



VOICE 2018 Sponsorship Prospectus

JOIN US AT VOICE 2018!

Advantest extends an invitation to our partners and affiliates to take part in VOICE 2018 -- the leading conference for the international community of users of the V93000 and T2000 SoC test platforms, as well as Advantest's memory testers, handlers and test cell solutions. This year we are pleased to offer another robust technical program along with an elevated set of sponsorship options that are designed to deliver added visibility and networking opportunities at all levels of participation. Building on the continued success and popularity of our dual-venue international program, the VOICE 2018 Developer Conference will convene once again in two locations – with events in San Diego, CA and in Taiwan. Hosting events in both North America and Asia gives our partners and sponsors greater opportunity to engage with a larger, more diverse international customer base. We hope you will plan to join us!

Throughout the VOICE 2018 Developer Conference, sponsors and exhibitors will have many opportunities to meet and mingle with hundreds of attendees. Benefits of participation include:

- Morning and afternoon breaks served in the exhibit area venue
- Designated "Exhibits only" time during breaks
- Complimentary event access geared to level of participation
- Centrally located exhibit area
- Exposure to attendees in the important Taiwan region, with opportunities to engage with targeted users of Advantest products
- Enhanced VOICE Mobile App will provide unique promotional opportunities before, during and after the event
- Special pricing for vendors participating at both locations

ACT NOW TO ELEVATE YOUR BRAND AT VOICE 2018!

Select from a variety of sponsorship packages or work with us to customize offerings to fit your specific needs. We can create a comprehensive marketing package designed to maximize your organization's visibility and expand your customer base.

As a sponsor, you will align with one of the world's most respected technology companies, demonstrate your commitment to excellence, and enjoy a generous package of marketing benefits that give you direct access to Advantest's global customers.

Please review the Sponsorship Opportunities described on the following pages.

IMPORTANT NOTE: *The venues offer limited exhibitor space, and contracts will be accepted on a first-come, first-served basis. Please apply early to ensure availability of your desired sponsorship.*



All booth sponsorships include the following:

- Linked profiles on VOICE mobile app
- 100-word company description on VOICE mobile app
- Logo on “Thank You” signage placed within the conference venue
- Logo on the “big screen” in general session rooms
- Logo on-line and on other VOICE promotional material
- Dedicated company page on VOICE mobile app (Premier and Elite levels)

Significant Enhancements for Sponsors of VOICE 2018

Our sponsors have told us that they value opportunities for social interaction with VOICE attendees as much as they value the brand exposure of VOICE sponsorship, and they are looking for creative ways to develop relationships with current and potential customers.

With this in mind, we developed our VOICE 2018 sponsor program with offerings that include opportunities for technical/product interaction, and those that are focused more on social interaction. In San Diego, we have re-branded our sponsorship levels to work within the Pendry’s city-center boutique hotel environment that pairs classic Southern California influence with modern luxury. The Pendry is conveniently located in San Diego’s popular Gaslamp Quarter, less than four miles from the San Diego International Airport.

In Taiwan, you will also see a change in the sponsorship levels, but the packages remain largely the same as in the past as we are returning to the familiar layout of the Sheraton Hsinchu, a luxurious and modern hotel centrally located in the Zhubei central business district of Hsinchu.

In both venues, the packages and offerings are designed to take advantage of the unique features of the host hotels, and although they may differ from our sponsorship packages of past years, they offer excellent opportunities for corporate and product promotion and visibility.

For more information, please contact Amy Gold (amy.gold@advantest.com), or visit the VOICE 2018 website at <https://voice.advantest.com/>.

VOICE 2018 Locations and Dates:

**San Diego, CA:
Location:**

**May 15-16, 2018
Pendry Hotel**

**Taipei, Taiwan:
Location:**

**May 23, 2018
Sheraton Hsinchu Hotel**

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VOICE 2018 U.S. Sponsorship Opportunities:

Premier Sponsor \$12,500 (limited to 4)

- Customizable demo area with adjacent private meeting space (see photo inset)



Premium sponsors will have use of private alcoves behind their demo tables

- Premium signage and special recognition at event
- Inclusion of logo on all promotions with recognition of highest-level sponsorship
- 4 complimentary full registrations
- Access to special events
- Opportunity to distribute company brochure at registration
- Opportunity to send email blast to registered attendees prior to or following VOICE event
- Invitation to have company executive at keynote speaker meet-and-greet
- Exclusive “sponsor of the week” posting on Advantest’s Twitter, Facebook, LinkedIn with link to sponsor website
- Company description and logo on VOICE 2018 website
- Company logo and link in Advantest’s GO SEMI & BEYOND customer newsletter sent to over 7,000 subscribers
- Dedicated company page on VOICE mobile app
- Logo on the VOICE mobile app splash screen
- 3 Links on VOICE mobile app
- 100-word company description on VOICE mobile app
- Inclusion in the VOICE Passport Program to drive attendees to your booth
- Selection of one of the following (first-come, first-served):
 - Tote bags for all attendees (sponsor to provide 300)
 - Lanyards for all attendees (sponsor to provide 300)
 - Notebooks for all attendees (sponsor to provide 300)
 - Pens for all attendees (sponsor to provide 300)

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Elite Sponsor \$6,000 (8 available)

- 6.5' demo table in select high-traffic areas of event
- Premium signage at event
- Inclusion of logo on all collateral materials
- 3 complimentary full registrations
- Access to special events for registered attendees
- Opportunity to include company brochure and/or giveaway in attendee bags
- Opportunity to send email blast to registered attendees prior to or following VOICE event
- Shared "sponsor of the week" posting on Advantest's Twitter, Facebook, LinkedIn with link to sponsor website
- Company description and logo on VOICE 2018 website
- Company logo and link in Advantest's GO SEMI & BEYOND customer newsletter
- Dedicated company page on VOICE mobile app
- 3 Links on VOICE mobile app
- 100-word company description on VOICE mobile app
- Inclusion in the VOICE Passport Program to drive attendees to your booth

Prime Sponsor \$4,000 (8 available)

- 6.5' demo table
- Premium signage at event
- Inclusion of logo on all collateral materials
- 2 complimentary full registrations
- Company description and logo on VOICE 2018 website
- Dedicated company page on VOICE mobile app
- Access to special events for registered attendees
- Opportunity to distribute company brochure at registration
- Inclusion in the VOICE Passport Program to drive attendees to your booth

Customized Tuesday Night Social Networking Sponsorship Add-ons

- **Branded Cocktail Cart for Whiskey Tasting** (call Amy Gold for details)
- **Entertainment Sponsorship** — Performance or band (call Amy Gold for details)



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The Oxford Social Club – Venue for the Tuesday Evening Event at the Pendry Hotel



VOICE 2018 Taiwan Sponsorship Opportunities:

Premier Sponsor -- \$8,000 (ONLY 1)

- 3 complimentary passes to all events
- 540cm x 60cm (17.7' x 1.10') exhibit table in select high-traffic area of event
- Company logo on VOICE promotional materials
- Pre- or post-conference email blast sent to all registered attendees (Advantest issues based on sponsor input)
- Exclusive "sponsor of the week" posting on Advantest's Twitter, Facebook, LinkedIn with link to sponsor website
- Company description and logo on VOICE 2018 website
- Company logo and link in Advantest's GO SEMI & BEYOND customer newsletter sent to over 7,000 subscribers
- Dedicated company page on VOICE mobile app
- Complimentary back-wall graphic for demo table
- 3 links on VOICE mobile app
- 100-word company description on VOICE mobile app
- Inclusion in the VOICE Passport Program to drive attendees to your booth
- Selection of one of the following:
 - Tote bag for all attendees (sponsor to provide 150)
 - Lanyards for all attendees (sponsor to provide 150)
 - Notebooks for all attendees (sponsor to provide 150)

Elite Sponsor – \$6,000 (2 available)

- 2 complimentary passes to all events
- 360cm x 60cm (11.8' x 1.10') exhibit table**
- Company logo on VOICE promotional and on-site collateral, printed and electronic
- Pre- or post-conference email blast sent to all registered attendees (Advantest issues based on sponsor input)
- Shared "sponsor of the week" posting on Advantest's Twitter, Facebook, LinkedIn with link to sponsor website
- Company description and logo on VOICE 2018 website
- Complimentary back-wall graphic for demo table
- Dedicated company page on VOICE mobile app
- 3 links on VOICE mobile app
- 100-word company description on VOICE mobile app
- Inclusion in the VOICE Passport Program to drive attendees to your booth



Prime Sponsor -- \$3,000 (9 available)

- 1 complimentary full conference pass
- 180cm x 60cm (5.9' x 1.10') exhibit table**
- Company logo on VOICE promotional and on-site collateral, printed and electronic
- Company description and logo on VOICE 2018 website
- Dedicated company page on VOICE mobile app
- 3 links on VOICE mobile app
- 100-word company description on VOICE mobile app
- Complimentary back-wall graphic for demo table
- Inclusion in the VOICE Passport Program to drive attendees to your booth

** In both venues, banners and/or pop-up booths must fit behind respective table sizes

Optional Taiwan add-on sponsorships based on availability

- **Lanyard sponsorship** (contact Amy Gold for details)
- **Notebook sponsorship** (contact Amy Gold for details)
- **Pen sponsorship** (contact Amy Gold for details)

VOICE 2018 Dual-venue Sponsorships:

Discounts are offered to companies wishing to sponsor in both VOICE locations:

- **Dual Premier Sponsorship: \$18,000**
 - Choice of lanyard, notebook or pen sponsorship based on first-come, first-served
- **Dual Elite Sponsorship: \$11,000**
- **Dual Prime Sponsorship: \$ 6,500**

Please complete the Sponsorship Contract to secure your space at VOICE 2018.