

## Guidelines for Display Rules & Regulations

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### INTRODUCTION

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The rules and regulations governing SEMICON West are an integral part of the contract for exhibit space and have been established for the protection of everyone. The overriding principle contained in these Exhibit Rules and Regulations is equality for all. With the assistance of the SEMI North American Exhibitors' Committee, the following regulations have been designed specifically for SEMICON West.

Should you have any questions concerning the rules and regulations, please contact Show Management at Email: [semiconwest@semi.org](mailto:semiconwest@semi.org).

**Exhibits installed at ALL SEMICON Expositions must comply with the rules and regulations of the exposition. If an exhibitor or exhibit activity is in violation of the exhibit rules and regulations or is not consistent with the standards of the exposition, Show Management may require the exhibitor to alter the exhibit either before the exposition or on-site. 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 Show Management. These rules and regulations may be amended at any time by Show Management. The original rules and regulations, as well as any amendment to the original rules and regulations, shall be equally binding to all parties affected by them. In the event of any amendment or addition to these rules and regulations, written notice will be given by Show Management through the monthly exhibitor update.

### CODE OF CONDUCT

Show Management wants your exhibition at SEMICON West to be successful. Listed below are some tips on exhibitor etiquette for you to share with your booth personnel. By putting these tips into practice, you can help make the Show a success, both for your company and for other exhibitors.

Exhibitors at SEMICON West should conduct themselves professionally with honesty and integrity in their business practices.

- Exhibitors are not permitted to behave in a manner which, in the sole discretion of Show Management, is objectionable. You must comply with all additional rules established by SEMI.
- Be considerate of other exhibitors. Under no circumstances should you enter any other exhibitor's display area uninvited or when unattended. Not only is your presence in your company's booth absolutely vital to serving your customers and potential customers, but also you help set an example for others. Wandering into other booths disrupts exhibitors who are with clients. This is unprofessional and reflects badly on your company and you personally.
- Unauthorized photography of any exhibit or product is prohibited and will result in expulsion from the show. Exhibitors and Attendees are not allowed to bring photographic equipment on the exhibit floor during show hours. Exhibitors may photograph their own exhibit/products prior to Show opening or after the show closes. Only SEMI, the exclusive show photographer or credentialed news media will be allowed to photograph exhibits during Show hours. Please immediately notify Show Management or Security of any unauthorized photography. Arrangements can be made to have your exhibit photographed during show hours with the exclusive show photographer.
- Exhibitor's sound level shall not intrude on or disrupt adjacent exhibit areas. Sound and noise should not exceed 80 decibels.
- Any raffles, prize drawings or promotional contests of any kind must be approved by Show Management in writing prior to the show if you think you may be in violation of the stipulated rules and regulations.

- Exhibitors are not permitted to dismantle their exhibits or do any packing before 4:00pm on the last day of the show.
- Exhibitors and their company representatives must wear their official identification badges at all times while on the show floor and in meeting rooms. These badges are issued for protection and identification and must not be loaned or given to other persons. Exhibitors are prohibited from ordering exhibitor badges for anyone other than their company representatives exhibiting in the booth.
- Exhibitors should not advertise or promote any off-site/outside activity held away from the exhibit hall if occurring during show hours. Off-site events held during show hours diminish the size and diffuse the quality of the audience that companies are exhibiting to see. Please plan to hold any events prior to or after show hours.
- Exhibiting companies who cancel their booth space and want to attend the show should cancel their hotel, meeting rooms and re-register as a 'Visitor.'
- In order to protect our valued exhibitors and the investment you have made in participating in SEMICON West, SEMI rules strictly prohibit solicitation, "suitcasing" or "outboarding" by attendees who transact business at the show or in SEMICON West hotels and do not have exhibit booths. These practices are considered unethical and are condemned by Show Management.

### WHAT TO LOOK FOR

Identifying potential "suitcasers" and "outboarders" is fairly simple, given the nature of our event. Look for:

- Non-exhibitor attendees who appear to be initiating contact in aisles or in booths
- Any attendee who appears to be handing anything out in the aisles may be suitcasing, because as we all know, distribution of anything is restricted to exhibitor's booth space unless otherwise approved by SEMI.
- 'Outboarders' can be identified by their invitation (written or oral) to do business with them off site—if they don't have an exhibit booth, they are "outboarding."

### WHAT CAN YOU DO?

Please report any violations you may observe to SEMICON West Floor Manager, Show Management, other SEMI Staff or to SEMICON West security. Show Management will investigate all complaints of suitcasing.

Upon receipt of a complaint from an exhibitor, SEMI Show Management will review the complaint with the reporting party and if possible, observe the suspected suitcaser. Show Management will then address the issued directly with the subject of the complaint. If found to be valid, the complaint will be resolved by offering the suitcasing company the option of immediately purchasing booth space on the floor (if available) or surrendering the conference credentials and leaving the premises at once.

In the conduct of our business, we will aim to treat others as we would expect others to treat us.

**Exhibitors who do not honor this code of conduct could lose space assigning privileges in future SEMICON West expositions.**

### GENERAL RULES & REGULATIONS

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#### **ADA (AMERICAN WITH DISABILITIES ACT) ACCESSIBILITY**

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, as reasonably accommodating as possible, to attendees with disabilities.

The exhibitor agrees that it is solely responsible for assuring that its displays comply with the ADA. The exhibitor also agrees to indemnify and hold SEMI harmless for any claims arising out of or in connection with the failure of the exhibitor's display to comply with the ADA.

ADA accessible shuttle buses are available during scheduled shuttle hours. Please request service at least 60 minutes in advance of desired pick-up time. To arrange for your transportation, please contact Show Management for further assistance.

#### **AFTER HOURS PASSES**

Exhibitors working on equipment and/or their display in their booth after posted hours must obtain an 'After Hours Pass' from the SEMI Show Management Office by 5:00pm each day. Exhibitors working past 12:00 midnight will be required to hire security to be present in their booth from 12:00 midnight until 8:00am (additional charges may apply for any requests to stay in building after 12:00 midnight).

#### **AISLES**

"Freight-Free" aisles have been designated throughout all exhibit halls. "Freight-Free" means no ladders, crates, equipment (products), carpet, or exhibit materials are allowed in these designated aisles at any time during the installation or dismantle period.

#### **ALCOHOLIC BEVERAGES**

We recognize the legitimate serving of alcoholic beverages in the process of conducting business and social activities. We also recognize that the use and consumption of alcohol carries with it the requirement for all attendees to consume those beverages responsibly and in keeping with our professional code of ethics and conduct. The consumption of alcoholic beverages is prohibited during the installation and dismantle period for safety and liquor liability reasons. Exhibitors wishing to serve alcoholic beverages from their booth, may do so during show days only and must arrange this through the exclusive caterer, Savor.... San Francisco.

#### **ANIMALS**

Animals are not allowed in the exhibit hall or on exposition grounds, except dogs for the disabled.

#### **AUDIO VISUAL/LABOR**

To assist you in avoid any problems or issues or problems in setting the audiovisual for your booth, Show Management and ETS remind you of the following rules at the Moscone Center. Moscone is a union facility as contracted between Moscone Center and IATSE Local 16. ETS is here to help you to understand these rules and adhere to them at a minimal cost to you while ensuring your booth is set in a timely and efficient manner

Exhibitor Guidelines at the Moscone Convention Center:

- Local 16 IATSE technicians will be required for all audio/visual setup, dismantle and operation. This includes all projection, audio speakers, monitors, video switching/processing and computers.
- Exhibitors that own minimal audio/visual equipment may set their own gear. Example of minimal A/V set up: a monitor on a table with 2 computers.

**All rented audio/visual equipment requires Local 16 IATSE technicians for set up and dismantle.**

Local 16 IATSE labor can be contracted through Event Technology Services (ETS). Contact  
Email: [exhibits@ets-av.com](mailto:exhibits@ets-av.com) or Tel: +1.972.756.0100

**BACK WALL**

All booth configurations will be separated by an 8 foot/2.5 meter high black drape, spanning the length of the back wall. Exhibitors intending to build a backwall, must provide a full back wall, minimum of 8 feet/2.5 meters in height. All exposed wall areas or exposed structures must be finished in a neutral color that compliments your booth and must not contain any company identification. All exposed walls (back and/or side) must be finished on all sides at the expense of the exhibitor who owns the wall. Pop-up structures should be positioned to minimize visibility of unfinished backs.

Show Management has the authority to determine whether the appearance of the back walls are in compliance with the exposition Rules and Regulations. Show Management may issue violation notices to displays that do not conform to the Rules and Regulations. If violations are not corrected in a timely manner, Show Management reserves the right to correct the display at the exhibitor's expense.

**BACK WALL CLEARANCE**

All booth configurations (except for island configurations) have a mandatory 9 inch clearance on the back wall. Each exhibitor (except for island configurations) MUST allow 9 inches of space behind their booth boundary line when setting up their exhibit back wall (or sidewall for block configurations). Storage behind back drape and pop-up structures is prohibited. The fire marshal requires that this area be kept clear at all times. This clearance is for access to electrical and utility outlets between the abutting back walls. Nitrogen cylinders, gas bottles, etc., are considered utility items and may be stored within the confines of the clearance area behind your booth only if they are properly contained and harnessed in compliance with the local fire agency and meet hazard regulations. If cylinders must be made secure by GES, a labor charge may be added. Per Fire Marshal regulations, absolutely no other items may be stored in this area at any time (including product, literature, empty crates and packing materials). Show Management will remove storage materials at the exhibitor's expense. Labels (empty stickers) to mark your boxes or cases for storage by GES during the exhibition days are available at the Exhibitor Service Center. GES also provides accessible storage during show hours. Exhibitors are responsible for any expenses incurred if any booth property has to be moved in order to access this area.

**BADGE CONTROL**

Anyone entering the Moscone Convention Center must be badged at all times. 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 their representative 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 Show Management 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.

**BALLOONS/BLIMPS**

Helium balloons may not be distributed inside the facility. With prior approval of Show Management, helium balloons may be used within an exhibit if they are permanently affixed to authorized displays. If helium balloons are released for any reason within the facility, labor costs associated with the removal of the balloons from ceilings and air handlers will be charged to the exhibitor at the prevailing rate. Additionally, helium balloons may not be released into the outside environment from the premises of the Moscone Center. Helium tank storage inside the Moscone Center is prohibited. Please contact GES for assistance in storing your helium tank.

Exhibitors who would like the opportunity to bring helium balloons onto the show floor are required to notify Show Management. Please contact Show Management at Email: [semiconwest@semi.org](mailto:semiconwest@semi.org) in writing 60 days prior to move-in.

### **BOOTH CLEANING**

GES has jurisdiction over all booth cleaning and porter service. Exhibitors and/or Exhibitor Designated Contractors (EDCs) are **NOT PERMITTED** to have vacuum cleaners or any floor cleaning equipment on the show floor.

### **BOOTH DEMONSTRATIONS / OBSTRUCTION OF AISLES**

Exhibitors may not conduct booth receptions, demonstrations or activities that result in the obstruction of aisles or prevent ready access to neighboring exhibitor booths. The use of demonstrations, gimmicks, mimes, robots, etc. in the aisles is prohibited at all times (unless it is a Show Management approved Event Marketing Opportunity). Displays must be confined within the exhibitor's contracted booth space and must not be designed to obstruct aisles 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. Special caution should be taken when demonstrating machinery or equipment that has moving parts, or any product that is otherwise potentially dangerous. Show Management reserves the right to evaluate the safety appropriateness and/or offensiveness of demonstrations.

### **BOOTH DESIGN/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 Rules & Regulations. This may require the replacement, rearrangement or redecoration of any item or of any booth. Show Management is not liable for any cost that may be incurred by the exhibitor. Masking drape, ordered by show management, will be required for all unfinished booths or end-cap booths (payment is the responsibility of Exhibitor). If you would like to make sure you are in compliance with the stipulated rules and regulations, please submit your booth layout (to include dimensions, side and plan views) to Show Management at Email: [semiconwest@semi.org](mailto:semiconwest@semi.org) in writing 60 days prior to move-in.

### **BOOTH PERSONNEL**

Booths must be continuously staffed during exhibit 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 representatives. The appearance, dress and decorum of booth personnel must reflect good taste and be consistent with the quality standard of the exposition. Booth staff, including demonstrations, hosts and models are required to confine their activities within the exhibitor's contracted booth space.

### **CABLING / CEILING SUSPENSIONS**

Booth structures should be built to be structurally sound. Booths should be erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment such as forklifts. According to facility regulations, exhibits whose structural integrity requires cabling and/or suspension from the ceiling should not be erected.

### **CAMERAS/PHOTOGRAPHY/VIDEOTAPING/RECORDING**

Show Management will allow cameras on the show floor; however general photographing of the exhibition is not allowed (other than by the official show photographer and official press).

Media/press is required to obtain passes/stickers for their camera equipment from the Press Room. Exhibitors may take pictures within the show for purposes of company or annual reports, company media pieces, marketing materials, etc., but are allowed to photograph their booth **ONLY**. Under no circumstances will anyone be permitted to take pictures of an exhibitor's product without the permission of the exhibitor. Many products on display at SEMICON West are innovative, one-of-a-kind or prototype items. Exhibitors should immediately report any instance of inappropriate photographing of company products or displays to Floor Managers, Security and/or Show Management.

Members of the press, speakers, sponsors, and attendees who plan to film or videotape sessions must adhere to the following policies if you plan to use or do any of the following: equipment set-up and plug-in for camera operation, videotape or hard disk recorders, portable lighting, audio, and/or props. The only exception to all of this is you are a legitimate TV station or network.

Important Filming Guidelines at Moscone Convention Center: You will need to request a representative from Local 16 IATSE if you plan to do any of the following at the Moscone Convention Center:

- Equipment set-up and plug-in for camera operation
- Videotape or hard disk recorders
- Portable lighting, audio, and/or props

Please note the following important points associated with Moscone filming:

- A Local 16 IATSE technician will be required for all video recording and video production.
- An additional charge of \$500 per position added to performance broadcast via web, cctv, satellite and over the air television.

Local 16 IATSE labor can be contracted through Event Technology Services (ETS) ([exhibits@ets-av.com](mailto:exhibits@ets-av.com)/ +1.972.756.0100).

### Additional Guideline

- Interconnecting with existing audio or video recordings is prohibited. In other words, you may not obtain a direct feed from the AV technician in the session room you are attending.

Please note that press, speakers, exhibitors, and attendees found violating these guidelines will be asked to leave the event. Arrangements can be made to have your exhibit photographed during Show hours with the Exclusive Show Photographer. Videotaping of your product outside of exhibit hours must be approved in writing by Show Management. Written requests for videotaping must be submitted to Show Management at [semiconwest@semi.org](mailto:semiconwest@semi.org) within 60 days prior to move-in. Note: Exhibitors must hire a security guard and labor to be present during videotaping.

### **CARPETING / FLOOR COVERING**

Carpet is **NOT** included with the standard booth space unless you have contracted for a decorated booth package with Show Management. Carpeting is mandatory for all booth spaces. You may supply your own carpet or rent it from GES. Carpeting enhances your corporate image and continues the overall professional look of the exposition. All exhibits must have their **ENTIRE** booth space floor covered with

carpeting or some other suitable product. It is also recommended that you protect your carpet during move-in days. All floor coverings must be fire retardant in compliance with local fire department regulations.

Show Management will carpet the aisles throughout the exhibit halls with a black color carpet. Aisle carpeting will not be provided in locations already covered with facility carpet.

### **CATERED FOOD**

Dispensing of food and beverage is allowed from the booth for hospitality purposes; however, popcorn and peanuts **ARE NOT** allowed in the booth at any time. Please note that catering is an exclusive service of the facility, and exhibitors must arrange for **ALL** of their catering (including press conferences, meeting rooms and exhibit booths) through the exclusive caterer, Savor....San Francisco.

### **CHILDREN**

Children 12-17 years old are allowed on the exhibit floor only during exhibition hours provided they are accompanied by an adult. Each child must be registered and must wear their badge when on the Show floor. Children under 12 years old are not allowed on the exhibit floor at any time. Please share this policy with your employees to avoid uncomfortable situations onsite.

### **CO-EXHIBITORS**

Co-Exhibitors are companies that are displaying within a Primary Exhibitor's booth. One Co-exhibitor is allowed per 100 SQFT of exhibit space. Primary Exhibitors must submit both Co-Exhibitor Application and Co-Exhibitor Fee Payment Form to Show Management 30 days prior to move-in to be recognized at SEMICON West. The primary Exhibitor **MUST** have the prominent identification in its entire contracted booth space. Contracted space **MUST** appear as one unified booth.

### **COMPRESSED AIR**

Compressed air is an exclusive service and must be ordered through the exclusive contractor, GES. Portable Compressors are not allowed in the exhibitor's booth or utility aisles at any time.

### **COVERED EXHIBITS**

Any booth designed to have an upper deck (two-story), covered booths or a single level booth with covered rooms or ceilings **MUST** notify Show Management and submit floorplans to the Moscone Fire Marshal 60 days prior to move-in for an official approval. A copy of the plans and structural integrity must also be available onsite. Plans submitted to the Fire Marshal must have a currently valid engineer's wet stamp, which are routinely spot-checked for authenticity. If certificates of flame-retardancy are applicable, those must be included along with the submitted plans. If total area of covered booths exceed 500 square feet, an overnight fire watch is required at \$75 per hour. This is the sole responsibility of the exhibitor and supplied and approved by the Moscone Fire Marshal. Show Management reserves the right to invoice exhibiting companies after an event where appropriate.

### **CROSS-AISLE CONFIGURATIONS**

Upon written approval from Show Management, cross-aisle carpet will be allowed to join exhibits for an additional charge. Requests, in writing, should be directed to Show Management at [semiconwest@semi.org](mailto:semiconwest@semi.org) 60 days prior to move-in.



Regulations regarding cross-aisle carpets are:

- Written approval from Show Management
- Aisle carpet may not be laid until the official service contractor has granted permission.
- Aisle carpet must be pulled up immediately upon the close of the exhibition
- Company logos/company identification is allowed on cross-aisle carpet.
- Carpet that is laid in the aisle must be the same color as the booth carpeting that it is connecting.
- The charge for cross-aisle carpet (minimum of 2 booths across from 2 booths) is 25% of the cost of total square feet/square meter of aisle space utilized.
- A fee of the standard rate for booth space will be applied if carpet is placed in the aisle between two island booths resulting in the appearance of one large island booth. This area is fully useable by the exhibiting company.
- Equipment or booth display properties are not allowed in the aisle at any time.
- Cross-aisle headers, banners and cross-aisle trusses are not allowed at any time.
- Show Management reserves the right to invoice exhibiting companies after an event if either one of the above conditions are found to exist at show site without prior Show Management notification.

### **DEFAULT IN OCCUPANCY**

Any exhibitor failing to occupy contracted booth space is not relieved of the payment of the full rental of such space. All display systems and equipment/products must be installed and complete by 6:00pm the day before the show. Failure to do so will be considered a cancellation, unless Show Management has been notified and approved otherwise. Show Management may repossess unoccupied for such purposes as it may see fit. Cancellation of space prior to the event or by failing to occupy the contracted booth space may cause exhibitor to lose priority for exhibit space in the future events.

### **DEPARTMENT OF COMMERCE APPROVAL / TRADE FAIR BOND**

SEMICON West has been approved as Bona Fide Trade Fair by the United States Department of Commerce under the Trade Fair Act of 1959. This designation allows international manufacturers to display their equipment in the U.S. on a temporary basis eliminating the need to pay duties and taxes. Only TWI can clear goods under the SEMICON West trade fair bond. Shipments entered under the trade fair bond must be re-exported or have duties paid within 90 days of the close of the exhibition. For more information contact TWI Import Services at Tel: +1.702.691.9000.

### **EARLY BREAK DOWN**

Exhibitor understands that late set-up and early tear-down of exhibits is prohibited. Exhibitors who violate this term of the agreement will incur a \$500 fee.

### **ELECTRICAL WIRING**

Use of another exhibitor's electrical hook-up is strictly forbidden due to potential fire and hazard risks. In the event that the exhibit hall is damaged or destroyed due to negligence or failure on the part of the exhibitor to comply with the local fire agency's fire and hazard regulations, the exhibitor is responsible and liable for all damages incurred.

### **ENGINEERING CERTIFICATION**

Any booth structure exceeding 16 feet in height is required to have an engineering certification stamp/seal on their booth plans. This plan must be in your booth and available for review by the Fire Marshal and/or Show Management at all times.

### **EXHIBITOR DESIGNATED CONTRACTORS (EDCs)**

An EDC is a company or person, other than the official contractor, that the exhibitor appoints to provide services on the show floor during the installation and dismantle periods, and/or show days. You, as the exhibiting company, are required and responsible for advising Show Management of the company name,

address, and the contact name of your “non-official” contractor (EDC). Note that all EDCs MUST comply with the criteria set forth in the Exhibitor Services Manual, and the exhibitor is responsible for the actions of their EDC. EDCs and Exhibitors cannot bring in their own equipment (forklift, etc.).

**FALSE CEILINGS / CANOPIES**

Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space are allowed to do so as long as the ceiling and its support structure do not violate the intent of the height or depth regulation. Water penetrable materials must be used in false ceilings and must conform to local fire code. Impenetrable materials are forbidden due to the potential fire and safety risks. If total area of covered booths exceed 500 square feet, an overnight fire watch is required at \$75 per hour. This is the sole responsibility of the exhibitor and supplied and approved by the Moscone Fire Marshal. Please be sure to submit your booth plans 60 days prior to move-in for Moscone Fire Marshal approval. Show Management reserves the right to invoice exhibiting companies after an event where appropriate.

**FIRE PROTECTION MEASURES / FIREPROOFING**

Exhibit booth construction shall meet the requirements of 2003 NFPA 101, 13.7.4.3.4. The upper deck of multi-level exhibits greater than 300 square feet (28 sqm) will need at least two (2) remote means of egress (2003 NFPA 101, 13.7.4.3.3). The upper deck, if occupied, must be rated at 100 psi live load. All materials used in the exhibit construction, decoration or as a temporary cover must be certified as flame retardant or a sample must be available for testing. Materials which cannot be treated to meet the requirements may not be used. All carpeting and floor coverings must have Class 1 flame spread rating and UL between 0 and 25. No storage of flammable materials is allowed in the utility areas.

**FLOOR PORTS**

Floor (utility) ports are placed strategically throughout the exhibit halls and are indicated on the floor plans. All electrical, phone, air and water services will be accessed from the floor ports, as well as from other areas. The floor port in your area may service your exhibit as well as neighboring booths. Please keep this in mind when designing your booth as they may require modifications to your exhibit structure (specifically peninsula, grand peninsula, block, and island displays).

**GAS CYLINDERS**

Gas cylinders should be rented from the exclusive contractor, GES. GES is able to monitor cylinder usage and ensure that usage is within the Fire Marshal requirements. Exhibitors bringing in their own cylinders will be subject to a \$75 corkage fee per cylinder. Exhibitor is responsible for having the cylinder on record with the facility and the removal of the cylinder at close of show.

**GIVEAWAYS/HANDOUTS**

Items, samples, souvenirs, etc., may only be distributed by the exhibitor from within the confines of the exhibitor’s contracted booth space. 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.

Exhibitors, by signing exhibit contract, agree to limit distribution of collateral, giveaways, prizes, beverages, etc. to confines of contracted booth area (unless it is a Show Management approved Event Marketing Opportunity). Distribution of goods or materials, both inside or outside Moscone Center or Moscone West, is in violation of exhibit rules and may result in the loss of priority points or approval to exhibit the following year.

**GRAPHICS / SIGNAGE**

- Placement: 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) that are not in keeping with the overall quality standards of the exposition.
- Hanging Signs/Banners: See Hanging Sign Rules
- Rotating Signs: Rotating signs are allowed provided they adhere to the overall Rules and Regulations stipulated.
- Primary and Co-Exhibitor Identification: Show Management recommends that all company identification (primary and/or co-exhibiting) be prominently displayed in the entire contracted booth space.

**HANGING SIGNS**

Hanging signs are defined as signage that is suspended from the facility ceiling, directly over the contracted Peninsula (4 booths or more) or island booth space. Hanging sign cannot exceed the perimeter of the booth boundary. Refer to Hanging Sign Rules for more detailed information.

**HALL ACCESS RESTRICTIONS**

The halls will be cleared of all personnel approximately 30 minutes after the exhibition closes each day. The only exceptions will be with written permission in an "After Hours Pass" that can be obtained from the Show Management Office on-site by 5:00pm each day. See 'After Hours Passes' for more details.

**HAZARDOUS ITEMS**

All hazardous materials brought into the facility must be accompanied by the applicable MSDS ([Materials Safety Data Sheet](#)) and must be produced upon request. The exhibitor is responsible for the handling and removal of hazardous materials used in the operation of the show in accordance with the latest Environmental Protection Agency regulations in effect at the time of the event. Arrangement must be made in advance for disposal. Disposal of hazardous waste is prohibited in the sewer lines or drains of the facility. All items used in displays must be properly safeguarded, protected and registered in accordance with applicable city, state and federal regulations. Hazardous items that would typically fall under these requirements include, but are not restricted to, the following:

- Evacuated containers or components
- Radioactive materials
- X-ray producing equipment
- High voltage equipment
- Particle accelerators
- Flammable and explosive materials
- All gas tanks/bottles/cylinders, which must be properly secured or harnessed to meet all safety

Equipment demonstrations must not pose a radiation hazard. Equipment with energy beams that might be potentially hazardous must be de-activated or made inoperable before installation.

Exhibitors should dispose of any waste product generated during the exposition in accordance with the guidelines established by the Environmental Protection Agency and the facility.

All hazardous items present in a display must be approved by the local fire department/agencies in writing, with copies to Show Management 60 days prior to move-in.

**INFLATABLE EXHIBITS**

Exhibits which inflate with air are allowed on the show floor provided they ARE NOT filled with helium and are adequately secured. All inflatable exhibits require advance approval from Show Management.

Please contact to Show Management at [semiconwest@semi.org](mailto:semiconwest@semi.org) 60 days prior to move-in.

### **INSURANCE**

Exhibitor, at its sole cost and expense, will insure its and its co-exhibitor's (if any) activities and equipment used in connection with the event and will obtain, keep in force, and maintain the following insurance: Commercial Form General Liability Insurance (contractual liability included) and errors and omissions in each case in the amount of \$1,000,000. If the above insurance is written on a claims-made form, it will continue for two (2) years following the Event. Such coverage and limits will not in any way limit the liability of Exhibitor.

Upon request, Exhibitor will furnish SEMI with certificates of insurance evidencing compliance with all requirements, and Exhibitor will promptly notify SEMI of any material modification of the insurance policies. Such certificates will provide for thirty (30) days' advance written notice to SEMI of any cancellation of insurance policies; indicate that SEMI has been endorsed as an additional insured under such coverage; and include a provision that the coverage will be primary and will not participate with, nor will be excess over, any valid and collectable insurance or program of self-insurance maintained by SEMI.

In addition to the requirements set forth above, Exhibitor agrees to comply with any additional or greater insurance coverage obligations set forth in the Exhibitor Services Manual applicable to Exhibitor, co-exhibitor or any of their agents, contractors, employees or representatives.

### **LIGHTING**

Overstatement in lighting design is to be avoided. Annoying devices such as the use of flashing, rotating, or blinking lights (strobe, beacons, etc.) in an exhibit is strictly prohibited. All lighting effects (including 'gobos') must be contained within the boundaries of the booth and may not be projected into the aisles, other exhibits or onto the ceilings surrounding the booth space without prior approval from Show Management. Lighting which is potentially harmful, such as lasers or ultraviolet lighting should comply with facility rules and also be approved by Show Management. Questions should be directed to Show Management at [semiconwest@semi.org](mailto:semiconwest@semi.org) 60 days prior to move-in.

### **LINE OF SITE**

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed with specific insight on how to implement Line-of-Sight Regulations. starting on page 16 of this document.

### **MATERIAL HANDLING**

Material Handling (also known as Drayage) is the movement of freight material from the loading dock to the booth space. It also includes the unloading of exhibit material, storage of exhibit materials in the warehouse for 30 days prior to show site, the handling of empty containers on the show floor, and the removal of exhibit materials from the booth for reloading onto the outbound carriers at the close of the show.

Material Handling should not be confused with the cost to transport your exhibit material to and from the convention center or exposition. While often times the cost of moving materials from the dock to the booth is often included in the overall shipping costs/quotations when exhibiting in other countries outside the United States, Material Handling is billed as a separate charge here in the United States.

San Francisco Union jurisdiction prevails over the operation of all material handling equipment, unloading, reloading, and handling of empty containers. Go to Expresso to estimate your material handling charges for you! Log on to [Expresso by GES](#) and click on 'Estimate My Material Handling Costs'.

### **MERCHANDISE / EQUIPMENT PASS**

Any equipment or merchandise that is to be removed from the exhibit hall during show hours (this does not include briefcases or tool boxes) must be accompanied by a Merchandise/Equipment Pass to protect all exhibitors. This pass may be obtained from the Security office onsite.

### **MOVE-IN / INSTALLATION OF EXHIBIT**

Please note that SEMICON West uses targeted move-in dates and times to ensure a smooth move-in. Requests to move-in prior to the assigned targeted date/time may not be granted. Refer to the targeted floorplans specific information.

Extended hours for move-in (before 8:00am and after 8:00pm) must be requested on-site at the Show Management Office no later than 5:00pm each day (see After Hours Passes). All crates must be tagged and ready for removal by 10:00am on Monday, July 10. Move-in and installation must be completed by 6:00pm on Monday, July 10 unless otherwise stated. Exhibitors will not be allowed to move in or install displays after this time. For those exhibits not set up by the deadline and that do not have a prior variance, Show Management reserves the right to “force” installation or to remove displays/material from the exhibit floor at the exhibitor’s expense. Exhibitors who do not meet the installation deadline may forfeit the use of their booth space in subsequent expositions.

### **MOVE-OUT / DISMANTLE OF EXHIBIT**

Exhibitors are required to maintain their exhibit intact, until the close of the exhibition. On the last exhibition day, “dismantle” procedures will be distributed to each exhibiting company. Each exhibitor will complete arrangements for the removal of exhibit material in accordance with the dismantle procedures. All exhibit materials must be fully dismantled and packed no later than noon on Saturday, July 15.

**Failure to entirely dismantle an exhibit will result in labor and debris removal fees charged to the exhibitor. Exhibitors shall also be liable for all storage and handling charges resulting from failure to remove crated and/or packed materials from the exhibition hall before the conclusion of the dismantling period.**

Exhibitors wishing to ship items via a Courier Service (such as FedEx, UPS, etc.), must make arrangements through GES (Outbound Shipping Order form) or Moscone Business Center (UPS only). The Courier will not have access to Moscone property to retrieve your items should you not go through either of these channels.

### **NOISE AND ODORS**

Noisy operated displays and exhibits producing objectionable odors will not be allowed.

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 80 decibels. Show Management reserves the right to reduce the sound level, restrict or switch off any audio/visual display that causes complaints. The decision made by Show Management is final if such a dispute arises.

Note: Exhibitors should be aware that music played in their booth, whether live or recorded may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Visit [www.ascap.com/licensing](http://www.ascap.com/licensing), [www.bmi.com/licensing](http://www.bmi.com/licensing), or [www.sesac.com/licensing/licensing.asp](http://www.sesac.com/licensing/licensing.asp) for more information.

### **OBSTRUCTION OF AISLES/BOOTH DEMONSTRATIONS**

Exhibitors may not conduct demonstrations or activities that result in excessive obstruction of aisles or prevent ready access to neighboring 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 and/or furniture may not be in the aisle at any time. Special caution should be taken when demonstrating machinery or equipment that has moving parts, or any product that is otherwise potentially dangerous. All demonstrations should be conducted by qualified personnel. Show Management reserves the right to evaluate the safety appropriateness and/or offensiveness of demonstrations.

### **OFF-SITE EVENTS**

It is requested that exhibitors not advertise or promote any off-site/outside activity held away from the exhibit hall if occurring during exhibit hours. Off-site events held during show hours diminish the size and diffuse the quality of the audience that companies are exhibiting to see. Please plan to hold any events prior to or after Show hours.

### **OUTBOARDING**

"Outboarding" refers to non-exhibiting companies that set up exhibits or events at offsite locations, hotel hospitality suites or restaurants, and encourage SEMICON West attendees to leave the show floor. ANY COMPANY WHO WISHES TO HAVE A FUNCTION OUTSIDE OF SEMICON WEST MUST HAVE A MINIMUM OF 10'X10' BOOTH SPACE OR SPEND MORE THAN \$80,000 IN SPONSORSHIP OPPORTUNITIES AT SEMICON WEST. For more information, contact Shane Poblete at [spoblete@semi.org](mailto:spoblete@semi.org).

### **OUTSIDE PROMOTION**

Exhibitors, by signing exhibit contract, agree to limit distribution of collateral, giveaways, prizes, beverages, etc. to confines of contracted booth area (unless it is a Show Management approved Event Marketing Opportunity). Distribution of goods or materials, both inside or outside Moscone Center or Moscone West, is in violation of exhibit rules and may result in the loss of priority points or approval to exhibit the following year.

Exhibitors should also be aware that the San Francisco Police Department will enforce city ordinances governing the obstruction of sidewalks and excessive noise levels in and around Moscone Center during the event. Violation of these ordinances is punishable by law. Exhibitors will be responsible for any violations of these ordinances.

### **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.

### **RESELLING / USE OF SPACE**

The contracting exhibitor is primarily liable for all financial and performance at any time. The exhibitor may not assign, sublet or resell, in whole or in part, their contracted booth space. Exhibitors wishing to display with a co-exhibiting company must submit a Co-Exhibitor Application to Show Management. See 'Co-Exhibitors' for more information.

### **SCAFFOLDING**

Exhibitors planning for the use of scaffolding for any aspect of exhibit installation or dismantle should supply their request in advance to Show Management and the General Services Contractor (GES). All requests are subject to approval by Show Management and GES and must include information on the following 60 days prior to move-in:

- Purpose for use
- Area/position equipment will be erected

- Proof of minimum liability insurance required by the Facility, Show Management and GES naming all parties as additional insured
- Exhibitor agrees to hold Show Management, the facility and GES harmless for all damages and or injuries incurred while utilizing the scaffolding

Exhibitors are advised that all exhibit installation and dismantle must take place within the confines of the exhibit space; use of aisles is prohibited due to maintenance of the freight and freight free aisle designations. Any exhibitor's use that is deemed to be unsafe may be terminated at the sole discretion of

### **SECURITY, GENERAL**

Each exhibitor must make their own provisions for the safety of their goods, materials, equipment and displays at all times. General overall security service will be provided for the exhibition period. The security service and/or Show Management are not responsible for the loss or damage of any property from any cause.

### **SELLERS'S PERMIT, STATE OF CALIFORNIA**

California law requires Exhibitors who are intending to sell merchandise at SEMICON West or who take orders for merchandise, must have a valid permanent or temporary California Seller's Permit. You may obtain a permit by calling the California State Board of Equalization at +1.800.400.7115 or +1.916.445.6362. The Seller's Permit Application (BOE-400-SPA) can also be downloaded from [www.boe.ca.gov/info/reg.htm](http://www.boe.ca.gov/info/reg.htm)

Exhibitors wishing to sell merchandise at SEMICON West must first obtain approval from Show Management. Requests must be submitted in writing and directed to Show Management at [semiconwest@semi.org](mailto:semiconwest@semi.org) 60 days prior to move-in.

### **SIGNAGE**

See Graphics section for the Rules and Regulations on your signage.

### **SMOKING POLICY**

Smoking is not allowed within any of the exhibit halls, meeting rooms or public lobby areas. San Francisco laws prevent smoking within 25 feet of building entrances. Advertising of cigarettes and tobacco products is prohibited in Moscone Center. The use of any cigarette or tobacco product name in promotion or product is prohibited.

### **SOLICITING EMPLOYMENT**

Exhibitors are not allowed to advertise or solicit employment opportunities outside of their booth unless approved by Show Management.

### **SOLICITING PARTICIPANTS**

The primary purpose of a trade show is to create a valuable, informative experience for the visitors and showcase your company's products or services. Therefore, solicitation of exhibitors and visitors is prohibited and must remain in the confines of the contracted booth area.

### **STORAGE**

Facility fire regulations prohibit storing product, literature, empty crates or packing materials behind the booth boundary lines. This clearance is for access to electrical and utility outlets and may not be blocked at any time. Exhibitors requiring accessible storage during show hours may arrange this with GES.

### **SUITCASING**

"Suitcasing" refers to those non-exhibiting companies or persons who go to shows as an attendee but "work the aisles" from their suitcase (briefcase) and solicit business in the aisles or lobby area. Only contracted Exhibitors are permitted to promote their products, services or company at the Show. Unless a marketing opportunity (i.e. sponsorship, showcase, Exhibitor-presented seminar, etc.) has been contracted by the

Exhibitor through Show Management, all company promotion and product sampling must occur within the contracted booth space. This includes, but is not limited to “roaming” characters, handing out flyers, approaching Exhibitor booths to sell products, and leaving and/or distributing product information in public spaces and show floor aisles. Any “suit-casers” observed by both attendees and exhibitors should be reported to the Show Management immediately.

### TIPPING

Show Management requests your cooperation in refraining from the issuing of tips or additional payments. Any demands for such payments should be reported to Show Management.

### TRUSSES

Trusses, hung from the ceiling, will be allowed provided the following regulations are met:

- Trusses must be within the booth perimeter on all sides.
- Trusses must adhere to the height limit restrictions.
- The truss must be hung prior to the first day of move-in.
- Booth plans, showing the lighting truss, **MUST** be approved by Show Management 60 days prior to move-in. Please send plans to Show Management at [semiconwest@semi.org](mailto:semiconwest@semi.org).
- If there are any complaints from neighboring exhibitors regarding the lighting hung from a truss, you will be required to adjust or turn off the lights.
- Contact GES to arrange the installation/dismantle of the truss and the procedures necessary to hang them.

### TWO STORY EXHIBITS

Any booth designed to have an upper deck (two-story), covered booths or a single level booth with covered rooms or ceilings **MUST** notify Show Management and submit floorplans to the Moscone Fire Marshal 60 days prior to move-in for an official approval. A copy of the plans and structural integrity must also be available onsite. Plans submitted to the Fire Marshal must have a currently valid engineer’s wet-stamp, which are routinely spot-checked for authenticity. If certificates of flame-retardancy are applicable, those must be included along with the submitted plans. If total area of covered booths exceed 500 square feet, an overnight fire watch is required at \$75 per hour. This is the sole responsibility of the exhibitor and supplied and approved by the Moscone Fire Marshal. Show Management reserves the right to invoice exhibiting companies after an event where appropriate. Refer to the ‘Two Story’ Rules and Regulations for more detailed information.

### UNION REGULATIONS

California is a mandatory union state, which means that all labor contracted to work at Moscone Convention Center for an hourly wage must be part of a union organization recognized in California.

San Francisco Union jurisdictions prevail over all installing and dismantling of exhibits including signage and laying of carpet. This does not apply to the unpacking and placement of merchandise.

You may set up your own exhibit display if one person (company employee only) can accomplish the task in 30 minutes or less without the use of hand tools and your exhibit space does not exceed 10 feet /3 meters any direction (width, depth & height). Union stewards will be on-site overseeing installation and dismantle. If you are unable to meet the above criteria, you **MUST** use union personnel supplied by the official General Services Contractor.

If union jurisdictions are not followed, Show Management may be forced to close down the exhibit. Violators of union jurisdictions are jeopardizing the execution of the entire show.

### UTILITY AISLES

See Back Wall Clearance.



**VEHICLES**

Vehicles are permitted in exhibit hall areas strictly for purposes of loading and unloading freight. Delivery of any exhibit materials required for the installation and dismantle period must be cleared through the General Services Contractor (GES). Unless the vehicle represents an integral part of a display, vehicles may not remain parked in the exhibit halls. Display vehicles must conform to State and City fire codes as it pertains to fuel tanks and battery connections. Refer to the GES Fire Safety Regulations.

Liquid and Gas-Fueled Vehicles and Equipment used for display, competition or demonstration within this facility shall be in accordance with the California Fire Code, Section 2505.

The pertinent sub-sections are as follows:

- The location of vehicles or equipment shall not obstruct or block means of egress.
- Batteries shall be disconnected in an approved manner.
- Vehicles or equipment shall not be fueled or defueled within the building.
- Fuel in the fuel tank shall not exceed one quarter of the tank capacity or 5 gallons (18.9L), whichever is less.
- Fuel systems shall be inspected for leaks.
- Fuel-tank openings shall be locked and sealed to prevent the escape of vapors.

To obtain approval, the exhibitor shall submit in writing:

- 1) The nature of the process or equipment to be used.
- 2) The quantity of restricted materials to be used.
- 3) Provisions that will be made to provide fire suppression or other life safety measures.

This request must be submitted in writing to Show Management at [semiconwest@semi.org](mailto:semiconwest@semi.org) 60 days prior to move-in. It will then be given to the Moscone Fire Marshal who will approve or reject the request. If a San Francisco Fire Department permit is required, instruction for applying will be stated.

### Line-of Site

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight Regulations.

### Linear Booth

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

### Dimensions

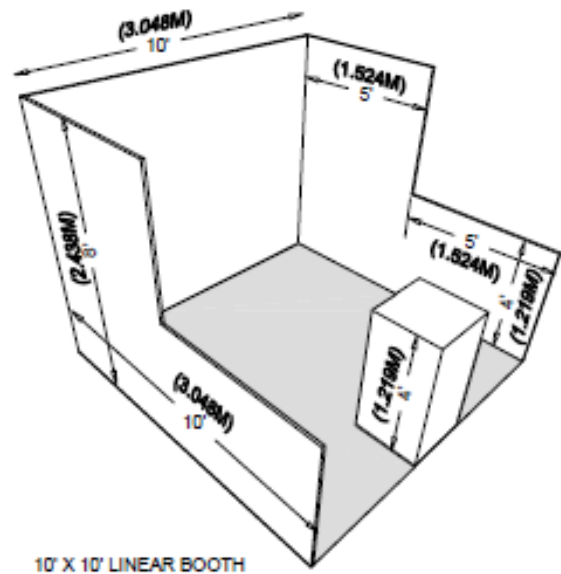
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

### Corner Booth

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

### Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m ), 10ft by 40ft (3.05m by 12.19m), etc., display mater be arranged in such a manner so as not to obstruct ght lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth. No solid side walls are allowed to extend beyond 5ft (1.5m) from the back of booth.



### NOTE:

Refer to your contract to if your booth is a “raw” booth or “pipe and drape package” booth.

Exhibitors are required to adhere to Union Guidelines.

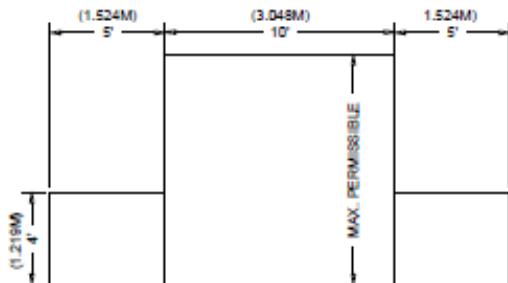
No overhead hanging signs allowed. Exhibitors are required to carpet their booth area.

### Peninsula Booth

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

#### Dimensions

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Maximum height range allowance is 10ft (3.05m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.



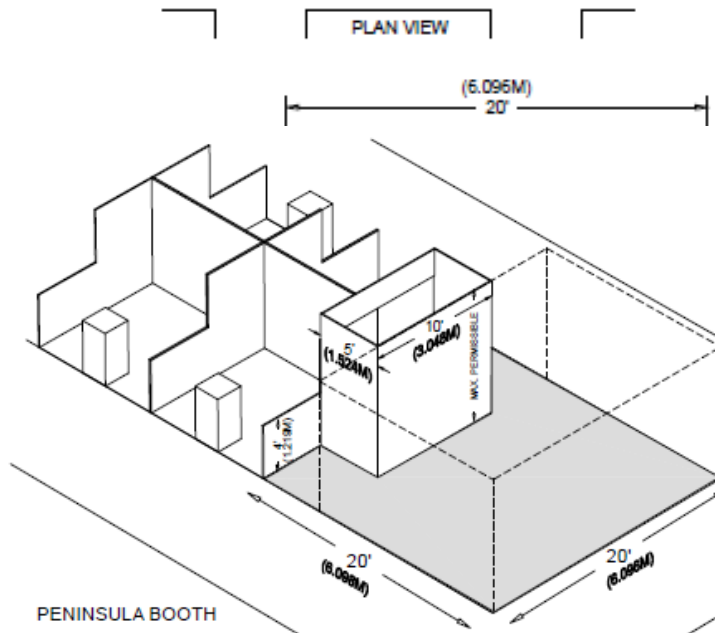
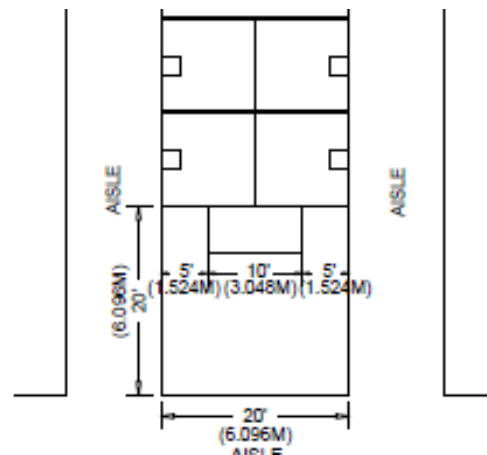
#### Hanging Signs

- Overhead signs are allowed (See hanging signs regulations).
- SEMICON West recommends that exhibitors contact the Service Contractor to request a cost estimate for hanging signs.
- Must be shipped to Advanced Warehouse.

#### Included:

8ft (2.4) back wall (in back center 10ft/3m) and 3ft (.9) back wall pipe and drape (5ft/1.5m on each side from aisle) Company identification sign.

Exhibitors are required to adhere to Union Guidelines.

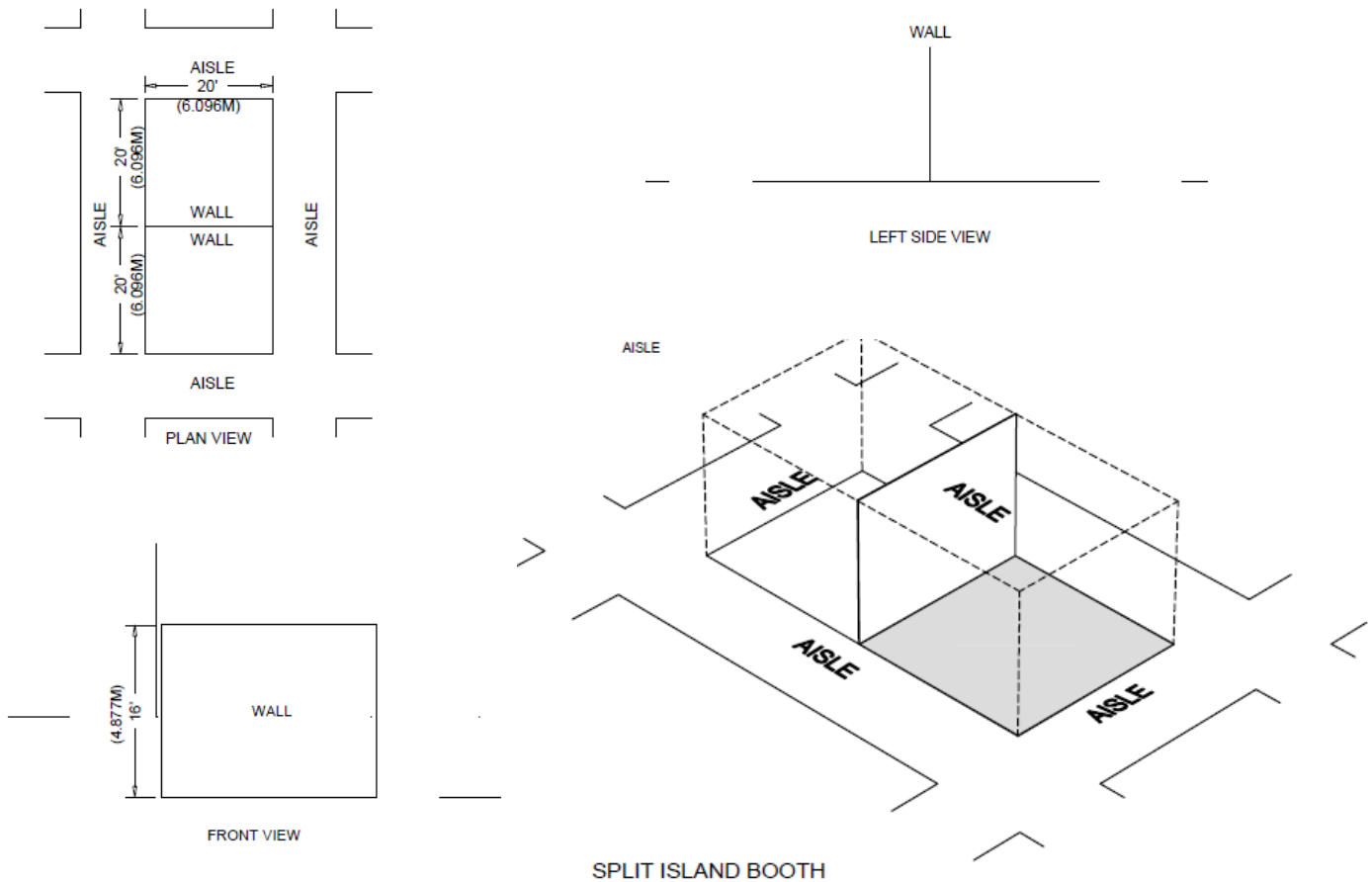


### Split Island Booth

Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.

#### Dimensions and Use of Space

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. The maximum height range allowance is 20ft (6.10m), including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.



### Island Booth

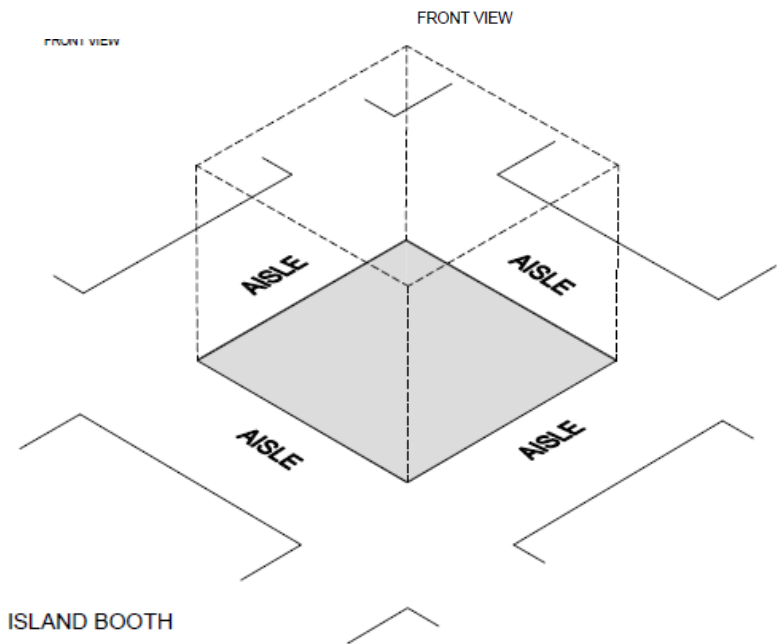
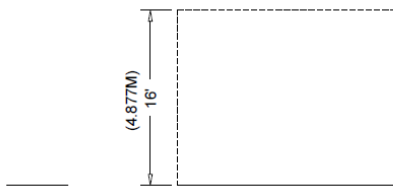
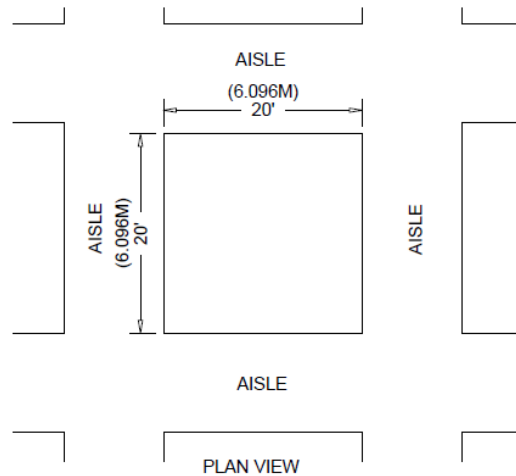
An Island Booth is any size booth exposed to aisles on all four sides.

#### Dimensions

An Island Booth (6.10m by 6.10m) is typically 20ft by 20ft (6.10m by 6.10m) be configured differently.

#### Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, 20ft (6.10m), including signage.



Exhibitors are required to adhere to Union Guidelines. Overhead signs are allowed (See hanging signs regulations).

SEMICON West recommends that exhibitors contact the Service Contractor to request a cost estimate for hanging signs.

Maximum height for all island and split peninsula, including all booth elements such as truss and signage, is 20 feet/6 meters, with exceptions as noted on the floor plans. Please note: Each facility may have varying height limits, so modular booth construction is imperative.

Any booth structure exceeding 16 feet in height is required to have an engineering certification stamp/seal on their booth plans. This plan must be in your booth and available for review by the Fire Marshal and or Show Management at all times.

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

### Booth Approval Procedures

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It is the responsibility of the primary exhibiting company or their appointed designated contractor (EDC) to conform to all display rules and regulations and building requirements stipulated.

The primary Exhibitor **MUST** have the prominent identification in its entire contracted booth space. Contracted space **MUST** appear as one unified booth.

All exhibits displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open.

Booth configurations cannot be designed to obstruct the view of nearby exits or doorways.

Please take your exhibiting neighbors into consideration when positioning hanging signs and exhibit structures that could impede or obstruct lines of sight to them. Your thoughtful planning will make the show a better experience for yourself, attendees navigating around the halls and other exhibitors. See Booth Regulations for more information.

It is mandatory for booth plans to be approved prior to move-in using the appropriate booth approval form. Booth plans should be submitted by **May 11, 2023**

- Send submission to SEMI Show Management at [semiconwest@semi.org](mailto:semiconwest@semi.org)
- Side, overview and 3-dimensional perspectives are recommended
- The booth layout does not have to be professionally made; however, it **MUST** include the following information:
  - Indicate the height, width and length measurements of all panels, towers, headers, backwalls and side returns.
  - Indicate if it is a 2 story or covered booth.

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 Rules & Regulations. This may require the replacement, rearrangement or redecoration of any item or of any booth. Displays that do not conform to the rules and regulations set forth by Show Management and Moscone Center on-site will receive a violation notice. Violations must be corrected by 6:00pm, Monday, July 10 or Show Management may make necessary changes at the exhibitor's expense

### Hanging Sign Rules

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#### **Hanging Signs / Banners**

Hanging signs are defined as signage that is suspended from the facility ceiling, directly over the contracted exhibit space only.

#### **Acceptable Overhead Suspended Features:**

- Company or brand identity signs (consider including booth number).
- Photographic imagery, with or without text or logos.
- Rigging for lighting trusses (only permitted in island or peninsula booths).
- Flameproof fabric banners or tension structures.
- Lightweight space-frame canopies.
- Rotating Signs.

#### **Restrictions:**

- Hanging signs are **NOT** allowed in any inline/linear booths. Hanging signs are only allowed for peninsula (4 booths or more) and island booth configurations.
- Hanging Signs must be set within the perimeter of the booth boundary.
- Maximum height from hall floor to top of sign: 20 feet/6 meters, depending on any height/rigging restrictions. Minimum clearance from hall floor and/or second story floor to bottom of sign: 8 feet/3 meters.
- Flashing chaser lights are not permitted.
- Laser logos may only point into your exhibit space and may not be projected outside of your booth.
- Possible weight and height restrictions depending on area. Contact GES for more details.
- All signs should be constructed of lightweight materials to allow for greater flexibility and ease of installation.
- Hanging material anchor points must be pre-fabricated and ready for use.
- Hanging canopies, ceilings, or closed-bottom signs may necessitate special fire protection measures in the exhibits beneath them.

#### **Written Approval Procedures:**

Submit your booth plans with the hanging sign to Show Management at [semiconwest@semi.org](mailto:semiconwest@semi.org) no later than 60 days prior to move-in.

#### **Installation Procedures:**

- Hanging signs must be shipped to the Advanced Warehouse address to insure a timely installation.
- The Hanging Sign Labor Order form must be submitted to GES.
- The official General Services Contractor (GES) is responsible for assembly, installation and removal of all hanging signs. Exhibitor or approved EDC may supervise. Exhibitors who do not provide supervision (self or EDC) agree to accept charges for time, materials and equipment as determined by GES. Installation and removal times will be established per availability of halls and access to area.
- All hanging signs and rigging requests must be submitted to GES according to the schedule and process outlined above. GES will hang signs as close to exhibitor specifications as is practical or as the hall structure permits. Characteristics of signs, rigging and electric hoist placement may cause the actual hanging heights to differ from orders.

- GES/facility reserves the right to refuse hanging materials or any items that do not meet safety specifications. Engineering drawings must accompany signage onsite and be available in booth. Drawings must include an engineer stamp approving stress points and an exhibit building company stamp indicating compliance with rules and regulations. Hanging materials will only be installed with approved devices and cable to ensure safety.
- All costs and risks associated with overhead hanging features are the sole responsibility of the exhibitor. These include the risk that sightlines to the exhibitor's own signs may be blocked by others' signs and displays.



### Covered Exhibits

Exhibitors intending to have an upper deck (two-story), covered booths or a single level booth with covered rooms or ceilings **MUST** notify Show Management and submit floorplans for Fire Marshal approval by May 11, 2023. A copy of the plans and structural integrity must also be available onsite. Plans submitted to the Moscone Fire Marshal must have a currently valid engineer's wet-stamp, which are routinely spot-checked for authenticity. If certificates of flame-retardancy are applicable, those must be included along with the submitted plans. Please note the criteria below:

- Two story exhibits are allowed for island configurations only.
- A certified professional engineer must approve structure before they are submitted. A professional stamp must be on the plans submitted. The engineer can be certified from any state or any international government.
- All areas, including storage areas, under the second story must be equipped with a UL-approved, battery-operated smoke detector attached to the ceiling or under structure.
- A 2A10BC extinguisher is required on each level. The fire extinguishers must be easily available and unobstructed from view.
- If total area of covered booths exceed 500 square feet, an overnight fire watch is required at \$75 per hour. This is the responsibility of the exhibitor and supplied and approved by the Moscone Fire Marshal.
- If the occupancy load is 9 persons or less, one exit is sufficient. If occupancy load is more than 9 persons, two means of exiting are required (Section 10 of the California Fire Code).
- There is a restriction as to the number of two-story exhibits allowed in each hall. The area in question must be approved first by the Fire Marshal.
- Any second level over 20x20 feet (6m x 6m) may not be approved if it is determined it will negatively affect the overhead sprinklers for fire prevention.
- Occupancy load is 10 people per 10x15 feet.
- Railing or side of second story must be at least 42 inches high.
- Second (upper) level cannot have a ceiling.
- Minimum ceiling height of ground level is 8 feet / 3 meters.
- Maximum height of flooring of second story is 12 feet from base of first story.
- Height limitation for entire structure is 20 feet with at least a three foot distance from the archways or ceiling. Check with Show Management regarding the arches in the building.
- Staircase can be circular, but not spiral or winding and must have tread all the way around. The staircase also must be at least 3 feet in width and have a handrail on at least one side. If any deck is designated to hold over 10 people a second staircase is required for emergency evacuations.
- Wood must be flame resistant or treated.
- Exhibitors may not hook into the Moscone Center sprinkler system.
- Second level is for meeting space only – NO EQUIPMENT.

#### Approval Process:

- Two story exhibits are all tentative and subject to approval.
- Send written request to SEMI [semiconwest@semi.org](mailto:semiconwest@semi.org) by May 11, 2023
- Plans must also be submitted to the Moscone Fire Marshal. All plans must have the certified engineer's signature and stamp. Submit paper / hardcopy plans only.
- Show Management will notify exhibitor when Fire Marshal gives final approval.
- Submit booth plans to:  
Fire Marshal, Moscone Center c/o SEMICON West 2023  
747 Howard Street, San Francisco, CA 94103-3181  
Tel: +1.415.974.4007

**ANY REQUEST FOR A VARIANCE TO THE ABOVE MUST BE SUBMITTED TO THE FIRE MARSHAL.  
ANY VARIANCE APPROVED WILL BE FOR THIS FACILITY AND THIS YEAR ONLY.**

## **Exhibition Responsibilities & Liabilities**

### **1. AMENDMENTS/GENERAL SUPERVISION**

All exhibit matters and questions not covered by these rules and regulations are subject to the decision of Show Management. These rules and regulations may be amended at any time by Show Management and all the amendments that may be so 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 Show Management to such exhibitors as may be thereby affected.

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 EXHIBIT SPACE APPLICATION/CONTRACT FOR ADDITIONAL RULES AND REGULATIONS.

### **2. DEFAULT IN OCCUPANCY**

Any exhibitor failing to occupy contracted space is not relieved of the payment of the full rental of such space. All display systems and equipment/products must be installed and complete by 6:00pm on Monday, July 10. Unoccupied space may be repossessed by Show Management for such purpose as it may see fit. Cancellation of space prior to the exposition or by failing to occupy the contracted space will cause exhibitor to lose priority for exhibit space in future expositions.

### **3. EXHIBITOR LIABILITY**

The exhibitor assumes full financial liability for damage to the facility, rental properties or neighboring 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. The exhibitor may also not nail, drill, or permanently adhere items when contracting for hard wall booths.

In the event any part of the exhibit hall is destroyed or damaged so as to prevent Show Management 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, Acts of God, national emergency, or other cause beyond the control of Show Management, the exhibitor hereby waives any claim against Show Management 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 Show Management.

In addition to the Rules and Regulations listed on the back of the exhibit space application/contract, the SEMICON West 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 show.

### **4. LIMITATION OF LIABILITY/INSURANCE**

Exhibitor, at its sole cost and expense, will insure its and its co-exhibitor's (if any) activities and equipment used in connection with the event and will obtain, keep in force, and maintain the following insurance: Commercial Form General Liability Insurance (contractual liability included) and errors and omissions in each case in the amount of \$1,000,000. If the above insurance is written on a claims-made form, it will continue for two (2) years following the Event. Such coverage and limits will not in any way limit the liability of Exhibitor.

Upon the execution of the Contract and with written request, Exhibitor will furnish SEMI with certificates of insurance evidencing compliance with all requirements, and Exhibitor will promptly notify SEMI of any material modification of the insurance policies. Such certificates will provide for

thirty (30) days' advance written notice to SEMI of any cancellation of insurance policies; indicate that SEMI has been endorsed as an additional insured under such coverage; and include a provision that the coverage will be primary and will not participate with, nor will be excess over, any valid and collectable insurance or program of self-insurance maintained by SEMI. In addition to the requirements set forth above, Exhibitor agrees to comply with any additional or greater insurance coverage obligations set forth in the Exhibitor Services Manual applicable to Exhibitor, co-exhibitor or any of their agents, contractors, employees or representatives.

**5. 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.

Contracted exhibit space must appear as one unified booth. All booths must be staffed during exhibition hours.

**6. VIOLATION AND PENALTIES**

Substantial violation 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 Show Management all moneys paid or due.

Upon evidence of substantial violation, Show Management 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 Show Management may thereby incur.

It is to your advantage to contact Show Management prior to arriving on-site with any questions.

**7. GENERAL SECURITY**

Show Management will provide general perimeter exhibit security in the facility during the move-in, exhibit and move-out days; however, the primary responsibility for safeguarding your exhibit and merchandise is yours. Remember that the move-in and move-out 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.

Security personnel will monitor the exhibit halls each night. Only exhibiting personnel with an "After Hours Pass" will be allowed to stay in the hall after hours. "After Hours Passes" will be available from the Security Office on-site.

**8. BADGES**

All persons on the premises must wear a badge during the move-in, exhibit and move-out days. The primary exhibit contact is responsible for his/her workers and staff wearing the proper badge.

**9. THEFT/DAMAGES**

Report thefts or damages immediately to both Maloney Security and Show Management.

While 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.

**10. INTELLECTUAL PROPERTY RIGHTS**

Exhibitor represents and warrants that it owns or has a license to all rights, title and interest in and to all materials including its logos and trademarks, and any patented designs and inventions, copyrighted works, service marks, trade, business and domain names, and any other intellectual property that it provides to SEMI ("Intellectual Property") and that the use of any such Intellectual Property does not violate any license agreement which Exhibitor may have with any third party or infringe on the rights of any third party.

**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.**