SEMICON SOUTHEAST ASIA®

In Celebration of SEMI 50th Anniversary

Transforming Technologies into Smart Solutions

11-13 AUGUST 2020 | MITEC, KUALA LUMPUR, MALAYSIA
Effective Booth Branding & Display
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• 2D Booth Design
• 3D Booth Design
• Creating EXPERIENCE
• Smart Vending Solution
2D Booth Design

GRAPHICS
2D Booth Design

GRAPHICS

MAKE YOUR BRAND PROMINENT
MAKE YOUR BRAND PROMINENT
Use your graphic’s height to attract visitors
MAKE YOUR BRAND PROMINENT
Use your graphic’s height to attract visitors
2D Booth Design

GRAPHICS

DISPLAY YOUR CHOICE ON THE BACKWALL
DISPLAY YOUR CHOICE ON THE BACKWALL
Stating clearly what your brand is about
DISPLAY YOUR CHOICE ON THE BACKWALL
Stating clearly what your brand is about
2D Booth Design

COLOURS

USE A LIMITED NUMBER OF BRIGHT COLOURS
USE A LIMITED NUMBER OF BOLD COLOURS

Colours attracts attention but limit to maximum of three colours
USE A LIMITED NUMBER OF BOLD COLOURS

Colours attracts attention but limit to maximum of three colours
2D Booth Design

GRAPHICS

USE DIGITAL GRAPHICS FOR A BIG ADVANTAGE
USE DIGITAL GRAPHICS FOR A BIG ADVANTAGE
Focus on your logo or video on sending one strong message
USE DIGITAL GRAPHICS FOR A BIG ADVANTAGE
Focus on your logo or video on sending one strong message
2D Booth Design

GRAPHICS

INTEGRATE QR CODES
INTEGRATE QR CODES
integrate QR codes into an effective marketing strategy
3D Booth Design

THE SPACE
3D Booth Design

THE SPACE

INVESTING IN BOOTH DESIGN
INVESTING IN BOOTH DESIGN

A well-designed booth that gives people something to talk about
INVESTING IN BOOTH DESIGN

A well-designed booth that gives people something to talk about
3D Booth Design

THE SPACE

CREATING MEETING AREAS
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Space that can be used throughout the normal course of the trade show by visitors.
CREATING MEETING AREAS
Space that can be used throughout the normal course of the trade show by visitors
3D Booth Design
LIGHTINGS
ADD A SIGNIFICANT AMBIANCE
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Good use of lighting can create atmosphere that will draw in your audience.
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Good use of lighting can create atmosphere that will draw in your audience.
Creating EXPERIENCE

PROVIDE PRODUCT DEMONSTRATIONS
CREATING EXPERIENCE

Interactive Display
Interactive Games
Augmented Reality

Scan around the booth, information will display on tablet
Digital Display
Graphic Mapping
Graphic Mapping for Product Display
VR Experience
Give audience a multi-sensory experience
Smart Vending Solution
Smart Machine
Key Services

Smart Navigation
Product Vending
Advertisement

Advertisement
Smart Machine supports multi-media advertisement and sample distribution for brands and exhibitors

Product Vending
Visitors can purchase various products from Smart Machine placed at the Venue

Smart Navigation
Provide venue map, booth information, event/meeting schedule and public facilities location for visitors to search and navigate
Smart Machine brings innovative marketing into the Exhibition industry

- Multi-media content compatibility
- Multiple payment options
- Multiple product type vending
- Multi-dimensional data collection
Smart Vending Solution for Exhibition Hall

Core functionalities and services

Smart Navigation
Booth, Product, Facilities search and navigation

Multi-media advertisement
Supports multi-media content with customer interaction for more effective marketing

Smart Sample Distribution
Autonomous Product Promotion and Sampling

Smart Vending
Multi-product, multi-payment compatible vending solution
Multi-media Advertisement

Customized vending machine wraps for eye-catching display of brand/product visual identity
Smart sample distribution

Sample distributed automatically after customer plays interactive game and fills in contact information

Plays interactive game on PX Zero enabled Smart Vending Machine

Scan QR code after interactive game

Fill in contact information on mobile phone

Takes sample

Sample automatically drop on completion of contact form
Smart Vending
On-site Exhibitor Product Marketing

- **Multi-product**
  Supports multiple product combination for various customer segments at multiple pricing package

- **Collaboration marketing**
  Create collaboration product campaign with multiple exhibitors to increase brand exposure and product vending revenue

- **Flexible adjustment**
  Able to define product combination based on booth and machine location, and adjust based on real time vending data
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