



Exhibitor Update [DEC 2018]

Dear Exhibitors,

Season Greetings from SEMI Southeast Asia!

Thank you for your participation and support at SEMICON Southeast Asia 2019 which is scheduled to be held from 7-9 May 2019 at MITEC, Kuala Lumpur, Malaysia.

We are pleased to inform that more than 75% of the booths have been taken up and we are currently gearing up for the largest congregation of top semiconductor industry players and would like to update you on the following:

1. Exhibitor Promotion Package

We are pleased to offer our Exhibitor Promotion Package for our valued exhibitors to enhance their brand visibility and drive their show outreach. Our comprehensive package covers multiple platforms, ensuring you reach your target audience.

Our package includes the following:

- One (1) co-exhibitor listing on SSEA2019 microsite which includes company profile and product categories as well as featuring on the printed show guide. (Worth \$399)
- Onsite Lead Retrieval Scanner [barcode] for show day usage only (Worth \$350)
- Booth location highlight on onsite Main Floorplan Directory Board & printed Show Guide (Worth 300)

Fill up and submit your form before 15 February 2019 to enjoy our early bird rates!

 [Promotion Package Form \(Exhibitor\) 2019.pdf](#)
623K

2. Online Exhibitor Service Centre

Online Exhibitor Service Centre will be ready by December 2018. Password will be sent to all Primary Exhibitors as well as their registered Co-Exhibitors. Please login to take advantage of this online platform.

The Exhibitor Portal consists of the followings:

- Exhibitor Directory – Please update or upload your company's profile & product listing if you are first time exhibitor
- Service Manual which has been designed to effectively guide you through all the necessary steps of pre-exhibition planning. Onsite set-up schedule, rules & regulations, order forms etc can be found in the manual.
- Exhibitor Badge Requisition – You may request for Exhibitor badges for staff manning the booth by completing this form
- E-invitation – You are encouraged to use this e-invitation to invite your customers to your booth
- VIP Nomination – Each exhibiting companies is entitled to nominate up to 2 VIPs from the C & E levels (Internal or external) to enjoy the VIP privilege on the showfloor which includes VIP badge, High Level Networking Events, Forums such as Market Trends, CXO Speaks, SEA Investment Forums etc. Nomination is subject to selection process.

3. Exhibitor Briefing

There will be an Exhibitor's Briefing in Singapore on 24 January 2019 and a site tour/briefing of MITEC sometime in late February 2019. This is the briefing whereby SEMI will give an update on the show development and activities, as well as go through the logistics requirements, exhibitor portal, exhibitor value services and marketing opportunities. It is important especially for our 1st time exhibitors. An email invitation will be sent out to all the exhibitors in early January.

4. Official Public Relations Agency for SEMICON SEA 2019

Acendus Communications is the official Public Relations Agency for SEMICON SEA 2019. As the PR Agency for SEMI Southeast Asia, they are tasked with garnering as much positive media coverage as possible, leading up to the show in May 2019. In addition to featuring SEMICON SEA 2019 (event highlights, key management, etc.), publicity for the exhibitors that contributes to the show is equally important.

Take advantage of this media platform and share key details of your participation in SEMICON SEA 2019 (new products, announcement, etc.) that could be of interest to the media. Your participation will be beneficial and could lead to potential media opportunities!

So act now and write in to resh.kaur@acendus.com.my by end December 2018. Exhibitor related PR activities will begin in February 2019. Your response will be highly appreciated.

5. Official Travel Agent

Do note that the only appointed official travel agent for SEMICON SEA 2019 is Burnaby Solutions Pte Ltd and the list of official hotels will be released by Dec 2018.

6. SCAM ALERT!

With the ongoing solicitations, SEMI would like to continue to alert you to some scam companies who try soliciting internet Event Directory listing information or by posing as our official vendors such as travel agent in a misleading manner. The organizations are Voyage Travel Experts, FairGuide, ExpoGuide, Construct Data Verlag and EHS (Travel Agent) and many more.

Please BEWARE of these scams and always verify with SEMI SEA personnel if you are unsure that they are the official appointed vendors by SEMI SEA.

Hope the above is clear. Do let us know if you have any queries or require any further information.

May I take this opportunity to wish all of you a blessed and joyous Christmas! Hohoho! 
