

## PCB West Sells Out Show Floor

Written by Mike Buetow

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**ATLANTA, GA** – The show floor for the upcoming PCB West 2012 at the Santa Clara (CA) Convention Center is sold out, conference organizers announced today.

"All the booths – representing nearly 100 companies – are now sold," said Frances Stewart, vice president of sales and marketing for **UP Media Group**, which produces the annual Silicon Valley trade show. Exhibitors include all the leading PCB and DfM design software providers, plus well over 20 PCB manufacturers and contract assemblers.

PCB West 2012 will be held Sept. 25 – 27 at the Santa Clara Convention Center and is sponsored by the UPMG publications [PRINTED CIRCUIT DESIGN & FAB](#) and [CIRCUIT S ASSEMBLY](#)

PCB West annually provides a conference and exhibition focused on the design and manufacture of PCBs, HDI, electronics assembly and circuit board test. The 2011 event attracted nearly 2,000 preshow registrants and more than 1,250 attendees for the actual event.

PCB West 2012 includes a three-day Technical Conference consisting of more than 55 presentations, including more than 20 workshops, panel sessions and half-day seminars, ranging from printed circuit board design to fabrication to assembly.

PCB West 2012 also features a one-day exhibition showcasing the PCB industry's leading vendors, plus an array of free technical sessions. Details regarding the conference and exhibition are available at [pcbwest.com](http://pcbwest.com).

Now in its 21st year, PCB West provides show attendees – printed circuit board (PCB) engineers, designers, fabricators, assemblers and managers – with the most targeted conference in the PCB design industry. Registration is now open at [pcbwest.com](http://pcbwest.com).

Attendees who register for the conference by Aug. 27 receive a \$100 discount on select

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conference packages. Admission is free for the one-day exhibition and other "FREE Wednesday" events (registration is free, but required).