

**E**xhibit  
**RULES & REGULATIONS**

**SEMICON<sup>®</sup> West 2007**

**July 17–July 19  
San Francisco, California**

**SEMI<sup>®</sup>**  
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## INTRODUCTION

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The abbreviation “SEMI®” used in the rules and regulations means: Semiconductor Equipment and Materials International, a non-profit corporation, and as the content may require its directors, officers, agents, and/or employees duly acting for SEMI in the management of the exposition.

The rules and regulations governing SEMICON West are an integral part of the contract for exhibit space and have been established for the protection of everyone. The overriding principle contained in these Exhibit Rules and Regulations is equality for all. With the assistance of the SEMI North American Exhibitors’ Committee, the following regulations have been designed specifically for SEMICON West. Should you have any questions concerning the rules and regulations, please contact:

Leslie Rauscher	Amy Cox	Leslie Schade	Gia Carunchio
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**Exhibits installed at ALL SEMICON Expositions must comply with the rules and regulations of the exposition. In the event that an exhibitor or exhibit activity are in violation of the exhibit rules and regulations or are not consistent with the standards of the exposition, SEMI Show Management may require the exhibitor to alter the exhibit either before the exposition or on-site. Necessary changes are to be made at the exhibitor’s expense and are subject to approval.**

All exhibit matters and questions not covered by these rules and regulations are subject to the decision of SEMI Show Management. These rules and regulations may be amended at any time by SEMI. The original rules and regulations, as well as any amendment to the original rules and regulations, shall be equally binding to all parties affected by them. In the event of any amendment or addition to these rules and regulations, written notice will be given by SEMI through the monthly exhibitor update.

### CODE OF CONDUCT

SEMI wants your exhibition at SEMICON West to be successful. Listed below are some tips on exhibitor etiquette for you to share with your booth personnel. By putting these tips into practice, you can help make the show a success, both for your company and for other exhibitors.

Exhibitors at SEMICON West should conduct themselves professionally with honesty and integrity in their business practices.

- Stay out of other companies’ booths. Not only is your presence in your company’s booth absolutely vital to serving your customers and potential customers, but also you help set an example for others. Wandering into other booths disrupts exhibitors who are with clients. If you do this, you can expect others to do the same to you
- Stay out of competitors’ booths. Even worse than wandering into “friendly territory” is going into competitors’ booths to take information or to crowd out legitimate clients. This is unprofessional and reflects badly on your company and you personally.

You can carefully monitor conduct by asking:

- Is this legal?
- Is there sufficient disclosure of essential facts so that the parties can make informed choices?
- How will it make me feel about myself, my organization, and my industry?

In the conduct of our business we will aim to treat others as we would expect others to treat us.

**Exhibitors who do not honor this code of conduct could lose priority points and/or lose space assigning privileges in future SEMICON West expositions.**

# Important Notices for 2007

- **NEW! – Backwall Clearance:** Beginning this year, all booths are in 10x10 foot increments with a **mandatory 9 inch clearance on the backwall for all configurations**, except island configurations. There will be an 18 inch utility aisle at SEMICON West to have access to electrical and utility outlets between the abutting backwalls and this area must be kept clear at all times. Please refer to Section 2, page 9 for more detailed information.
- **Updated – Balloons/Blimps:** Balloons/blimps and/or the use of helium exhibit components of any kind will not be allowed on the exhibit hall floor.
- **Solid Wood Packaging Materials (SWPM):** In a ruling published in the Federal Register on September 16, 2004, the U.S. Department of Agriculture (USDA) amended its regulations with the goal of decreasing the risk of introducing plant pests into the United States. USDA has adopted the international standard for wood packaging material (WPM) that was approved by the International Plant Protection Convention (IPPC) on March 15, 2002. The IPPC standard calls for most WPM to be either heat treated or fumigated with methyl bromide in accordance with the Guidelines and marked with an approved international mark certifying that treatment. The final rule, which went into effect on September 16, 2005, will affect all persons using wood packaging material in connection with importing goods into the United States. See the TWI forms in Section 10 for more information.
- **Identification/Signage/Graphics:** All identification and signage must be at least 3 feet (1 meter) from the back boundary of all booths, and 3 feet (1 meter) from the adjoining booths for inline configurations.
- **Wall Requirement:** All booth configurations will be separated by an 8 foot high black drape, spanning the length of the back wall of the exhibit space. Exhibitors intending to build a back wall must provide a full back wall at a minimum of 2.5 meters/8 feet in height. All exposed walls (back and/or side) must be finished on all sides at the expense of the exhibitor who owns the wall. All exposed wall areas or exposed structures must be finished in either a neutral or complementary color to your booth and cannot contain any company identification.
- **Crate removal deadline:** All crates must be tagged and ready for removal by **10:00am on Monday, July 16** and the remainder of the day should be reserved for clean-up and work on the equipment. All installation must be completed by 6:00pm on Monday, July 16. Exhibitors will not be allowed to move in or install displays after this time. **For those exhibits not set up by the deadline and that do not have a prior variance, SEMI Show Management reserves the right to “force” set-up or to remove displays/material from the exhibit floor at the exhibitor’s expense. Exhibitors who do not meet the set-up deadline may forfeit the use of their booth space in subsequent expositions.**
- There are no site line restrictions for booth structures. SEMICON West follows the **cubic content rule** allowing exhibitors to use maximize the use of their booth space. Exhibitors may build up to the front of their booths, and up to the maximum allowable height, with no site line restrictions. Signage restrictions do apply – mandating signage placement and directions. Refer to Section 2, pages 5-6 for more detailed information.
- **SOUTH HALL EXHIBITORS:** Please note that some booth configurations in South Hall will be affected by the arches that are located throughout the hall. Booth spaces under these archways may have varying height restrictions – and will affect the height restrictions imposed on your booth space. Please contact Freeman with any questions regarding the height restrictions related to the arches. Also, any booths over 16 feet in height located under these archways are required to submit drawings to the Moscone Fire Marshal; see page 3 of this section for more information.
- **West Hall Exhibitors (all levels):** Restrictions in the West Hall limit the use of forklifts on the exhibition hall. In order to ensure a smooth move-in process, it is imperative that Exhibitors work closely with Freeman to coordinate their move-in. By fully understanding your needs, Freeman will be able to recommend efficient solutions to the move-in challenges.
- **Seller’s Permit, State Of California:** California law requires Exhibitors who are intending to sell merchandise at SEMICON West, or who take orders for merchandise, must have a valid permanent or temporary California Seller’s Permit. See page 13 of this section for more information.

## BOOTH APPROVAL PROCEDURES

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- It is the responsibility of the exhibiting company or their appointed contractor to comply with the SEMI rules and regulations stipulated in this Exhibitor Services Manual.
  - On-site, if your booth does not comply with the SEMI rules and regulations, you will be required to make modifications at your expense. Please email Leslie Rauscher at [lrauscher@semi.org](mailto:lrauscher@semi.org) / Tel: 1.408.943.6936 any questions regarding general booth design or the rules and regulations listed in this section. Include your booth drawings in your email and send it no later than 60 days prior to exhibition (Friday, May 18, 2007).
- Exhibitors with either a booth over 16 feet in height in a height restricted area or a second story are required to submit booth drawings to the Moscone Fire Marshal per the procedures listed below and on the following page.
  - **Booths over 16 feet in height.** Moscone Center requires that exhibitors located in a height restricted area, with a booth structure over 16 feet in height, submit plans to the Moscone Fire Marshal. This is to ensure that there are no conflicts with the arches and/or ceiling height in the hall (these do not have to be professionally made blueprints). The fire marshal will **only** be checking to see that your exhibit fits within the height restricted area. It is your responsibility to comply with the SEMI rules and regulations.
    - ◆ Hard-copy booth plans must be submitted to the Fire Marshal by **June 1, 2007**.  
Send to: Dave Adams or John Sudano, Fire Marshal  
Moscone Center  
c/o SEMICON West 2007 Booth Approval  
747 Howard Street, San Francisco, CA 94103-3181  
Tel: 1.415.974.4007
    - ◆ Side, overview and 3-dimensional perspectives are recommended for fire marshal review.
    - ◆ The booth layout does not have to be professionally made; however, it must include the following information:
      - Indicate the booth dimensions on the overview or 3-dimensional plan (10x10 feet, 20x20 feet, etc.)
      - Indicate the height, width and length measurements of all panels, towers, headers, backwalls and side returns.

**Please include** your booth number, booth configuration and dimensions on the cover sheet or letter. This will help expedite processing; the Fire Marshal will be referring to your location on his floorplan.

## BOOTH APPROVAL PROCEDURES (cont.)

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- **Two-Story Exhibits.** A two-story exhibit is defined as booth with a physical 2<sup>nd</sup> level. An exhibitor's location and booth plans MUST be pre-approved to build a two-story exhibit. Please note the criteria below:
  - ♦ There is a restriction as to the number of two story exhibits allowed in each hall.
  - ♦ The area in question must be approved first by the Fire Marshal. Some areas of the exhibit halls are restricted.
  - ♦ Two-story exhibits are not allowed in Esplanade or Gateway Halls.
  - ♦ Any second level over 20x20 feet may not be approved if it is determined it will negatively affect the overhead sprinklers for fire prevention. (Most jurisdictions require in-booth sprinkler systems.)
  - ♦ Occupancy load is 10 people per 10x15 feet.
  - ♦ Railing or side of second story must be at least 42 inches high.
  - ♦ Second (upper) level cannot have a ceiling.
  - ♦ Minimum ceiling height of ground level is 8 feet.
  - ♦ Maximum height of flooring of second story is 12 feet from base of first story.
  - ♦ Height limitation for entire structure is 20 feet with at least a three foot distance from the archways or ceiling. Check with Moscone regarding the arches in the building.
  - ♦ Staircase can be circular, but not spiral and must have tread all the way around. The staircase also must be at least 3 feet in width and have a handrail on at least one side. If any deck is designated to hold over 10 people a second staircase is required for emergency evacuations.
  - ♦ All areas, including storage areas, under the second story must be equipped with a UL-approved, battery-operated smoke detector attached to the ceiling or understructure.
  - ♦ Must have fire extinguishers (2A10BC-type) on both levels. The fire extinguishers must be easily available and unobstructed from view.
  - ♦ Wood must be flame resistant or treated.
  - ♦ Exhibitors cannot hook into the Moscone Center sprinkler system.
  - ♦ Second level is for meeting space only – NO EQUIPMENT.
  - ♦ A certified professional engineer must approve structure. A professional stamp must be on the plans submitted. The engineer can be certified from any state or any international government.

### **Approval Process:**

- Two story exhibits are all tentative and subject to approval.
- Two story plans must be submitted by **June 1, 2007**. All plans must have the certified engineer's signature and stamp.
- SEMI will notify exhibitor when Fire Marshal gives final approval.

ANY REQUEST FOR A VARIANCE TO THE ABOVE MUST BE SUBMITTED TO THE FIRE MARSHAL.  
ANY VARIANCE APPROVED WILL BE FOR THIS FACILITY ONLY.

### **Please submit booth plans no later than June 1, 2007 to:**

Dave Adams /John Sudano - Fire Marshal  
Moscone Center  
c/o SEMICON West 2007 Booth Approval  
747 Howard Street, San Francisco, CA 94103-3181  
Tel: 1.415.974.4007

## BOOTH DISPLAY REGULATIONS

### HEIGHT LIMITS:

Maximum height for all configurations is 20 feet/6 meters, with exceptions as noted on the floorplans.

**Please note:** Each facility may have varying height limits, so modular booth construction is imperative.

All booth configurations will be separated by an 8 foot high black drape, spanning the length of the back wall. Exhibitors intending to build a backwall, must provide a full back wall, minimum of 2.5 meters/8 feet in height. All exposed walls (back and/or side) must be finished on all sides at the expense of the exhibitor who owns the wall. All exposed wall areas or exposed structures must be finished in a neutral color that compliments your booth and does not contain any company identification.

### IDENTIFICATION/SIGNAGE/GRAPHICS: (see information below including diagram)

#### Inline/Linear Booth:

Facing rear of booth – must be at least 3 feet/1 meter from back boundary (booth) line

Facing side of booth – must be at least 3 feet/1 meter from adjoining booth

Facing front of booth – allowed anywhere within booth boundary

Hanging sign/banner – allowed for minimum 2 booths (10x20 feet). Refer to hanging sign rules on page 6 of this section.

#### Inline/Linear Perimeter Booth:

Facing rear of booth – not necessary

Facing side of booth – must be at least 3 feet/1 meter from adjoining booth

Facing front of booth – allowed anywhere within booth boundary

Hanging sign/banner – Refer to hanging sign rules on page 6 of this section

#### Peninsula/Grand Peninsula Booth:

Facing rear of booth – must be at least 3 feet/1 meter from back boundary (booth) line

Facing side or front of booth – allowed anywhere within booth boundary

Hanging sign/banner – Refer to hanging sign rules on page 6 of this section

#### Block Booth:

Facing rear/sides of booth – must be at least 3 feet/1 meter from back boundary (booth) line

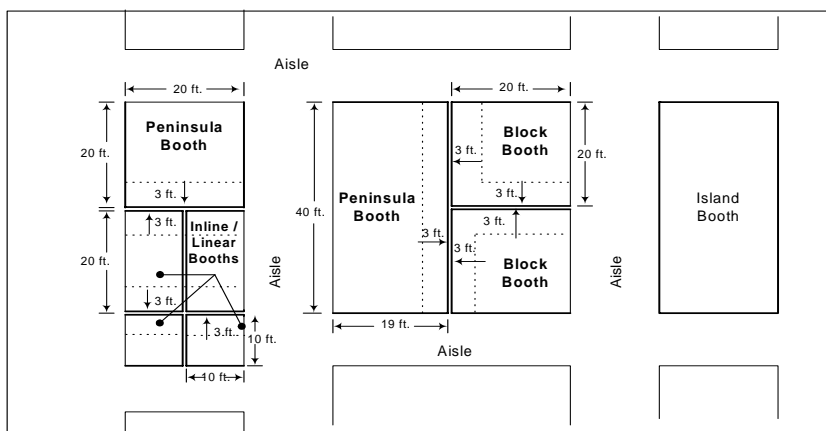
Facing front (aisle side) of booth – allowed anywhere within booth boundary

Hanging sign/banner – Refer to hanging sign rules on page 6 of this section

#### Island Booth:

Allowed anywhere within booth boundary

Hanging sign/banner – Refer to hanging sign rules on page 6 of this section



Displays must be confined within the exhibitor's booth and must not be designed to obstruct the clear view of nearby booths or interfere with the flow of traffic - example: video monitor(s) should be placed where visitors viewing the monitor(s) do not block the aisle.

Machinery, equipment, or products cannot be shown on a raised/built-up platform or counter if they interfere with height limitations.

## HANGING SIGN RULES

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### Hanging signs/banners

Hanging signs are defined as signage that is suspended from the facility ceiling, directly over the contracted booth space. These rules apply to signs/banners that are hanging within the contracted booth space.

**Hanging signs/banners WILL be allowed in all areas.** Exceptions are in the South Hall height restricted areas and Gateway Hall.

### Acceptable Overhead Suspended Features:

- Company or brand identity signs (consider including booth number)
- Photographic imagery, with or without text or logos
- Rigging for lighting trusses
- Flameproof fabric banners or tension structures
- Lightweight space-frame canopies
- Exhibitor-proposed items reviewed and approved by SEMI

### Restrictions:

- Hanging signs are not allowed for mini booths or single (10x10 foot) inline booths. Exception: 10x10 foot perimeter inline booths (booths along the boundary walls of the exhibit halls)
- Hanging signs for inline booths (2 or more booths) must be single sided only
- Signage must be a minimum of 3 feet/1 meter from any adjacent booths
- Maximum height from hall floor to top of sign: 20 feet depending on any height/rigging restrictions
- Minimum clearance from hall floor and/or second story floor to bottom of sign: 10 feet
- Possible weight and height restrictions depending on area
- All signs should be constructed of lightweight materials to allow for greater flexibility and ease of installation
- Hanging material anchor points must be pre-fabricated and ready for use
- Hanging canopies, ceilings, or closed-bottom signs may necessitate special fire protection measures in the exhibits beneath them

### Written Approval Procedures:

- Review Hanging Sign Order Form located in Section 9. Form must be submitted to Freeman for approval.
- Engineering drawings must accompany signage on-site and be available in booth. Drawings must include an engineer stamp approving stress points and an exhibit building company stamp indicating compliance with rules and regulations.
- Unapproved items will not be hung. No items or additions will be approved at show site.

### Installation Procedures:

- All hanging signs should be sent to the Freeman warehouse by **July 5, 2007**. See Section 10 for shipping address information.
- Official general services contractor (Freeman) is responsible for assembly, installation and removal of all hanging signs. Exhibitor or approved EAC may supervise. Exhibitors who do not provide supervision (self or EAC) agree to accept charges for time, materials and equipment as determined by Freeman. Installation and removal times will be established per availability of halls and access to area.
- Freeman will hang signs as close to exhibitor specifications as is practical or as the hall structure permits. Characteristics of signs, rigging and electric hoist placement may cause the actual hanging heights to differ from orders.
- Freeman/facility reserves the right to refuse hanging materials or any items that do not meet safety specifications. Hanging materials will only be installed with approved devices and cable to ensure safety.
- All costs and risks associated with overhead hanging features are the sole responsibility of the exhibitor. These include the risk that sightlines to the exhibitor's own signs may be blocked by others' signs and displays.

## BOOTH STRUCTURE/IDENTIFICATION

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### 1. CABLING/CEILING SUSPENSIONS

Booth structures should be built to be structurally sound. According to facility regulations, exhibits whose structural integrity requires cabling and/or suspension from the ceiling should not be erected.

### 2. DECORATION

SEMI Show Management has the authority to determine whether placement, arrangement and appearance of all items displayed by the exhibitor are in compliance with the exposition standards. This may require the replacement, rearrangement or redecoration of any item or of any booth. SEMI Show Management is not liable for any cost that may be incurred by the exhibitor.

Carpeting is mandatory for all booth spaces except those in facility carpeted areas. Carpeting enhances your corporate image and continues the overall professional look of the exposition. It is recommended that you protect your carpet during set up days. You may supply your own carpet or rent it from Freeman. All floor coverings must be fire retardant in compliance with local fire department regulations. (Refer to page 8 of this section and Item 8—Fire Protection Measures/Fireproofing)

### 3. ACCESSIBILITY

Based on the premise of section 302 of the Americans with Disabilities Act, SEMI asks that exhibitors warrant that their exhibits are accessible to the fullest extent of the law and will comply with the ADA and its regulations.

### 4. BOOTH IDENTIFICATION

- ◆ **Placement:** Company identification cannot be placed/erected outside the perimeters of the contracted booth space. This includes facility walls, aisle carpet etc.
- ◆ **Signs:** All signs, posters and booth graphics must be professionally lettered and in compliance with the proper height limitations. SEMI Show Management reserves the right to change or remove signs (at the exhibitor's expense) that are not in keeping with the overall quality standards of the exposition.
- ◆ **Rotating Signs:** Rotating signs are allowed at SEMICON West, provided they adhere to the overall Rules and Regulations stipulated in this section. Refer to signage placement rules pages 5-6 in this section for rules.
- ◆ **Hanging Signs/Banners:** Refer to hanging sign/banner rules on page 6 of this section.
- ◆ **Primary Exhibitor Identification vs. Co-Exhibitor Identification:**  
The primary exhibitor must have the prominent identification in the entire contracted booth space. Official co-exhibitors may have their name in the booth provided it is smaller (in font size) than the primary exhibitor. Contracted booth space **MUST** appear as one unified booth.

### 5. COMPRESSORS/GAS CYLINDERS

Portable Compressors are not allowed in the exhibitor's booth or utility aisles at any time. Gas cylinders should be rented from J&D Plumbing (exclusive plumbing contractor) so that J&D Plumbing is able to monitor cylinder usage and ensure that usage is within the Fire Marshal requirements. Exhibitors bringing in their own cylinders will be subject to a \$75 corkage fee per cylinder. Exhibitor is responsible for having the cylinder on record with the facility and removal of the cylinder at close of show.

### 6. CROSS-AISLE CONFIGURATIONS

Upon written approval from SEMI, cross-aisle carpet will be allowed to join exhibits for an additional charge. Requests, in writing, should be directed to Amy Cox ([acox@semi.org](mailto:acox@semi.org) /Fax: 1.408.943.7953.)

Regulations regarding cross-aisle carpets are:

- ◆ Written approval from SEMI, at least 30 days (June 15, 2007) prior to the exposition opening.
- ◆ Aisle carpet may not be laid until the official service contractor has granted permission.
- ◆ Aisle carpet must be pulled up immediately upon the close of the exhibition.
- ◆ Company logos/company identification is allowed on cross-aisle carpet.
- ◆ Carpet that is laid in the aisle must be the same color as the booth carpeting that it is connecting.
- ◆ The charge for cross-aisle carpet (minimum of 2 booths across from 2 booths) is 25% of the cost of total square feet/square meter of aisle space utilized.
- ◆ A fee of the standard rate for booth space will be applied if carpet is placed in the aisle between two island booths resulting in the appearance of one large island booth. This area is fully useable by the exhibiting company.
- ◆ Equipment or booth display properties are not allowed in the aisle at any time.
- ◆ Cross-aisle headers and cross-aisle trusses are **not** allowed.

**SEMI reserves the right to invoice after an event if either one of the above conditions are found to exist at show site.**

## BOOTH STRUCTURE/IDENTIFICATION (cont.)

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### 7. ELECTRICAL WIRING

Use of another exhibitor's electrical hook-up is strictly forbidden due to potential fire and hazard risks. In the event that the exhibit hall is damaged or destroyed due to negligence or failure on the part of the exhibitor to comply with the local fire agency's fire and hazard regulations, the exhibitor is responsible and liable for all damages incurred.

### 8. FIRE PROTECTION MEASURES/FIREPROOFING

All materials used in the construction and decoration of an exhibit must be flame retardant. All carpeting and floor coverings must have Class I flame spread rating and UL between 0 and 25. No storage of flammable materials is allowed in the utility areas.

### 9. FALSE CEILINGS/CANOPIES

Water penetrable materials must be used in false ceilings and must conform to local fire code. Impenetrable materials are forbidden due to the potential fire and safety risks.

### 10. HAZARDOUS ITEMS

Hazardous items used in displays must be properly safeguarded, protected and registered in accordance with applicable city, state and federal regulations. Hazardous items that would typically fall under these requirements include, but are not restricted to, the following:

- ◆ Evacuated containers or components
- ◆ Radioactive materials
- ◆ X-ray producing equipment
- ◆ High voltage equipment
- ◆ Particle accelerators
- ◆ Flammable and explosive materials
- ◆ All gas tanks/bottles/cylinders, which must be properly secured or harnessed to meet all safety standards

Equipment demonstrations must not pose a radiation hazard. If the equipment has energy beams that might be potentially hazardous, they must be de-activated or made inoperable before installation. Any hazardous items present in a display must be approved by the local fire department/agencies in writing, with copies to SEMI Show Management, 60 days before the exposition (Friday, May 18, 2007).

### 11. LIGHTING

Overstatement in lighting design is to be avoided. Annoying devices such as the use of flashing, rotating, or blinking lights (strobe, beacons, etc.) in an exhibit is strictly prohibited. All lighting effects (including 'gobos') must be contained within the booth and may not be beamed into the aisles or onto the ceilings surround the booth space without prior approval from SEMI Show Management. Questions should be directed to Leslie Rauscher ([lrauscher@semi.org](mailto:lrauscher@semi.org)/Tel: 1.408.943.6936) 60 days before the exposition (Friday, May 18, 2007).

### 12. LIGHTING TRUSSES

Lighting trusses, hung from the ceiling, will be allowed provided the following regulations are met:

- ◆ Lighting trusses must be within the booth perimeter on all sides.
- ◆ The exhibitor must arrange the installation/dismantle of the truss with the official service contractor.
- ◆ The lighting truss must be hung prior to the first day of set-up.
- ◆ Booth plans, showing the lighting truss, **MUST** be approved by SEMI Show Management 60 days prior to set-up (May 18, 2007). Please email plans to Leslie Rauscher at [lrauscher@semi.org](mailto:lrauscher@semi.org) /Fax: 1.408.943.7953.
- ◆ If there are any complaints from neighboring exhibitors regarding the lighting, you will be required to adjust or turn off the lights.

Contact Freeman for more information on lighting trusses and the procedures necessary to hang them.

**SEMI SHOW MANAGEMENT RESERVES THE RIGHT TO PURSUE ANY ACTION IT DEEMS NECESSARY IN THE BEST INTEREST OF THE EXPOSITION AND IN FAIRNESS TO ALL EXHIBITORS.**

## EXHIBIT INSTALLATION & DISMANTLING

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### 1. EXHIBIT INSTALLATION AND DISMANTLING

Union jurisdictions prevail over all set-up and dismantling of exhibits including signage and laying of carpet. This does not apply to the unpacking and placement of merchandise.

You may set up your exhibit display if one person (company employee only) can accomplish the task in 30 minutes or less without the use of hand tools and your exhibit space does not exceed 10 feet in any direction (width, depth & height). If you are unable to meet the above criteria, you **MUST** use union personnel supplied by the official General Services Contractor (Freeman). If you are utilizing the services of an EAC (Exhibitor Appointed Contractor), SEMI must be notified (in writing). Please refer to Section 9 for more information.

- ◆ **Installation:** Hours and dates for installation, the exhibition, and dismantling are specified in the Timetable of Operations in the Preface Section. Extended hours for set-up (beyond 8:00pm) can be requested on-site at the Security office. All crates must be tagged and ready for removal by 10:00am Monday July 16, 2007 and installation must be completed by 6:00pm Monday, July 16, 2007 unless otherwise stated. Exhibitors will not be allowed to move in or install displays after this time.

For those exhibits not set up by the deadline and that do not have a prior variance, SEMI Show Management reserves the right to “force” set-up or to remove displays/material from the exhibit floor at the exhibitor’s expense. Exhibitors who do not meet the set-up deadline may forfeit the use of their booth space in subsequent expositions.

- ◆ **Dismantle:** Exhibitors are required to maintain their exhibit intact, until the close of the exhibition. On the last exhibition day, “dismantle” procedures will be distributed to each exhibiting company. Each exhibitor will complete arrangements for the removal of exhibit material in accordance with the dismantle procedures. Exhibitors shall be liable for all storage and handling charges resulting from failure to remove materials from the exhibition hall before the conclusion of the dismantling period.

### 2. EXHIBITOR APPOINTED CONTRACTORS (EACs)

You, as the exhibiting company, are responsible for advising SEMI Show Management of the company name, address, and the contact name of your “non-official” contractor (EAC). The EAC Application Form is available online - please refer to Section 9 for information on accessing the online information. Note that all EACs **MUST** comply with the criteria set forth in the Exhibitor Services Manual, and the exhibitor is responsible for the actions of their EAC.

EACs and Exhibitors cannot bring in their own equipment (forklift, etc.). Please contact SEMI Show Management or Freeman with any questions.

### 3. MATERIAL HANDLING

Union jurisdiction prevails over the operation of all material handling equipment, unloading, reloading, and handling of empty containers. Exhibitors only may move material that can be hand-carried by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment. See Section 9 for further clarification on Labor Jurisdictions.

### 4. TIPPING

SEMI and all service contractors request that there be no tipping at any time.

### 5. UTILITY (FLOOR) PORTS AND BACKWALL CLEARANCE

All booth configurations (except for island configurations) have a mandatory 9 inch clearance on the backwall. The fire marshal requires that this area be kept clear at all times. Each exhibitor (except for island configurations) **MUST** allow 9 inches of space behind their booth boundary line when setting up their exhibit backwall (or sidewall for block configurations). This clearance is for access to electrical and utility outlets between the abutting backwalls.

The utility (floor) ports may require modifications to your exhibit structure (specifically peninsula, grand peninsula, block, and island displays). Please note that booth and aisle dimensions vary in size depending on the location. Each exhibit hall could be slightly different.

Nitrogen cylinders, gas bottles, etc., are considered utility items and may be stored within the confines of the clearance area behind your booth only if they are properly contained and harnessed in compliance with the local fire agency and meet hazard regulations. Absolutely no other items may be stored in this area at any time. SEMI Show Management will remove storage materials at the exhibitor’s expense.

## **EXHIBIT INSTALLATION & DISMANTLING (cont.)**

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### **6. USE OF SCAFFOLDING**

Exhibitors planning for the use of scaffolding for any aspect of exhibit installation or dismantle should supply their request in advance to SEMI Show Management and the General Services Contractor, Freeman. All requests are subject to approval by SEMI and Freeman and must include information on the following:

- a. Purpose for use
- b. Area/position equipment will be erected
- c. Proof of minimum liability insurance required by the Facility, SEMI Show Management and Freeman naming all parties as additional insured
- d. Exhibitor agrees to hold SEMI, the facility and Freeman harmless for all damages and or injuries incurred while utilizing the scaffolding

Exhibitors are advised that all exhibit installation and dismantle must take place within the confines of the exhibit space; use of aisles is prohibited due to maintenance of the freight and freight free aisle designations. Any exhibitor's use that is deemed to be unsafe may be terminated at the sole discretion of SEMI, the facility or Freeman.

## EXHIBITION ACTIVITIES

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### 1. ALCOHOLIC BEVERAGES

The consumption of alcoholic beverages is prohibited during the set-up and dismantle period for safety and liquor liability reasons. Beer and wine will be available for sale during show days.

### 2. ANIMALS

Animals are not allowed in the exhibit hall or on exposition grounds, except dogs for the disabled.

### 3. BADGE CONTROL

False certification of an individual as an exhibitor's representative, misuse of an exhibitor's badge, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the exhibitor and their representative from the exhibition, and/or banning them from future entrance onto the exhibit floor. This may also cause the removal of the exhibitor's booth from the floor without obligation on the part of SEMI for refund of any fees. The exhibitor, their employees and agents, and anyone claiming to be on the exhibit floor through the exhibitor, waives any rights or claims for damages arising out of the enforcement of this rule.

### 4. BALLOONS/BLIMPS

Balloons/blimps and/or the use of helium exhibit components of any kind will not be allowed on the exhibit hall floor.

### 5. BOOTH PERSONNEL

Booths must be continuously staffed during exhibit hours. With the exception of convenience help (such as receptionists or professional product demonstrators), all booth personnel must be employees of the company, or its' representative. The appearance, dress and decorum of booth personnel must reflect good taste and be consistent with the quality standard of the exposition.

### 6. BOOTH RECEPTIONS/PARTIES

Exhibitors may have receptions in their booths before or after show hours on show days with written approval from SEMI Show Management prior to the exposition. The Booth Reception Request Form is located in Section 7. All catering, including beverages, must be ordered through the San Francisco Convention Facilities, Food & Beverage Division – Catering by SMG. Exhibitors must also hire a security guard (Maloney Security) to be present during the reception hours. Any additional booth cleaning should be ordered through Freeman. Exhibitors must also comply with all rules and regulations stated on the Booth Reception Request Form.

### 7. CAMERAS/PHOTOGRAPHY/VIDEOTAPING/RECORDING

Photography and videotaping of exhibits and displayed equipment (other than your own) is strictly prohibited. Audio/tape recordings within the exhibit hall or meeting rooms are prohibited. SEMI Show Management and the official photographer are exempt from this rule. Press (properly accredited) may photograph or videotape with exhibitor's permission during exhibit hours only.

Videotaping of your product outside of exhibit hours must be approved in writing by SEMI Show Management. Written requests for videotaping must be submitted to SEMI Show Management prior to the exposition. The exhibitor must hire a security guard to be present during videotaping before or after exhibit hours.

### 8. CATERED FOOD

Dispensing of food and beverage is allowed from the booth for hospitality purposes; however, popcorn and peanuts **ARE NOT** allowed in the booth at any time. Please note that catering is an exclusive service of the facility, and exhibitors must arrange for ALL of their catering through Catering by SMG. Refer to Section 7 for more information.

### 9. CHILDREN

Children 12-16 years old accompanied by an adult are allowed on the exhibit floor only during exhibition hours. Children under 12 years old are not allowed on the exhibit floor at any time.

### 10. GENERAL SECURITY

Each exhibitor must make provisions for the safety of their goods, materials, equipment and displays at all times. General overall security service will be provided for the exhibition period. The security service and/or SEMI are not responsible for the loss or damage of any property from any cause.

## EXHIBITION ACTIVITIES (cont.)

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### 11. GIVEAWAYS/HANDOUTS

Items, samples, souvenirs, etc., may **only** be distributed by the exhibitor from within the confines of the exhibitor's contracted booth space. SEMI Show Management reserves the right to evaluate the safety and/or offensiveness of novelty item handouts. Failure to comply may result in the loss of priority points or approval to exhibit the following year.

### 12. HALL ACCESS RESTRICTIONS

The halls will be cleared of all personnel approximately 30 minutes after the exhibition closes each day. The only exceptions will be with written permission in an "After Hours Pass" that can be obtained from the Security Office on-site.

### 13. HOUSING

All housing reservations should be made through the official housing agent, Convention Management Resources (CMR). A form is included in Section 5 of this Exhibitor Services Manual or you may visit <http://www.semiconwest.org/Exhibitors/ResourcesandUpdates> for more information. Housing information for visitors will be available in the Visitor Brochures or at [www.semiconwest.org](http://www.semiconwest.org) under Visitors—Hotels & Travel link.

### 14. NOISE AND ODORS

Noisily operated displays and exhibits producing objectionable odors will not be allowed.

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. **Rule of thumb: Sound and noise should not exceed 80 decibels.** SEMI reserves the right to reduce the sound level, restrict or switch off any audio/visual display that causes complaints. The decision made by SEMI is final if such a dispute arises.

Exhibitors should be aware that music played in their booth, whether live or recorded may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Visit [www.ascap.com/licensing](http://www.ascap.com/licensing), [www.bmi.com/licensing](http://www.bmi.com/licensing) or [www.sesac.com/licensing/licensing.asp](http://www.sesac.com/licensing/licensing.asp) for more information.

### 15. OBSTRUCTION OF AISLES/BOOTH DEMONSTRATIONS

Exhibitors may not conduct demonstrations or activities that result in excessive obstruction of aisles or prevent ready access to neighboring exhibitors' booths. Demonstrations are to be straightforward, professional, and relative to the displayed product. The use of demonstrators, gimmicks, mimes, magicians, robots, etc., in the aisles is prohibited at all times. Products or demonstrations must be placed inside the booth boundaries and must not result in aisles being blocked. Equipment and/or furniture may not be in the aisle at any time. SEMI Show Management reserves the right to evaluate the appropriateness and/or offensiveness of demonstrations.

### 16. ON-SITE VEHICLES

Private motor vehicles, trucks, automobiles will not be allowed on the exhibit hall floor before, during, or after exhibition hours. Delivery of any exhibit materials required for the set-up and dismantle period must be cleared through the general services contractor – Freeman.

### 17. OFF-SITE PROMOTION/OUTSIDE PROMOTION

It is requested that exhibitors not advertise or promote any off-site/outside activity, such as an open house, reception, conference, etc., held away from the exhibit hall if occurring during exhibit hours.

### 18. 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.

### 19. SMOKING POLICY

Smoking is not allowed within any of the exhibit halls, meeting rooms or public lobby areas.

## EXHIBITION ACTIVITIES (cont.)

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### 20. SOLICITING EMPLOYMENT

SEMI Show Management does not provide an area for listing employment opportunities. Exhibitors are not allowed to advertise or solicit employment opportunities outside of their booth. Employment opportunity advertisements will not be accepted in the SEMICON West *Event Directory* or the SEMICON West *Daily News* publications.

### 21. SOLICITING EXHIBITORS

Solicitation of exhibitors is prohibited and could result in removal from the exhibit floor.

### 22. SUITCASING

Only contracted exhibitors are permitted to promote their products, services or company at SEMICON West. Unless a marketing opportunity has been contracted by the exhibitor, all company promotion and product sampling must occur within the contracted booth space. This includes, but is not limited to 'roaming' characters, handing out flyers, approaching exhibitor booths to sell products, leaving and/or distributing product information in public spaces and show floor aisles. Exhibitors found doing so will be asked to return to their booth and remaining materials will be recycled. Attendees will be asked to leave the show and forfeit their badge. Any violations should be reported to SEMI Show Management.

### 23. SELLERS'S PERMIT, STATE OF CALIFORNIA

California law requires Exhibitors who are intending to sell merchandise at SEMICON West, or who take orders for merchandise, must have a valid permanent or temporary California Seller's Permit. You may obtain a permit by calling the California State Board of Equalization at 1.800.400.7115 or 1.916.445.6362. The Seller's Permit Application (BOE-400-SPA) can also be downloaded from [www.boe.ca.gov](http://www.boe.ca.gov).

Exhibitors wishing to sell merchandise at SEMICON West must first obtain approval from SEMI Show Management. Requests must be submitted in writing and directed to Leslie Rauscher ([lrauscher@semi.org](mailto:lrauscher@semi.org)/Fax: 1.408.943.7953).

**SEMI SHOW MANAGEMENT RESERVES THE RIGHT TO PURSUE ANY ACTION IT DEEMS NECESSARY IN THE BEST INTEREST OF THE EXPOSITION AND IN FAIRNESS TO ALL EXHIBITORS.**

## EXHIBITOR RESPONSIBILITIES & LIABILITIES

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### 1. AMENDMENTS/GENERAL SUPERVISION

All exhibit matters and questions not covered by these rules and regulations are subject to the decision of SEMI Show Management. These rules and regulations may be amended at any time by SEMI and all the amendments that may be so made shall be equally binding on all parties affected by them as they are by the original rules and regulations. In the event of any amendment or addition to these rules and regulations, written notice will be given by SEMI to such exhibitors as may be thereby affected.

SEMI SHOW MANAGEMENT RESERVES THE RIGHT TO REJECT, OR PROHIBIT ANY EXHIBIT, WHOLE OR IN PART, OR ANY EXHIBITOR AND HIS REPRESENTATIVES, BASED SOLELY ON ITS JUDGMENT, DISCRETION, AND AUTHORITY. PLEASE REFER TO YOUR SEMICON EXHIBIT SPACE APPLICATION/CONTRACT FOR ADDITIONAL RULES AND REGULATIONS.

### 2. DEFAULT IN OCCUPANCY

Any exhibitor failing to occupy contracted space is not relieved of the payment of the full rental of such space. All display systems and equipment/products must be installed and complete prior to exhibition opening. Unoccupied space may be repossessed by SEMI Show Management for such purpose as it may see fit. Cancellation of space prior to the exposition or by failing to occupy the contracted space will cause exhibitor to lose priority for exhibit space in future expositions.

### 3. EXHIBITOR LIABILITY

The exhibitor assumes full financial liability for damage to the facility or neighboring exhibits caused by the construction of the exhibitor's booth structure. The exhibitor may not apply paint, lacquer, adhesives or other coating to building columns, walls or floors.

In the event any part of the exhibit hall is destroyed or damaged so as to prevent SEMI from permitting an exhibitor to occupy assigned space during any part or the whole exhibition period; or, in the event occupation of assigned space during any part or the whole exhibition period is prevented by strike, Acts of God, national emergency, or other cause beyond the control of SEMI, the exhibitor hereby waives any claim against SEMI beyond a refund of rent paid for the period it was prevented from using the space, less a proportionate share of the exposition expenses incurred by SEMI.

In addition to the Rules and Regulations listed on the back of the exhibit space application/contract, the SEMICON rules and regulations have been established in consideration of all participants (exhibitors, attendees, service contractors, building management, and SEMI Show Management) and apply to all participants throughout the show.

### 4. LIMITATION OF LIABILITY/INSURANCE

SEMI would like to remind the exhibitor of the limits of liability as agreed to on the back of the original signed application/contract for exhibit space.

### 5. RESELLING/USE OF SPACE

The exhibitor may not assign, sublet or resell, in whole or in part, their contracted space. The contracted exhibitor may share this space with affiliated co-exhibitors, providing the co-exhibitors comply with all exhibitor conditions and rules and regulations; however, the contracting exhibitor shall continue to be primarily liable for all financial and performance covenants.

The primary exhibiting company **must** have the prominent identification in the entire contracted exhibit space. Contracted exhibit space **must** appear as one unified booth. All booths **must** be staffed during exhibition hours.

## EXHIBITOR RESPONSIBILITIES & LIABILITIES (cont.)

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### 6. VIOLATIONS AND PENALTIES

SEMI Show Management may, at its discretion, eliminate or reduce priority points for violation of these rules and regulations. In addition, substantial violation of these rules and regulations by the exhibitor, its employees, or agents may, at the option of SEMI Show Management, forfeit the exhibitor's right to occupy exhibit space and such exhibitor shall forfeit to SEMI all moneys paid or due.

It is to your advantage to contact SEMI Show Management prior to arriving on-site with any questions. Failure to comply with the exposition rules will result in the following loss of priority points.

If not corrected by the end of:

Set-Up Period	10% reduction
1 <sup>st</sup> Exhibit Day	+10% addl. reduction
2 <sup>nd</sup> Exhibit Day	+10% addl. reduction
3 <sup>rd</sup> Exhibit Day	+10% addl. reduction
Total	40% possible reduction of priority points

Upon evidence of substantial violation, SEMI may enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that SEMI may thereby incur.

### 7. GENERAL SECURITY

SEMI will provide general perimeter exhibit security in the facility during the set-up, exhibit and dismantle days; however, the primary responsibility for safeguarding your exhibit and merchandise is yours. See Section 7 for the Booth Security Order Form. Remember that the set-up and dismantle periods are particularly sensitive times when thefts (especially handbags and laptop computers) are most likely to occur. Do not leave your booth unattended during those times.

Security personnel will monitor the exhibit halls each night. Only exhibiting personnel with an "After Hours Pass" will be allowed to stay in the hall after hours. "After Hours Passes" will be available from the Security Office on-site.

### 8. BADGES

All persons on the premises must wear a badge during the set-up, exhibit and dismantle days. The primary exhibit contact is responsible for his/her workers and staff wearing the proper badge. Refer to Section 4 for further instructions on ordering badges.

### 9. THEFT/DAMAGES

Report thefts or damages immediately to both Security and SEMI Show Management.

While SEMI Show Management will exercise reasonable care in safeguarding your property, neither SEMI Show Management, the facility, the security contractor, the general contractor, nor any of their officers, agents or employees assume any responsibility for such property. **Exhibitors should therefore include or have a rider attached to their insurance policies covering the shipment of merchandise to the exposition, the exposition period, and return of their merchandise to their home base.**

**SEMI SHOW MANAGEMENT RESERVES THE RIGHT TO PURSUE ANY ACTION IT DEEMS NECESSARY IN THE BEST INTEREST OF THE EXPOSITION AND IN FAIRNESS TO ALL EXHIBITORS.**