Exhibitors Briefing 2020
Contents

• 2020 Floorplan Overview
• 2020 Schedule at a Glance
• Registration
• Mobile App
• Exhibitors Marketing Tools
• Lead Retrieval System (APP-based)
• Exhibitor Service Centre
• Operations Information
• Grant for Malaysian Companies
• Official Vendors
Floorplan Overview
Agenda at a Glance
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Venue</th>
<th>Admission</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 - 10:30</td>
<td>Opening Ceremony by Guest of Honour Minister, Ministry of International Trade &amp; Industry, Malaysia (inviting)</td>
<td>MAINStage</td>
<td>Level 1</td>
</tr>
<tr>
<td>10:00 - 17:00</td>
<td>Interactive Experience at World of IoT Pavilion [University</td>
<td>Start-Ups</td>
<td>SMEs]</td>
</tr>
<tr>
<td>10:00 - 17:00</td>
<td>Smart Manufacturing + Smart Data Journey [Curated Tour] - Scheduled Demonstrations by RSVP only</td>
<td>Exhibit Halls</td>
<td>Free by Registration</td>
</tr>
<tr>
<td>10:00 – 1700</td>
<td>Electronics Manufacturing Talents Career Fair</td>
<td>Exhibit Halls</td>
<td>Free by Registration</td>
</tr>
<tr>
<td>11:15 - 12:00</td>
<td>Press Conference (Hosted by MIDA)</td>
<td>VIP Room North Wing</td>
<td>Level 1A</td>
</tr>
<tr>
<td>12:00 - 13:00</td>
<td>VIP Luncheon</td>
<td>My 16</td>
<td>Level 1A</td>
</tr>
<tr>
<td>13:00 - 17:00</td>
<td>CXO Speaks - Transforming Technologies into Smart Solutions (1)</td>
<td>MAINStage</td>
<td>Level 1</td>
</tr>
<tr>
<td>13:30 - 17:00</td>
<td>Hosted VIP Buyers Business Meeting (incorporating INSP by MATRADE)</td>
<td>Novel1</td>
<td>Level 1A</td>
</tr>
<tr>
<td>14:45-15:45</td>
<td>Workforce &amp; Talent Development : Diversity &amp; Inclusion Dialogue</td>
<td>WFD Pavilion I Level 1</td>
<td>Free by Registration</td>
</tr>
<tr>
<td>15:00</td>
<td>Show Lucky Draw [Sponsored by Lam]</td>
<td>Lam Booth No. 1520</td>
<td>Exhibit Halls</td>
</tr>
<tr>
<td>16:00 – 16:30</td>
<td>Career Talk by Malaysia Human Resource Development Fund (HRDF)</td>
<td>WFD Pavilion I Level 11 MITEC</td>
<td>Free by Registration</td>
</tr>
<tr>
<td>18:30 - 22:30</td>
<td>SEMI SEA - Industry VIP Gala Networking Night with Guest of Honour, MITI (inviting)</td>
<td>Hotel Majestic</td>
<td>Kuala Lumpur</td>
</tr>
<tr>
<td>Time</td>
<td>Event Description</td>
<td>Location</td>
<td>Fee Status</td>
</tr>
<tr>
<td>------------</td>
<td>-----------------------------------------------------------------------------------</td>
<td>----------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>09:00 - 17:00</td>
<td>Hosted VIP Buyers Business Meeting (incorporating INSP by MATRADE)</td>
<td>Novel1</td>
<td>Level 1A</td>
</tr>
<tr>
<td>10:00 – 12:00</td>
<td>Industry4wrd Seminar [TBC]</td>
<td>MAINStage</td>
<td>Hall 4</td>
</tr>
<tr>
<td>09:30 - 17:00</td>
<td>Technology Innovation Forum (2)</td>
<td>My 9-10</td>
<td>Level 1A</td>
</tr>
<tr>
<td>09:30 - 17:00</td>
<td>Advanced Packaging Forum (4)</td>
<td>My 11</td>
<td>Level 1A</td>
</tr>
<tr>
<td>09:30 - 17:00</td>
<td>Workforce &amp; Talent Development : Launch of High Tech U Program</td>
<td>MySpace 2</td>
<td>Level 3</td>
</tr>
<tr>
<td>09:30 – 11:30</td>
<td>Workforce &amp; Talent Development: University Projects Challenge – Pitching Session [NEW]</td>
<td>MySpace 1-4</td>
<td>Level 1A</td>
</tr>
<tr>
<td>10:00 - 17:00</td>
<td>Electronics Talents Career Fair</td>
<td>Exhibit Halls</td>
<td>Free by Registration</td>
</tr>
<tr>
<td>10:00 - 17:00</td>
<td>Interactive Experience at World of IoT Pavilion [University</td>
<td>Start-Ups</td>
<td>SMEs]</td>
</tr>
<tr>
<td>10:00 - 17:00</td>
<td>Smart Manufacturing + Smart Data Journey [Curated Tour] - Scheduled Demonstrations by RSVP only</td>
<td>Exhibit Halls</td>
<td>Free by Registration</td>
</tr>
<tr>
<td>11:00</td>
<td>Show Lucky Draw</td>
<td>Exhibit Halls</td>
<td>Registered Trade Visitors &amp; Forum Delegates</td>
</tr>
<tr>
<td>12:30 - 13:30</td>
<td>VIP + Hosted Buyers Networking Luncheon</td>
<td>My16</td>
<td>Level 1A</td>
</tr>
<tr>
<td>13:00 - 17:00</td>
<td>Market Trends Briefing (3)</td>
<td>MAINStage</td>
<td>Hall 4</td>
</tr>
<tr>
<td>14:00 - 17:00</td>
<td>World of IoT Pitching Session</td>
<td>World of IoT Pavilion</td>
<td>By invitation Only</td>
</tr>
<tr>
<td>16:00-17:00</td>
<td>Advanced Packaging Connexions [Hosted by Lam &amp; KLA] - TBC</td>
<td>Lam lounge</td>
<td>Exhibit Halls</td>
</tr>
<tr>
<td>15:00</td>
<td>Show Lucky Draw (Sponsored by TEL)</td>
<td>TEL Booth no. 1022</td>
<td>Exhibit Halls</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td>Venue</td>
<td>Admission</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>09:00 - 15:00</td>
<td>Product &amp; System Level Testing Forum (5)</td>
<td>My 9-10</td>
<td>Level 1A</td>
</tr>
<tr>
<td>09:30 - 15:00</td>
<td>Energy Efficiency &amp; Sustainable Manufacturing Forum</td>
<td>TECHArena Stage</td>
<td>Exhibit Halls</td>
</tr>
<tr>
<td>09:30 - 12:00</td>
<td>Workforce &amp; Talent Development : SEMICON University Program – &quot;Inspiration Talk by Thought Leaders&quot;</td>
<td>MAINStage</td>
<td>Hall 4</td>
</tr>
<tr>
<td>10:00 - 16:00</td>
<td>Electronics Talents Career Fair</td>
<td>Exhibit Halls</td>
<td>Free by Registration</td>
</tr>
<tr>
<td>10:00 - 16:00</td>
<td>Smart Manufacturing + Smart Data Journey [Curated Tour] - Scheduled Demonstrations by RSVP only</td>
<td>Exhibit Halls</td>
<td>Free by Registration</td>
</tr>
<tr>
<td>10:00 - 16:00</td>
<td>Interactive Experience at World of IoT Pavilion [University</td>
<td>Start-Ups</td>
<td>SMEs]</td>
</tr>
<tr>
<td>11:00</td>
<td>Show Lucky Draw</td>
<td>Exhibit Halls</td>
<td>Registered Trade Visitors &amp; Forum Delegates</td>
</tr>
<tr>
<td>11:15 – 11:35</td>
<td>SEMI SEA Student Ambassador Award Ceremony [NEW]</td>
<td>MAINStage</td>
<td>Hall 4</td>
</tr>
<tr>
<td>1430 – 1530</td>
<td>SEMI Innovation Award – University Project Challenge 2020 [NEW]</td>
<td>MAINStage</td>
<td>Hall 4</td>
</tr>
<tr>
<td>15:30 - 16:30</td>
<td>Appreciation Ceremony &amp; Grand Draw</td>
<td>MAINStage</td>
<td>Hall 4</td>
</tr>
</tbody>
</table>

* Above program subject to further changes
Registration
Hosted VIP Buyer Program

What is Hosted VIP Buyer Program?

- An efficient and effective platform for OEM/Device Makers to meet and qualify relevant suppliers for future collaboration.
- SEMICON Southeast Asia Show is the premier venue in Southeast Asia for efficient global semiconductor industry customer / supplier interactions.

How it works

- Buyer-Supplier Match Making Program will open in March via Exhibitor Console.

EXCLUSIVE PRIVILEGES

- Subsidiary airfare (subject to terms & conditions)
- Complimentary 2 nights stay at SEMI designated partner hotel
- Complimentary airport transfer and shuttle to/from exhibition
- VIP customer care during exhibition
- Express check-in (Hotel & Exhibition)
- 2-year VIP pass to all Technical Programs by SEMI Southeast Asia

Hosted more than 150 quality suppliers
Matched more than 30 MNCs
Generated sales of more than USD400 million

2019 success

SEATS ARE LIMITED, APPLY BY 12 JUNE 2020!

To apply, please click SEMI | Closing Date: 12th June 2020
For any inquiries, please contact: Mr. Zariel Lee | zlee@semi.org
Registration for Exhibition & Technical Forum

www.semiconsea.org

www.semiconsea.org

Registration for Exhibition & Technical Forums is LIVE!
Self Registration kiosk / Mobile App – Going Paperless

**Walk-in Registration**
- Complete e-form ➡️ submit ➡️ print badge ➡️ collect lanyard ➡️ enter halls

**Pre-Registered**
- scan barcode / ➡️ print badge ➡️ collect lanyard ➡️ enter halls
- Key in registration ID

[QR Code Image]
SEMI SEA Mobile App

[Registration via mobile app opens on 15 July 2020]
SEMIAEA Mobile App

- Ready to download
- Registration starts on 15 July

Search for SEMI SEA

Available on the App Store

Landing Page
SEMI SEA Mobile App

- View different events that SEMI SEA is staging for the year ahead
- Get detailed information on respective events to decide your participation
SEMI SEA Mobile App

- Register & Pay for forums via our mobile app
- Earn points and redeem for vouchers
- Exclusive benefits for SEMI SEA mobile app users
SEMII SEA Mobile App

- Instant notifications for mobile app users on the latest updates
- Opportunities to reach out to thousands of users

ADDED Feature: Onsite Meeting Request
- Visitors ➔ Exhibitor
- Exhibitor accepts or rejects
- Exhibitor able to review the appointments
Exclusive Benefits for SEMI SEA mobile app users (2020)

1. **Buddy System [One for One]**
   ✓ Win a SEMICON SEA 2020 limited edition item when your colleague (referral) successfully downloaded the SEMI SEA app and registered for SEMICON SEA 2020 event.

2. **Register and pay for your Technical Forum via the mobile app**
   ✓ Stand a chance to win a complimentary pass to any Technical Forums of your choice at SEMICON SEA 2021 event.
   ✓ Accumulate points to redeem gifts onsite

3. **Double your chance & Register for SEMICON SEA 2020**
   ✓ Register for SEMICON SEA 2020 and double your chance for the Grand Lucky Draw [iPhone 11]

Registration for SEMICON SEA 2020 via the mobile app starts from 15 July 2020.
Exhibitor Marketing Tools
Email Signature Banner

1. Click on Exhibitor Marketing and Tools

2. Download from Email Signature Banner

3. Insert Email Signature Banner to remind your clients of your participation
Various size of web banners are available for you to download from Exhibitors Marketing and Tools.
You can also upload your company’s logo
You can choose to create your own personal message or use default template
Able to preview before sending
Your client’s details will be saved onto the email summary table – you can edit or delete or preview before sending.
You are also able to login to know if the invitation has been sent successfully, registered or undelivered.
Bulk above 50 sending can be arranged upon request.
E-Invitation

Invitation

Dear,

We will be exhibiting at SEMICON SOUTHEAST ASIA 2020 and would like to invite you to our booth where we will be showcasing our latest technologies & services.

Looking forward to seeing you at our booth!

Company Name:

Booth Number:

Website:

Top 5 Reasons to Attend SEMICON SOUTHEAST ASIA 2020

1. Connect with Industry Peers
   Approximately 10,000 visitors expected from key semiconductor markets. Over 400 booths showcasing the latest technologies.

2. Expand Your Footprint
   Strategically plan your show plan in advance to make the most out of your trip.

3. Discover Technology-Powered Solutions
   Be part of an all-star line up of speakers and exhibitors. Discover innovative solutions at high traffic booths.

4. Do Not Miss the Largest Electronics Event in Southeast Asia!
   Don’t miss out on the chance to network with other professionals in the industry.

5. Programme Date
   11 August 2020 (Tuesday) ——— 1000-1700hrs
   12 August 2020 (Wednesday) ——— 1000-1700hrs
   13 August 2020 (Thursday) ——— 1000-1600hrs

Click HERE to SEMICON SEA 2020 Agenda-at-a-Glance

www.semicongroup.org  Email: semiconsea@semi.org  Tel: +65-6339-6361

www.semicongroup.org

www.semicongroup.org
Lead Retrieval System [APP-based]
Advantages

1. Collect sales leads efficiently
2. Easy to use
3. Instant capture of visitor data in the cloud
4. Unlimited Storage
5. Sneak Preview of Captured Data at a Glance
6. Full Visitor Data will be available for download at 2359hrs on the same day

• Your credentials will be emailed to you by early August
How to download your lead retrieval data?

1. Go to: https://lrs.1reg.my

2. Select Login

3. Input your Username & Password and press login
How to download your lead retrieval data?

4. Press Download LRS Scanner

5. Sneak Preview of Captured Data at a Glance
Full Visitor Data will be shown including addresses will only be available at 2359hrs same day.

Sample data only!
Exhibitor Service Centre
Exhibitor Service Centre

[www.semiconsea.org]

Select “Exhibitor Service Center” under “EXHIBIT” button
Exhibitor Service Centre

Login with PW

Booths

Eximex ACP Asia Sdn Bhd

Edit Booth Info
- Manage the information that appears on your eBooth so attendees know to visit you on the show floor.

Manage Products
- Upload pictures and enter a description of the products you will be showcasing on the exhibit floor.

Exhibitor Promotion Package (EPP) and Co-Exhibitor Form
- Exhibitor Promotion Package for our valued exhibitors to enhance their brand visibility and drive their show outreach; and primary exhibitors are allowed to register a limited number of Co-Exhibitors sharing the same booth at a fee.

Exhibitor Briefing
- View a detailed agenda of the exhibitor briefings happening in Singapore and Malaysia.

Exhibitor badge Request
- Register the individuals who will be working in your booth onsite.

Manage Press Releases
- Enter newsworthy information about your company, products, and your presence at the show.

Online Exhibitor Services Manual
- Order services, rules, & regulations, etc.

Lead Retrieval System Rental
- Lead Retrieval System (LRS) is developed to collect sales leads efficiently and economically and enables exhibitors to instantly capture visitor data electronically.
Exhibitor Promotion Package (EPP & Co-Exhibitor Form)

Booths

Crest Systems (M) Sdn Bhd

Edit Booth Info
Manage the information that appears on your booth so attendees know to visit you on the show floor.

Manage Products
Upload pictures and enter a description of the products you will be showcasing on the exhibit floor.

Exhibitor Promotion Package (EPP) and Co-Exhibitor Form
Exhibitor Promotion Package for our valued exhibitors to enhance their brand visibility and drive their show outreach and primary exhibitors are allowed to register a limited number of Co-Exhibitors sharing the same booth at a fee.

Online Exhibitor Services Manual
Order services, rules & regulations, etc.

Exhibitor Briefing
View a detailed agenda of the exhibitor briefings happening in Singapore and Malaysia.

Exhibitor Badge Request
Register the individuals who will be working in your booth online.

Manage Press Releases
Enter news/press information about your company, products and your presence at the show.

Lead Retrieval System Rental
Lead Retrieval System (LRS) is developed to collect leads easily and economically and enables exhibitors to instantly capture visitor data electronically.

Co-Exhibitor Registration
Primary Exhibitors are allowed to register a limited number of Co-Exhibitors sharing the same booth at a fee as per tabled below. Registered Co-exhibitor will get to enjoy the same benefits as Primary Exhibitors by having a direct access to the Exhibitor Service Centre with unique password for the following:
- Online Directory to input company profile and product listing
- E-invitation to invite customer to your booth
- Service Manual for booth preparation

Primary Exhibitor
Early Bird Rate by 20 Mar 2020
Non-Member
Early Bird Rate by 20 Mar 2020

- $539 per co-exhibitor
- $5335 per co-exhibitor
(Usual: $5470 per co-exhibitor)
(Usual: $5680 per co-exhibitor)

Please complete the below and email it to reg@semicon.org.

[ ] Yes, we would like to sign up the following co-exhibitors in our booth.

[ ] SEM member – 15 $539 per co-exhibitor x ___ (no. of co-exhibitor)
[ ] Non-member – 9 $5335 per co-exhibitor x ___ (no. of co-exhibitor)

Co-Exhibitor Contact Information

Co-Exhibitor Company Name:

[Decision Maker or Authorized Signatory] Contact Email:

[For & Online Marketing & Logistics Arrangement] Contact Email:

Secondary Contact Name:

Street Address:

City:

State:

Postal Code:

Country:

Company Email:

Telephone:

Fax:

Website:

(please use separate sheet if space is insufficient)
# Forms Check List

<table>
<thead>
<tr>
<th>FORM</th>
<th>DESCRIPTION OF SERVICE</th>
<th>TYPE</th>
<th>DEADLINE</th>
<th>RETURN TO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Exhibitor Promotion Package (EPP) Form</td>
<td>Optional</td>
<td>19 June 2020</td>
<td>SEMI Southeast Asia</td>
</tr>
<tr>
<td>2</td>
<td>TECHArea Stage Booking Form</td>
<td>Optional</td>
<td>19 June 2020</td>
<td>SEMI Southeast Asia</td>
</tr>
<tr>
<td>3</td>
<td>Private Meeting Room Booking Form</td>
<td>Optional</td>
<td>19 June 2020</td>
<td>SEMI Southeast Asia</td>
</tr>
<tr>
<td>4</td>
<td>Exhibitor Appointed Contractor (EAC)</td>
<td>#Raw Space Exhibitors</td>
<td>19 June 2020</td>
<td>SEMI Southeast Asia</td>
</tr>
<tr>
<td>5</td>
<td>Machinery Exhibit</td>
<td>#Mandatory for all</td>
<td>19 June 2020</td>
<td>SEMI Southeast Asia</td>
</tr>
<tr>
<td>6</td>
<td>VIP Nomination Form</td>
<td>Optional</td>
<td>30 June 2020</td>
<td>SEMI Southeast Asia</td>
</tr>
<tr>
<td>7A</td>
<td>Fascia Name- Standard Decorated Booth Package</td>
<td>#Standard Decorated Booth Package</td>
<td>10 July 2020</td>
<td>Pico</td>
</tr>
<tr>
<td>7B</td>
<td>Fascia Name- Singapore Pavilion Exhibitors ONLY</td>
<td>#Singapore Pavilion</td>
<td>10 July 2020</td>
<td>Pico</td>
</tr>
<tr>
<td>8</td>
<td>Electrical Services</td>
<td>Optional</td>
<td>10 July 2020</td>
<td>Pico</td>
</tr>
<tr>
<td>9</td>
<td>Furniture Rental</td>
<td>Optional</td>
<td>10 July 2020</td>
<td>Pico</td>
</tr>
<tr>
<td>10</td>
<td>Audio/Visual Equipment Rental</td>
<td>Optional</td>
<td>10 July 2020</td>
<td>Pico</td>
</tr>
<tr>
<td>11</td>
<td>Printing Order Form</td>
<td>Optional</td>
<td>10 July 2020</td>
<td>Pico</td>
</tr>
<tr>
<td>12</td>
<td>Carpet Order Form</td>
<td>Optional</td>
<td>10 July 2020</td>
<td>Pico</td>
</tr>
<tr>
<td>13</td>
<td>Internet Services</td>
<td>Optional</td>
<td>14 July 2020</td>
<td>MITEC</td>
</tr>
<tr>
<td>14</td>
<td>Compressed Air/Water Drainage Services</td>
<td>Optional</td>
<td>14 July 2020</td>
<td>MITEC</td>
</tr>
<tr>
<td>15</td>
<td>Beverage Services</td>
<td>Optional</td>
<td>14 July 2020</td>
<td>MITEC</td>
</tr>
<tr>
<td>16</td>
<td>Food Catering Services</td>
<td>Optional</td>
<td>14 July 2020</td>
<td>MITEC</td>
</tr>
<tr>
<td>17</td>
<td>Freight Instructions</td>
<td>Optional</td>
<td>6 July 2020</td>
<td>APT or R.E. Rogers</td>
</tr>
<tr>
<td>18</td>
<td>Exhibitor Badge Request Information</td>
<td>Info Only</td>
<td>17 July 2020</td>
<td>Dynamique Konzepts Pte Ltd</td>
</tr>
<tr>
<td>19</td>
<td>Onsite Lead Retrieval System Rental [app based]</td>
<td>Optional</td>
<td>20 June 2020</td>
<td>Dynamique Konzepts Pte Ltd</td>
</tr>
<tr>
<td>20</td>
<td>Hotel Reservation Form</td>
<td>Optional</td>
<td>6 July 2020</td>
<td>Burnaby Solutions</td>
</tr>
</tbody>
</table>
Operations Information
General Information

- No aircon during build-up days (except on 12 August, 12pm-6pm)
- Overnight tear-down on last day of show after 4pm – 10pm
Standard Decorated Booth Exhibitor

- Submit Fascia Board Name – From 7A before 10 August 2020
- Additional furniture, electrical, AV, Printing Services & Carpet – Form 8, 9, 10, 11 & 12
- Compressed Air Supply – Form 14 [MITEC – venue owner]

9sqm Standard Decorated Booth

- Fascia board with company’s name
- Needle punch carpet
- 1 x Lockable Cupboard
- 2 x Folding Chairs
- 2 x Fluorescent Lighting
- 1 x 13Amp Power Socket
- 1 x Waste Basket
- General Booth Cleaning
- Electrical Consumption
Enhancement on Fascia Board for Decorated Booth Exhibitor

- Submit request to Ms Siyen : siyen.yap@pico.com.my
Singapore Pavilion Exhibitor

- Submit Fascia Board Name – Form 7B before 10 July 2020
- Additional furniture, electrical, AV, Printing Services & Carpet – Form 8, 9, 10, 11 & 12
- Compressed Air Supply – Form 14 [MITEC – venue owner]
Raw Space Exhibitor

- Exhibitor must submit Form 4 on Exhibitor Appointed Contractor (EAC) by 20 June or earlier
- EAC requires to place a refundable performance bond of S$50/RM155 per sqm (min. $500/RM1,550)
- and a admin fee of S$15/RM46.50 per sqm (min. $300/RM930)
- Submit booth drawings (plan & perspective view with specs) by 20 June or earlier for official approval by SEMI
- All booths, except island configurations, must provide a full back & side walls with a minimum of 2.5 metres/8 feet in height. Exposed side of the walls, facing the neighbouring booth, above 2.5m in height must be covered in white finished and does not include company identification and should be at the expense of the exhibitor who owns the walls.
- Maximum Booth Height: 6 metres/20 feet (PE’s endorsement is required by venue owner for any booth structure above 5m in height)
1.2.4 BOOTH CLEANING
SEMI has arranged for the general cleaning of the exhibition premises before and after the exhibition on the exhibition days. General cleaning only includes the emptying of waste-paper baskets and carpet sweeping (contracted decorated booths only). It excludes the cleaning of exhibits and displays exhibitors are responsible to keep their booths neat and tidy at all times. Exhibitors with lockable rooms are requested to place refuse outside the room before departure each day. If further cleaning services are required for your booth, please email your request to us and quotation will be provided separately.

1.2.7 CHILDREN
On show days only, persons aged 12-16 years are allowed with the presence of an adult. During set-up and dismantle, no one under 16 is allowed. Due to safety and insurance reasons no one under the age of 12 will be admitted to the show floor at any time.

1.2.10 EARLY HALL ACCESS
On show days, Exhibitors are allowed to enter the Exhibition Hall at 0900 hours, one hour before opening and remain till 1800 hours, an hour after closing, to service their booths. For security reasons, Exhibitors intending to start earlier or later must obtain prior permission from SEMI.

1.2.25 MERCHANDISE / EQUIPMENT PASS
Any equipment or merchandise that is removed from the exhibition hall during show hours (not including briefcases or toolboxes) must be accompanied by a Merchandise / Equipment Pass that is presented to the guard when exiting. This is for the protection of all exhibitors. This pass may be obtained in the Show Management office.
**1.2.30 ON-SITE VEHICLES**
Private motor vehicles, trucks, pallet trucks, forklift and automobiles will not be allowed on the exhibit hall floor without SEMI permission before, during, or after exhibition hours. Delivery of any exhibit materials required for set-up and dismantle must be cleared through the official service contractor/freight forwarder.

**1.2.31 OVERTIME WORK / AFTERHOURS PASS**
For overtime work, exhibitors are required to apply for an afterhours pass at the Show Management Office each day before 1500 hrs. It will be necessary for an exhibitor to pay an overtime hall rental fee to SEMI as invoiced to SEMI by the facility, but shared by all exhibiting companies who remain on overtime. Please contact SEMI for more information about overtime rates.

**1.2.35 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.

**1.2.41 SECURITY**
General security services will cover MITEC during set-up, show hours and dismantle. However, Exhibitors will be responsible for the security and protection of their displays and personal belongings at all times. SEMI encourages Exhibitors to take the following precautions: 1) Have sufficient insurance on your exhibit and equipment. 2) For additional protection, private guards are available for exhibitors who wish to hire booth security.

NEITHER SEMI, NOR ANY OF THE EXCLUSIVE CONTRACTORS CAN BE HELD LIABLE FOR THEFT, VANDALISM, FIRE, WATER DAMAGE, WIND, STORM, EARTHQUAKES, ACTS OF GOD, AGGRESSION, OR WAR, ETC.
Grant for Malaysian Companies
BENEFITS OF MATRADE’S ENDORSEMENT OF TRADE AND INDUSTRY EXHIBITIONS HELD IN MALAYSIA

1. Listing of the events in the MATRADE’s portal.

2. Listing of the events in the MATRADE’s directory of trade and industry exhibitions in Malaysia.

3. Promotion of event through MATRADE’s regional and overseas offices.

4. Promotion of event during MATRADE’s promotional activities.

5. Use of MATRADE logo’s with caption of “ENDORSED BY” on all marketing collaterals.

6. Facilitate tax incentive application for Double Tax Deduction under promotion of exports for exhibitors and Tax Exemption for event organizers (subject to prevalent rules and regulations).
Market Development Grant (MDG)

Marketing Development Grant - *Applicable to Malaysian Exhibitors Only*

The Market Development Grant (MDG) is an export facilitation in the form of a reimbursable grant. MDG was introduced in 2002 with the objective to facilitate Malaysian exporters' core expenses in promoting Malaysian made products or services globally.

The maximum ceiling amount for Malaysian SMEs, Professional Service Providers, Trade and Industry Associations, Chambers of Commerce, Professional Bodies and Cooperatives will increase from RM200,000 to RM300,000 per life time effective 1 January 2020.

[Note that all MDG reimbursements are subject to the availability of government funds.]

Visit MATRADE website to find out more on eligibility and application on MDG.

Please check out MDG Guidelines 2020 for more details.

All enquiries and submission of reports must be sent to:

Market Development Unit
8th Floor, Menara MATRADE,
Jalan Sultan Haji Ahmad Shah,
50480 Kuala Lumpur, MALAYSIA
Tel: +603-6207 7593
Fax: +603-6203 7252
Email: mdg@matrade.gov.my
## Market Development Grant (MDG)

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>*GRANT AMOUNT</th>
<th>DESCRIPTION</th>
<th>EXPENSES COVERED</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) International Trade Fairs or Exhibitions held in Malaysia</td>
<td>RM5,000</td>
<td><strong>Eligible Events:</strong> Business to Business (B2B) events.</td>
<td>• Participation fee or Booth rental &lt;br&gt; • Booth construction or Enhancement &lt;br&gt; • Air fare &lt;br&gt; • Public land transportation - bus, taxi or train from Malaysia to an ASEAN country destination only. (Does not include ground/intercity transportation within that ASEAN country destination). &lt;br&gt; • Accommodation</td>
</tr>
<tr>
<td>b) International Trade Fairs or Exhibitions held overseas</td>
<td>RM25,000</td>
<td><strong>Events Not Eligible:</strong> Business to Consumer (B2C) or festival fairs or similar events.</td>
<td></td>
</tr>
</tbody>
</table>

*The maximum amount claimable per company per participation or the actual eligible expenses incurred, whichever is lower.*

- Visit [MATRADE](#) website to find out more on eligibility and application on MDG
- Please check out [MDG Guidelines 2020](#) for more details.
Human Resource Development Fund (HRDF)

Forum Attendees – 100% Claimable

Objective

The objective of this scheme is to encourage employers to retrain and upgrade their employees’ skills in line with their operational and business requirements.

Eligibility Requirements For Employers

All registered employers with HRDF and have paid the levy for the first month of registration are liable to apply for the training grant, subjected to the existing rate of financial assistance and terms and conditions.

Application Procedures

- [Login](#) and [Launch eTRIS](#)
- [Click](#) on ‘Application’
- [Select](#) from menu ‘Grant’ > ‘Apply Grant’
- [Select](#) SBL from menu ‘Scheme Code’ > ‘Apply’
- [Then](#) fill up the form accordingly.
- For detailed instructions kindly download [User Guide (External)](#) and go to [Section 6 Grant Application with Scheme Code: SBL](#)
Official Vendors
## Official Vendors

### Official Booth Contractor
**Furniture, Electrical, Audio Visual, Printing & Carpet Order**
Pico International (M) Sdn Bhd
Wisma Pico,
19-29 Jalan Tembaga SD 5/2
Bandar Sri Damansara
52200 Kuala Lumpur, Malaysia
Tel: +6016.3916.707
Contact: Ms Syen Yap
Email: syen.yap@pico.com.my

### Special Design Booth
Pico International (M) Sdn Bhd
Wisma Pico,
19-29 Jalan Tembaga SD 5/2
Bandar Sri Damansara
52200 Kuala Lumpur, Malaysia
Tel: +6016.3916.707
Contact: Ms Syen Yap
Email: syen.yap@pico.com.my

### Onsite Lead Retrieval System Rental [app based] Vendor
Dynamique Konzepts Pte Ltd
196 Pandan Loop #07-17
Pantech Business Hub ($128384
Singapore 339411
Tel: 65. 6774 5282
Fax: 65. 6774 6496
Contact: Mr Ng Tiong Han
Email: tionghian@dynamiquekonzepts.com

### Shipping
International and on-site handlers:
APT Showfreight (S) Pte Ltd
10 Bukit Batok Crescent, #08-05
The Spire, Singapore 658079
Tel: 65.6499.8975 / 6499.8960
Contact: Ms Brenda Tan
Email: Brenda.tan@aptshowfreight.com

### Compressed Air & Water Drainage Services
Malaysia International Trade & Exhibition Centre (MITEC)
Kompleks MITEC, No. 8, Jalan Dutamas 2, 50480 Kuala Lumpur, Malaysia
Tel: +603.6206 2346
Email: exhibitionorders@mitec.com.my

### Official Food & Drinks Caterer
Malaysia International Trade & Exhibition Centre (MITEC)
Kompleks MITEC, No. 8, Jalan Dutamas 2, 50480 Kuala Lumpur, Malaysia
Tel: +603.6206 2346
Email: exhibitionorders@mitec.com.my

### Internet Services
Malaysia International Trade & Exhibition Centre (MITEC)
Kompleks MITEC, No. 8, Jalan Dutamas 2, 50480 Kuala Lumpur, Malaysia
Tel: +603.6206 2346
Email: exhibitionorders@mitec.com.my

### Official DMC/Travel Agent
Burnaby Solutions Pte Ltd
66 Tannery Lane
Unit 03-02A
Sindo Building
Singapore 347805
Tel: +65.6848.1345
Email: johnchua@burnaby-solutions.com

---

**R.E. Rogers (Malaysia) Sdn Bhd**
No. 7 Jalan Warden U1/76, Taman Perindustrian, Batu Tiga, 40000
Shah Alam Selangor, Malaysia
Tel: (603) 5510 8611
Contact: Mr Amir
Email: amir@rogers-asia.com

---

**Semigroup (S) Sdn Bhd**
Unit 19-12, The Pavilion, Segambut, 57100 Kuala Lumpur, Malaysia
Tel: +603.2727 9272
Fax: +603.2727 9276
Email: sales@semigroups.com

---

**Siemens (Malaysia) Sdn Bhd**
Wisma Pico, 19-29 Jalan Tembaga SD 5/2
Bandar Sri Damansara, 52200 Kuala Lumpur, Malaysia
Tel: +603.2171 3300
Email: sales@siemens.com.my

---

**Siemens Energy & Automation Berhad**
Lot 67, 77, 79 & 81, Jalan 15/10, Tropicana City, 40150 Shah Alam, Selangor, Malaysia
Tel: +603.5518 0177
Fax: +603.5518 0100
Email: sales@siemens.com.my
List of Official Hotels

SEMI has appointed Burnaby Solutions to secure special rates for SEMICON SEA 2020 attendees for the following hotels:

Official Hotels Group 1 (Hotels Located At Sentral Area With 2 Ways Shuttle Transfer Provided During Event Days)
- Hilton KL (5*)
- Le Meridien KL (5*)

Official Hotels Group 2 (Hotels Located At Mid Valley Area With 2 Ways Shuttle Transfer Provided During Event Days)
- Cititel Mid Valley (4*)
- The Boulevard (4*)
- The Gardens – A St Giles Signature Hotel Residences Kuala Lumpur (5*)

Free shuttle to/fro MITEC/Official Hotels ONLY applicable to those who booked via our travel agent

Click HERE to view other Supporting Hotels and to book online
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 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.
Thank you for partnering with SEMI Southeast Asia!

For further queries, please do not hesitate to contact SEMI Southeast Asia:

Linda Tan (Ms)
Email: ltan@semi.org
Director I Expositions & Events
DID: +65 6391.9519
Cellphone: +65 9633.8840