



Microelectronics Packaging & Test Engineering Council

**MEPTEC**

Industry Networking  
Promotion & Marketing

ABOUT MEPTEC | CONTACT US | ADVERTISING RATES | INDUSTRY PARTNERS

WELCOME TO MEPTEC

MEPTEC (Microelectronics Packaging & Test Engineering Council) is a trade association of semiconductor suppliers, manufacturers, and service companies exclusively with packaging, assembly, and test. Since its formation over 30 years ago, MEPTEC has provided a forum for semiconductor packaging and test professionals to learn and exchange ideas that relate to packaging, assembly, and test. Through our monthly seminars, symposia, and an Advisory Board consisting of individuals from all segments of the semiconductor industry, MEPTEC continuously strives to promote and elevate the roles of assembly and test professionals in the industry.

MEMBER SERVICES  
EVENTS CALENDAR  
MEMBER REPORT  
SPONSORING/MARKETING  
EVENT SPONSORSHIP  
JOB BOARD

JOIN OUR MEPTEC EMAIL LIST

MEMBER COMPANIES: CCGA, SHENMAO, SHERMAD, etc.

SPONSORING SYMPOSIUMS

14th ANNUAL MEPTEC MEMS TECHNOLOGY SYMPOSIUM

WEDNESDAY, MAY 11, 2016 • SAN JOSE, CA



**MEPTEC Report** WINTER 2015

A Quarterly Publication of The Microelectronics Packaging & Test Engineering Council Volume 19, Number 4

14th ANNUAL MEPTEC MEMS TECHNOLOGY SYMPOSIUM

Advancing MEMS and Sensors for Today's Demands and Preparing for Tomorrow's Growth

Wednesday, May 11, 2016  
San Jose, California

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The Great Miniaturization Symposium Follow-Up

page 15

MEPTEC MEMBER COMPANY PROFILE

Now in its 43rd year, SHENMAO TECHNOLOGY INC., the leading solder material provider globally, started by manufacturing resin flux cored solder wire and solder bar in 1973 at its Taiwan headquarters, continuously expanding since 1998 to 10 worldwide locations.

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INSIDE THIS ISSUE

13 **Semicon Research Corp.** looks at the growing and changing SiC market.

23 **SiP** module packaging provides an alternative and complementary solution to System-on-Chip.

26 The technology of IC packaging has evolved when High Performance is the focal point of innovation.

34 The large number of mergers and acquisitions this year has been truly inspiring.

A SPECIAL TWO-DAY TECHNICAL CONFERENCE

2013 MEPTEC MEDICAL TECHNOLOGY CONFERENCE

Global Momentum in the Medical Industry – Convergence of Electronics, Biology and Health

ASU CAMPUS • TEMPE • ARIZONA

MEPTEC **9.17.13**

A SPECIAL ONE-DAY TECHNICAL SYMPOSIUM

2013 MEPTEC SEMICONDUCTOR ROADMAPS SYMPOSIUM

A Collaborative Update from Standards Bodies, Industry Groups, and the Entire Supply Chain

SANTA CLARA • CALIFORNIA

MEPTEC **9.24.13**

A SPECIAL ONE-DAY TECHNICAL SYMPOSIUM

Twelfth Annual MEPTEC MEMS TECHNOLOGY SYMPOSIUM

ADVANCES IN MEMS - Foundations of Design, Process, Packaging, and Test

SAN JOSE • CALIFORNIA

MEPTEC **5.22.14**

A SPECIAL ONE-DAY TECHNICAL SYMPOSIUM

2014 MEPTEC SEMICONDUCTOR PACKAGING TECHNOLOGY SYMPOSIUM

Pushing the Limits in Packaging Design and Manufacturing

SAN JOSE • CALIFORNIA

MEPTEC **10.23.14**

A SPECIAL ONE-DAY TECHNICAL SYMPOSIUM

13th ANNUAL MEPTEC MEMS TECHNOLOGY SYMPOSIUM

Enabling the Internet of Things: Foundations of MEMS Process, Design, Packaging & Test

SAN JOSE • CALIFORNIA

MEPTEC **5/20/15**

**WELCOME**

A SPECIAL TWO-DAY TECHNICAL CONFERENCE

2013 MEPTEC MEDICAL TECHNOLOGY CONFERENCE

Global Momentum in the Medical Industry – Convergence of Electronics, Biology and Health

ASU **Arizona State University** School of Engineering  
sbhse **School of Biomedical and Health Systems Engineering**

Tuesday, September 17th  
Wednesday, September 18th

Corporate Sponsors:

3M, Amkor Technology, CORWIL, HESSE, invenios, ITO, Medtronic, mjs, MST, PAC TECH USA, PROMEX, Sonoscan, VITALTRONIC

**MEPTEC** semi

**THE GREAT MINIATURIZATION: SYSTEMS AND PACKAGING**

Technology Enabling Systems in your Pocket and Beyond

PARTICIPATING COMPANIES:

- ADVANCED BIONICS
- ALTERA CORPORATION
- AMKOR TECHNOLOGY
- ANALOG DEVICES INC.
- ASE (US) INC.
- ASE TAIWAN
- CACTUS SEMICONDUCTOR INC.
- CADENCE DESIGN SYSTEMS INC.
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- GLOBALFOUNDRIES INC.
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- SARICINA TECHNOLOGY LLC
- SILICON ENERGY
- SILICON CATALYST
- STANFORD UNIVERSITY
- TECH-RESEARCH INTERNATIONAL INC.
- XILINX INC.

NOVEMBER 10&11, 2015 BILTMORE HOTEL, SANTA CLARA, CA

Presented by: ASE GROUP, Amkor Technology, Kulicke & Soffke, SMART MICROSYSTEMS, ACL, GSA

Trade Sponsors: 3D Chip Scale Assembly, CIRCULAR, GLOBAL, iConnect, Micromen, etc.

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MEPTEC (Microelectronics Packaging and Test Engineering Council) is a trade association of semiconductor companies and professionals involved in the manufacturing, packaging, assembling and testing of integrated circuits.

Since its inception 35 years ago, MEPTEC has provided a forum for the semiconductor industry to learn and exchange ideas through our monthly luncheons, conferences, and our quarterly publications, the MEPTEC Report. With the help support of an Advisory Board consisting of individuals from all segments of the industry, MEPTEC has, over the years, kept current not just with with not just semiconductor industry developments, but has expanded its scope to cover relevant industry segments such as MEMS and medical electronics.





## MEPTEC Report Distribution

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Print copies of the MEPTEC Report are distributed directly to all MEPTEC members. Additionally, thousands of bonus copies are distributed at major industry events throughout the year. The MEPTEC Report is also available as a digital publication distributed at no charge through the MEPTEC website.

### Bonus Event Distribution

- All MEPTEC Symposiums and Luncheons
- APEX Expo & Conference
- ECTC / Electronic Components and Technology Conference
- IMAPS Device Packaging Conference & Exhibition
- IMAPS International Symposium on Microelectronics
- IWLPC / International Wafer Level Packaging Conference
- RTI 3D Architecture Conference
- SEMICON West
- SMTA International Exposition and Conference
- SMTA Pan Pacific Microelectronics Symposium & Exhibition

Contact: [gedwards@mepotec.org](mailto:gedwards@mepotec.org)

## MEPTEC Report Advertising Rates and Deadlines

Rates are effective with advertising placed in the MEPTEC Report beginning Spring 2016 Issue.

<b>Four Color Rates</b> (per insertion)	Standard Rate	<i>Discounted Member Rate</i>
2 page Technitorial Spread	\$2750	<b>\$2500</b>
Full page	\$1815	<b>\$1695</b>
2/3 vertical	\$1395	<b>\$1245</b>
1/2 vertical or horizontal	\$1180	<b>\$1070</b>
1/3 vertical or square	\$1025	<b>\$920</b>
1/4 vertical	\$885	<b>\$770</b>
1/6 vertical	\$350	<b>\$250</b>

<b>Black &amp; White Rates</b> (per insertion)	Standard Rate	<i>Discounted Member Rate</i>
Full page	\$1180	<b>\$1070</b>
2/3 vertical	\$925	<b>\$820</b>
1/2 vertical or horizontal	\$745	<b>\$645</b>
1/3 vertical or square	\$595	<b>\$495</b>
1/4 vertical	\$450	<b>\$345</b>

### Additional Discounts

A 15% discount will be allowed on pre-paid advertising for four issues or more.

### Bleed Charges

No charge for bleed on full-page, 2/3, 1/2 and 1/3 page ads. Bleed not available on 1/4 and 1/6 page ads.

### Special Positions

Special positions are available at a premium of 10% of the space rate and include inside front cover, inside back cover, and back cover.

<b>Deadlines</b>		
Spring 2016 Issue	Ad space close: 2/12	Materials due: 2/19
Summer 2016 Issue	Ad space close: 5/13	Materials due: 5/20
Fall 2016 Issue	Ad space close: 8/12	Materials due: 8/19
Winter 2016 Issue	Ad space close: 11/18	Materials due: 11/25

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# MEPTEC Report Ad Specifications



Ad Size	Non-Bleed	Bleed	Trim
Full page	7.20 x 9.50 in. (183 x 241 mm)	8.25 x 10.75 in. (210 x 273 mm)	8.00 x 10.50 in. (203 x 267 mm)
2/3 vertical	4.60 x 9.50 in. (117 x 241 mm)	5.25 x 10.75 in. (133 x 273 mm)	5.00 x 10.50 in. (127 x 267 mm)
1/2 vertical	3.45 x 9.50 in. (88 x 241 mm)	4.10 x 10.75 in. (104 x 273 mm)	3.85 x 10.50 in. (98 x 267 mm)
1/2 horizontal	7.20 x 4.60 in. (183 x 117 mm)	8.25 x 5.35 in. (210 x 136 mm)	8.00 x 5.10 in. (203 x 130 mm)
1/3 vertical	2.25 x 9.50 in. (57 x 241 mm)	2.90 x 10.75 in. (74 x 273 mm)	2.65 x 10.50 in. (67 x 267 mm)
1/3 square	4.65 x 4.60 in. (118 x 117 mm)	N/A	N/A
1/4 vertical	3.45 x 4.60 in. (88 x 117 mm)	N/A	N/A
1/6 vertical	2.25 x 4.60 in. (57 x 117 mm)	N/A	N/A

Contact: [gedwards@mepotec.org](mailto:gedwards@mepotec.org)

# MEPTEC Report Technitorials – A “Technical Editorial”



Promote your products or services with this unique advertising opportunity. Each MEPTEC Report issue will contain a limited number of “technitorial” features which will highlight different aspects of technology relevant to assembly, packaging and test. The feature will include a right-hand placed full page, four-color advertisement, and a facing full page write-up. Priced at the low cost of \$2,500.00, it is essentially two full pages of advertising for the price of 1-1/2 pages.

### What is a Technitorial?

A technitorial is a full page write-up provided by the advertising company that is a complementary technical piece to the full page advertisement, describing the company's products or services, non-commercial in nature. It will educate and inform the reader, yet will be subtly slanted towards the company's technology by being placed next to the company's full page advertisement. The article will not mention the advertising company's name, but a by-line and contact information will be allowed.

Contact Gina Edwards at [gedwards@meptec.org](mailto:gedwards@meptec.org) for availability and to place your order.



## MEPTEC Web Banner Advertising

MEPTEC banner ads are a low cost way to gain exposure for your company while stretching your advertising dollars. MEPTEC Banner ads start as low as \$95.00 per month for a single unit banner, up \$380.00 per month for a quad banner, when purchased on a 12 month contract. All banners appear in the right-hand column on every page of the MEPTEC website and are positioned on a first-come first-served basis.



### Banner Ad Sizes

Single Banner: 120 pixels (w) x 90 pixels (h)

Double Banner: 120 pixels (w) x 180 pixels (h)

Triple Banner: 120 pixels (w) x 270 pixels (h)

Quad Banner: 120 pixels (w) x 360 pixels (h)

### Banner Ad Specifications

Accepted in GIF format only, animation permitted. 15K maximum file size for Single unit banner, 30K for Double, 45K for Triple, and 60K maximum file size for Quad banner. Please provide the URL address for the specific page that you would like to have your ad linked.

Banner Prices	MEPTEC Member Rate (cost per month)				Non-Member Rate (cost per month)			
	Single	Double	Triple	Quad	Single	Double	Triple	Quad
1 Month	\$125	\$250	\$375	\$500	\$150	\$300	\$450	\$600
3 Months	115	230	345	460	140	280	420	560
6 Months	105	210	315	420	130	260	390	520
12 Months	95	190	285	380	120	240	360	480

Contact Gina Edwards at [gedwards@meptec.org](mailto:gedwards@meptec.org) to place your order.

## MEPTEC Email Banner Ads

A limited number of MEPTEC Monthly Update Email Banner Ads are now available to MEPTEC Members only. These banner ads cost \$45.00 per month for a single unit banner, or \$450.00 for 12 months when purchased on a 12 month contract. All banners appear in the left-hand column and are positioned on a first-come first-served basis. A maximum of 10 banners will appear on each Monthly Update email. Current monthly distribution numbers approximately 4500 recipients.

### Banner Ad Size

120 pixels (w) x 90 pixels (h)



### Banner Ad Specifications

Accepted in GIF format only, animation permitted. 15K maximum file size for single unit banner. Please provide the URL address for the specific page that you would like to have your ad linked.

Banner Prices	Available to MEPTEC Members Only Single Unit Banner
1 Month	\$45.00 per month
12 Months	\$37.50 per month

Contact Gina Edwards at [gedwards@meptec.org](mailto:gedwards@meptec.org) to place your order.

MEPTEC offers a variety of event sponsorship opportunities for its technical symposiums. Event sponsorship provides a valuable opportunity to promote your company brand and product or service message to attendees while supporting your business development and positioning goals.

Typical Sponsorship Benefits include:

**Platinum Sponsor: \$3,250 - 3 available per event**

- Company name & logo listed as Platinum Sponsor on all promotional materials, including email and web promotions
- Full-page black & white ad in event proceedings
- 3 free admissions to symposium
- 1 tabletop exhibit display at event
- Featured as Platinum Sponsor in symposium proceedings
- 1 CD of symposium proceedings
- Company logo/description displayed on video screen at beginning of event
- Signage recognition at event
- Exposure in semiconductor industry trade magazines (deadline restrictions)
- Discount on future MEPTEC Report 1/2 page or larger, 4-color ad

**Gold Sponsor: \$2,500 – 5 available per event**

- Company name & logo listed as Sponsor on all promotional materials, including email and web promotions
- Full-page black & white ad in event proceedings
- 2 free admissions to symposium
- 1 tabletop exhibit display at event
- Featured as Gold Sponsor in symposium proceedings
- 1 CD of symposium proceedings
- Company logo/description displayed on video screen at beginning of event
- Signage recognition at event
- Exposure in semiconductor industry trade magazines (deadline restrictions)
- Discount on future MEPTEC Report 1/2 page or larger, 4-color ad



**Silver Sponsor: \$1,250 – 10 available per event**

- Company name & logo listed as Sponsor on all promotional materials, including email and web promotions
- 1/2 page black & white ad in event proceedings
- 1 free admission to symposium
- Featured as Sponsor in symposium proceedings
- 1 CD of symposium Proceedings
- Company logo/description displayed on video screen at beginning of event
- Signage recognition at event
- Exposure in semiconductor industry trade magazines (deadline restrictions)

*Note: Sponsorship pricing and benefits may vary from event to event. For specific sponsorship details and more information contact Gina Edwards at [ggedwards@meptec.org](mailto:ggedwards@meptec.org).*

## MEPTEC Event Exhibiting Opportunities

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MEPTEC offers table top exhibit opportunities at its technical symposiums throughout the year. A limited number of table-top exhibit spaces are available on a first-come, first-served basis. Each draped table is 2-6 x 6-0. The cost includes a table and chairs, a complimentary table top sign, company description in the Symposium proceedings, and one complimentary admission to the symposium. You may use your table to display literature, parts, small pieces of equipment, table top display signs, etc. A table top sign will be provided, but you may also wish to display a banner or some other appropriate type of sign on the front or top of the table.

Visit the MEPTEC website for currently scheduled events.

For more information contact Gina Edwards at [gedwards@meptec.org](mailto:gedwards@meptec.org).