



WELCOME TO SEMICON® EUROPA 2012

Exhibitor Manual

It is a great pleasure to welcome you to SEMICON Europa 2012. Thank you for supporting this fantastic event.

The operational aspects of the event will be run by the SEMI® Europe office, which ensures that you have a show as smooth as possible.

The purpose of this manual is to simplify the administration of exhibitor's requirements in the preparation of their booths and exhibits, to advise them of available services and to remind them of certain important timings and dates. Please do take time to read and acquaint yourself with this exhibition manual in order to make the show as trouble-free, effective and enjoyable as possible.

We also wish to draw your attention to the forms to be found in the online checklist. These are very important and enable us to make sure that you receive all the necessary equipment, promotional material and passes that you will require. You will find the deadline dates on page 10 at the front of the manual and we ask you to please complete all the compulsory forms in good time. Deadlines mentioned in this booklet or on the order forms are to be respected. They indicate the last date for receipt. The organisers will deal with forms arriving late, to the best of their ability. They will not however take any responsibility for any possible malfunction. Late orders will be invoiced with extra charges.

For more information on the content of the order forms, please refer to the appointed subcontractors in the contact section of this manual where the names, addresses and contact numbers are provided.

If you have any queries about any of the above please do not hesitate to contact us.

We look forward to seeing you at MESSE DRESDEN in October.

Eva Weller
SEMI Europe
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E: eweller@semi.org

CONTENTS

WELCOME TO SEMICON® EUROPA 2012	1
CONTENTS	2
ORGANISERS' CONTACT DETAILS	4
CONTRACTOR DETAILS	5
VENUE	7
By Public Transport.....	7
By Train.....	8
By Car/Lorry/Caravan	8
By plane	8
EVENT TIMETABLE	9
ACTION PLAN	10
A TO Z DIRECTORY	12
Advertising areas at the fairgrounds.....	12
After hour build-up / dismantling.....	12
Alcohol.....	12
Animals.....	12
Audio visual, IT and Business Equipment.....	12
Badge control	12
Badges	12
Banking facilities.....	12
Booth parties	12
Booth personnel	12
Car parking.....	12
Carpeting/Cross Aisle Carpeting	13
Catering.....	13
CE marking.....	13
Children	13
Cleaning	14
Company suites.....	14
Complaints.....	14
Compressed air	14
Conference/Meeting rooms	14
Contractors	14
Damages/Theft.....	14
Decoration	14
Disabled visitors	15
Distribution of promotional material/Displays	15
Electrical installations	15
Equipment weight.....	16
Event Directory.....	16
Express mail	16
Fabrics.....	16
Facility tours	16
Fire & safety regulations.....	16
First aid.....	17
Floral.....	17
Furniture	17
Gangways.....	17
Handouts	17
Height limits	18
Helium-filled items	18
Hostesses temporary staff.....	18
Hotel accommodation.....	18
Identification/ Signage/ Graphics.....	18

CONTENTS

Insurance	Error! Bookmark not defined.
Internet access	19
Lead retrieval System.....	19
Lifting contractors	19
Merchandise/equipment pass	19
Music/Entertainment.....	19
Noise and odors	20
Obstruction of aisles	20
Onsite vehicles	20
Outside promotion	20
PA system	20
Photocopying, printing and fax facilities	20
Photography/Video taping	20
Press room	Error! Bookmark not defined.
Prize drawings/raffles	20
Product/demonstrations	20
Programs & events	20
Promotions	21
Registration	21
Rigging	21
Security.....	21
SEMI Regulations.....	21
Service contractors.....	21
Service office of the MESSE DRESDEN.....	22
Shipments.....	22
Show Management Office	22
Storage and portorage	22
Telephone and Fax.....	22
Terms & conditions.....	22
The MESSE DRESDEN Rules & Regulations	22
Utility areas.....	22
Utility channels	23
Vacuum pumps.....	23
Visitor Invitations / Stickers	23
Wall requirements.....	23
Waste disposal	23
Water connection.....	23
EXHIBITOR RESPONSIBILITIES & LIABILITIES	24
DELIVERY & REMOVAL OF GOODS	26
Addressing by airfreight, truck, sea and express mail.....	26
ADMISSION PASSES AND BADGES	27
Exhibitor & Contractor admission	27
BOOTH APPROVAL AND CONSTRUCTION PERMIT	29
MARKETING, PRESS AND PR INFORMATION	31
FREE show directory entry.....	31
Advertisement in the show directory	31
Visitor Invitations / Stickers	31
PR/Press information.....	31
Press office and press packs	31
SEMI Technology Arena Presentation	31
Sponsorship Opportunities	31

ORGANISERS' CONTACT DETAILS



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CONTRACTOR DETAILS

Service	Contact - Company	Phone, Fax and Email
Audio Visual	Christian Böhm BRÄHLER ICS Konferenztechnik AG	T: +49 351 888 55 33 F: +49 351 888 55 44 E: semicon@braehler.com
	Neumann & Müller GmbH	T: +49 351 800 780 F: +49 351 800 783 3 E: messe.dresden@neumannmueller.com
Event Directory/Exhibition Catalogue	Eva Weller SEMI Europe	T: +49 30 3030 80770 F: +49 30 8187 8879 E: eweller@semi.org
Exhibitor Badges	Eva Weller SEMI Europe	T: +49 30 3030 80770 F: +49 30 8187 8879 E: eweller@semi.org
Carpeting	Marlen Thomas MESSE DRESDEN GmbH	T: +49 351 4458 110/ 111 F: +49 351 4458 164 E: semicon@messe-dresden.de
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Cleaning	Marlen Thomas MESSE DRESDEN GmbH	T: +49 351 4458 110/ 111 F: +49 351 4458 164 E: semicon@messe-dresden.de
Compressed Air	Marlen Thomas MESSE DRESDEN GmbH	T: +49 351 4458 110/ 111 F: +49 351 4458 164 E: semicon@messe-dresden.de
Electrical Installations	Marlen Thomas MESSE DRESDEN GmbH	T: +49 351 4458 110/ 111 F: +49 351 4458 164 E: semicon@messe-dresden.de
Floral	Kay Bunjes Design & Promotion Floral	T: +49 176/ 22315851 F: +49 35755/ 574999 E: studio@kaybunjes.com
Furniture	Marlen Thomas MESSE DRESDEN GmbH	T: +49 351 4458 110/ 111 F: +49 351 4458 164 E: semicon@messe-dresden.de
Hostesses	Frau Michaela Meyer 90° Personal und Vertriebsmarketing	T: +49 (0)351 44 96 003 F: +49 (0)351 44 96 002 E: semicon@90grad.eu
	Grit Hoffmann Hoffmann Promotion & Hostessen	T: +49 351 311 44 80 F: +49 351 310 99 96 E: semicon@hoffmann-promotion.de

CONTRACTOR DETAILS

Hotel Accommodation Housing Agency	Christian Strasser GranEvento Hotel & Event Service	T: +49 421 57 7925 96 F: +49 421 431 80856 E: info@granevento.de
Internet	Marlen Thomas MESSE DRESDEN GmbH	T: +49 351 4458 110/ 111 F: +49 351 4458 164 E: semicon@messe-dresden.de
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Lifting, Forwarding & Customs Clearance U.S. Customers	TWI Group	Please see shipping instruction of TWI for contact details
Music License	GEMA	T: +49 351 8184 610 F: +49 351 8184 700 E: bd-dd@gema.de
Press and Promotion	Carlos Lee SEMI Europe	T: +32 2 289 64 97 F: +32 2 511 43 45 E: clee@semi.org
Photography	N/A	N/A
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Shell Scheme Stands, Exhibition Booth Installation & Packages	Jörg Fügner mp Messeprojekt GmbH	T: +49 351 441 622 9 F: +49 351 441 623 0 E: joerg.fuegner@messeprojekt.de
Technical Department MESSE DRESDEN	Carsten Kramer MESSE DRESDEN GmbH	T: +49 351 4458 122 F: +49 351 4458 164 E: carsten.kramer@messe-dresden.de
Telephones / Fax	Marlen Thomas MESSE DRESDEN GmbH	T: +49 351 4458 110/ 111 F: +49 351 4458 164 E: semicon@messe-dresden.de
Waste Disposal	Marlen Thomas MESSE DRESDEN GmbH	T: +49 351 4458 110/ 111 F: +49 351 4458 164 E: semicon@messe-dresden.de
Water Connection/Sanitary Installations	Marlen Thomas MESSE DRESDEN GmbH	T: +49 351 4458 110/ 111 F: +49 351 4458 164 E: semicon@messe-dresden.de

VENUE

Distinctive architecture and functionality define MESSE DRESDEN, an early 20th-century industrial complex, that has been turned into a modern exhibition centre unique in Germany. The fairground is just a few minutes away from the world-famous historic city centre of Dresden.

23,000 square meters of indoor exhibition space equipped with state-of-the-art technology and conference rooms of various sizes are at your disposal.

You may visit the MESSE DRESDEN virtually on <http://www.messe-dresden.de>

Address:
MESSE DRESDEN GmbH
Messering 6
D-01067 Dresden
Germany

ABSOLUTELY DO NOT USE THE ABOVE MENTIONED ADDRESS FOR SHIPPING PURPOSES; BUT, PLEASE CONTACT OUR OFFICIAL FORWARDING COMPANY, SCHENKER OR TWI GROUP.

NOTE: SEE PAGE 26 FOR CONTACT INFORMATION

How to Reach the Venue

By Public Transport

MESSE DRESDEN can easily be reached by tram line 10.

Take tram 1, 2, 4, 8, 9, 10, 11, 12 until Postplatz. There change to tram line 10 direction MESSE DRESDEN.



VENUE

By Train

At the Dresden Hauptbahnhof station and/or Dresden-Neustadt take the suburban train until Bahnhof Mitte, from there, take the tram line 10 direction MESSE DRESDEN.

By Car/Lorry/Caravan


MESSE DRESDEN | Anfahrtsskizze Auto



MESSE DRESDEN GmbH | Messering 6, 01067 Dresden



GPS/Navigator: enter 01067 Dresden, Messering 6

Highway A4 use Exit Dresden Neustadt or Dresden Altstadt and follow the signs MESSE DRESDEN


Parking lots for exhibitors October 07 – 15, 2011: fair grounds MESSE DRESDEN P3, P4, P5, P6, access gate 1, 3, 4

Access, loading and unloading, build up and dismantling: fair grounds MESSE DRESDEN, parking lots: P4, P5, P6 – access gate 1 ONLY, exit gate 4

By plane

Dresden airport



From the airport to MESSE DRESDEN:

→ By taxi:

It will take approximately 20 minutes and cost approximately 20 EUR,

→ By public transport:

S-Bahn Line 2 (Level -1 of the terminal) Direction City (all 30 minutes), Change at Bahnhof Mitte and take tram line 10 direction MESSE DRESDEN.

For further information please visit the website of Dresden airport:

www.dresden-airport.de

EVENT TIMETABLE

The timing and schedule for Build Up and Breakdown are very strict. Please ensure that your booth can be built and removed in this time.

BUILD-UP	SCHEDULE	HALL OPEN HOURS
Thursday, 04 October	Upon request only	08:00 – 20:00
Friday, 05 October	Construction build-up of all booths	08:00 – 20:00
Saturday, 06 October	Construction build-up of all booths	08:00 – 22:00
Sunday, 07 October	Construction build-up of all booths	08:00 – 22:00
Monday, 08 October	Construction build-up of all booths	08:00 – 20:00

Please note:

Booths must be completed with excess products and materials removed from the halls no later than 20.00 hrs on Monday October 10. Please allow for time to load and unload vehicles.

OPEN PERIOD	SHOW OPEN HOURS	HALL OPEN HOURS for exhibitors ONLY
Tuesday, 09 October	10:00 – 17:00	08:00 – 18:00
Wednesday, 10 October	10:00 – 17:00	08:00 – 18:00
Thursday, 11 October	10:00 – 16:00	08:00 – 24:00

Please note:

For safety reasons, breakdown cannot commence before the official end of the show and until all visitors have left the hall.

BREAKDOWN	SCHEDULE	HALL OPEN HOURS
Thursday, 11 October	Dismantling of all booths and removal of exhibits begin from 17:00 hrs, and collection of exhibits and booth-fittings from service contractors	Until 24:00
Friday, 12 October	Dismantling of all booths	08:00 – 22:00
Saturday, 13 October	Dismantling of all booths	08:00 – 22:00

Cars and vans should be given priority into the loading bays on Thursday, 13 October in the afternoon to allow for full service (shell scheme, turn-key package) exhibitors to dismantle their booths first.

The hall must be clear by 16.00 on Saturday, 13 October when tenancy of the hall ends.

EXHIBITS AND BOOTH EQUIPMENT CANNOT BE STORED ONSITE AFTER 22:00 ON SATURDAY, 13 OCTOBER.

ACTION PLAN

The following is a calendar of deadlines. The early return of forms is always appreciated.

The following services can be ordered online using your unique exhibitor user name & password which is sent to you or by downloading the form. Orders should be handed in before given deadline.

FORM - Description	Act by Deadline	Completed
June		
Final booth payment due to SEMI	8 June 2012	
Visitor Brochure / Voucher / Sticker Order	29 June 2012	
July		
Booth Layout Approval – SEMI Rules	27 July 2012	
Show Directory Entry & Category Index	15 August 2012	
August		
Booth Construction Permit – MESSE DRESDEN - <i>a booth construction permit is only required if building height exceeds 3,50 m in the whole area/ or 30m² floor space</i>	14 August 2012	
Event Directory Advertisement	15 August 2012	
Hotel Reservations (for event rates)	15 August 2012	
Technology Arena – Timeslot	31 August 2012	
Booth Construction & Furniture by MesseProjekt	30 August 2012	
September		
Compressed Air	12 September 2012	
Booth Party Request	14 September 2012	
Meeting room reservation	14 September 2012	
GEMA – Music License	15 September 2012	
Audiovisual Equipment: <i>audio visual, video, displays, projector, screen, lightning, truss...</i>	19 September 2012	
Booth Cleaning	19 September 2012	
Electrical Installations	19 September 2012	
Floral	19 September 2012	
Rigging, Suspension points <i>no rigging booking possibilities after 21 Sep 2011</i>	19 September 2012	
Security	19 September 2012	

Telecommunication Services <i>internet, wireless, flat rate, phone, fax...</i>	19 September 2012	
Waste Disposal	19 September 2012	
Water Connection	19 September 2012	
Lifting & Handling Instruction (US & Canada) TWI Group	21 September 2012	
Lifting & Handling Instruction - Schenker	21 September 2012	
Catering	28 September 2012	
October		
Hostesses – Temporary Staff, Hoffmann	01 October 2012	
FYI		
Lead Capture Systems	To be confirmed	
SEMICON® Europa Attendee/Visitor List Order Form	To be confirmed	
Exhibitor Registration	To be confirmed	
Photography	N/A	

A TO Z DIRECTORY

ADVERTISING AREAS AT THE FAIRGROUNDS

Contact: Ms. Eva Weller
Phone: +49 30 3030 807711
Email: eweller@semi.org

AFTER HOUR BUILD-UP / DISMANTLING

Exhibitors needing to stay after posted hours to work on equipment and/or their display in their booth need to inform show management on the day by 18:00.

ALCOHOL

The consumption of alcoholic beverages is strongly discouraged during build-up and dismantling for safety and liquor liability reasons.

ANIMALS

Animals will not be allowed in any exhibit or on exposition grounds, except for dogs for the disabled.

AUDIO VISUAL, IT AND BUSINESS EQUIPMENT

A full range of audio-visual equipment can be hired for the duration of the show from the official SEMICON Europa suppliers Neumann&Mueller or Braehler.

BADGE CONTROL

False certification of an individual as an exhibitor's representative, misuse of an exhibitor's badge, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the exhibitor and his representatives from the exhibition and/or banning them from future entrance onto the exhibit floor. This may also cause the removal of the exhibitor's booth from the floor without obligation on the part of SEMI for refund of any fees. The exhibitor, their employees and agents, and anyone claiming to be on the exhibit floor through the exhibitor, waives any rights or claims for damages arising out of the enforcement of this rule.

BADGES

All persons on the premises must wear a badge during build-up, exhibit days and dismantle. The primary exhibit contact is responsible for his/her workers and staff wearing the proper badge. Please refer to the [Passes Admission](#) section of this manual.

BANKING FACILITIES

An ATM machine is available directly at the fair grounds at the Meeting Point.

BOOTH PARTIES

Exhibitors may have receptions in their booths before or after show hours on show days with written approval from SEMI Show Management. The request form must be submitted to Show Management. Please note: Security, electricity, cleaning and catering charges are the responsibility of the exhibitor (from 18:00 till 20:00), flat rate charged by MESSE DRESDEN 300.00€. [Please fill in the PDF form.](#)

BOOTH PERSONNEL

All booths must be continually staffed during exposition hours. With the exception of convenience help (such as receptionists or professional product demonstrators), all booth personnel must be employees of the company, or its' representative, and must be fully capable of explaining products or processes on display.

CAR PARKING

Parking lots for exhibitors:
Approximately 500 parking spaces for exhibitors: P3, P4, P5 and P6

Please note, that parking tickets are available on-site only!

Access, loading and unloading:
Access gate 1, exit gate 4 next to the exhibition halls

A TO Z DIRECTORY

DEPOSIT REGULATION FOR ACCESS TO THE TRADE FAIRGROUNDS

To unload your vehicles in direct vicinity to the exhibition halls, you can only be admitted to the trade fairgrounds for no more than 3 hours (maximum).

Access to the trade fairgrounds is only possible against cash payment of 100.00 € as access deposit.

You will lose your access deposit if you do not leave the trade fairgrounds in time.

In case any problems arise during you unload or you are not able to leave in time due to other parking vehicles obstructing you, please contact the guards' office, phone +49 351 4458 128, with regard to extending the time you were allowed.

We ask exhibitors to forward this information to their booth builders and/or forwarding agent.

Parking lots for trade visitors:

2000 parking spaces.

CARPETING/CROSS AISLE CARPETING

Turn-key packages include carpeting. Space only (raw) booths **do not** include carpeting.

Fill in the appropriate form or contact the official SEMICON Europa supplier, for further information see [Contractor Details](#),

All floor coverings attached to the hall floor must be done so with easy to remove double-sided adhesive tape, one which does not leave a residue on the hall floor. Both the floor covering and adhesive tape must be removed at the end of the exhibition. Failure to do so will result in the exhibitor being charged for the removal.

CROSS AISLE CONFIGURATIONS

Upon written approval from SEMI, cross aisle carpet will be allowed to join exhibits free of charge. Requests should be directed in writing and by email to Show Management; eweller@semi.org

Regulations regarding cross aisle carpets are:

Must have written approval from SEMI, at least 30 days prior to the exposition opening.

Carpet that is laid in the aisle must be the same colour as the carpeting that it is connecting.

Aisle carpet may not be laid until the official service contractor has granted permission.

Carpet must be pulled up immediately upon the close of the exposition.

Cross aisle headers are not allowed at SEMICON Europa.

Cross aisle carpet connecting inline booths (minimum of two booths across from two booths) or two peninsulas = 25% of the square meter charge for the aisle space utilized. Aisle space is a public aisle and cannot be utilized as part of the exhibit.

Equipment or booth display properties are not allowed in the aisle at any time.

CATERING

Catering service may be obtained for press conferences, meeting rooms and exhibit booths.

Fill in the appropriate form or contact the official SEMICON Europa supplier, [for further information view the PDF form](#).

CE MARKING

At trade fairs, exhibitions, demonstrations, etc.: Member States shall not prevent the showing of machinery or safety components which do not conform to the provisions of this Directive, provided that a visible sign clearly indicates that such machinery or safety components does not conform and that they are not for sale until they have been brought into conformity by the manufacturer or his authorized representative established in the Community. During demonstrations adequate safety measures shall be taken to ensure the protection of persons. (amended 93/44/EEC) (Cont. overleaf) For further information, please contact:

In Europe, Carlos Lee at Tel.: +32 2 289 6492 or visit our website and click on "Environment" and then "Our Industry"

CHILDREN

Children (12-16 years) are allowed in the exhibit halls only during exposition hours and must be accompanied by an adult. Children under 12 years of age ARE NOT allowed in the exhibit halls at any time, Please share this policy with your employees to avoid uncomfortable situations onsite.

A TO Z DIRECTORY

CLEANING

Cleaning has to be ordered by the exhibitor, fill in the appropriate form or contact the official SEMICON Europa supplier, [for further information view the PDF form](#).

Please note the following important information:

1. To enable your booth to be properly cleaned (vacuumed, for example), please inform your booth personnel that there must be a power supply within the booth which must also be made accessible to the cleaners. You can also give the cleaners a spare key for your booth.
2. The minimum invoice amount will be EUR 25.00. All prices quoted are subject to statutory VAT.
3. Neutral or your own waste sacks will not be accepted. In order to ensure that your waste is removed, you need to order valid waste bags using the appropriate form or directly from the Service Disposition MESSE DRESDEN, Tel.:- +49 351 4458 110/ 111.

Any waste that is left onsite at the end of the exhibition will be charged to the exhibitor.

COMPANY SUITES

SEMI requests that large meetings or social events in hotels or other locations will be held during "non show" hours. Advertisements or invitations to parties, private showings, or other events MAY NOT be distributed or displayed at the MESSE DRESDEN except from within the confines of the exhibitor's own booth.

COMPLAINTS

It is in the interest of exhibitors and visitors that any faults or failures in the services provided by SEMI Europe and or the different service suppliers, should be brought to the attention of the organiser as soon as possible. If you wish to make a complaint please contact us in the Show Management Office.

Any complaints before or after the show contact: SEMI Europe: T: +49 30 3030 80770 or

semiconeuropa@semi.org

COMPRESSED AIR

Compressed air is not treated. Oil- and water-free compressed air can be provided at a surcharge. The nominal diameter of the supply lines depends on the volume of compressed air and the length of the lines from compressor to stand. Pressure during operation: 6 bar. Please note that you must indicate the maximum quantity consumed even if you require this amount only for a short time

Place an order for compressed air via the official SEMICON Europa supplier, [for further information view the PDF form](#).

CONFERENCE/MEETING ROOMS

Conference rooms are available at the MESSE DRESDEN for exhibitor use. To check on availability, please contact Eva Weller at +49 30 3030 807711 or email evaweller@semi.org [For further information view the PDF form](#).

CONTRACTORS

If you are employing a contractor to build your booth, it is essential that your contractor is fully aware of their responsibilities under all relevant Health & Safety legislation as well as the show Rules & Regulations, relevant forms and deadlines (**FORWARD the EXHIBITION MANUAL TO YOUR BOOTH-BUILDERS**). Please ensure your contractor completes and returns all the relevant forms by the specified deadline dates.

DAMAGES/THEFT

Exhibitors will be charged for the cost of making good, restoring or renewing any damages to the hall or site, for example, marks by paint and adhesive tape; damage to the walls or the exhibition carpet.

Report theft or damage immediately to both Security and Show Management. While SEMI Show Management will exercise reasonable care in safeguarding your property, neither Show Management, the facility, the security contractor, the general contractor, nor any of their officers, agents or employees assumes any responsibility for such property. Exhibitors should therefore include or have a rider attached to their insurance policies covering the shipment of merchandise to the exposition, the exposition period, and return of their merchandise to their home base.

DECORATION

Show Management has the authority to determine whether placement, arrangement and appearance of all items displayed by the exhibitor are in compliance with the exposition standards. This may require the replacement, rearrangement or redecoration of any item or of any booth. Show Management is not liable for any costs that may be incurred by the exhibitor.

A TO Z DIRECTORY

All booth spaces must be fully carpeted or covered. Carpeting enhances your corporate image and continues the overall professional look of the exposition. You may supply your own carpeting or rent it from the official SEMICON Europa supplier, for further information see [Contractor Details](#). All floor coverings must be fire retardant in compliance with local fire department regulations found in the technical order forms or contact the technical department of MESSE DRESDEN.

All decoration materials must be flame-resistant. Evidence must be available and presented upon request.

- All materials used for decorations must be flame-retardant and coated pursuant DIN 4102, B1 or DIN EN 13501-1, C. The designation "highly flame-retardant" cannot always be completely achieved for fabric and synthetic materials by means of treatment with flame-protection materials.
- A confirmation regarding its highly flame-retardant status (i.e. the prescribed manner for chemical treatment) must be kept available at all times in the exhibition booths.
- In the event that doubt should arise regarding the effectiveness of said chemical treatment, particularly when this was executed a long time ago, a test for flame-resistance shall be undertaken with a small specimen piece. If it is found that the tested material/fabric is not in compliance with security regulations, it is to be removed immediately by the exhibitor at his expense.

DISABLED VISITORS

All disabled people must be given the same opportunities as able-bodied persons. This includes the ability to attend exhibitions and look at any of the exhibits. We would ask that you ensure that your booth and exhibits are easily accessible to those disabled visitors with wheelchairs. Any booth with a platform should provide an appropriate access ramp.

DISTRIBUTION OF PROMOTIONAL MATERIAL/DISPLAYS

Exhibitors must remain within their own exhibit space when distributing literature, product samples, or other materials. Company information dissemination or promotion in any way is strictly forbidden at show entrances, registration areas, seminar rooms, or public areas within the convention facility or official hotels, which includes hotel room drops. Any flyers, brochures, signs, etc. found in any location other than the exhibiting company's display space will be removed by show management. The only exceptions will be for official event sponsors, at the discretion of show management. Please refer to the Advertising & Promotion section for official opportunities.

Displays must be confined within the exhibitor's booth and must not be designed to obstruct the clear view of nearby booths or interfere with the flow of traffic example: video monitor(s) should be placed where visitors viewing the monitor(s) do not block the aisle.

Machinery, equipment, or products cannot be shown on a raised/build-up platform or counter if they interfere with height limitations.

ELECTRICAL INSTALLATIONS

Electrical supply to the booth and exhibits is 230/400 V, 50 Hz. In order to ensure safety of operations and to prevent the risk of accidents and fire, the relevant legislation, ordinances, technical regulations (e.g. VDE regulations) as well as special conditions and technical guidelines of MESSE DRESDEN GmbH, must be observed. The power supply network terminates before the point connection (plug or terminal connection). The exhibitor is responsible for overall safety of the electrical system from point of connection.

All booths require a main power supply connection and must order it.

The connections shall be equipped with fuse elements and electricity meters according to regulations, as well as the transfer point described on the order form. The customer's own electrical distributors shall be permitted, but they shall be equipped according to technical regulations (e.g. VDE) and the technical guidelines of MESSE DRESDEN (for example suitable fuse elements and residual current circuit breakers 0.03 A). However, electrical distributors may also be hired separately, if required, from the authorized contractor at an additional charge. You can find the prices for these electrical distributors on the order form or they will be sent to you upon request.

While booth wiring normally is carried out by the authorized contractor, this work may also be done by skilled personnel from the exhibitor's company. In the latter case the contractor is entitled and obliged to inspect the installation and, against payment of a fee, to authorize connection of the power. Connection will be refused if the wiring is clearly unsatisfactory.

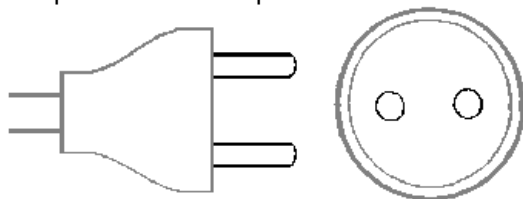
A TO Z DIRECTORY

The main terminals may only be installed by the authorized contractor. Exceptions shall not be permitted. In all cases the exhibitor is responsible for the safety of the system. All electrical connections or fuses used must remain accessible (including floor connection shafts).

Distribution panels to which the power lines of several booths are connected shall be accommodated in cavities if possible. However, if this is only possible on or near a booth, the exhibitor shall accept this. He shall not be entitled to claim any reduction in the booth hire charge.

Claims for compensation by the Exhibitor against MESSE DRESDEN are excluded, irrespective of the reason, including those arising from negligence when concluding the contract or from positive infringements of the contract, unless the loss incurred is due to gross negligence or malice by the legal representatives of LMS, its employees or its vicarious agents. The same applies for direct claims against the aforementioned persons.

European socket sample:



Please fill in the appropriate form or contact the official SEMICON Europa supplier, for further information see [Contractor Details](#).

EQUIPMENT WEIGHT

Maximum floor load: **4.000 Kg/sqm**

For any piece of equipment, display, vehicle or machinery weighing over this maximum floor load, that is to be displayed or used for transportation inside the halls will require approval which can be obtained through the MESSE DRESDEN. Full details of the display item or transportation vehicle must be submitted in writing, along with a scale drawing, which outlines dimensions and other specifications.

It is the responsibility of the exhibitor to make suitable unloading/loading equipment arrangements (e.g. crane/fork lift truck, etc.) with the Official Lifting Contractor Schenker Deutschland AG, SCHENKERfairs.

EVENT DIRECTORY

The SEMICON Europa *Event Directory* will be available to exhibitors and visitors FREE, beginning Tuesday, 09 October.

EXPRESS MAIL

Please note that if you use the services of a courier company (i.e. DHL, FedEx, UPS, TNT, etc.) your goods will not be cleared through Customs or be delivered to your booth by the courier company. Please read carefully the shipping instructions of the official contractor for further details.

FABRICS

Textile fabrics used for interior display purposes on the booth must be flame resistant (DIN 4102, B1 or DIN EN 13501-1,C). Textile fabrics used for interior decorative purposes within booths must be fixed taut and/or in tight pleats (not draped) to a solid backing, secured 3" above floor level and not touching light fittings.

FACILITY TOURS

SEMI discourages off site visits or facility tours, etc., which take visitors away from the exposition during exposition hours. No private vehicles or buses will be permitted on the exhibition grounds to take visitors to such functions during exposition hours.

FIRE & SAFETY REGULATIONS

A full list of the Safety Regulations: Fire and Accident Prevention can be found and **MUST** be read on: www.messe-dresden.de.

A summary of the regulations is outlined below:

- Exhibitors are responsible for all actions committed by anyone in the exhibition centre in relation to the activities carried out on their behalf any time during the exhibition.
- All public safety laws and regulations must be observed.

A TO Z DIRECTORY

- Inks, solvents, inflammable substances, compressed or liquid gases, ionising radiation generators (x-ray machines), caustic or corrosive substances, toxic, poisonous or irritating substances are not permitted in the venue without the consent of MESSE DRESDEN.
- It is forbidden to keep empty packaging, excess printed material and advertising material that is more than necessary for daily consumption. Items must not be stored behind booths/between inner and outer walls or areas under raised platforms.
- Stoves, electrical heaters or other similar electrical appliances inside the hall are forbidden.
- Any machinery that creates dust, shavings or dangerous or irritating omissions must be fitted with an extraction system.
- Gangways must be kept clear at all times.
- Fire hydrants and electrical service boxes must be kept clear at all times.
- Throughout the complete exhibition area the relevant fire protection regulations by the Federal State of Saxony and the guidelines of the Municipal Fire Authority are valid. Infractions against these directives shall be dealt with according to legal regulations.
- Smoking is prohibited within the exhibition halls.
- Utilization of propane-, butane- and illumination-gas is forbidden in the exhibition halls.
- Frying and grilling within the halls is not allowed.
- As regards soldering-activities or activities involving large amounts of dust, for use of fog machines or firework-paraphernalia, an authorization by the proprietor must be obtained.
- All wall hydrants are lead-sealed. Removal of water by the exhibitor is not allowed. In the event of infractions, costs for inspection and a new lead seal shall be invoiced to the exhibitor.

Manager for the construction of their booth, will exhibit the fire reaction certificates of materials to be used for their fittings before beginning work and possibly within the expiring date.

FIRST AID

First Aid facilities are available onsite in the Main Foyer.

If an emergency occurs, contact Show Management or Security immediately. The First Aid Station will be maintained during build-up, exposition hours and move-out.

FLORAL

Plants and flowers are available for renting or buying.

Fill in the appropriate form or contact the official SEMICON Europa supplier for further information see [Contractor Details](#).

FURNITURE

mp Messeprojekt can supply a wide variety of furniture for your booth. Rental furniture can be viewed on:

-- mp Messeprojekt GmbH Visit www.messeprojekt.de for more information.

GANGWAYS

The gangways/aisles used in this venue are the minimum permissible by law. **Under no circumstances are exhibits, booth dressings, tables and chairs etc, allowed to encroach gangways.** Please remember to keep all your exhibits inside your booth area at all times.

Emergency Gangways:

Each level will have designated emergency gangways. These must be kept clear at all times throughout build up and breakdown. All exhibitors and contractors onsite are responsible for keeping these aisles clear. Please ensure your contractors are aware of the location of the emergency gangways.

Emergency escape routes and fire-protection doors are generally to be kept completely free of obstruction.

HANDOUTS

Items, samples, souvenirs, etc., may not be distributed by the exhibitor except from within the confines of the exhibitor's booth. Show Management reserves the right to evaluate the safety and/or offensiveness of novelty item handouts. Failure to comply may result in the loss of priority points or approval to exhibit the following year.

A TO Z DIRECTORY

HEIGHT LIMITS

Maximum height for all configurations in the perimeters is 3.5 meters please read the sections IDENTIFICATION/ SIGNAGE/ GRAPHICS and BOOTH APPROVAL AND CONSTRUCTION PERMIT.

HELIUM-FILLED ITEMS

The use of helium balloons or exhibit components is strictly prohibited in the convention facility.

HOSTESSES TEMPORARY STAFF

Fill in the appropriate form or contact the official SEMICON Europa supplier, for further information see [Contractor Details](#).

HOTEL ACCOMMODATION

Participants wishing to book accommodation during SEMICON Europa 2012 should make their own hotel reservation as follows:

- Through the agency: GranEvento Hotel & Event Service
Attn: Christian Strasser Tel.: +49 421 57 7925 96 Fax: +49 421 431 808 56
Email: info@granevento.de
ONLINE RESERVATION: <http://www.semiconeuropa.org/Travel/HotelReservation>
- Or directly through a hotel or agency of your choice

Please note that the organiser SEMI does not make hotel reservations nor mediate contacts with travel and accommodation agencies. They accept no responsibility for the acts of any hotel or agent in that capacity.

IDENTIFICATION/ SIGNAGE/ GRAPHICS

All identification and signage must be at least 1 meter (3') from the back boundary of all booths and 1 meter (3') from the adjoining booths for inline configurations.

HEIGHT:

Maximum height for all booth construction graphics including signs, banners and all graphics must not exceed 6 meters / 20 feet measured from the floor.

Please refer to the construction restriction in Hall 3 and 4, which concerns the different heights.

HANGING BANNERS:

Hanging banners will be allowed for companies occupying a minimum of 6 x 6 meters of space or inline/linear booths 3 x 6 meters or larger.

No banners are allowed in the perimeter booths in Hall 1.

Suspension points orders and "to scale" plans are required by **19 September** to receive approved authorization. Hanging banners should be placed on the first day of build-up.

PLACEMENT:

Inline/Linear Booth:

Facing rear of booth – must be at least 1 meter (3') from back boundary (booth) line

Facing side of booth – must be at least 1 meter (3') from adjoining booth

Facing front of booth – allowed anywhere within booth boundary

Peninsula Booth:

Facing rear of booth – must be at least 1 meter (3') from back boundary (booth) line

Facing side or front of booth – is allowed anywhere within booth boundary

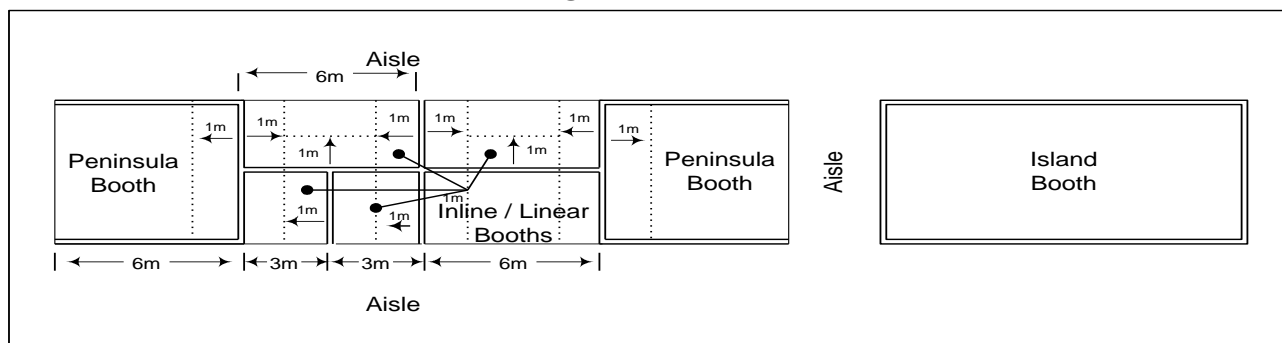
Island Booth:

Is allowed anywhere within booth boundary

A TO Z DIRECTORY

Displays must be confined within the exhibitor's booth and must not be designed to obstruct the clear view of

TOP VIEW



nearby booths or interfere with the flow of traffic. Example: Video monitor(s) should be placed where visitors viewing the monitor(s) do not block the aisle. Machinery, equipment, or products cannot be shown on a raised/built up platform or counter if they interfere with height limitations.

DESIGN:

All signs, posters and booth graphics must be professionally lettered and in compliance with the proper height limitations. Show Management reserves the right to change or remove signs (at the exhibitor's expense) which are not in keeping with the overall quality standards of the exposition.

CABLING/CEILING SUSPENSIONS

Booth structures should be built to be structurally sound. According to facility regulation, exhibits whose structural integrity requires cabling and/or suspension from the ceiling are not allowed to be built.

INTERNET ACCESS

Internet access at the booth for the duration of the show may be ordered via the appropriate form or contact the official SEMICON Europa supplier, for further information see [Contractor Details](#).

LEAD RETRIEVAL SYSTEM

Our registration company will be offering lead retrieval systems that can capture visitors information that visit your booth. To order this service fill in the appropriate form or contact the official SEMICON Europa supplier, for further information see [Contractor Details](#).

Note: Depending on which lead retrieval system is requested, electrical services might need to be ordered.

LIFTING CONTRACTORS

A lifting, storage and freight forwarding service is available from Schenker Deutschland AG or TWI Group. Further information can be obtained on the shipping instruction of the freight forwarder. For contact details refer to the sections [Delivery and Removal of Goods](#).

MERCHANDISE/EQUIPMENT PASS

Any equipment or merchandise that is removed from the exhibit hall during build-up and exposition hours (this does not include briefcases or tool boxes) must be accompanied by a Merchandise/ Equipment Pass, which is presented to the guard when exiting. You may pick up this pass in the Show Management Office on show site. This is for the protection of all exhibitors. Merchandise/Equipment Passes are not required during dismantling.

MUSIC/ENTERTAINMENT

Exhibitors should be aware that music played in their booth, whether recorded or live, may be subject to laws governing the use of copyrighted compositions

Section 15 of the law governing copyrights ("Urheberrechtsgesetz") of 9 September 1965 requires that the approval of GEMA (Gesellschaft für musikalische Aufführungs- und mechanische Vervielfältigungsrechte) be obtained for any music performance at the exhibition booth.

The rate of remuneration for exploiting the copyrights and performance rights will depend on the method of performance of the music and/or the size of the booth. GEMA will invoice the exhibitor for the royalties.

Please fill in the appropriate form located in the online checklist.

A TO Z DIRECTORY

NOISE AND ODORS

Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of the neighbouring exhibitors. Speaker and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound/noise should not exceed 70 decibels, though SEMI Show Management has the right to adjust this level onsite. Exhibits producing objectionable odours will not be allowed.

OBSTRUCTION OF AISLES

Exhibitors may not conduct demonstrations or activities, which result in excessive obstruction of aisles or prevent ready access to neighbouring exhibitors' booths. Demonstrations are to be straightforward, professional, and relative to the displayed product. The use of demonstrators, gimmicks, mimes, magicians, robots, etc., in the aisles is prohibited at all times. Products or demonstrations must be placed inside the booth boundaries and must not result in aisles being blocked. Equipment/furniture may not be in the aisle at any time.

ONSITE VEHICLES

Private cars/trucks are allowed to proceed to the parking areas just outside the exhibit halls during build-up and dismantle after checking in at the freight gates. Deposit fees apply during build-up to ensure the timely removal of such vehicles. See www.messe-dresden.de for further information.

OUTSIDE PROMOTION

It is requested that exhibitors not advertise or promote any offsite/outside activity, such as an open house, reception, conference, etc., away from the exhibit hall, if occurring during exhibit hours.

PA SYSTEM

The PA system is for official use only. We regret exhibitors can NOT use this system for any purpose during the show.

PHOTOCOPYING, PRINTING AND FAX FACILITIES

Fax/photocopying/internet access is all available at the business centre. Exhibitors must pay for facilities at time of service. Otherwise, exhibitors are welcome to book a photocopy machine, printer, fax, etc. To order this service fill in the appropriate form or contact the official SEMICON Europa supplier, for further information see [Contractor Details](#).

PHOTOGRAPHY/VIDEO TAPING

SEMI does not allow photographing of the exhibition (other than by the official show photographer and official press). Exhibitors are allowed to photograph their booth ONLY. Requests for videotaping must be submitted, in writing, to SEMI Show Management 30 days prior to the first day of set-up. A security guard will be required during the taping.

PRIZE DRAWINGS/RAFFLES

Public drawings can only be conducted if held within the confines of the booth. Due to fire safety regulations, public aisles cannot be blocked. It is recommended that instead of a public drawing (announcement) that you post the winner's name within your booth.

PRODUCT/DEMONSTRATIONS

Product or equipment demonstrations for attendees or "visiting company employees" cannot be conducted in the booth before or after official exposition hours. For security reasons, demonstrations can only take place during exposition hours.

PROGRAMS & EVENTS

Programs & Events provide a great opportunity to exchange ideas, learn and work towards solving common issues and challenges. Along with extensive networking and promotional opportunities, programs and events will ensure efficient information exchange at all levels. For more information visit www.semiconeuropa.org.

A TO Z DIRECTORY

PROMOTIONS

Invitations to parties, or advertisements, flyers, etc., may NOT be distributed or displayed except within the confines of the exhibitor's own booth.

Special promotions:

Any special promotions must be submitted, in writing, to SEMI Show Management at least 30 days prior to the exposition. SEMI reserves the right to reject, eject or prohibit any exhibit, or special promotion, in whole or in part, or any exhibitor (or their representative) based solely on its judgment, discretion and authority.

REGISTRATION

Please refer to the [Passes-Admission](#) section of this manual.

RIGGING

Rigging is to be ordered please fill in the appropriate form or contact the official SEMICON Europa supplier, for further information see [Contractor Details](#).

SECURITY

SEMI will provide general security services that will cover the exhibit area during build-up, exposition hours and move-out. However, exhibitors will be responsible for the security and protection of their display and other material at all times.

GENERAL SECURITY

Remember that build-up and dismantle periods are particularly sensitive times when thefts (especially handbags and laptop computers) are most likely to occur. Do not leave your booth unattended during those times.

Each exhibitor is responsible for the safety of their goods, materials, equipment and displays at all times. General overall security service will be provided during the exhibition. Neither any of the official contractors, the MESSE DRESDEN, nor SEMI can be held responsible for loss, theft, vandalism, fire, water damage, natural disasters or damage of any property from any cause.

In order to protect your valuable material and equipment, SEMI encourages exhibitors to take the following precautions: (a) Have sufficient insurance on your exhibit and equipment. (b) Eventually order additional security for your booth via the appropriate form "Security & Parking".

SEMI REGULATIONS

The abbreviation "SEMI" used in the rules and regulations means: Semiconductor Equipment and Materials International, a non-profit corporation, and as content may require, its directors, officers, agents, and/or employees duly acting for SEMI in the management of the exposition.

These rules and regulations governing SEMICON Europa are an integral part of the contract for exhibit space. While some of them may seem restrictive, they have been established for the protection of everyone. The overriding principle contained in these Exposition Rules & Regulations is equality for all. With the assistance of the SEMICON Exhibitors' Committee, the following regulations have been designed specifically for SEMICON Europa. Should you have any questions concerning the rules and regulations, or need to request special permission, please contact:

In Europe: Ms. Eva Weller
SEMI Europe
Tel: +49 30 3030 807711
Fax: +49 30 8187 8879
Email: eweller@semi.org

SERVICE CONTRACTORS

Recommended and/or exclusive service contractors, will be located in the Main Entrance or in the Via Mobile. For a complete list of all the service contractors, please refer to page 5 'Contractor Details'. No company, other than the official contractor, may perform these services on-site and will be denied access to the show floor.

A TO Z DIRECTORY

SERVICE OFFICE OF THE MESSE DRESDEN

For exhibitor convenience, the MESSE DRESDEN will operate a full service office onsite during the exhibition for last minute orders, changes etc. to the orders placed with MESSE DRESDEN.

SHIPMENTS

See [delivery and removal of goods](#).

SHOW MANAGEMENT OFFICE

The Show Management Office will be located at the meeting point.

STORAGE AND PORTERAGE

Please contact Schenker Deutschland AG, SCHENKERfairs or TWI Group to arrange your storage and handling requirements (see [delivery and removal of goods](#)).

TELEPHONE AND FAX

For all telephone and fax connections fill in the appropriate form or contact the official SEMICON Europa supplier, for further information.

TERMS & CONDITIONS

This *Exhibitor Manual* forms are part of the rules and regulations that you agreed to on signing your contract.

THE MESSE DRESDEN RULES & REGULATIONS

The MESSE DRESDEN, the facility that houses SEMICON Europa, has general regulations and information. It is strongly recommended that you read the Building Regulations available on www.messe-dresden.de

Booths installed at SEMICON Expositions must comply with the rules and regulations of the exposition. However, in the event that an exhibitor or exhibit activities are in violation of exposition rules and regulations or are not consistent with the standards of the exposition, Show Management may require the exhibitor to alter the booth before the exposition or onsite. Necessary changes are to be made at the exhibitor's expense and are subject to approval.

All exhibit matters and questions not covered by these rules and regulations are subject to the decision of SEMI Show Management. These rules and regulations may be amended at any time by SEMI and all the amendments that may be so made shall be equally binding on all parties affected by them as are the original rules and regulations. In the event of any amendment or addition to these rules and regulations, written notice will be given by SEMI.

Installation Procedures:

Booth Approval

See 'Booth construction permit (building height exceeding 3.50m or roofed booth constructions)' for booth approval procedures.

Technical Installations on Booths

- The inlets, outlets and connections to be installed on the booth must be ordered from MESSE DRESDEN by completing the corresponding utility order form.
- Exhibitors are strictly forbidden to install their own connections to the floor boxes.
- All on booth installations will be inspected by official controllers being fully empowered to authorize or prohibit the installation or to require alterations so as to meet technical and legal requirements.
- Exhibitors are liable for any technical faults or damage that may result from non compliance with the provisions as stipulated by MESSE DRESDEN.
- All connecting boxes in operation at floor level must be accessible at all times.
- A sketch showing the desired position of the installations must accompany all order forms.

UTILITY AREAS

Per Fire Marshall Regulations, the utility areas located behind most stands are to be left completely free and clear at all times. Utility areas will be monitored daily. Any items (empty or full) found in the utility area will be sent to empty storage.

A TO Z DIRECTORY

UTILITY CHANNELS

Utility channels are spaced normally at 6 meter intervals throughout the hall floors. All electrical, phone, air and water services will be accessed from the floor ports. Utility channels may service neighbouring exhibits as well as your own. Please keep this in mind when designing your booth layout. The MESSE DRESDEN's technical department will be happy to answer any questions you may have.

VACUUM PUMPS

Vacuum pumps are available for rent from the MESSE DRESDEN, please contact:

Mr Carsten Kramer, Phone +49 351 4458 122

carsten.kramer@messe-dresden.de

Deadline for orders: **12 September 2012**

VENUE CARE - GENERALLY VALID STANDARD VALUES

No attachment, fitting, fixture or defacement is to be made to the flooring, ceilings or the internal or external walls of the building, nor is any ladder or other device whatsoever to be fixed to, or suspended from, any overhead. No nail, screw or other device is to be driven into, nor are holes to be made, in any part of the building.

- Nothing must be stuck to, attached to or tied around the steel columns in the halls. A contact-free surrounding structure is possible with a minimum distance of 3 cm.
- Drilling, nailing, dowel insertion and sawing on walls, doors or glass facades are forbidden, as well as any form of fixing or adhesion. Measures concerning exceptional cases shall be determined by both the proprietor and organizer.
- If anything is to be hung from the ceiling/roof construction, it must be authorized by the proprietor in advance.
- It is forbidden to attach, fix or mount any form of exhibition related elements to the walls and/or glass-walls.
- Carpet adhesive is to be removed, without residue, by the exhibitor. Any post exhibition clean-up measures shall be carried out by the proprietor at the expense of the exhibitor.
- Motor vehicles to be used as exhibition items may only be displayed with an empty petrol tank and a disconnected battery.
- Exhibition objects or facilities which are still present on the exhibition grounds after termination of the rental period shall be temporarily warehoused at the exhibitor expense. No liability shall be assumed.
- Electrical and water installations are to be taken care of by the proprietor or by a third party contracted by him.
- Wall-mounted fire hydrants, fire extinguishers, fire alarms and related information signs may not be covered up or obstructed. They must remain visible and accessible at all times.
- The lead seals attached to security installations may neither be removed nor damaged by unauthorized personnel.

VISITOR INVITATIONS / STICKERS

Visitor information, invitations and registration brochures are available FREE to all exhibitors. Just complete the form. The ordered items will be shipped to the exhibitors as of 15 July 2012.

WALL REQUIREMENTS

All booths, except island configurations, must provide a full back wall, minimum of 2.5 metres/8 feet in height. All exposed (back and side) walls must be finished on all sides at the expense of the exhibitor who owns the walls. All exposed back and side wall areas or exposed structures must be finished in either a neutral or complementary colour to your booth and does not include company identification.

WASTE DISPOSAL

Waste disposal may be ordered. Please fill in the appropriate form or contact the official SEMICON Europa supplier, for further information see [Contractor Details](#).

WATER CONNECTION

Water connection may be ordered via the MESSE DRESDEN. Please note not all booths have access to a water connection.

Please fill in the appropriate form or contact the official SEMICON Europa supplier, for further information see [Contractor Details](#).

SHOW MANAGEMENT RESERVES THE RIGHT TO PURSUE ANY ACTION IT DEEMS NECESSARY IN THE BEST INTEREST OF THE EXPOSITION AND IN FAIRNESS TO ALL EXHIBITORS.

EXHIBITOR RESPONSIBILITIES & LIABILITIES

SEMI SHOW MANAGEMENT RESERVES THE RIGHT TO REJECT, OR PROHIBIT ANY EXHIBIT, WHOLE OR IN PART, OR ANY EXHIBITOR AND HIS REPRESENTATIVES BASED SOLELY ON ITS JUDGMENT, DISCRETION, AND AUTHORITY. PLEASE REFER TO YOUR SEMICON EXHIBIT SPACE APPLICATION/CONTRACT FOR ADDITIONAL RULES AND REGULATIONS.

AMENDMENTS/GENERAL SUPERVISION

All exhibit matters and questions not covered by these rules and regulations are subject to the decision of SEMI Show Management. These rules and regulations may be amended at any time by SEMI and all amendments made shall be equally binding on all parties affected by them as they are by the original rules and regulations. In the event of any amendment or addition to these rules and regulations, written notice will be given by SEMI to affected exhibitors.

The abbreviation "SEMI" used in the rules and regulations means: Semiconductor Equipment and Materials International, a non-profit corporation, and as the content may require its directors, offices, agents, and/or employees duly acting for SEMI in the management of the exposition.

DEFAULT IN OCCUPANCY

Any exhibitor failing to occupy contracted space is not relieved of the occupation or payment of the full rental of such space. All display systems and equipment/products must be installed and completed prior to the exhibition opening. Show Management may repossess unoccupied space for such purpose as it may see fit. Failure to notify Show Management of cancellation in advance will cause exhibitor to lose priority for exhibit space.

EXHIBITOR LIABILITY

The exhibitor assumes full financial liability for damage to the facility or neighbouring exhibits caused by the construction of the exhibitor's booth structure. The exhibitor may not apply paint, lacquer, adhesives or other coating to building columns, walls or floors.

In the event any part of the exhibit hall is destroyed or damaged so as to prevent SEMI from permitting an exhibitor to occupy assigned space during any part or the whole exhibition period; or, in the event occupation of assigned space during any part or the whole exhibition period is prevented by strike, natural disasters, national emergency or other cause beyond the control of SEMI, the exhibitor hereby waives any claim against SEMI beyond a refund of rent paid for the period it was prevented from using the space, less a proportionate share of the exposition expenses incurred by SEMI.

In addition to the Rules & Regulations listed on the back of the exhibit space application/contract, the SEMICON rules and regulations have been established in consideration of all participants (exhibitors, attendees, service contractors, building management, and Show Management) and apply to all participants throughout the exposition.

LIMITATION OF LIABILITY/INSURANCE

SEMI would like to remind the exhibitor of the limits of liability as agreed to on the back of the original signed contract for exhibit space.

RESELLING/USE OF SPACE

The exhibitor may not assign, sublet or resell; in whole or in part, their contracted space. The contracted exhibitor may share this space with affiliated co-exhibitors, providing the co-exhibitors comply with all exhibitor conditions and rules and regulations; however, the contracting exhibitor shall continue to be primarily liable for all financial and performance covenants.

The primary exhibiting company must have prominent identification in its entire contracted exhibit space. Contracted exhibit space must appear as one unified booth. All booths must be staffed during exhibition hours.

VIOLATIONS AND PENALTIES

SEMI Show Management may, at its discretion, eliminate or reduce priority points for violation of these rules and regulations. In addition, substantial violations of any of these rules and regulations by the exhibitor, its employees or agents may, at the option of Show Management, forfeit the exhibitor's right to occupy exhibit space and such exhibitor shall forfeit to SEMI all moneys paid or due.

EXHIBITOR RESPONSIBILITIES & LIABILITIES

It is to your advantage to contact SEMI Show Management prior to arriving on show site with any questions. Failure to comply with the exposition rules will result in the following loss of priority points:

If not corrected by the end of:

Build-up Period	10% reduction
1st Exposition Day	+10% additional reduction
2nd Exposition Day	+10% additional reduction
3rd Exposition Day	+10% additional reduction
Total	40% possible reduction of priority points

Upon evidence of substantial violation, SEMI may enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that SEMI may thereby incur.

SHOW MANAGEMENT RESERVES THE RIGHT TO PURSUE ANY ACTION IT DEEMS NECESSARY IN THE BEST INTEREST OF THE EXPOSITION AND IN FAIRNESS TO ALL EXHIBITORS.

DELIVERY & REMOVAL OF GOODS

SCHENKER and TWI Group are the official freight forwarder at SEMICON Europa 2011.

SCHENKER TEAM AT SEMICON EUROPA 2011

TWI STAFF

The following marketing department personnel will be available to assist you with your international shipment:

TWI LAS VEGAS, NV - HEADQUARTERS

4480 S. Pecos Road
Las Vegas, NV 89121 USA
Tel: 1.702.691.9000
Fax: 1.702.691.9055

Elias Guerra
Kimbery Kreider
Kim Sheppard
Jim Schaeffer

eguerra@twiglobal.com
kkreider@twiglobal.com
ksheppard@twiglobal.com
jschaeffer@twiglobal.com

TWI SAN FRANCISCO, CA

1670 South Amphlett Blvd. Suite. 120
San Mateo, CA 94402 USA
Tel: 1.650.357.1302
Fax: 1.650.357.7563

Mike Miller

mmiller@twiglobal.com

TWI LOS ANGELES, CA

9009 La Cienega Blvd.
Inglewood, CA 90301 USA
Tel: 1.310.568.9300
Fax: 1.310.338.0316

Laura Avina

lavina@twiglobal.com

TWI NEW YORK, NY

230-59 International Airport Center Blvd.
Suite. 250
Jamaica, NY 11413 USA
Tel: 1.718.712.6300
Fax: 1.718.712.6053

Daniel DiMangano
Drew Camier

ddimangano@twiglobal.com
dcamier@twiglobal.com

ADDRESSING BY AIRFREIGHT, TRUCK, SEA AND EXPRESS MAIL

Please consign your exhibition to the following addresses:

Schenker Deutschland AG

Potthoffstr. 5
D – 01159 Dresden
Germany
Tel: +49 351 4820 364
Mobile: +49 1 60 974 171 08
Fax: +49 351 4820 3888

Sven Becker

Sven.Becker@dbschenker.com

Name of the Exhibitor
c/o SEMICON 2009
Hall No. / Booth No.
MESSE DRESDEN
Messering 6
D – 01067 Dresden
Germany

Please read the shipping instructions of Schenker and/or TWI GROUP, for all details concerning the shipment of goods.

ADMISSION PASSES AND BADGES

EXHIBITOR & CONTRACTOR ADMISSION

Set-up/dismantle passes

No set-up/dismantle passes are needed for the MESSE DRESDEN.

Extended hours for build-up (beyond 20:00) can be requested onsite at the Show Management office at NO FEE. MESSE DRESDEN may require you to hire security. All build-up and installation must be completed before 20.00 the day prior to the exposition opening unless otherwise stated. Exhibitors will not be allowed to build-up or install displays after this time.

For those exhibits not set up by the deadline, and which do not have a prior approval, Show Management reserves the right to "expedite" build-up or to remove displays/material from the exposition floor at exhibitor's expense. Exhibitors who do not meet the build-up deadline may forfeit the use of their booth space in subsequent expositions.

EXHIBITOR BADGES

Exhibitor will receive an e-mail in June providing them with their log-in information for ordering exhibitor badges.

In the interests of security, all exhibitors and contractors must wear the provided identity badges at all times during the build-up, breakdown and open periods of the show. Security staff will not allow you or your staff to enter the exhibition without a valid badge.

Please read the following information before starting the badge request process.

Exhibit hall attendance is restricted to qualified exhibitors, visitors, and service suppliers as monitored by Show Management and security. Badges are required at all times. See the following pages for the different types of badges available.

The official SEMICON Europa badge must be worn whenever you are in the exhibit halls.

Exhibitor registration will open on 09 October. To avoid having your staff wait in line on opening day, PLEASE register by the deadline date or go to exhibitor on-site registration and order your badges during build-up.

Exhibitor Registration will be located in the Main Entrance.

If you are the primary exhibiting company and one or more co-exhibiting companies are exhibiting with you (as stated on your program directory information form), be sure to submit your co-exhibitor's badge request with your own.

Badges are not to be altered by inserting company cards.

Any person(s) on the exhibit floor who is not officially registered or who assist non-registered persons to gain access to the exhibit floor, is in violation of the items specified in this manual and may be promptly evicted from the exposition.

False certification of an individual as an exhibitor's representative, misuse of an exhibitor's badge, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expulsion from the exposition. This may also cause the removal of the exhibitor's booth from the floor without obligation on the part of SEMI for refund of any fees. The exhibitor, his employees and agents, and anyone claiming to be on the exhibit floor through the exhibitor, waive any rights or claims for damages arising out of the enforcement of this rule.

Exhibit contacts will receive an email in early June with badge ordering instructions.

ADMISSION PASSES AND BADGES

EXHIBITOR BADGE LIMITS

Exhibitors can order up to 10 badges for every 9 m² of exhibitor space free of charge.

PLEASE NOTE: If you have exceeded your complimentary badge allotment but need to register additional booth personnel, badges are available for purchase for 10 EURO each.

EXHIBITING COMPANY ATTENDEE BADGES

If you need to order badges for company employees who WILL NOT be working in the booth or your customers, you may order a "visitor" badge. Visitor badges may be either ordered online (www.semiconuropa.com) or via the visitor registration form.

EXHIBITOR BADGES

Company employees who will be working in the booth during the exposition must have an exhibitor badge. The badge will give the exhibitor access to the exposition floor before, during and after exposition hours, as well as build up and dismantle days.

VALID DATES/TIMES

Exhibitor badges are valid Friday, 05 October through Friday, 12 October from 08:00 – 20:00 and Saturday, 13 October contact Show Management for access to the exposition hall beyond these hours.

BOOTH APPROVAL AND CONSTRUCTION PERMIT

It is the responsibility of the exhibiting company to comply with the SEMI Rules and Regulations. Onsite, if your booth does not comply with the exhibit rules and regulations, you will be required to make modifications at your expense.

The overall height for exhibition booths is 3.50 m unless you express permission from the organisers is granted prior to the event.

The Messe Dresden requires pre-approval on the following booth designs:

- Any booth over 3.50 m in height | booths over 50 square meters | booths with closed booth ceilings
- ALL TWO-STOREY BOOTHS (Notification must be given to SEMI Management & MESSE DRESDEN for consultation and information on approval procedure). The planning documents for a two-story booth must be provided to the MESSE DRESDEN at least 10 weeks before the construction of booths. This must be in German and available in three copies. The height limit for all two-story booths is 6 meters. MESSE DRESDEN will forward the documents to the responsible person of the Dresden office for building regulations.
- In the case of neighbouring zones: For booths with a height of over 3 m, the booth structure must be moved by 1 m, unless the neighbouring booth holder agrees to the exhibitor's booth design.

Please Note: Booth structures should be built to be structurally sound. According to facility regulations, exhibits whose structural integrity requires cabling / suspension from the ceiling cannot be erected. There must be a fire extinguisher available at booths larger than 50 m².

To ensure that work is performed on time, please return to SEMI Europe and MESSE DRESDEN not later than **four weeks before the event** the following: Please note that the processing of booth approvals cannot be extended beyond this date.

- Three copies of the booth design (scale 1:100) complete with layout plan and elevation plan including identification of walling, raised platforms, machinery, storerooms and special structures only if building height exceeds 3.50 m!
- For large areas: layout of catering, kitchen and exhibition areas.
- For seating of over 30 persons: seating plan in accordance with public assembly regulations (rows of seats, distances, etc.)
- Description of building work
- Description of materials used in the construction of the booth
- Reaction to fire class certification of the materials used to construct the booth
- Specifications of machines/and or special equipment (typologies, sizes, weights, etc..)
- Important information and guidelines for two-story booth and booths with accessible levels

Two-story booths and constructive or functionally complex booth structures such as lifts, accessible levels and powerful machines require, in any case approval of the MESSE DRESDEN GmbH.

It is not allowed to build booths without presenting plans for approval!

In the case of failing to submit the above, MESSE DRESDEN will not allow booth assembly work to begin. You will find the approval note(s) of MESSE DRESDEN in the Exhibition hall and open-air space ordinance. MESSE DRESDEN GmbH will forward the documents to the responsible authorities. You will be invoiced for possible costs thereby incurred.

Contacts:

MESSE DRESDEN GmbH
Abteilung Technik, Carsten Kramer
Messering 6
D-01067 Dresden
carsten.kramer@messe-dresden.de

SEMI Europe
Eva Weller
Helmholtzstrasse 2-9
D-10587 Berlin
eweller@semi.org

BOOTH APPROVAL AND CONSTRUCTION PERMIT

BOOTH DESIGNS

Booth designs may not incorporate long runs of solid walling over 5m. At least 50% of each frontage must remain open or be fitted with an approved transparent material.

PAINTING

All painting to any part of your booth must be carried out using water-based paints.

BOOTH DRESSING

Artificial plants and flowers are combustible and give off fumes and must not be used. Silk type flowers are acceptable providing they have been fireproofed and are marked as such. Cellulose paints are flammable and must not be used in booth dressing.

Timber used in booth construction and displays

Timber under 25mm thick used in booth construction and displays must be impregnated to Class 1 Standard. Boards, plywood, chipboard, etc must be treated in the same way if they are less than 20mm thick. Timber over 25mm thick need not be treated.

SCAFFOLDING

Lone workers must not work at heights; they must have a colleague to assist.

SHOW MANAGEMENT RESERVES THE RIGHT TO PURSUE ANY ACTION IT DEEMS NECESSARY IN THE BEST INTEREST OF THE EXPOSITION AND IN FAIRNESS TO ALL EXHIBITORS.

MARKETING, PRESS AND PR INFORMATION

MAKING THE MOST OF THE SEMICON EUROPA EXHIBITION

An important key to successful trade show experiences is leveraging available tools and techniques to maximize your opportunities and gain valuable selling time with your customers and prospects. There are many opportunities to integrate different marketing channels along with your participation as an exhibitor on the SEMICON Europa show floor and SEMI will work with you to ensure that you make the most of your exhibition experience. This section defines various mechanisms for complimenting your company's presence at SEMICON Europa, the value and process for exercising these opportunities.

FREE SHOW DIRECTORY ENTRY

Each **exhibitor** is allowed to submit a short description (500 characters maximum including spaces) on what you are displaying at the exhibition. To be included in this catalogue you must fill in your company description online at www.semiconeuropa.org before **31 July 2012**.

If the directory entry is not received on time, only the details as shown on your exhibition contract will be mentioned.

ADVERTISEMENT IN THE SHOW DIRECTORY

The SEMICON Europa Event Directory enables advertisers to reach the most powerful players in the global semiconductor market. Distributed to all delegates and visitors as they enter the event, directories are proven marketing vehicles for reaching busy event attendees during and after the event. Furthermore, the directory serves visitors as a comprehensive reference throughout the year. **Don't miss out on this fantastic opportunity and book an advertisement in the exhibition catalogue!**

For details see the online form.

VISITOR INVITATIONS / STICKERS

These invitations are a valuable tool for promoting your company's presence at SEMICON Europa. Exhibitors may order invitations before 30 June 2012 for distribution to their key customers, who can use this invitation to access the exhibition at no cost..

So please order enough promotional material and send it out to all your customers and colleagues.

PR/PRESS INFORMATION

We recommend that you keep relevant journalists regularly updated to increase the awareness of both your product launch and presence at the show. Why not invite them to your launch, drinks reception, prize draw or charity event?

PRESS OFFICE AND PRESS PACKS

The press office is the first stop for journalists visiting SEMICON Europa. We recommend that information on your company be made easily available to them via the SEMICON Europa Press Office. Our PR team will ensure all the key press are fully briefed and invited to SEMICON Europa 2012.

Please liaise with the press office concerning any planned photo-calls, VIP celebrity visits or interesting news items. If you would like to supply packs for display in the press office, please contact or Carlos Lee clee@semi.org

SEMI TECHNOLOGY ARENA PRESENTATION

The Tech Arena sessions are seminar-style, presentations, designed to provide exhibitors with an additional platform to engage and share product developments with an international audience. All exhibitors have the opportunity to become part of the program and strengthen their presence on the market with their products and services on themes linked to hot topics in the sector and during the show

Please contact Carlos Lee clee@semi.org Tel.: +32 2 290 31 69 for further information

SPONSORSHIP OPPORTUNITIES

All available sponsorship opportunities are online at:

www.semiconeuropa.org

Other ideas regarding sponsorship opportunities are welcome. For more information contact:

Beat Mueller, SEMI Europe, bmueller@semi.org

**For further information, please read the
ADVERTISING and PROMOTION KIT**