

# INFORMATION that INSPIRES INNOVATION

• DESIGN • PRINTED BOARDS • ELECTRONICS ASSEMBLY • TEST



CONFERENCE & EXHIBITION  
February 28–March 1  
San Diego Convention Center  
[www.IPCAPEXEXPO.org](http://www.IPCAPEXEXPO.org)

## 2012

## EXHIBITOR PROSPECTUS

PARTICIPATE IN IPC APEX EXPO™ — the largest trade show and conference for the printed board and electronics manufacturing industries. Reach every link in the supply chain — PCB manufacturers, designers, OEMs and EMS companies with a new focus on **printed electronics**. Product specifiers, technical experts, company presidents: all come to discover new products, find new suppliers and solve manufacturing challenges. Connect with more decision makers in three short days than you can in a year of knocking on doors and e-mail blasts. It's the industry's own show and you need to be there, now more than ever.

### CATEGORIES ATTENDEES SPECIFY, RECOMMEND OR BUY:

- Conductive Ink
- Film/Thick Films & Equipment
- Printed Electronics: Electro-Conductive Textiles
- Printed Electronics: Equipment
- Printed Electronics: Manufacturers
- Printed Electronics: Printing Presses
- Stencil: Cleaning Systems
- Stencil: Printing Systems
- Stencil: Supplies & Accessories
- Masking & Demasking Systems
- Photoimaging Equipment
- Test and Inspection Equipment

And, there's more! Designers Forum at IPC APEX EXPO includes a focused educational program and certification programs for PCB designers. Connect with these key influencers and specifiers!

"We've got a good number of qualified leads.  
The IPC show has been beneficial for Taconic."

*Sam Paltakian, Taconic*

### Exclusive sponsorships are available to exhibitors!

Call **Maria Labriola** today to select the sponsorship that will give you the best ROI! Call +1 847-597-2866 or e-mail [MariaLabriola@ipc.org](mailto:MariaLabriola@ipc.org) today.



### WHO ATTENDED IN 2011?

- 43% were engineers and managers
- 31% were company executives
- 76% recommend, influence, or make final purchasing decisions
- 18% came from outside the U.S.A. Attendees came from 49 states and 52 countries.

### WHY DO ATTENDEES GO?

They are decision makers looking for new products to buy:

- 80% go to see new products and find new suppliers
- 52% go to visit current suppliers
- 74% go to network with industry colleagues
- 76% report that the show influences their buying decisions

**97% of business travelers consider face time critical for building business relationships.**

*Source: Embassy Suites Hotels' Third Annual Business Travel Survey*

"Good show. The people that we've seen are the people we need to be seeing. We're getting good quality leads."

*Russ Adams, sales manager, Prototron*

## THESE TOP CUSTOMERS ATTENDED IN 2011!

3M	CTS Corp.	Hitachi	Nokia	SMTC
Advanced Micro Devices	Dell	Honeywell	Northrop Grumman	St. Jude Medical
Agilent Technologies	Delphi	Huawei	Oracle	Suntron
Alcatel–Lucent	Denso	IBM	Oncore Manufacturing	Teledyne
Amphenol	Department of Defense	Intel	Panasonic	Teradyne
Analog Technologies	EADS	Inventec	Parker Hannifin	Texas Instruments
Andrew	Emerson	Itron	Phoenix International	Thales
Apple Computer	Endicott Interconnect Technologies	ITT Industries	Philips Electronics	Toshiba
Arrow Electronics	EPIQ	Jabil Circuit	Plexus	Toyota
AsteelFlash	Ericsson	Kimball Electronics	Pololu	TTM
BAE Systems	Fairchild Semiconductor	Kyocera	Qualcomm	Viasystems
Benchmark Electronics	Flextronics	L-3 Communications	Raytheon	Victron
Boeing	Foxconn	Lincoln Electric	Research in Motion	Western Digital
Bose	General Dynamics	LaBarge	Rockwell Automation	Whirlpool
Boston Scientific	General Electric	Lockheed Martin	Rockwell Collins	Zollner Electronics
Celestica	Harman/Becker	Medtronic	Samsung	And more ...
Cisco Systems	Harris	Micron Technology	Sanmina-SCI	
Continental Automotive	Hewlett-Packard	Motorola	Seagate	
Creation Technologies		NASA	Siemens Medical	

**“Where else could I have met with my PCB supplier and solder mask supplier together?  
That took 30 minutes and saved a week’s worth of emails. Thanks, IPC APEX EXPO.”**

*Brian Madsen, Continental AG*

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## DRAW QUALIFIED, MOTIVATED BUYERS TO YOUR BOOTH

IPC APEX EXPO offers you the most comprehensive, most value-added exhibition package in the industry. In addition to the lowest space rates in the industry, exhibitors also receive...

- FREE company listing in the Online Exhibit Hall. Extend your presence beyond the show floor through your comprehensive online listing! Include photos, press releases, new products, links to audio and video presentations — and more!
- FREE company listing in the official printed and digital show directories.
- FREE product and services category listing in the Online Exhibit Hall and printed and digital show directories.
- FREE full-color company logo accompanying your company listing in the Online Exhibit Hall and printed show directory.
- FREE new product listing in the Online Exhibit Hall and printed and digital show directories.
- One FREE full conference registration for an employee or customer of your choice.
- Pre-show and post-show registered attendee lists for 2012 (FREE to IPC Members).
- FREE back wall drape and draped side rails in show colors for inline booths.
- FREE black and white identification sign (7" x 44") with your company's name and booth number.
- FREE admission to the show floor reception where you can meet with prospects and customers over cocktails and snacks.
- FREE — A comprehensive, marketing campaign that will include collateral such as conference brochures, e-mail broadcasts, direct mail, social media, Web banners and advertisements in major industry media.
- FREE unlimited hard copy and electronic VIP passes and show brochures.
- The recognition your company's innovative products and services deserve in the selective Innovative Technology Center (IPC Members only).
- Exclusive opportunity to become a sponsor or advertiser.

**“IPC APEX EXPO allows us to meet new suppliers, network with my fellow colleagues to explore new ideas, and consult with industry experts. I see it as one stop shopping!”**

*Randy Cherry, principal engineer, Tellabs, Inc.*

Go to [www.IPCAPEXEXPO.org](http://www.IPCAPEXEXPO.org) or e-mail [MaryMacKinnon@ipc.org](mailto:MaryMacKinnon@ipc.org) or call **+1 847-597-2886** for more information on how to become an exhibitor. Ask about Sponsorships and Directory Advertising.