

## WHAT SESH A ATTENDEES ARE SAYING ABOUT THE 2001 SYMPOSIUM

The presentations gave an excellent overview of emerging environmental issues. In addition, the accessibility of professionals from other companies provided an ideal forum for learning how they manage their environmental programs.

*Don Baskin, Environmental Program Manager; SEMATECH*

The conference is the best semiconductor networking opportunity going. I always come back with loaded with new ideas and helpful contacts. It is treat to return each year and renew friendships with these colleagues.

*Miriam Vaughn, Senior Industrial Hygienist at AMD*

### Did You Know?

According to the Trade Show Exhibitors Association (TSEA), it costs \$550 vs. \$997 to close a sale that began with an initial contact on the exhibit floor—nearly half the cost of a non-exhibition lead.



## Meet AN AUDIENCE OF THE HIGHEST QUALITY

Whatever your marketing goals – generating leads, closing sales, educating current customers or positioning your company's services and products – you won't find a more effective semiconductor environmental, safety and health industry event than SESH A 2002.

SESHA 2002 delivers the influential audience you're looking for. You won't find a more qualified audience anywhere.

SESHA's Annual Symposium & Exhibition is the semiconductor industry's leading forum for advanced technology, attracting decision-makers who need to know where the industry is heading. SESH A 2002 will attract environmental managers, safety engineers, industrial hygienists, occupational health professionals, directors of EH&S, consultants, health & safety managers and more.

This symposium will be bigger and better than ever – the technical program sessions will continue to be focused on cutting edge industry challenges and the professional development courses will be topical and presented by industry leaders. Additionally, the industry supplier exhibition is on track to be the best ever; drawing on both the attractiveness of the Palm Springs as well as the unique concentration of semiconductor industry, environmental health and safety professionals on the West Coast.

Our Symposium draws over 600 attendees from the industry and, in some cases, individuals who wear all of those hats. The focus of the meeting will draw attendees from the semiconductor manufacturing, environmental and related high technology industries worldwide. Our attendees are the people within their companies with authority to select product and service suppliers.



SESHA is the world's most respected and widely recognized organization dedicated to communication and education concerning environmental, health and safety (EH&S) issues relating to the electronics and high technology industries.

SESHA is an advocate for the integration and continuous improvement of all EH&S disciplines. We stimulate and communicate ideals and practices that enhance EH&S effectiveness in the high technology workplace and surrounding communities. SESH A openly discusses EH&S challenges and aggressively seeks to meet them.

We promote the evolution of new environmental, health, safety and hazards management technologies and practices to enhance the competence and status of our members within their professions.

## Show Schedule

### Show Hours

**Set-up:** Tuesday, April 2  
8:00 AM-5:00 PM  
Wednesday, April 3  
8:00-11:00 AM

**Exhibit Hours:** Wednesday, April 3  
Noon-3:30 PM  
Thursday, April 4  
9:00 AM-5:00 PM  
Friday, April 5  
9:00 AM-Noon

**Tear-down:** Friday, April 5  
Noon-6 PM

## Services and Fees

The charge for a 10' x 10' booth is \$1500. The fee includes an 8' draped back wall, 3' draped side rails, and a 7" x 44" booth identification sign. **Furniture and electrical services** can be arranged through Freeman Decorating, the official decorator and drayage company for the show. Approximately 60 days prior to the show, Freeman Decorating will send out a service kit to all exhibitors.

For more information, refer to the details in the Rules & Regulations section.

## Reserve Your Space Now!

Don't miss out on your booth reservation! SSA will gladly assist you with your specific requirements. Space assignment is on a first-come, first-served basis, so make your reservation TODAY with the enclosed contract. Space can be paid for by check, Visa, MasterCard or American Express. Receive a discount for reserving and paying for your space before September 1.

For reservations and exhibit information, contact:

Lori Strong or Sue Burk  
SESHA  
1313 Dolley Madison Blvd.  
Suite 402  
McLean, VA 22101  
Phone: (703) 790-1745  
Fax: (703) 790-2672

## Interested in Sponsoring an Event?

See the back page or email  
LStrong@BurkInc.com

Reservations for booth space must be made by January 18, 2002 to insure proper listing in Conference literature. Reservations accepted after January 18 will not carry a guarantee of your company listing in Conference literature.

## Palm Springs Convention Center

*April 2-5, 2002*



## Why You Should Exhibit with SESH A?

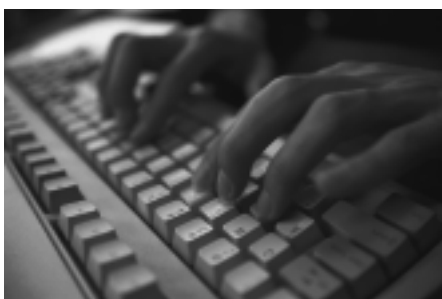
Because it's just good economics. A recent study indicated that the cost per contact made at exhibit shows is about 63% less than the cost of a sales call.

By exhibiting at the 24th Annual Exhibition, your company will enjoy exclusive access to the SESH A membership as well as non-member attendees. The attendees represent many disciplines of the high technology industry including environmental, safety and industrial hygiene.



The SESH A Symposium and Exhibition is the perfect venue for you to promote your products, develop brand loyalty and distribute information. You can talk face-to-face with your most important clients, customers and buyers.

Because it's a tie to future business. The message of a well-designed exhibit helps you develop new leads while increasing the educational value of the meeting for attendees. Get your message across to decision makers in the high-tech industry at the SESH A Annual Symposium.



## Meet Your Goals With These Valuable Exhibitor Services

- **Preregistration Mailing List**  
Receive labels of the names and addresses of all SESH A attendees for pre-show promotional mailings.
- **Post Show Attendee List**  
Receive names, addresses and email listing of all SESH A attendees for post show contacting.
- **Complimentary Registration**  
Receive one complimentary meeting registration for each booth – a value of \$495 for members and \$550 for non-members.
- **Final Program Listing**  
Listing in the final program that includes a description of equipment, processes or services provides, along with address and phone number.
- **Free Client Passes**  
Free client passes upon request to distribute to your clients and prospective clients.
- **Free Advertising**  
Complimentary full page ad placed in Final Program.
- **Complimentary Web Link**  
A complimentary link from the SESH A Web Site to your Web Site.
- **Traffic-Building Events On The Exhibit Floor**  
Opening luncheon in the exhibit hall on the opening day. Coffee and soda breaks will be held in the exhibit hall.
- **Promotional Campaign**  
An aggressive promotional campaign to increase attendance at the Symposium and Exhibits—including: multiple direct mailings targeted to the most qualified people in the safety, environmental and industrial hygiene industry. Conference announcements in the pertinent trade journals.

## Advertising Opportunities

Why is it that 90% of an exhibitor's budget is spent on physical display, storage, shipping, and design/layout leaving only 10% for lead follow-up, advertising, and staffing? Most exhibitors are unsuccessful in maximizing the effectiveness of their presence at conferences.\* SESH A offers solutions:

- **The 2002 SESH A Annual Symposium Final Program.** Handed out to a projected 800 conference attendees, the final program for the 24th SESH A Annual Symposium and Exhibition features detailed listings of exhibitors, exhibit hall layout, schedule and abstracts of presentations.
- **The SESH A Journal.** The SESH A Journal is the association journal for SESH A and is distributed to nearly 1000 members and subscribers quarterly.

SESH A members list these publications as one of the primary reasons they join the association. Target your market through ads in these respected and well read publications.

For additional information on advertising packages and placement contact:

Lori Miranda  
Cognizant Communications  
#3 Hartsdale Road  
Elmsford, NY 10523-3701  
914-592-7720  
FAX: 914-592-8981

\*Centers for Exhibitors Industry Research

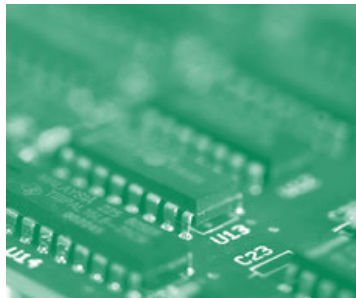


## A Sampling of SSA Exhibitors

The exhibit program will feature products and services used within the electronics industry and related high technology fields. Join the satisfied 2001 Exhibitors which included:

Ansul Incorporated  
ATMI Novasource  
ATS Products Inc.  
AVO International Training Institute  
BF Goodrich  
BNA Inc.  
BOC Edwards  
Clayton Group Services, Inc.  
Composites USA  
CS Clean Systems  
Detector Electronic Corporation  
Draeger Gas Detection Systems  
Durr Environmental, Inc.  
EarthTech Microelectronic  
EHS<sup>2</sup>  
EORM  
FAB-TECH, Inc.  
Fire Sentry Systems, Inc.  
FlexHead Industries  
GS<sup>3</sup>  
GTI Technologies/DAS  
Hitachi America, Ltd.  
Holaday Industries, Inc.  
IDC  
IES Engineers/IPS  
Industrial Hygiene News  
K&M Environmental, Inc.  
Kappler Protective Apparel & Fabrics

Kurt J. Lesker Co.  
Laidler Certification  
Mark Systems Inc.  
Matheson Tri-Gas  
MSA Instrument Division  
MSDS Solutions  
Munters Zeol  
NARDA Safety Test Solutions and L-3 Communications Company  
NATLSCO  
Pacific Rim Safety Alliance  
PermAlert ESP  
PureAire Monitoring Systems, Inc.  
Rushbrook Consultants  
Safety Valve Systems  
Scientific Technologies Inc. (STI)  
Scott/Bacharach Instruments  
SEMI  
Simon Technology Systems  
Solkatronic Chemicals  
Takiron Co., Ltd.  
Trinity Consultants  
URS Corporation  
Vision Fire and Security  
Zellweger Analytics, Inc.  
Zephyr Environmental



## Still wondering if exhibiting at SESHHA is the best investment you can make?

HERE'S WHAT SOME EXHIBITORS HAVE TO SAY:

*"SESHA is the best gathering of environmental, health and safety professionals in our industry. Facility engineers and managers that have safety responsibilities are also regular attendees. The conference sessions are topical, well presented and well attended.*

*Few conferences or trade shows partner as well as SESHHA does with exhibitors. The staff and board of directors work very hard to make both the conference and the exhibits as successful as possible."*

*"The SESHASHOW attracts a select group of decisionmakers from the semiconductor industry's environmental, safety and hygiene profession. They are sincerely interested in visiting vendor exhibits to find out what's new."*

*Semiconductor Environmental, Safety & Health Association*

*Exhibit Space Contract and Reservation Form*

**Palm Springs Convention Center Palm Springs, California**

Meeting Dates: April 2-5, 2002

Exhibit Dates and Hours:	Wednesday, April 3	Noon-3:30 PM
	Thursday, April 4	9:00 AM-5:00 PM
	Friday, April 5	9:00 AM-Noon
Set Up:	Tuesday, April 2	8:00 AM-5:00 PM
	Wednesday, April 3	8:00-11:00 AM
Tear Down:	Friday, April 6	Noon-5:00 PM

Check here if you are interested in sponsorship opportunities and an SESHHA representative will contact you.

Amount Enclosed: \_\_\_\_\_ (\$1500 per booth)

The Following Booth Space is Requested:

1st Choice—Booth No(s). \_\_\_\_\_

2nd Choice—Booth No(s). \_\_\_\_\_

3rd Choice—Booth No(s). \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email \_\_\_\_\_

Submitted and Authorized by (This is acknowledging acceptance of Rules and Regulations on reverse.)

Name and Title: \_\_\_\_\_ Date: \_\_\_\_\_

Exhibitor's copy of the accepted agreement and future correspondence regarding the exhibit should be directed to the following individual: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

General Comments as to booth assignment. (Note preference of which **other exhibitors** you would or would not wish to be near.) \_\_\_\_\_

Description of the equipment, supplies, processes or services to be featured: (For publication in the Final Program contract must be received by 1/18/02) This description limited to two lines of typed text.

\_\_\_\_\_

**PLEASE SEE OTHER SIDE OF FORM FOR IMPORTANT RULES AND REGULATIONS**

Exhibit space will be allocated on a first-come, first-served basis (telephone or FAX reservations via the McLean Secretariat are permitted). Whenever possible, space will be allotted according to the Exhibitor's request, but the final arrangement will be determined by Semiconductor Environmental, Safety & Health Association in such a way as to produce the most advantageous grouping of the exhibits shown. *Please make check payable to SESHHA or fill in credit card payment authorization and fax or mail to the McLean address at the bottom of this page. Enclose this agreement, which will be signed by an authorized representative of SESHHA and returned upon acceptance.*

Credit Card Payment:  VISA  MasterCard  American Express

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

**DO NOT WRITE IN THIS SPACE**

Accepted by SESHHA Payment Amount \_\_\_\_\_

Date: \_\_\_\_\_  CC  Check # \_\_\_\_\_

Signature \_\_\_\_\_

Booth(s) Assigned \_\_\_\_\_

MAIL TO: SESHHA

ATTN: Lori Strong/Sue Burk

1313 Dolley Madison Blvd, Suite 402

McLean, VA 22101

(703) 790-1745 FAX: (703) 790-2672

Email: SESHHA@BurkInc.com

Web Page: <http://www.seshaonline.org>

## RULES AND REGULATIONS

1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the Palm Springs Convention Center. The exhibit area will be open free of charge to the meeting registrants as follows:

Wednesday, April 3	Noon-3:30 PM
Thursday, April 4	9 AM-5:00 PM
Friday, April 5	9:00 AM-Noon

These hours are subject to change as dictated by program requirements.

2. Installation and Dismantling: Booths will be accessible to Exhibitors for setting up displays after 8:00 AM, Tuesday, April 2, and are to be ready for display by Wednesday, April 3, 11:00 AM. Packing and removal can begin at Noon, Friday, April 5, 2001
3. Standard and Special Booth Equipment: Standard booth equipment consists of draperies assembled with polished aluminum attachments, backs 8' high and side rail dividers 3' high. These are included in the booth charge. A sign 7" by 44" with one line of copy for identification is furnished for the backdrop. Official decorator for the Exhibitors is Freeman Decorating Company. A complete line of furniture, display tables, and other items is available. Official Drayage Company is Freeman Decorating Company.

All independent service companies performing work at the show site will be required to submit certificates of insurance for both workers comprehensive and general liability insurance, at amounts established by the state of California. Deadline for receipt of these materials is March 12—three weeks prior to the start of the show. In addition, such contractor must submit his request in writing to the show management and list the names of all company representatives working in the exhibit area and must adhere to all exhibitor move-in and move-out hours and regulations.

4. Space assigned to an Exhibitor may be transferred by the Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or similar reasons. No such transfer will be made without notice to Exhibitor in writing. An Exhibitor may not share or sublet space to another party. One Exhibitor may not exhibit the named "end product" of another Exhibitor without permission of that Exhibitor and the Exhibit Manager in writing.
5. General Regulations: Loud speaking sound displays are prohibited. The Association reserves the right to refuse any exhibit not in good taste or inconsistent with a meeting of this kind. All exhibits, back walls, and decorations will be limited to 8' in height and not extending more than 2' from the back wall except actual equipment which in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager. Any large items must be placed in the rear 4' of the booth.
6. Direct selling of products or services is prohibited. Tentative arrangements or negotiations on a trial period basis toward an ultimate sale may be arranged. The Exhibitor agrees that selling goods or services in the exhibition hall will result in closing the exhibit by the Exhibit Manager. It is agreed that no refund of exhibit fees and no demand for redress will be made by the Exhibitor or his representatives in this event. No soliciting for business shall be permitted in aisles or in other Exhibitor's booths. Samples, catalogs, pamphlets, publications, promotional materials may only be distributed by exhibitors strictly within the confines of their own premises. No exhibitor will be permitted to give away premium items, nor to conduct any prize drawings, awards for signing of names and addresses, or other extreme promotions without first obtaining written permission from the Exhibit Manager.
7. Photographing booths is limited to non-exhibit hours or candid shots only. Exhibitors and photographers shall not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.
8. All exhibit and booth materials, particularly drapes, curtains, table covers, etc. must comply with Federal, State and City Fire Laws, Insurance Underwriter and Hotel Safety Regulations, and must be flame-proof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth arrangement. The Exhibitor is restricted to materials which will pass fire inspection. Decorations of paper, pine boughs, leafy decorations or tree branches are prohibited. Volatile or flammable oils, gases, unprotected picture films, other explosives or flammable matter, or any substance prohibited by the City Departments or authorities will not be permitted in the exhibition areas. Likewise, all elec-

trical wiring must be approved and installed in accordance with State and Local Regulations. Smoking in exhibits may be prohibited. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits.

9. In their own best interest, and for security, Exhibitors shall keep an attendant in their own booths during all exhibit hours. **No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, without permission of the Exhibit Manager.**
10. Due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitor's equipment against loss, theft, damage and breakage. Neither the Hotel nor any of its employees, nor representatives, nor any representatives of Semiconductor Environmental, Safety & Health Association, nor Burk and Associates Inc., nor any subcontractor will be responsible for any injury, loss or damage to the Exhibitor, the Exhibitor's employees or property, however caused. In addition the Exhibitor must assume responsibility for damages to the Hotel property and indemnify and hold harmless the hotel from liability, which might ensue from any cause, whatsoever, including accidents or injuries to Exhibitors, their agents or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage to any person viewing his exhibit where such accident, injury or property damage is caused by the negligence of the Exhibitor, his agents or employees. In view of the foregoing, Exhibitors are urged to place "extraterritorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.
11. Semiconductor Environmental, Safety & Health Association and the Exhibit Manager for the meeting will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments either coming in or going out of the premises or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will be, nevertheless, responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.
12. Exhibitors wishing to have Hospitality Suites must reserve them through the Exhibit Manager. Such Suites cannot be open during any Meeting or Exhibit Hours and can be open after midnight only with Exhibit Manager's permission.
13. The Exhibit Management will attempt to assist and generally protect Exhibitors, keep them informed and will assume responsibility for its own misconduct and negligence all in good faith.
14. Rejected Displays: Unethical conduct or infraction of rules on the part of the Exhibitor or his representatives or both will subject the Exhibitor or his representatives to dismissal from the exhibit area, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representatives. Alcoholic beverages may not be distributed from any booth, its attendees or company representative.
15. Care of Building and Equipment and Safety Precautions: Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment in the booths, when such damage appears, the Exhibitor is liable to the owner of the property so damaged.
16. The Exhibitor will engage at its expense, and through the Hotel where the Hotel so requires, all necessary labor and trade performing functions directly related to the exhibit. The Exhibitor agrees that any person employed to perform such functions on a temporary basis at the Hotel shall be represented by the appropriate bona fide AFL-CIO Union.
17. Cancellation: If space contracted for is canceled by an Exhibitor after January 4, 2002, or if the Exhibitor fails to occupy space contracted for, the Association is entitled to the full amount of the booth rental. If the space reserved is canceled by the Exhibitor before January 4, 2002, 50% will be retained by the Association and the balance refunded. If booth space is not occupied by 8:00 AM Wednesday, April 3, 2002, the Association will have right to such space as it sees fit to eliminate blank spaces in the exhibit area.
18. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of Semiconductor Environmental, Safety & Health Association.

The foregoing regulations have been formulated for the best interests of all Exhibitors; the cooperation of all Exhibitors is requested.

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Pre-Meeting Contact Telephone Number: *Decorator and Drayage: Freeman Decorating Company: (714) 772-9049*

**Please Note:** Upon receipt of your contract and payment, the official decorator and drayage company will forward a service kit complete with information regarding furniture rental, freight and storage, installation, dismantling, labor and signage requirements. The service kit will be forwarded to you approximately 60 days prior to the show date.

## Hotel Information

Wyndham Palm Springs Resort is the Headquarters hotel. The Wyndham is connected to the convention center and features 400 guest rooms. Recreational facilities include exercise room, 5000 sq. foot swimming pool, a whirlpool and sauna. Guest rooms include, in-room coffee, voicemail and dataports, iron & ironing boards. Rooms may be reserved by calling 760-322-6000 or 1-800-WYNDHAM. Be sure to mention Semiconductor Environmental, Safety & Health Association (SESHA) to receive the special conference rate. **Hospitality suites at the Wyndham will be available.** All hospitality suites must be cleared with the Exhibits Manager before being reserved.

## Questions??

For more information, pricing or deadline concerns, or to discuss sponsorship opportunities not mentioned herein, please contact Lori Strong (LStrong@BurkInc.com) or Sue Burk (SBurk@BurkInc.com) at 703-790-1745 or visit our website at [www.seshaonline.org](http://www.seshaonline.org)

## Future Annual Symposia and Exhibitions

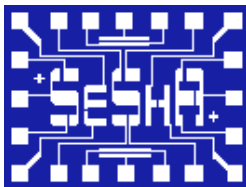
April 15-18, 2003      Marriott Rivercenter

San Antonio, TX



SESHA 2002 is produced by the Semiconductor Environmental, Safety & Health Association (SESHA). SESH is widely recognized as an international organization dedicated to communication and education concerning environmental, safety & health (EH&S) issues relating to the electronics, semiconductor and high technology industries. SESH is a non-profit association conducting programs in education, professional development and industry relations on behalf of its 1000 members world wide.

For more than 20 years, SESH has sponsored the Annual Symposium & Exhibition.



## Sponsorship Opportunities

### Convention Giveaway \$3,500

Let all of the attendees know you are here by advertising on the conference giveaway. The item will be distributed to all meeting attendees at Registration and will either be a bag, portfolio, hat or t-shirt.

### Opening Party \$18,000

The Annual Opening Party is SESH's most important networking event. This is your chance to join us in opening the Symposium with a splash. This investment could increase your booth traffic, assure greater awareness of your product or services and enhance your corporate image. Your company name and logo will be on an event banner and in all symposium publications.

### Exhibitor Sponsored \$2,000- Breaks \$5,000

Sponsor any of the coffee breaks or the afternoon beer/soda break. Your company name will be in the symposium final program and also on a sign at the event.

Please contact Lori Strong at SESH Headquarters to take advantage of these or other sponsorship opportunities.