

THIRD-PARTY USE OF THE SEMICON SHOW LOGO

SEMICON is the official event brand of SEMI. When third-party organizations (such as exhibitors, sponsors or partners) promote their participation in SEMICON, it's critical that the SEMICON show logo is used correctly, consistently and in ways that do not misrepresent ownership of the event or obscure SEMI's organizational role.

Improper show logo usage—such as giving the appearance that a third party is hosting, organizing or co-owning the event—can dilute the SEMICON brand and confuse audiences.

These guidelines ensure that SEMICON remains the lead identity, even when used in third-party promotions.

1. Use the SEMICON show logo to indicate participation

Third parties may use the SEMICON show logo only to indicate affiliation (e.g., “Exhibiting at SEMICON 2026”), never as the leading graphic or brand anchor.

- Use the SEMICON show logo in a supporting role (e.g., in a lower corner as a secondary element).
- Pair with a clear phrase like:
 - “Join us at SEMICON”
 - “Proud exhibitor at SEMICON 2026”
 - “Speaking at SEMICON”
- Maintain proper sizing and clear space around the show logo (see [Show Logo](#)).
- Use only approved show logo files (see [Show Logo](#)).

2. Avoid misleading layouts or visual hierarchies

Positioning the SEMICON show logo in certain ways visually implies ownership or that a company other than SEMI is organizing the event.

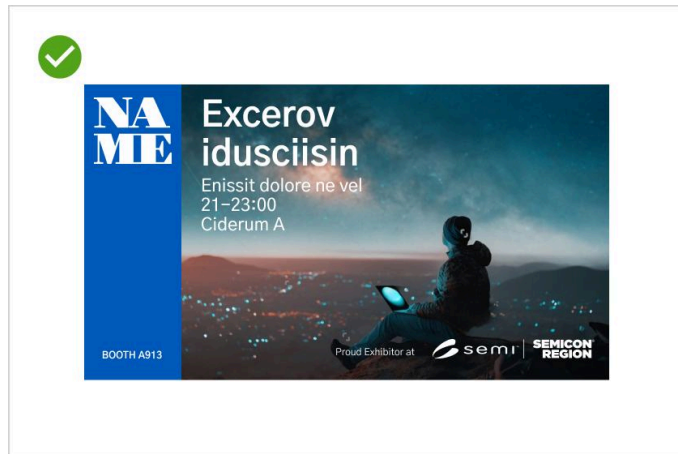
- Do not use the SEMICON show logo as the lead logo or primary visual in the layout.
- Do not place the SEMICON show logo above your own brand logo.
- Do not make the SEMICON show logo larger than your own brand logo.
- Do not combine the SEMICON show logo with your logo in a lockup without permission.

THIRD-PARTY USE OF THE SEMICON SHOW LOGO

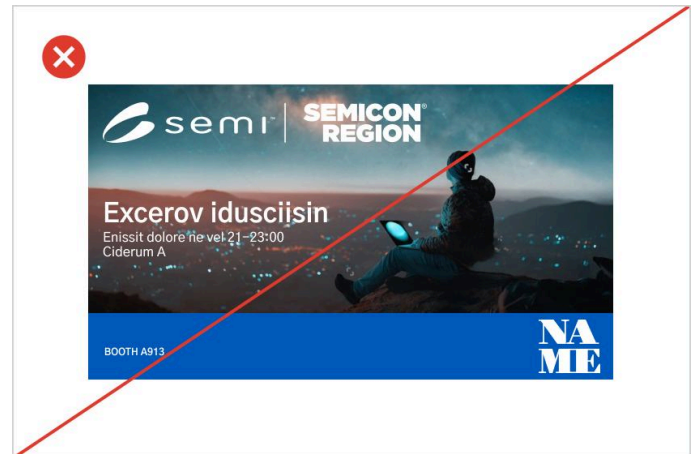
Proper Usage

Below are a few model examples to guide how the SEMICON show logo may and may not be used.

Do place the SEMICON show logo in a secondary position.



Do not use the SEMICON show logo as the lead graphic.



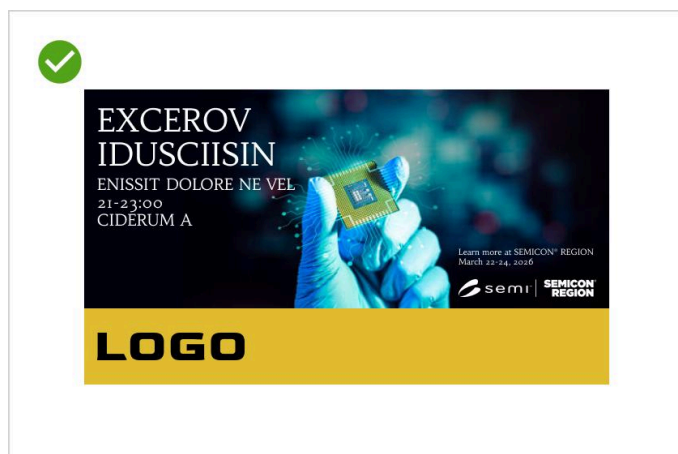
Do not place your logo beneath the SEMICON show logo.



Do pair the SEMICON show logo with "Join us" or similar.



Do scale the SEMICON show logo smaller than your own.



Do not combine logos in a lockup or in a shared box.

