level Sponsorships or a special program sponsorship – including four new sponsorships – to raise company awareness, promote new products and services and enhance exhibit participation. Official sponsors are recognized during their sponsored event with prominent on-site signage, on the SVC Web Site and in all SVC publications.

### Choose the Sponsorship That Fits Your Budget...

#### Gold Sponsor - \$2,800

- Acknowledgement on the SVC Web Site Sponsor page, including a Company Logo and Link
- Complimentary VISIT US NOW Link and Company Logo (\$495 value)
- Banner ad on Exhibit Web Site - 120 pixels wide by 240 pixels high reserved for Gold Sponsors only (\$895 value)
- Acknowledgement in all SVC publications
- Acknowledgement on special signage in high traffic areas
- Sponsor of the Wireless Internet – Including the Cyber Café during the Exhibit Open Hours on Tuesday and Wednesday
- Heuréka! Session Refreshments Sponsor
- Unlimited Press Release Postings on the Exhibitor's Profile page

#### Silver Sponsor - \$1,500

- Acknowledgement on the SVC Web Site
- Acknowledgement in all SVC publications
- Acknowledgement on SVC TechCon signage
- Break Sponsor for all refreshment breaks
- Refreshments during the Beer Blast – Wednesday afternoon in the Exhibit Hall
- Technology Forum Breakfast Sponsor (Monday and Tuesday morning)
- Unlimited Press Release Postings on the Exhibitor's Profile page

#### Bronze Sponsor - \$900

- Acknowledgement on the SVC Web Site
- Acknowledgement in all SVC publications
- Acknowledgement on SVC TechCon signage
- Unlimited Press Release Postings on the Exhibitor's Profile page

#### Beer Blast – \$3,850

(1 Sponsor) Sponsor the Radeberger “beer on tap” that is offered to everyone during the afternoon Grand Finale in the Exhibit Hall.

#### USB Flash Drive – \$3,800

(1 Sponsor) Sponsor the USB Flash Drives that contain the Final Program Abstracts and are given to all Full Conference Registrants.

#### Java Cart Coffee Station – \$2,300

(3 Sponsors) Sponsor a specialty coffee station during the Technical Sessions or in the Exhibit Hall. Includes coffee sleeves imprinted with your company logo.

#### New! Notepad Sponsor – \$2,800

(1 Sponsor) Notepads printed with your logo, slogan and/or booth information will be available for all attendees.

#### New! Exhibit Opening Lunchtime Beerposium – “It’s five o’clock somewhere” – \$3,500

(1 Sponsor) Each TechCon registrant will receive a ticket (featuring the sponsor’s name) to obtain a complimentary bottled beer (non-alcoholic also available) to accompany their Cash Lunch on Tuesday when the Exhibit Hall opens. The sponsor receives 10 tickets.

#### Badge Lanyards – \$2,300

(1 Sponsor) Badge lanyards containing your logo and the SVC logo will be distributed to all attendees.

#### On-line Registration Web Splash Page – \$2,300

(1 Sponsor) Put your company in front of every attendee who registers for the TechCon using our On-line Registration system. (December 2011 – April 2012)

#### Logo Bottled Water – \$2,300

(1 Sponsor) Bottled water with your logo will be supplied at all breaks during the TechCon.

#### New! Exhibit Reception Drink Ticket – \$2,000

(2 Sponsors) All TechCon registrants and exhibitors will receive a ticket (featuring the Sponsor names) to enjoy a complimentary beer or wine at the Tuesday Reception in the Exhibit Hall.

#### Registration Tote Bags – \$2,200

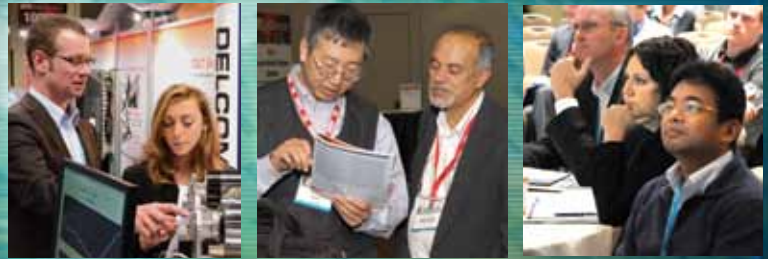
(5 Sponsors) Tote bags with five (5) company logos on the front and the SVC logo on the reverse will be distributed to all attendees. All tote bag sponsors can insert one promotional item into the bag (items to be approved by Exhibit Committee)

#### New! Welcome Reception Drink Ticket – \$1,500

(2 Sponsors) All TechCon registrants and exhibitors will receive a ticket (featuring the Sponsor names) to obtain a complimentary beer or wine at the Sunday Evening Welcome Reception.

#### Hotel Reservation Web Splash Page – \$750

(1 Sponsor) Put your company in front of every attendee who makes their hotel reservation using our On-line Registration system. (December 2011 – April 2012)



### Tutorial Courses

## 2012 TechCon Education Program

Featuring six new tutorial courses!

These tutorials are presented by highly respected teaching professionals in the vacuum coating technology industry, and complement both the Exhibit and technical conference sessions. Discounts are available to full-time students.

- **New!** Zinc Oxide-Based and Other TCO Alternatives to ITO: Materials, Deposition, Properties and Applications
- **New!** Introduction to Atomic Layer Deposition (ALD) Processes, Chemistries, and Applications
- **New!** Industrial Ion Sources
- **New!** Practice and Applications of High Power Impulse Magnetron Sputtering (HIPIMS)
- **New!** Understanding Solar Cells
- **New!** Introduction to Ellipsometry
- Introduction to Thin Film Photovoltaic Technologies
- High Power Impulse Magnetron Sputtering
- Vacuum Systems, Materials and Operation
- Practical Aspects of Vacuum Technology: Operation and Maintenance of Production Vacuum Systems
- An Introduction to Physical Vapor Deposition (PVD) Processes
- Sputter Deposition
- Sputter Deposition in Manufacturing
- Introduction to Plasma Processing Technology
- Sputter Deposition onto Flexible Substrates
- Troubleshooting for Thin Film Deposition Processes
- Optical Coating Design
- Practical Aspects of Optical Coatings
- Thin Film Growth and Microstructure Evolution
- The Practice of Reactive Sputtering
- Nanostructures: Strategies for Self-Organized Growth
- Diamond Like Carbon Coatings – from Basics to Industrial Realization
- Characterization of Thin Films
- Atmospheric Plasma Technologies
- Manufacture of Precision Evaporated Coatings
- Properties and Applications of Tribological Coatings

For detailed information on these tutorials, explore the Education button of the SVC Web Site at [www.svc.org](http://www.svc.org).

### Technical Program

## Explore the Science and Technology Driving Future Innovation

Featuring Symposia topics that are integral parts of our traditional Technical Program:

 “Lab to Fab” Vacuum Coating Manufacturing Processes

 New Materials and Processes for Photovoltaics Manufacturing

We will also explore the symposia topics in the following traditional technical sessions:

- › WebTech Roll to Roll Coatings for High End Applications
- › Coatings for Cleantech Energy Conversion, Storage and Related Processes
- › Tribological and Decorative Coating
- › Emerging Technologies
- › High Power Impulse Magnetron Sputtering
- › Vacuum Processes and Coatings for Biomedical Applications
- › Optical Coating
- › Large Area Coating
- › Plasma Processing
- › Heureka! Post-Deadline Recent Developments
- › Business Topics Session
- › Technical Poster Presentations

**Introducing an Executive Forum and Venture Forum with direct interaction between captains of industry and experts.**

**Technical Program:** April 30-May 3 | **Exhibit:** May 1-2 | **Tutorial Courses:** April 28-May 3  
Santa Clara Convention Center, Santa Clara, California

**Technical Program**

**Two-day Exhibit**

**Tutorial Courses**

**Networking**

**Deadline for Abstracts October 14, 2011 • [www.svc.org](http://www.svc.org)**  
Society of Vacuum Coaters • 505/856-7188 • Fax 505/856-6716 • E-mail: [svcinfo@svc.org](mailto:svcinfo@svc.org)