



## The major annual event of the Israeli semiconductor industry

**ChipEx2010**, the leading international event of the Israeli semiconductor industry, will be held on May 4, 2010 at the AVENUE convention & events center in Airport city. This professional industry event is produced by TAPEOUT magazine in cooperation with the GSA (Global Semiconductor Alliance).

**ChipEx2010** target audience are all people involved with the semiconductor industry including engineers, R&D managers, senior executives, CEOs of fabless semiconductor companies, multinational design centers, consultants, experts, venture capital managers involved with the semiconductor industry as well as electrical/electronics/computers students & professors from the various universities around Israel.

**ChipEx2010** consists of three main parts:

### Vendors' Exhibition

The Exhibition will include booths in various sizes including suits with closed demo rooms for presentations and demonstrations of new design and development tools. Tens of vendors, service providers, manufacturers of electronic design tools, components and manufacturing equipment from around the globe plan to attend and allow the visitors to be updated on the latest developments in the semiconductor industry.

**ChipEx2010** is offering two types of booths:

- **Open Booth** – A standard 3x3 meter booth
- **Suite** – A 3X4.5 meter booth (isolated from noise) including a reception desk + a closed 9 sq. meter demo room. The room will be used for demonstrations of new tools or for presentations and will allow similar presentations/demonstrations done during the major multinational shows (e.g. DAC, DATE, etc.).

Several booths could also be rented. (All details in the ChipEx2010 Exhibitor Price List).

### Technical Conference

Technical lectures given by industry experts, senior executives from the semiconductor industry, vendors and academy professors. The format of the sessions intends to cultivate and promote an instructive and productive interchange of ideas and solutions among industry developers and designers. The lectures are divided to various tracks in separate halls and addressing the major topics related to the semiconductor industry.



### GSA Executive Forum Event

The closing event of **ChipEx2010** will be led by the GSA (Global Semiconductor Alliance) team and is specifically designed for the C level executives of the Israeli Semiconductor industry. The GSA Israel Executive Forum will be dedicated to the celebration of 30 years anniversary to the EDA industry and will include several industry veterans that will arrive to Israel especially for this occasion.

***ChipEx2010 is a great opportunity for any vendor or service provider to meet its target audience as well as interact with the decision makers in the various Israeli semiconductor companies.***

We invite you to take part in **ChipEx2010** as an exhibitor and/or as a sponsor.

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