

Exhibitor Updates [March 2026 Issue]

Dear Exhibitors,

As we gear up for **SEMICON SEA 2026**, Get ready to showcase your brand as one of our valued exhibitors. Let's work together to make the most of this exciting opportunity and deliver a successful event.

1. Exhibitor Service Centre

The Exhibitor Service Center serves as the central hub where exhibitors can access all essential information and resources for SEMICON SEA 2026. It provides links to key platforms, including:

- Online Exhibitor Hub for company profile and product listings;
- Online Exhibitor Service Manual (OEM);
- PICO Concierge Portal for submitting fascia board names, EAC forms and ordering booth-related services such as compressed air, furniture and electrical requirements;
- Cvent Exhibitor Portal for badge registration and profile uploads for mobile app.

Exhibitors will also find important guidelines, updates, and essential information to support your participation.

Click **HERE** to access the Service Center and stay informed with the exhibitor details.

2. Online Exhibitor Hub

You are strongly encourage to update your company's profile and service in the online exhibitor hub. A complete profile helps visitors and industry professionals easily find your company, learn about your products and services, and connect with you before and during the event. Updating your information ensures your company gets maximum visibility and makes the most of your participation at **SEMICON SEA 2026.**

Haven't set up your Exhibitor Hub account yet? Follow the guide below to get started.

3. Online Exhibitor Service Manual

Please take the time to carefully read the **Online Exhibitor Services Manual (OEM)** in preparation for a successful exhibition. The manual contains essential information to guide you through your participation, including **key procedures, service order forms, and important rules and regulations**. You will also find **critical timelines and submission deadlines** for various requirements, so we strongly encourage you to go through it thoroughly and ensure that all necessary actions are completed on time to avoid any delays or additional charges.

Click **HERE** to OEM link

IMPORTANT: Mandatory Forms to be Submitted

4. Machinery Exhibitor Form 4 (Extended deadline 31 March 2026)

* Mandatory Submission for All Exhibitors*

All exhibitors are required to complete **Form 4 by 31 March.**

Link: (https://registration.semi.org/machinery-exhibit)

If you are bringing heavy machinery to your booth, please provide the relevant specifications and descriptions for review, especially if you plan to exhibit or demonstrate the machinery onsite.

If you are **not** bringing any machinery, please select "**No**" in the form.

Please note that all machinery with more than 100kg in weight, is subject to approval by the venue owner.

5. Exhibitor Appointed Contractor [EAC] (Extended deadline 5 April 2026)

* Mandatory Submission for All Raw Space Booth Exhibitors*

Please note that exhibitors with raw space booths need to submit the following through the **Pico Concierge**.

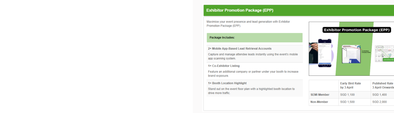
- **Details of your appointed contractor**
- **Booth design drawings for organiser review and approval** (These submissions are required to ensure compliance with event safety and design guidelines.
- **Additional Services** – Orders placed after 5 April will incur a **30% late surcharge.**

6. Exhibitor Badge Registration (Extended deadline 15 April 2026)

Please register exhibitor badges for your staff who will be working at your booth onsite via **Cvent Portal by 15 April 2026**. To ensure a smooth badge collection process onsite, we strongly encourage exhibitors to preregister their badges prior to the event. Kindly refer to the email sent to the primary contact by **semiconsea@semi.org**

7. Exhibitor Promotion Pa [EPP] (Extended deadline 15 April 2026)

Maximise your brand presence with our **Exhibitor Promotion Package (EPP)** — a powerful, high-impact solution designed to elevate your visibility and drive quality lead generation. With multi-platform exposure, it helps you effectively connect with and engage your target audience.



If you prefer not to take up the EPP package, a selection of à la carte items are available for individual purchase.

Ala-Carte Item Rates	Quantity	Early Bird Rate by 8 April	
		SEMI Member	Non-SEMI Member
Web-Based Lead Retrieval Scanning System	1 user account login	S$750	S$900
Bundle of 2 - Best Buy!	2 user account login	S$400	S$500
Booth Location Highlight	1 no.	S$500	S$600
Co-Exhibitor listing	1 no.	S$850	S$1200

Place your order NOW via the **Online Exhibitor Services Manual (OEM)** portal before the extended deadline on **15 April**.

8. Freight and Delivery Instructions

The detailed move-in and move-out along with the Vehicle Entry Permit (VEP) application details, will be shared in our next update in April for all contractors and exhibitors.

9. Exhibitor Briefing Slides and Video

For exhibitors who missed the in-person or virtual briefing, you can still access the slides and video via the below links:

Briefing Slides Link
Video Link

10. SEMICON SEA 2026 Marketing Tools

Use these marketing tools to boost your company's presence at SEMICON SEA 2026. Download banners for your website to raise awareness. You can also click once to create a personalized LinkedIn post, featuring your profile picture, job title and company to announce your participation.

Please click **HERE** to download the marketing tools

11. MITEC Exhibition Service Centre

Exhibitors are encouraged to visit the **MITEC Exhibitor Service Centre** to place their orders for a wide range of stand-related services, including stand catering, packed meals (lunch) for staff, beverages, beer & wine, building services such as internet, as well as stand cleaning.

Please refer to the link **HERE**.

Fringe Activities

12. Booth Excellence Awards

The **Booth Excellence Awards** celebrate creativity, innovation, and outstanding design in exhibition spaces. This awards recognize exhibitors who go beyond functionality to create booths that inspire, engage, and leave a lasting impression on visitors.

Eligibility

1. This award is only for SEMICON SEA 2026 RAW Space Exhibitors of booth size **36sqm and above**
2. Applicants who apply within the nomination period **(18 March – 10 April)**

Key Timelines

- Submission Deadline: **18 Mar – 10 April**
- Shortlist Top 10 Finalist: **11 April – 20 April**
- Onsite Booth Judging at SEMICON SEA 2026 for Finalist on **05 May**
- Winners Announcement: **06 May at CHIPFEST @ SEMICON SEA.**

For full submission guidelines and access to the online form, please visit **HERE**.

13. Forums Registration is NOW OPEN!

Delegate passes for the Forums are now available for registration. Exhibitors are entitled to a **10% discount on the early bird rate** when registering individually using the promo code: **SSEA2026-EXH**.

For group registrations of **3 delegates, a 15% discount** on the early bird rate will be applied. Please note that the exhibitor promo code cannot be combined with the group discount.

Don't miss out! Click **HERE** to view forum track and speakers and **Register Now**!

For Malaysian companies, HRDC claims are available for chargeable workshops and forums *(subject to terms and conditions)*.

Please visit the **HRD Corp Support Centre** for more information.

14. Tee-Off at Golf@SEMICON Southeast Asia 2026 Open for Registration!

Golf@SEMICON Southeast Asia is an exclusive networking golf session tailored specifically for senior executives and above within the semiconductor industry. Bringing together the industry's most influential figures in the field to establish key relationships and explore potential collaborations, this gathering is a unique platform that encourages professional bonding beyond the confines of traditional conference settings.

Join us at Glenmarie Golf & Country Club I Valley Course

Click **HERE** to get more details.

15. CHIPFEST@SEMICON Southeast Asia 2026 Open for Registration!

Join industry leaders, customers, and partners for a night filled with networking, collaboration, and celebration. Connect with key players in a dynamic setting, build stronger relationships, elevate your brand, and enjoy an unforgettable atmosphere of music, lights, and energy.

Tickets are available at **$148 for SEMI members and $248 for non-members**, including food and drinks

Get more details about **CHIPFEST@SEMICON SEA** and get your ticket **HERE**!

Travel & Accommodation

16. Official Travel Agent

We have appointed **Burnaby Solutions Pte Ltd** as our Official Travel Agent for SEMICON SEA 2026.

Secure your hotel booking **on or before 3 April 2025** to enjoy preferential rate, plus free shuttle services on events days for guests who book through Burnaby Solutions. Browse the hotel list **HERE** and book your stay today!

Guests who do not book through Burnaby but wish to use the shuttle can do so at **MYR 25.00 per trip**, and is subject to availability.

17. Supporting Airline Partner

We are excited to announce that **Malaysia Airlines** is the Supporting Airline Partner for SEMICON Southeast Asia 2026, As part of this exciting partnership, we are offering discounted airfares for your travel to the event.

To take advantage of this exclusive offer, enter the promo code **MHSEMI15** when booking your flight. This offer is available for travel between **April 29 and May 13, 2026**, at discounted rates with the sales period running from March 20 until May 6, 2026.

Please note that terms and conditions apply.

To know more, please visit SEMICON Southeast Asia 2026 website

18. Preferred Airport Transfer Partner

We are pleased to announce **KLIA Ekspres** as the Preferred Airport Transfer Partner for SEMICON Southeast Asia 2026.

MICE fares extended to all delegates; for both the KLIA Ekspres & VIP Service Bookings are to be made through ERL's website or mobile app, with prior account activation

Just enter **SSEA2026** in the promo code field when purchasing tickets.

To know more, please visit SEMICON Southeast Asia 2026 website

19. Communications Update

We will send updates to all exhibitors with the latest key information every month to keep you informed about any new developments or important announcements. Stay tuned for more details.

If you are not the intended recipient for this mailer, please kindly update the Primary and or Secondary contact via this **LINK**.

If you have any questions, please feel free to email your request to:

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Best regards

SEMI Southeast Asia Team