Dear Exhibitors,

Warmest Greetings from SEMI Southeast Asia!

As the show is fast approaching, we would like to bring to your attention the following useful and important information:-

1. **EXHIBITION VENUE**

   **Address:** SPICE Arena Penang (Formerly known as PISA)
   SPICE, No.108, Jalan Tun Dr. Awang, 11900, Penang, Malaysia.

   [SPICE Location Map.pdf]

2. **MOVE-IN/MOVE-OUT SCHEDULE**

   Please see attached for the move-in and move-out schedule. Kindly adhere strictly to the schedule.

   [Onsite Operations Schedule 2016.pdf]

3. **OPENING CEREMONY**

   The official SEMICON SEA 2016 Opening Ceremony will take place at 9.00am at the EXPOArena Stage at Level 2. Exhibitors are welcome to witness this Opening which will be graced by the Guest of Honour, Minister of International Trade and Industry, Dato’ Sri Mustapa Mohamed as well as the Chief Minister, Penang, Mr Lim Guan Eng.

   Tour of the Exhibition by the Minister and Chief Minister, Penang will take place at approx. 10.00am. All booths must be ready by 9.00am on 26 April 2016 for the show opening and opening ceremony. No contractors will be allowed into the halls from 9.00am onwards on 26 April.

   [Opening Ceremony 2016.pdf]

4. **OPENING SCHEDULE OF EXHIBITION**

   26-27 April (Tues - Wed)   1000hrs - 1700hrs
   28 April (Thurs)           1000hrs - 1600hrs

   Please click [HERE](#) for daily activities on the show floor.

   **Minors under the age of 16 will not be admitted during the build-up of the event.**
5. **EXHIBITOR BADGE COLLECTION**

If you have already registered your exhibitor badges via the online portal, kindly collect the printed badges at the Exhibitors’ Registration counter located at Concourse Level 3, SPICE Arena Penang, upon your arrival onsite at the following schedule:

- **24-25 April 2016 0900-1800hrs**

Please ensure that all badges are collected before the opening of the exhibition. For those who have not registered for their name badges online, please do so immediately. The registration portal will shut down by **8 APRIL 2016**. If you have forgotten your password, please contact Diana at +65 6339.6361 or email dho@semi.org immediately.

Exhibitor badges are valid throughout the show days inclusive of build-up and tear-down days.

Exhibitor badges are meant for personnel manning the booth. For visiting purposes, please register as a Visitor via [www.semiconea.org](http://www.semiconea.org).

Exhibitor badges will be printed according to your online submission with 3 fields (**NAME, COMPANY, COUNTRY**).

6. **TEMPORARY CONTRACTOR STICKER BADGE**

Sticker badges will be issued to all registered and approved exhibitor appointed contractors (EAC) for access to the halls during the build-up and tear-down days only. Limited standby badges for show days will be issued at SEMI’s discretion.

7. **TEMPORARY ACCESS FOR DELIVERYMAN TO THE EXHIBITION DURING SHOW HOURS**

For deliverymen who needs to enter the exhibition hall, they will have to produce their identity card at the Temporary Access Counter located at the registration area at Concourse Level 3 at SPICE Arena in exchange for a temporary pass for access to the halls.

8. **STANDARD DECORATED BOOTH**

Standard Decorated Booths are ready for your decoration at the following schedule:

- **24-25 April 0900 - 2100hrs**

Standard Decorated Booth Contractors are not encouraged to come into the hall before the advised time as your booth will not be completely ready for your decoration.
9. EXHIBITOR APPOINTED CONTRACTORS (EAC)

Only EAC who have obtained official approval from SEMI via email and have paid their performance bond and admin fee will be allowed access to the halls at the following schedule:

- 23 April 1500 - 2100hrs
- 24-25 April 0900 - 2100hrs

If you have not done so, please request your appointed contractor to submit the technical drawings or special design stand layout (plan, elevation and perspective views drawings) to us immediately for approval. Otherwise, contractors are not allowed to commence work on site.

10. ELECTRICAL SUPPLY

Please be informed that electrical supply for power points and stand lightings of all Standard Decorated Booths will only be available on 24 April (Sunday) at 0900hrs (approx.). Supply for Special Design Booth is subject to the condition of the stand construction.

11. AIR CONDITIONING

Please be informed that air-conditioning for the halls will only be available-on 25 April (Monday) from 1200hrs and during show hours only.

12. DELIVERY OF HAND-CARRIED & VALUABLE EXHIBITS

For security reasons, you are strongly encouraged to deliver your hand-carriable and valuable items on 25 April before 2000hrs. Please note that only general security will be provided in the exhibition halls.

Small hand-carried or trolley-pushable items may be brought into the halls by exhibitors/contractors themselves. Exhibitors/Contractors are reminded to bring their own trolley if required.
13. DELIVERY OF HEAVY EXHIBITS

Exhibitors with heavy machinery are allowed to move-in to the halls on 23 April, 1500hrs onwards. Please note that Exhibitors with heavy exhibits (dynamic or static) exceeding 1000kg must submit Form 5 to us immediately.

You are requested to co-ordinate with our Official Freight Forwarder, APT Showfreight, on the moving-in procedures and delivery schedule of your exhibits:

- Ms Brenda Tan
- APT Showfreight (S) Pte Ltd
- Tel: 65.6499.8978
- Mobile: 65.9837.4845
- Email: brenda.tan@aptshowfreight.com

*Only the official forwarder is permitted to operate mechanical lifting (pallet truck, forklift, crane etc.) onsite.*

14. LOADING & UNLOADING (COMMERCIAL VEHICLE ONLY)

The attached vehicle-pass needs to be displayed at the window screen of the vehicle in order to gain access to the loading and unloading area of SPICE Arena. Due to space constraint, please note that only 45mins of grace period is given for exhibitors/contractors to unload your goods.

The goods vehicles must have the driver or an assistant in attendance at all times. No parking is allowed at the loading and unloading bays.

*No goods vehicles will be allowed to drive into the halls for loading/unloading purposes.*

*Vehicle Pass 2016.pdf*

15. HALL DAMAGES

No DRILLING or BOLTING on any part of the halls especially the floor or wall is allowed.

16. STORAGE OF EMPTY CRATES OR CASES

According to Fire & Safety regulations, empty cases or crates (after unpacking) are not allowed to be stored at the rear of the booths. Storage service is available via our official freight forwarder. Please contact Brenda of APT should you require such service.
17. HANGING OF BANNERS / FRAMEWORK / HELIUM BALLOONS

Written approval needs to be obtained from the Organisers on hanging of banners, helium balloon or framework on the ceiling of the exhibition hall. Exhibitors or their appointed Special Design Contractors are required to submit design and size of banner/framework to us immediately. Professional Engineer endorsement is required for such hanging.

18. CLOSING CEREMONY

In appreciation to all our exhibitors for your effort and support at SEMICON SEA 2016, SEMI will be throwing a free flow of wine and beer party from 1530hrs - 1630hrs at EXPOArena Stage. All exhibitors are welcome to join in the fun!

19. MEDIA AGENCY

For media matters, please contact our appointed PR Agency, Acendus Communications:

Reshvinder Kaur (Ms)
Acendus Communications Sdn Bhd
M-2-3 Plaza Damas . 60 Jalan Sri Hartamas 1 . 50480 Kuala Lumpur
Tel: 603.6201.4110
Mobile : 6017.275.7985
Email: resh.kaur@ascendus.com.my

There will also be a Media Room at Arena Level 2 near to the Show Management Office where exhibitors may place their press kits for media review.

20. TRAVEL & VISA ARRANGEMENT

Please refer to our travel page for more information on our official hotels. For those who are not sure about visa requirement, please click HERE or visit http://www.imi.gov.my for more information.
21. For Malaysia-registered companies:

(i) Programs held during the SEMICON SEA 2016 show is now Human Resources Development Fund (HRDF) (www.hrdf.com.my) eligible.

(ii) MATRADE can facilitate tax incentive application for DOUBLE TAX DEDUCTION under the promotion of exports (subject to prevalent rules and regulations). Please ensure the following documents are complete for submission:
   a) Application letter by using your company letterhead (please indicate your MATRADE registration number)
   b) Copies of related invoice or receipt for booth rental (for the proof of participation). Please contact MATRADE for further queries:
      Mohd Ali Hanafiah bin Othman
      MATRADE
      Client Relationship Management Unit
      Exporters Development Division
      2nd Floor, East Wing, Menara MATRADE
      Jalan Sultan Haji Ahmad Shah
      50480 Kuala Lumpur.
      Tel : 03 - 6207 7077
      DID : 03-6207 7532
      Fax : 03-6203 7253
      Email : ali@matrade.gov.my

Trust the above is clear.

Please do not hesitate to contact Diana at +65.6339.6361 or Linda at +65.6391.9519 should you have any queries.

Looking forward to seeing you in Penang soon!

SEMICON Southeast Asia Team