



# Marketing & Visibility Benefits





# Welcome to GSA Benefits!

## Please notify us if these change:

- Company Name
- Company Logo
- Company Function
- Company Ownership
- Company Email Domain
- Contact People/Person
- Contact Titles/Roles

## GSA Contacts:

- Getting involved, general membership or account info - [Roseanna Martinez](#)
- Sponsorship info, special requests - [Kole Giles](#)
- Marketing-specific questions- [Whitney Gallina](#)
- Forum & Interest Group questions- [Shungo Saito](#)
- Event-specific questions- [Darla Vasquez](#)
- EMEA specific- [Sandro Grigolli](#); APac Specific- [Power Chi](#)
- Women's Leadership Initiative - [Ahlam Samad](#)





# Marketing & Visibility Benefits

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# LOGO SUBMISSIONS

## YOUR LOGOS WILL BE:

- Featured on our homepage
- Linked to your homepage
- Used for announcements

Submit logos ASAP, and new ones anytime they are updated.  
Submit to: [membership@gsaglobal.org](mailto:membership@gsaglobal.org)

## LOGO REQUIREMENTS:

- 1 full color + 1 white + 1 black version
- File types: png, and ai or eps

Logo  
Submissions

Membership  
Announced

Member  
News

Member  
Spotlight

Social  
Media

Quarterly  
Forum

GSA  
Directories

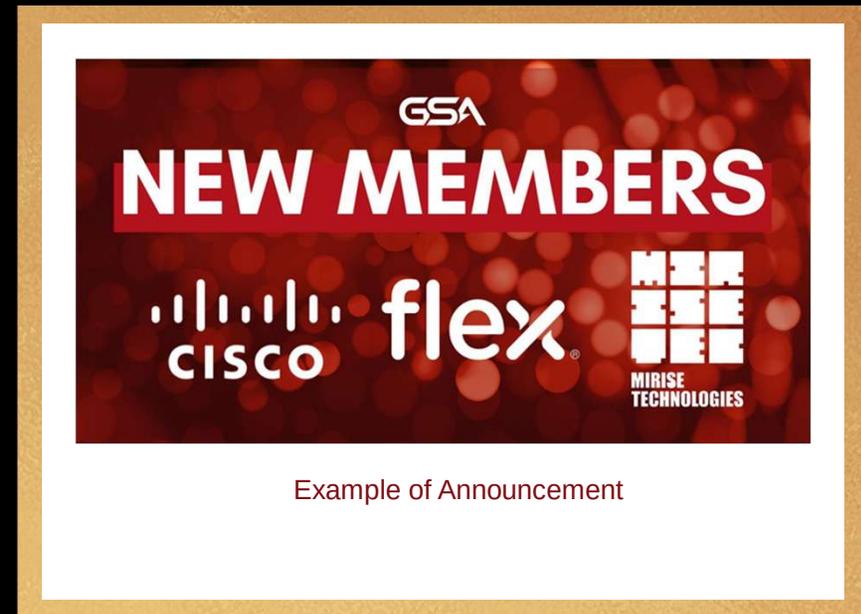


# GSA MEMBERSHIP ANNOUNCED

An announcement of the company joining GSA will be made in the next newsletter/welcome post after we receive your logos. Unless otherwise requested

## ANNOUNCEMENTS WILL BE LOCATED IN:

- Semi Scoop (our monthly email newsletter)
- LinkedIn



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# MEMBER NEWS

## POST:



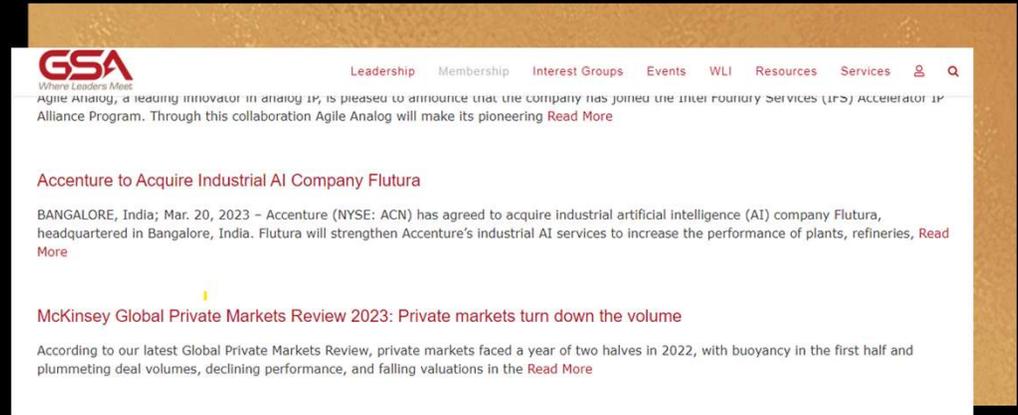
NEWS



ANNOUNCEMENTS/  
PRS



BLOG ARTICLES



Self-publish existing articles, company news, announcements, blog posts, recordings of webinars, or anything that is not ad/sales related. Average of 7,500-12,000 monthly industry viewers

Posts are backlinked to their original source, increasing SEO.

- Logo Submissions
- Membership Announced
- Member News
- Member Spotlight
- Social Media
- Quarterly Forum
- GSA Directories



# MEMBER NEWS

The screenshot shows the GSA website with a navigation bar at the top containing: Leadership, Membership, Interest Groups, Events, WLI, Resources, Services, a user icon, and a search icon. The main content area features a dark background with a satellite view of Earth. On the left, the GSA logo is displayed above the text "BOARD OF DIRECTORS" and "WELCOMES NEW GSA CHAIR". Below this is the tagline "Where Leaders Meet". On the right, there is a profile for "MATTHEW MURPHY", President & CEO of MARVELL, accompanied by a portrait photo. Above the main headline, there are five category buttons: "New Board Chair" (highlighted in white), "Thought Leadership", "Global Collaboration", "Curated Events", and "Industry Champions".

CONNECTING THE GLOBAL

How to Submit Member News

Logo Submissions

Membership Announced

Member News

Member Spotlight

Social Media

Quarterly Forum

GSA Directories



# MEMBER SPOTLIGHT

## MEMBER SPOTLIGHT IS ON GSA'S HOMEPAGE DESIGNED TO FEATURE YOUR TOP ARTICLES, NEWS, OR ANNOUNCEMENTS



### Global Semiconductor Industry Outlook 2023

Industry leaders are optimistic about semiconductor revenue growth in 2023 as automotive takes the pole position as the most important revenue driver and the easing of the semiconductor shortage is in sight for most [Read More](#)

### Rapid Silicon Joins the Global Semiconductor Alliance

Rapid Silicon, a provider of AI and intelligent edge-focused FPGAs based on open-source technology, is pleased to announce that it has become a member of the Global Semiconductor Alliance (GSA), the voice of the global [Read More](#)

### Dr. Thomas Caulfield, President & CEO, GlobalFoundries Joins GSA's Board of Directors

The Global Semiconductor Alliance (GSA) Board of Directors welcomes Dr. Thomas (Tom) Caulfield, President & CEO of GlobalFoundries (GF). The GSA Board represents some of the most influential companies in the industry that [Read More](#)

Each member may choose two articles to be featured annually. Each piece will be featured for two weeks on the homepage of the GSA website.

### Types of content accepted:

- News
- Events
- Blog posts
- White papers
- Thought pieces
- Tech/product briefs
- Case studies
- Reports/trend insights

Submit to: [Marketing@gsaglobal.org](mailto:Marketing@gsaglobal.org)

Logo  
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Membership  
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Social  
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# SOCIAL MEDIA CROSS PROMOTION

## GSA will promote your LinkedIn posts in a variety of ways:



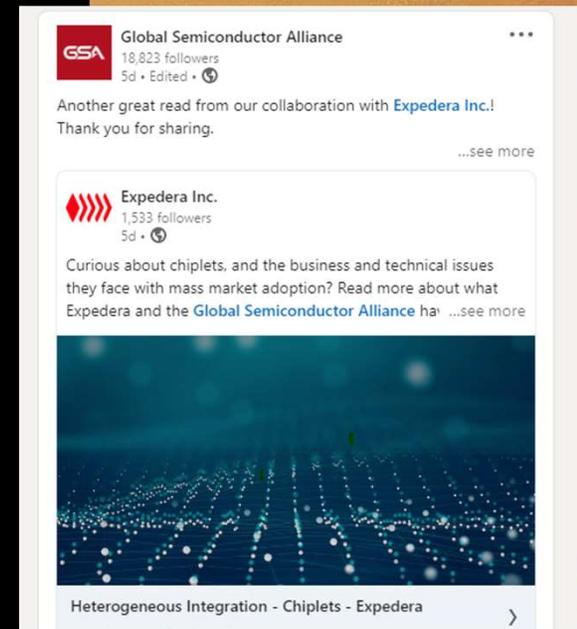
**Share:** We will share select posts by member companies. If you have a special post you'd like us to share send it via InMail or Email to [marketing@gsaglobal.org](mailto:marketing@gsaglobal.org)



**Comment:** TAG US! GSA Marketing team will spend time commenting on various member company posts. GSA staff also attempts to comment on these as well.



**Like:** TAG US! GSA Marketing team will attempt to like all posts that we are tagged in. GSA staff also attempts to react to posts from member companies.



Logo Submissions

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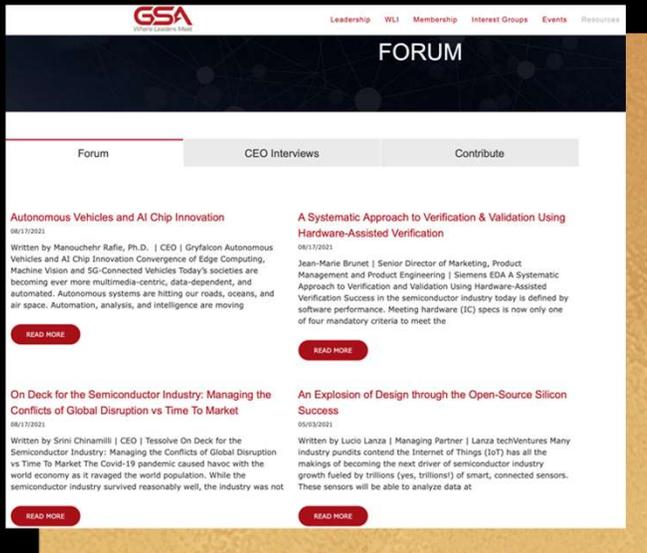
GSA Directories



# GSA QUARTERLY FORUM

- Published quarterly on our website and by email.
- 20,000 viewers across all platforms

GSA's Forum is a place to publish your formal articles, white papers, and insights. An abstract will be featured and linked to the original document for full read.





## GSA DIRECTORIES

**GSA features your company and gives access to other company general information. All information is publicly available and compiled for ease.**

- Member Directory- A list of all Member Companies, Key leaders, and basic demographics. Accessible by members only.
- Women's Leadership Directory- dedicated to women in the semiconductor industry tech & non-tech roles. Accessible to members and non-members.
- Venture Capital Directory- a comprehensive list of VC firms that specialize in the Semi industry. Accessible by members only.
- Company Profiles- A list of all Semi industry companies that we are aware of. Features basic demographics. Accessible by members only.



Check  
Your  
Listing

Submit changes to [Membership@gsaglobal.org](mailto:Membership@gsaglobal.org)

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# Thank You!

Thank you for reviewing GSA marketing & visibility benefits.  
Please let us know any feedback or ideas, our goal is to continually improve our offerings  
and value to our members

Questions? Contact: [membership@gsaglobal.org](mailto:membership@gsaglobal.org)

