



## Exhibitor Update [JAN 2019]

Dear Exhibitors,

Warm Greetings from SEMI Southeast Asia!

### 1. Exhibitors Briefing Session 2019 - Change of Venue to Switch by Timbre X at Bras Basah Road

The Exhibitor's Briefing in Singapore will be on 30 January 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 has been sent out to all the exhibitors. The site tour/briefing of MITEC in Kuala Lumpur will be sometime in late February 2019.

Refer to below for the briefing agenda:

**SEMICON SEA - Exhibitors Briefing 2019 [Singapore]**  
 30 January 2019 (Wednesday)  
 1430-1730hrs | 1800-2130hrs  
 Switch by Timbre X at Bras Basah Road

Agenda	
1430-1500	Registration & welcome coffee/tea
1500-1530	Welcome & Update on SEMICON SEA 2019 by Mr NG Kai Fai, President of SEMI Southeast Asia
1530-1545	SEMI SEA Membership Values & Benefits by Natalie Ong, SEMI Southeast Asia
1545-1600	Briefing on iMAP and Double Tax Deduction (DTD) for Singapore Pavilion by Singapore Manufacturing Federation [SMF]
1600-1615	Freight / Shipment to SEMICON SEA 2019 by Official Freight Forwarders
1615-1630	Briefing on MITEC, Visitor Experience & Logistics by Ms Linda TAN, SEMI SEA
1630-1715	Trade Show Success by Bright Forever Consultant [Sponsored by Burnaby Solutions]
1715-1730	Q&A Session
1800-2130	SEMI SEA - Members & Partners Appreciation Night 2019   Networking Session (Canapes & Drinks will be served) - <b>By RSVP</b>
1800-1815	Welcome Speech by SEMI SEA Regional Advisory Board Member
1815-1825	SEMI SEA Member Award Presentation
1825-2130	Canapes & Drinks with Live Band Entertainment

*\*Above program subject to further changes*

Organised by



**Click [here](#) to RSVP before 18 Jan 2019 (limited seats available)**

## 2. Exhibitor Portal [Online Directory is LIVE!]









A set of password has been sent to the exhibitor's registered primary and secondary contacts separately. Kindly [login](#) to the online portal to update your company's profile, product categories etc. On the same portal, you will also be able to access the service manual which contains the onsite rules & regulations and additional order forms as well as the exhibitor valued added services such as badge registration, e-invitation, etc. If you did not receive the password for your company, kindly contact Zaniel Lee at [zlee@semi.org](mailto:zlee@semi.org)

The Exhibitor Portal consists of the followings:

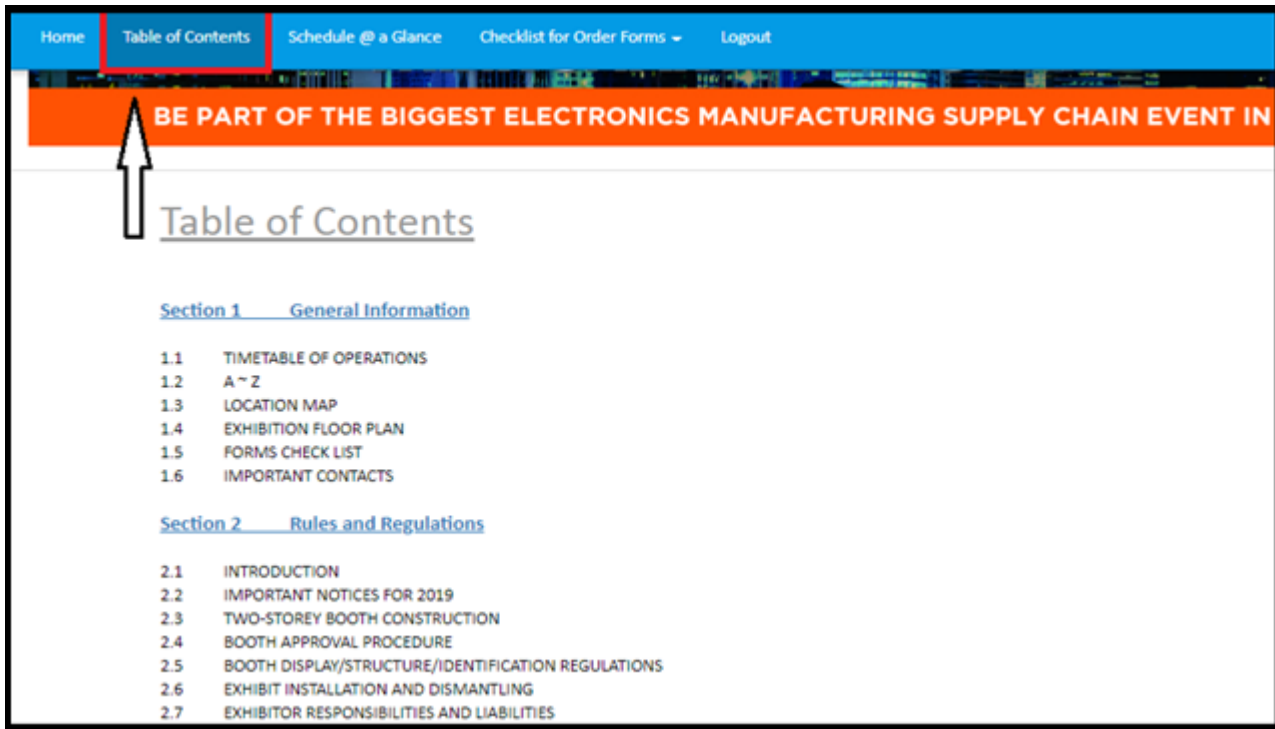
- Exhibitor Directory – Please update or upload your company's profile & product listing if you are first time exhibitor
- Service Manual which has been designed to effectively guide you through all the necessary steps of pre-exhibition planning. Onsite set-up schedule, rules & regulations, order forms 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 **(this feature will be available in late January)**
- 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. Online Exhibitor Service Manual

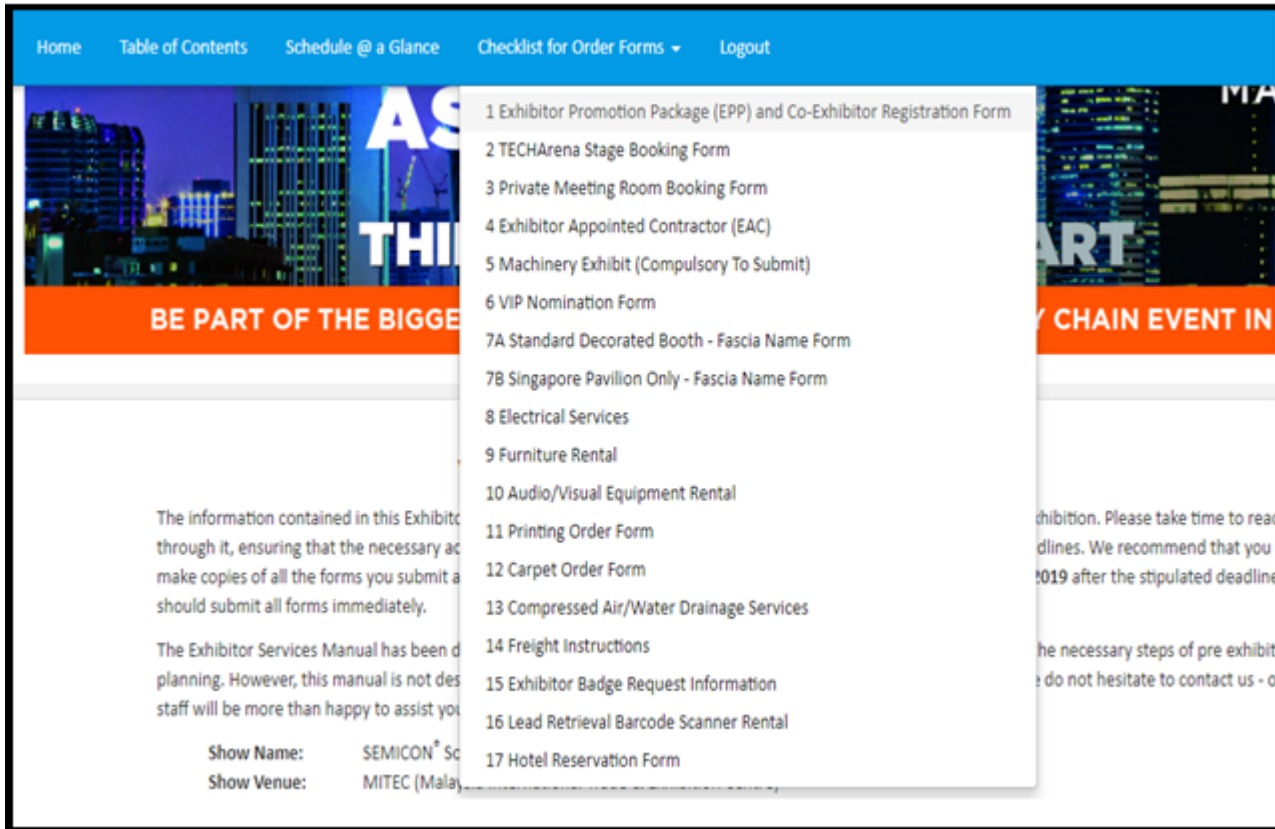
Exhibitors are strongly encouraged to read up the Service Manual as it provides the necessary information needed for SEMICON SEA 2019. Please take some time to go through it.

 <b>Edit Booth Info</b> Manage the information that appears on your eBooth so attendees know to visit you on the show floor.	 <b>Exhibitor Badge Request</b> Register the individuals who will be working in your booth onsite.
 <b>Manage Products</b> Upload pictures and enter a description of the products you will be showcasing on the exhibit floor.	 <b>VIP Nomination</b> Register up to 2 VIPs from the C & E level (Internal or External) to enjoy the VIP privileges on the show floor.
 <b>Co-Exhibitor</b> Primary Exhibitors are allowed to register a limited number of Co-Exhibitors sharing the same booth at a fee.	 <b>E-invitation</b> Send out a SEMICON SEA 2019 e-Invite to your customers to pre-register for the event. This feature will be available in late January 2019
 <b>Online Exhibitor Services Manual</b> Order services, Rules & Regulations, Etc.	 <b>Exhibitor Briefing</b> View a detailed agenda of the exhibitor briefings happening in Singapore and Malaysia.

Refer to the “Table of Contents” for the breakdown of information.



The forms are all available under “Checklist for Order Forms”



## 4. Hosted VIP Buyer Program

This is a program which is exclusive only to SEMICON SEA 2019 exhibitors whereby SEMI would be reaching out to bring in Buyers to the event. The buyers will be from Southeast Asia region and will evaluate the products/solutions available during SEMICON SEA 2019. Therefore, we strongly encourage exhibitors to update/upload their profile or product listing on the Exhibitor Portal, so buyers or visitors who are visiting the show can source for it.

There will also be a buyers-exhibitors networking lunch during SEMICON SEA 2019. This helps to bridge the gap, fostering a stronger Southeast Asia supply chain - and hence, more investment into the region. For exhibitors who are interested keen to participate, more information on the program will be shared at later stage.

## 5. Official Travel Agent

Burnaby Solutions Pte Ltd is the official travel agent for SEMICON SEA 2019 and the list of official hotels has been released. Click [here](#) to view all the hotel listing.

### **Official DMC/Travel Agent**

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

#### **KUL Sentral District – Group 1**

- Hilton KL (5\*)
- Le Meridien KL (5\*)

#### **KUL Mid Valley District – Group 2**

- Cititel Mid Valley(4\*)
- The Boulevard - A St Giles Hotel(4.2\*)
- Capri by Fraser(4.5\*)
- The Gardens - A St Giles Hotel (4.4\*)