



# TUG 2018 SPONSORSHIP PROGRAM INFORMATION



**MAY 8-9, 2018**  
**RITZ CARLTON PUNDONG**  
**SHANGHAI, CHINA**

For more information or to sponsor, contact your Regional Sponsorship Coordinator

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**The TUG Conference is the world's leading ATE conference, bringing together the industry's leading decision makers and influencers for two full days of content-packed sessions. By popular demand, for the first time ever we are expanding the TUG Conference to Asia.**

TUG会议是世界最领先的ATE会议，为期两天的大会汇聚了业内领先的决策者和影响者。应广大用户需求，我们将首次在亚洲举办TUG大会。

The conference will provide a platform for industry leaders and innovators to learn about emerging technologies, key areas of growth and change in the marketplace...how to maximize product and production success. This is a great opportunity to get your brand and message in front of the people who use and make the purchasing decisions for ATE equipment. You will also have the opportunity to network and make connections with world's leading semiconductor companies.

会议将为行业领导者和创新者提供一个平台，了解新兴技术，市场增长和变化的关键领域以及如何最大限度地提高产品和生产成功率。这是一个难得的机会，让您可以在ATE设备的使用者和采购决策者面前展示您的公司品牌和信息。您还将有机会与世界领先的半导体公司互动并建立联系。

## TUG 2018 Sponsorship Opportunities 赞助套餐

### Vendor Fair Sponsorship 参展赞助

- 白金赞助 Platinum Sponsor – \$10,000 USD (Limit 1)
- 黄金赞助 Gold Sponsor – \$6,000 USD (Limit 10)
- 白银赞助 Silver Sponsor – \$3,000 USD (Limit 50)

### Speaking Opportunity 演讲

- 主场演讲 General Session Speaking Opportunity (15 min.) – \$2,500 USD (Limit 1)

### Branding Sponsorships 品牌推广赞助

- 晚宴赞助 Networking Event Sponsor – \$6,000 USD (Limit 1)
- 注册赞助 Registration Sponsor – \$5,000 USD (Limit 1)
- 演讲人休息室赞助 Speaker Lounge Sponsor – \$2,500 USD (Limit 1)
- 茶歇赞助 Coffee Break Sponsor Day 1 – \$2,500 (Limit 2)
- 茶歇赞助 Coffee Break Sponsor Day 2 – \$2,500 (Limit 2)
- 拍照区赞助 "Photo Booth" Sponsor – \$2,000 (Limit 5)

### Sponsorship Enhancements (must be add-ons to a package listed above) 附加赞助

- 主讲人赞助 Keynote Sponsor – \$1,500 USD (Limit 1)
- 电子邮件推广赞助 Email Marketing – \$1,500 USD
- 充电站赞助 Charging Stations – \$1,500 USD
- 礼品袋插放赞助 Attendee Bag Insert – \$500 USD
- 电子广告赞助 Digital Ad – \$500 USD
- 抽奖赞助 Lucky Draw Sponsorship – \$1,000 USD (Limit 10)
- 会议本赞助 Notebook Sponsorship – \$1,500 USD (Limit 1)

## Vendor Fair Sponsorship Details 参展赞助细节

Increase your company's overall exposure at TUG 2018. Showcase your latest products and services to all TUG attendees and network with industry leaders to build new and lasting relationships. Take advantage of these sponsorship packages for an incredible opportunity to elevate and showcase your brand.

通过赞助，可提高贵公司在2018年TUG的整体曝光率。展示您最新的产品和服务，并与行业领导者互动，以建立新的持久关系。这些赞助套餐为您提升和展示公司品牌提供了非常难得的机会。

### Platinum Sponsor – \$10,000 USD (SOLD) 白金赞助（已卖）

The Platinum Sponsorship is the highest level, highest exposure sponsorship, providing an enhanced presence during TUG. 白金赞助是在TUG活动期间最高级别的赞助，也是曝光率最高的赞助。

- Recognition as the TUG Platinum Sponsor - Logo on the event website, event registration site, TUG App page, on screen at General Session, and all printed and digital promotional materials  
TUG大会白金赞助商专享 – 在活动网站，活动注册网站，TUG App页面，会场大屏幕，以及所有印刷和电子宣传资料上显示公司logo
- 100 Word company description on the event website and in the onsite event app  
在活动网站和现场活动应用程序中放100字公司描述
- Full page color advertisement in the event program and the onsite digital screens  
活动目录中的全页颜色广告，及活动现场的循环电子广告
- Company logo on the attendee bag, and option to insert a piece of literature and giveaway in the attendee bag  
在参会者礼品袋上印刷公司logo，可另外选择在袋子里放一个赠品或公司介绍
- 3 Passes to the Networking Event on Tuesday night  
三张周二晚宴餐券
- 3 TUG Conference attendee passes  
三张TUG大会门票
- Company logo on the attendee lanyard  
在会议吊牌带上打印公司logo
- Logo listed in the “special thanks” page of the attendee program  
您的公司logo会被列入特别感谢区
- Exhibition Space 展览区域
  - 1 Draped table with 2 chairs 一张桌子和2张椅子
  - 1 Power strip, wastebasket and wireless internet 一个电源板，废纸篓和无线互联网
  - Ability to place signage directly behind table 标牌可直接放在桌子后面

## Gold Sponsor – \$6,000 USD 黄金赞助

- Recognition as a TUG Gold Sponsor - Logo on the event website, TUG App page, on screen at General Session, and all printed and digital promotional materials  
TUG黄金赞助商专享 – 在活动网站，TUG App页面，会场大屏幕，以及所有印刷和电子宣传材料上显示logo
- 100 Word company description on the event website and in the onsite event app  
在活动网站和现场活动应用程序中放100字公司描述
- Half-page color advertisement in the event program and the onsite digital screens  
活动目录中的半页颜色广告，及活动现场的循环电子广告
- Company logo on the attendee bag, and option to insert a piece of literature and giveaway in the attendee bag  
在参会者礼品袋上印刷公司标识，可另外选择在袋子里放一个赠品或公司介绍
- 2 Passes to the Networking Event on Tuesday night  
两张周二晚宴餐券
- 2 TUG Conference attendee passes  
两张TUG大会门票
- Logo listed in the “special thanks” page of the attendee program  
您的公司logo会被列入特别感谢区
- Exhibition Space展览区域
  - 1 Draped Table with 2 chairs 一张桌子和2张椅子
  - 1 Power strip, wastebasket and wireless internet 一个电源板，废纸篓和无线互联网
  - Ability to place signage directly behind table 标牌可直接放在桌子后面

## Silver Sponsor – \$3,000 USD 白银赞助

- Recognition as a TUG Silver Sponsor - Logo on the event website, TUG App page, and all printed and digital promotional materials  
TUG白银赞助商专享 – 在活动网站，TUG App页面，以及所有宣传材料上显示logo
- 100 Word company description on the event website and in the onsite event app  
在活动网站和现场活动应用程序中放100字公司描述
- 1 Pass to the Networking Event on Tuesday night  
一张周二晚宴餐券
- Logo listed in the “special thanks” page of the attendee progra  
您的公司logo会被列入特别感谢区
- Exhibition Space展览区域
  - 1 Draped Table with 2 chairs 一张桌子和2张椅子
  - 1 Power strip, wastebasket and wireless internet 一个电源板，废纸篓和无线互联网
  - Ability to place signage directly behind table 标牌可直接放在桌子后面

## Speaking Opportunity Details 演讲细节

Gain premium exposure and position your company as a thought leader. These speaking opportunities get your representatives and/or experts in front of the TUG audience where you will have a platform to showcase your expertise on a variety of topics.

### General Session Speaking Opportunity – \$2,500 USD 主场演讲

This sponsorship package enables you to address the audience with a full speaking slot and to position your brand alongside other leading companies who are driving the industry forward. This is not an opportunity for a sales-pitch, rather, it gives your company credibility as an expert in the industry and a platform to inspire and educate the participants from the main stage.

能获得最佳曝光率并展现您公司的领导者定位。此赞助套餐通过完整的演讲时间直接对话参会者，将您的品牌提升到可与行业领导者并肩。这不是一个销售机会，而是让您的公司成为行业专家以及并拥有激励和影响大会参与者的平台。

#### **This opportunity includes 这个套餐包含:**

- A 15-minute speaker position during the general session 一个主场15分钟的演讲
- 1 TUG Conference speaker pass 一个参会演讲名额
- Speaker Lounge access 可使用演讲人休息室
- Speaker name and speaker bio included in the attendee program and conference agenda  
演讲人名及个人简介包括在大会议程中
- Logo listed in the “special thanks” page of the attendee program 您的公司logo会被列入特别感谢区

## Branding Sponsorship Details 附加赞助

### Networking Event Sponsor – \$6,000 USD 晚宴赞助

Following a content-packed first day, TUG is holding a lively networking event with food and drinks for all conference attendees. As exclusive sponsor of this event, your company will receive all-encompassing exposure to your brand. Your company logo will be on display throughout various elements of the event. (Limit 1)

所有参会者都将受邀参加有趣的互动晚宴。作为这个活动的独家赞助商，您将给予参会者一个难忘的夜晚，并感谢您为大家提供在享受美食美酒的同时交流互动的机会。(一个名额)

#### **This exclusive opportunity includes 这个套餐包含:**

- Company logo and sponsorship status recognized on all networking event branding and signage before and during the event  
活动期间，您的公司的logo，链接和赞助状态会出现在所有网络活动品牌和标志背景板上
- Company logo on event napkins 打印您公司logo的纸巾
- Special dessert, containing your company's logo along with the TUG logo 共同打有您公司logo和大会标志的特别甜品
- Special recognition for the “lucky draw” prize drawing during the event 在“幸运抽奖”时的特别认可
- A special “thank you” to your company during the event welcome message, given by the TUG host  
TUG大会主办方在活动欢迎辞中会特别致谢
- Logo listed in the “special thanks” page of the attendee program 您的公司logo会被列入特别感谢区

## Registration Sponsor – \$5,000 USD 注册赞助

The registration sponsorship delivers exposure to all attendees both before the event and on-site. This is one of the most visible of all sponsorships and puts your brand in front of all TUG participants. (Limit 1)

注册赞助在活动前及现场最受关注。这是所有赞助中最突出的一个，将您的品牌展示于所有TUG参与者面前。(一个名额)

### **This exclusive opportunity includes 这个套餐包含:**

- Logo, link and sponsorship status recognized on the registration site and confirmation page  
在注册网站和确认页面上显示您的公司logo，链接和赞助状态
- Logo and sponsorship status recognized on the onsite registration stations 在现场注册电脑上显示您的公司logo和赞助状态
- Logo and sponsorship status recognized on the registration area signage 在注册区域显示您的公司logo和赞助状态
- Option to insert a piece of literature in the participant bag 可以在参会者的礼品袋中放入一份公司介绍
- Logo listed in the “special thanks” page of the attendee program 您的公司logo会被列入特别感谢区

## Speaker Lounge Sponsor – \$2,500 USD 演讲人休息室赞助

The Speaker Lounge offers a comfortable area for the speakers to meet casually and prepare for their presentations. As the Speaker Lounge Sponsor, your company can reach all of the presenters and speakers with your branding and message. (Limit 1)

演讲人休息室为演讲人提供舒适的空间，方便他们更放松的准备演讲。作为这个项目的赞助商，您可以将您的品牌及信息介绍给所有演讲者。(一个名额)

### **This exclusive opportunity includes 这个套餐包含:**

- Company logo and sponsorship status recognized on the speaker lounge signage  
您的公司logo和赞助状态显示在演讲人休息室标牌上
- Right to provide branded food service items for the space (e.g. cups, napkins)  
可使用打有您公司的logo的餐具 (水杯，餐巾纸等等)
- Right to provide 1 printed collateral / handout inside the speaker lounge 可在演讲人休息室放一张打印的公司简介或广告
- Company logo and sponsorship status recognized on all printed materials (where appropriate) to the speakers  
您公司的logo和赞助状态会被印在所有相关文件上
- Logo listed in the “special thanks” page of the attendee program 您的公司logo会被列入特别感谢区

## Coffee Break Sponsor – \$2,500 USD 两天茶歇赞助

This package gives your company the ability to sponsor the morning and afternoon break areas for an entire day of the conference. (Limit 2)

此套餐提供您赞助两天上下午茶歇的机会。(两个名额)

### **This exclusive opportunity includes 这个套餐包含:**

- Company logo and sponsorship status recognized on the coffee break signage  
您的公司logo和赞助状态显示在茶歇标牌上
- Right to provide branded food service items for the break (e.g. cups, napkins)  
茶歇时可使用打有您公司的logo的餐具 (水杯，餐巾纸等等)
- Right to place 1 pull up poster in the coffee break area 可在茶歇区域放一个易拉宝广告牌
- Company logo listed in the “special thanks” page of the attendee program 您的公司logo会被列入特别感谢区

## Photo Booth Sponsor – \$2,000 USD 拍照区域赞助

Photos are the most engaging and shared content on social media. Attendees create fun “selfies” on the exhibit floor that they can post to TUG WeChat and other social media accounts and their own personal social media accounts with your logo included with each photo. Attendees love the interactive element and the photos keep social media channels fresh and interesting. Sponsors benefit from having their company logo co-branded on every photo taken. (Limit 5)

照片是社交媒体上最有吸引力和最常被分享的内容。参加者在展览楼上创建有趣的“自拍区域”，可以在每张照片上附上您的标志，将其贴在TUG微信及其他社交媒体帐户。参与者喜欢互动，而照片能保持社交媒体的新鲜有趣。赞助商可以从拍摄的每张照片中获得公司logo 联名显示的机会。(五个名额)

### **This exclusive opportunity includes 这个套餐包含:**

- Your company logo co-branded at the photo station 打有您的公司logo
- Company logo featured on announcements and signage pertaining to the selfie station  
您的公司品牌也显示在公告指示牌和自拍区域
- Sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets, etc) that TUG deems appropriate. 您的赞助状态将显示在相关的其他推广活动中
- Logo listed in the “special thanks” page of the attendee program 您的公司logo会被列入特别感谢区

## Sponsorship Enhancement Details 附加赞助

Enhance your brand, increase your exposure and attract visitors to your stand or website during TUG 2018. Ensure your company stands out against competitors by registering for one or more of the sponsorship enhancements. The opportunities below are not available as a stand-alone sponsorship but may be added to any existing Exhibition, Branding or Speaking sponsorship during TUG.

提升您的品牌，增加您的曝光率，并通过2018 TUG吸引更多的访客到您的展台或网站。通过注册一个或多个额外的赞助机会，确保您的公司在竞争对手中脱颖而出。以下几个套餐将不作为独立赞助提供，只作为TUG期间的附加赞助。

**These opportunities are available to any existing sponsor. 以下机会可供任何赞助商使用**

## Keynote Sponsor – \$1,500 USD (SOLD) 主讲人赞助 (已卖)

Be recognized as a Keynote Sponsor. Keynote presentations are always a draw for attendees and the most-anticipated presentation at an event. As a Keynote Sponsor, your company would get recognition for helping to bring one of the most important presenters to the main stage. There will be a Keynote at the beginning of each day, so there are two possible Keynote sponsorships. (Limit 2)

作为主题演讲赞助商。主题演讲总是最受参加者期待。作为主题演讲赞助商，您的公司将获得最优的演讲机会。(两个名额)

### **This opportunity includes 这个套餐包含:**

- Logo, link and sponsorship status recognized on the event website and on the screen at the beginning of the Keynote presentation. 在活动网站上放您的公司logo，链接和赞助状态
- A special “thank you” to your company during the introduction of the keynote speaker.  
会在介绍主讲人时，向贵公司特别致谢
- Logo listed in the “special thanks” page of the attendee program 您的公司logo会被列入特别感谢区

## Email Marketing – \$1,500 USD 电子邮件推广赞助

Increase your company's overall exposure before and after TUG with direct email marketing to the conference attendees. Create an email with your company's messaging and leverage the TUG attendee database to increase your exposure. (Limit 2 per company)

通过电子邮件的推广，直接向参展者提供公司在TUG的总体曝光率。可建立电子邮件广告并利用TUG参会者的数据库来推广，增加您的曝光率。（一家公司最多两个名额）

**This opportunity includes** 这个套餐包含：

- One marketing email to be sent out to the attendee database, either pre or post event, by the TUG organizers. 可由TUG大会组织者在活动前或活动后发送一个营销电子邮件。
- The email contains 100% of your messaging, including any product announcements, advertisements, etc 电子邮件100%涵盖您的信息，包括产品公告或广告等

## Charging Stations – \$2,000 USD 充电站赞助

By sponsoring the Charging Stations, you will give attendees a chance to thank you for allowing them to rest their tired feet while charging their electronic devices and deliver your message (with your company name and logo) through the signage included at each area. (Limit 3)

通过赞助充电站，您将为参会者提供一个既可以让他们休息歇脚又可以查看电子设备的地方。每个地区的指示牌可提供您的信息（您的公司名称和标志）。（三个名额）

**This opportunity includes** 这个套餐包含：

- Logo on all charging station signage 您的公司logo显示在所有充电站指示牌上
- Logo and sponsorship status recognized on event website 您的公司logo和赞助状态显示在活动网站上
- Sponsorship status recognized on all other promotions associated with this sponsorship (e.g. social media outlets) that TUG deems appropriate. 您的赞助状态及所有其他相关促销活动（例如社交媒体）都会显示在大会活动中。

## Attendee Bag Insert – \$500 USD 礼品袋插放赞助

Enhance your sponsorship reach with an attendee bag insert. Your company can select to provide either a small giveaway item (pen, magnet, water bottle, etc) or one piece of printed collateral to be inserted inside the attendee conference bag. (Limit 1 per company)

通过参会者的礼袋打广告来扩大赞助范围。您可以选择一个小赠品（笔，磁铁，水壶等）或一张打印的广告宣传单，放入每个参会者的袋子里。（一家公司一个名额）

**This opportunity includes** 这个套餐包含：

- One piece of literature OR small giveaway to be placed inside the attendee bag, provided by your company 可在参会者的袋子里放一个小赠品（笔，磁铁，水壶等）或一张打印的广告宣传单



## Digital Ad – \$500 USD 电子活动广告

There will be digital screens containing conference information located throughout the TUG conference space. Digital ads will rotate between the conference information. By selecting to do a digital ad sponsorship, your message will reach all conference participants each time they look for information on the digital screens during the event. (Limit 2 per company)

会议全程会有电子显示屏幕，播放会议相关信息。通过选择用电子显示屏幕做广告，您的信息将会很容易在活动期间被参会者看到。(一家公司最多两个名额)

### **This opportunity includes** 这个套餐包含:

- One digital ad to be displayed on the digital screens during TUG. The ads will rotate between the TUG conference content during both days of TUG. 在电子显示屏幕打彩色横幅广告，并循环播放

## Lucky Draw Sponsorship – \$1,000 USD each 抽奖赞助

Who doesn't like to win cool prizes? By being a Lucky Draw sponsor, your brand can be associated with the thrill of winning a "Lucky Draw" prize. There will be several Lucky Draws that attendees can look forward to during TUG, and your company can be a part of bringing that excitement. (Limit 10)

谁不喜欢赢得很酷的奖品？作为幸运抽奖的赞助商，您的品牌可以与获得“抽奖”的好运联系在一起。在TUG期间，参会者可以有几次幸运抽奖机会，贵公司可以成为带来好运的一份子。(十个名额)

### **This opportunity includes** 这个套餐包含:

- Logo featured on announcements and materials related to the Lucky Draw 公司logo会放在与幸运抽奖相关的公告和资料
- Logo listed in the "special thanks" page of the attendee program 您的公司logo会被列入特别感谢区

## Notebook Sponsor – \$1,500 USD 笔记本赞助

Reach all TUG attendees with your brand; attendees will each receive a branded notebook to jot down notes during the conference that they can take home with them. Your company's logo would be included on the cover of the notebook, building recognition as a contributor of the TUG conference even after the event has concluded. (Limit 1)

您的品牌会传达给所有TUG大会的参会者。会议期间，每位参会者将收到一个印有大会标志及赞助商logo的笔记本，并可以带回家。即使在活动结束后，印有贵公司logo的笔记本还会被大会参与者留意。(一个名额)

### **This exclusive opportunity includes** 这个套餐包含:

- Logo co-branded with the TUG 2018 logo on the cover of the attendee notebook 贵公司logo与TUG 2018徽标共同打印在笔记本封面上
- Logo listed in the Special Thanks page of the attendee program 您的公司logo会被列入特别感谢区

For more information or to  
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**REGISTRATION  
OPENS  
JAN. 2018**

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