

Section 5 Decorated and Rental

5.1 Official Decorator

The Official Decorators are

Viewshop Exhibits & Display (Shanghai) Co., Ltd.

Contact: Mr. Jerry Tao

Tel: +86.21.3251.3138 ext.602

Fax: +86.21.3251.7901

Email: jerry.tao@viewshop.net

Mega Expo (Shanghai) Co., Ltd.

Contact: Mr. Crown Lv / Mr. Lucas Lu

Mr. Zezhen Lee / Mr. Zhe Wang

Tel: +86.18501650622 / +86.18501650613

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5.2 Decorated Space

5.2.1 Decorated Space Facilities

The design, construction and decoration of all Decorated Booths are undertaken by Viewshop Exhibits & Display (Shanghai) Co., Ltd.

Decorated Booth consisting of a shell scheme [Unit Size: 3m (W) x 3m (D) x 2.5m (H)]. Includes the following as indicated by the total square meters of your space:
(Note: The following furniture and electrical equipment cannot be replaced.)

*Please refer to the Shell Scheme Diagram of 5.2.2.

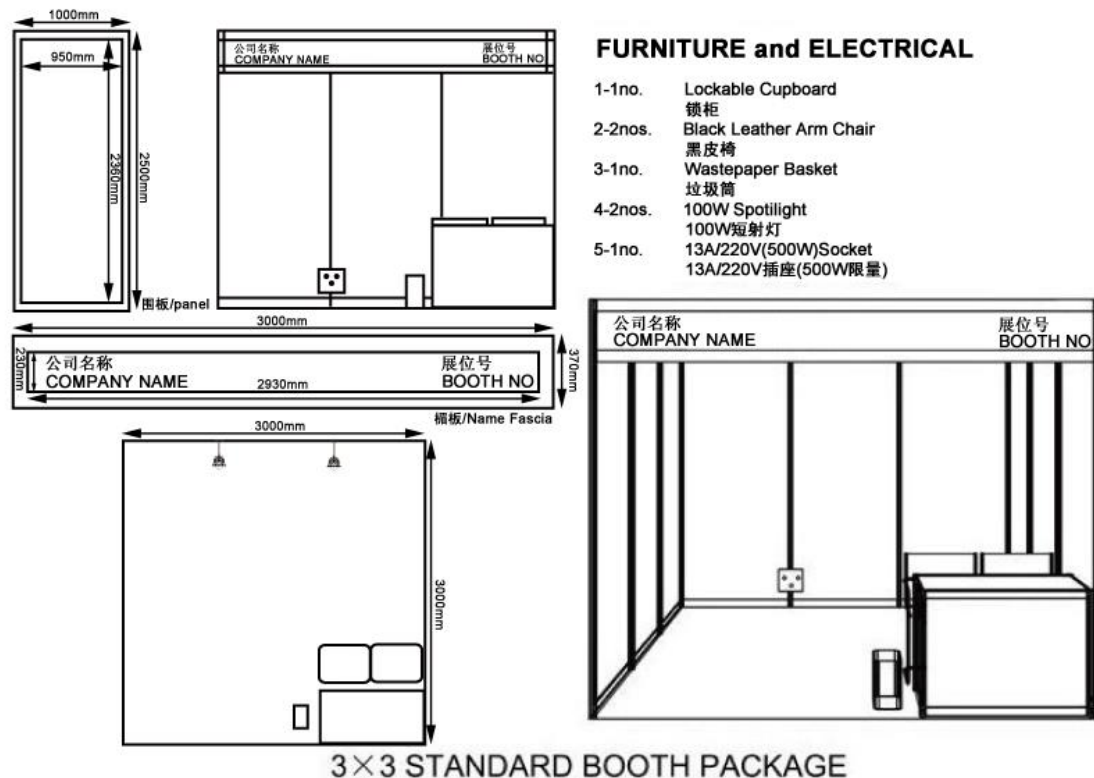
| Item | Shell Scheme | 9m ² | 18m ² | 27m ² |
|------|---|-----------------|------------------|------------------|
| 1 | Name Fascia - 370mm height fascia board with Exhibitor's name in English (max. 24 characters) and Chinese (max. 12 characters) by sticker cutout - Corner booth has one more fascia board | 1 | 2 | 3 |
| 2 | Wall Paneling - Three side walls (white laminated panels) supported by white Pifex aluminum system. - For the corner booths, it will be two side walls with two fascia boards. | √ | √ | √ |
| 3 | Carpet - Needle punched carpet covering the entire floor area of the booth. | √ | √ | √ |
| 4 | Table/Storage - Lockable Cupboard | 1 | 2 | 3 |
| 5 | Chairs - Black Leather Arm Chair | 2 | 4 | 6 |
| 6 | Lighting - 100W Spotlight | 2 | 4 | 6 |

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| | | | | |
|---|---|---|---|---|
| 7 | Power - 13A/220V Single phase socket (500W fuse) | 1 | 2 | 3 |
| 8 | Waste Basket - Waste Paper Basket | 1 | 2 | 3 |

Refer to 5.2.2 Shell Scheme Diagram on the following page.

5.2.2 Shell Scheme Diagram (Note: All units are millimeters)



5.2.3 Additional Electrical Services

The power outlet in the shell scheme is only for generally domestic/ offices electrical appliance other than lighting. Exhibitors who require additional lighting or lighting connections can contact [Viewshop Exhibits & Display \(Shanghai\) Co., Ltd.](#) Please refer to [Form 4 \(Furniture, Lighting & Socket Rental\)](#).

Exhibitors who require electrical setting can contact [Mega Expo \(Shanghai\) Co., Ltd.](#) Please refer to [Form 5 \(Electrical Setting\)](#).

5.2.4 Additional Rental Furniture

In addition to items provided in the basic Shell Scheme Booth, exhibitors may require additional furniture items which can be supplied on a rental basis by Official Stand Contractor. Please complete the [Form 4](#) in Form Section and return promptly to [Viewshop Exhibits & Display \(Shanghai\) Co., Ltd.](#)

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5.2.5 Rules and Regulations for Decorated Space Exhibitor

- 1) No additional booth fitting or display may be attached to the structure of decorated booth. Exhibitors who would upgrade their decorated booths. Please submit [Form 9](#) to notify the Official Contractors-Viewshop and subject to their approval. All decorated booths are on rental basis. Exhibitors are not allowed to make any alterations to the structure of the booths or remove any parts from the booths. Exhibitors wishing to remove or change the location of any standard equipment (e.g. spotlights) within the booth should contact the Official Contractors-Viewshop. The organizer has the right to dismantle any increased of the height or any alterations to the structure on the spot.
- 2) No post, tape, nail or fixture of any kind is allowed to be affixed on the partitions, floor or ceiling. Exhibitors are liable to any damage caused to their booth fixtures or fittings at the fair.
- 3) All Exhibitors who rented one or more Decorated Booth Space, the fascia name only shows the contracting company name. Please refer to [Form 1](#).
- 4) Decorated booth exhibitors requiring additional equipment such as telephone, furniture, power and water dispenser etc. should use individual Forms for placing their orders. The order forms have to be submitted no later by **February 10, 2021** to the Official Contractors. Full payment in advance will be required.
- 5) No exhibits are allowed to be removed from the booth or exhibition hall until **4p.m. March 19, 2021**, once the exhibition has been officially opened. Booth or exhibits shall not be dismantled before the official closing time on the last day of the exhibition.
- 6) Any power point and sockets provided are strictly for exhibiting display only and NO lighting fixture is allowed to be connected.
- 7) Exhibitors shall not cause any damage on the floor of the exhibition hall.
- 8) Exhibitors bringing their own air compressors to the exhibition hall are prohibited. Please contact the Official Contractors for details or refer to [Form 6](#).

5.3 Raw Space

- 1) Raw Space exhibitors will be given a floor space without booth facilities, carpet and power supply. They must design and construct their own booths, lay the carpet.
- 2) The company logo and name shows on raw space shall be limited to the contracting company itself, the company logo and name of non-contracting company should not be shown in a prominent place in principle.
- 3) The contractor of the exhibitor's choice must construct raw space. All raw space exhibitors must return the [Exhibitor Appointed Contractor \(EAC\) Application Form \(Form 2\)](#) prior to **January 22, 2021**, and [Safety Construction Manager Registration Form \(Form 3\)](#) prior to **February 10 2021**.

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5.3.1 Hall Specification

- 1) The maximum height for N1-N5, E7 Raw Space stand structure is 4.4 meters, and for T1-T3 Raw Space stand structure is 4 meters
- 2) The floor: solid concrete; indoor loading capacity is 3,000 kgs / square meter for N1-N5, E7, and indoor loading capacity is 800 kgs / square meter for T1-T3
- 3) The access of N1-N5, E7 exhibits/freight door is 4.9m (w) x 4.4m (h)

5.3.2 New Regulations of Exhibitor Appointed Contractor

Exhibitors who rent raw space can appoint their own contractors to set up the booth. Please ensure you and your contractor read the following information and follows all regulations as detailed below in order to ensure your plans can be approved in good time thus avoiding potential problems and costly amendments.

1) Required Documents

- A. [Exhibitor Appointed Contractor \(EAC\) Application Form](#)
- B. The copy of the contractor's business license, which has been registered at least three years, and electrician certificate, which is valid and should be the same as the electrician operating on the show site
- C. [The Safety Commitment of Erection Contractor](#) and [《Safety Construction Guideline》](#), which bear the signature of the head of the respective company and its company seal.
- D. Audit Report issued by [HAH](#) (necessary for two-story booths or roof space reach or above 50% of the booth area)
- E. Final Booth Drawings indicating height & width measurements and location of the main power supply
- F. [Certificate of all EAC's security insurance](#) for the show

Remarks: Documents A, B, C, D, E, F should be submitted before ordering main power supply.

2) Contractor Move-in Procedure:

- A. Read detailed and observe [《Safety Construction Guideline》](#)
- B. Submit the [EAC form](#) to MEGA EXPO by **January 22, 2021**. Mega Expo will switch on the online raw space application system to EAC within 3 working days. When receiving the notice letter issued by online system, EAC shall finish online application within 5 working days (before **February 10, 2021**) including but not limit to submitting safety documents, design checking, facility ordering and finishing payment of facility ordering and deposit.
- C. You can apply for the set-up/dismantle badges from **March 10, 2021** with the notice letter issued by Mega (Self-printing Online). For detail information, you can refer to [“The Flow Chart for Obtaining Certificates”](#).

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D. You can apply for “Queueing Number” from **March 8, 2021**(Any time changes, please refer to Exhibitor Update) and “Parking Permit” from **March 15, 2021**. For detail information, you can refer to [“Queueing Number & Parking Permit Notice”](#).

E. [EAC Inspection & Move-in Process](#)

3) Booth Deposit Management :

A. All raw space EACs are required to pay the construction deposit and hall management fee to official contractor, [MEGA EXPO](#) online before **February 10, 2021**. The specific standards are as following:

| Item | Booth Space | Cost |
|------|---------------------------|-----------|
| 1 | Equals or Less than 54sqm | RMB 5000 |
| 2 | More than 54sqm | RMB 10000 |

| Item | Cost |
|---------------------|------------|
| Hall Management Fee | RMB 22/sqm |

B. The construction deposit will be refunded if the security and cleaner confirm that all the exhibits and construction materials have been removed out of the hall and no damage to the floor or facility of the hall. It will be transferred back in 30 working days.

C. Deduction of Construction Deposit

- 1) The compensation fee of any damages will be deducted from deposit. It will have extra charge if the deposit is not enough.
- 2) If the onsite booth structure has big difference from booth perspectives and it is against the related rules and regulations, all deposit will be deducted as penalty.
- 3) SEMI onsite floor manager will issue Rectification Notice to those stands which are not built qualified. After receipt of the notice for rectification, still not do the rectification or not do upon the request, SEMI will appoint the official decorator to do the rectification, the rectification cost incurred will be deducted from the deposit. It will have extra charge if the deposit is not enough.
- 4) All the deposit will be deducted as the dismantle fee if there are no people dismantle the booth after 24:00 Friday, March 19.
- 5) All booths, except island configurations, must provide a full back wall, minimum of 2.4 meters (8”) in height. All exposed walls must be finished on all sides at the expense of the exhibitor who owns the walls. All exposed wall areas or exposed structures must be covered by white PVC cloth without any break, contamination, graphics or texts. If the back wall did not meet the above requirements, penalty will be deducted from the construction deposit.

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4) **Blacklist:**

- A. No action or act not upon request when receives the Rectification Notice, this EAC will be put into SEMI Blacklist System, and disqualified for next SEMICON show.
- B. If there are no people dismantle the booth after 24:00, March 19, this EAC will be put into SEMI Blacklist System, and disqualified for next SEMICON show.
- C. If the onsite booth structure has big difference from the booth perspectives and it is against the related rules and regulations, this EAC will be put into SEMI Blacklist System, and disqualified for next SEMICON show.
- D. If any big accident on booth decoration occurs, this EAC will be put into SEMI Blacklist System, and disqualified for next SEMICON show. If there is any death, this EAC will be disqualified for any SEMI activities forever.

5.3.3 Other regulations for Exhibitor Appointed Contractor:

- 1) All EACs are required to have a Set-up/Dismantle Badge while on the exposition floor. **See details at [Section 6 ----6.3 Set-Up / Dismantle Badges](#) .**
- 2) The EAC agrees that it will indemnify, and hold harmless, the Show Management and the Official Contractor from any action on account of injury or damage to persons or property caused by an act of omission, negligence or misconduct on the part of the EAC or any of its agents, servants, employees, or contractors.
- 3) The EAC shall not erect a service desk and must restrict corporate identity to the booth areas being serviced. Personnel contractor will not be permitted on the exhibit floor without the approval of Show Management.
- 4) The EAC will have a true and valid order for service from an Exhibitor in advance of the show move-in date. The EAC shall not solicit business on the exhibit floor before, during, or after the show. If a representative of an EAC violates this provision on solicitation, Show Management will remove the EAC and its representatives from the exhibit floor.
- 5) The EAC will adhere to all rules and regulations and shall complete their assigned services within the exhibitor official time limits of move-in and move-out as soon as published by SEMI Show Management. Exhibitors are responsible for the action of their EACs.
- 6) Exhibitors and their EACs are requested to wear safety helmet during Set up/Dismantle period.
- 7) Ladders for work 2m or over are not permitted, must use scaffold or working platform.

* Please inform your EAC that they must comply with all criteria in the exhibitor services manual before being issued badges which will allow them to work or supervise on the show floor during Set up/Dismantle period.

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- 8) Here we recommend you below booth decoration companies for your reference in case you need decoration service:

Viewshop Exhibits & Display (Shanghai) Co., Ltd.

Room A08-A10, No.1099 Guo Zhan Road

Shanghai 200126 China

Contact: Mr. Jerry Tao

Phone: +86.21.3251.3138 ext.602

Fax: +86.21.3251.7901

E-mail: jerry.tao@viewshop.net

5.3.4 Booth Approval

All raw space exhibitors must return the [EAC Form \(Form 2\)](#) and booth design drawings to MEGA EXPO for approval prior to **January 22, 2021**.

All **two-story booths** and **roof space reach or above 50% of the booth area** must be approved by the venue Shanghai New International Expo Centre (SNIEC) appointed unique booth surveyor HAH Consulting & Exhibition Co., Ltd. Shanghai. To process the booth inspection, please submit the [Form 10](#).

Formality for construction of exhibition stands:

1. All **two-story booths** and **roof space reach or above 50% of the booth area** must be approved by the venue Shanghai New International Expo Centre (SNIEC) appointed unique booth surveyor HAH Consulting & Exhibition Co., Ltd. Shanghai.

The drawings subject to review include:

- a. Booth perspective drawing (1 front-side and 2 sides)
- b. Ground floor plan (ground floor plan & 2nd floor plan)
- c. Cutaway view
- d. Elevation
- e. Section (Side elevation)
- f. Detailed booth material checklist
- g. Structural drawing

All drawings must be marked with the axis size of beams and posts, as well as specifications and sizes of all structural materials.

2. All construction institutions entering the exhibition hall to start stand construction must provide HAH Consulting & Exhibition Co., Ltd. Shanghai with copies of their business license certificate imprinted with company seal, which will be used for filing purpose.

Management regulations for construction of exhibition stands:

1. For construction of all above exhibition stands, structural drawings must be provided, which shall be imprinted with seals of National Grade A Registered

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Structural Engineer for confirmation, accompanied by structural calculation sheet.

2. Construction of two-story exhibition stand must be equipped with fire extinguishers that have passed annual inspection.
3. For details, please contact:

HAH Consulting & Exhibition Co., Ltd.

E2-2E1, 2345 Long yang Road

Pudong New Area Shanghai, 201204 P.R.C

Contact: **Ms. Lya Huang**

Phone: +86.21.2890.6633

+86.21.2890.6634

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Fax: +86.21.2890.6000

E-mail: hah@hahchina.com

4. Building approval form is in [Form 10](#).

5.3.5 Exhibit Installation & Dismantling

If you, as the exhibitor, have contracted for raw space, you may use your own bona fide personnel, hire labor through a temporary agency, or utilize the services from the a.m. decorators recommended by SEMI. If you are having a shell scheme package, your stand will be finished before your arriving.

- 1) Installation: Hours and dates for installation, the exhibition, and dismantling are specified in **1.5.1 Move-in & Move-out Dates and Times** of this manual, **Section 1**. Extended hours for set-up can be requested at onsite services counter located in No.2 Entrance Lobby (North Entrance Lobby) of Shanghai New International Expo Centre before **14:00** every day with an additional fee. All crates must be tagged and ready for removal by 16:00 on Tuesday, March 16. SEMI will begin laying the aisle carpet shortly thereafter. For those exhibits not set up by 22:00 on Tuesday, March 16 and that do not have a prior variance, SEMI 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.
- 2) 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 must 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.

5.3.6 Technical Installations on Stands

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- 1) The inlets, outlets and connections to be installed on the stand must be ordered from the facility by completing the corresponding order form which can be found in Form Section of this manual.
- 2) Exhibitors are strictly forbidden to install their own connections to the floor boxes.
- 3) Official controllers, being fully empowered to authorize or prohibit the installation or to require alterations so as to meet technical and legal requirements, will inspect all on-stand installations.
- 4) Exhibitors are liable for any technical faults or damage that may result from non-compliance with the provisions as stipulated by the facility.
- 5) All connecting boxes in operation on the floor must be accessible at all times.
- 6) A sketch showing the desired position of the installations must accompany all order forms.

5.3.7 Rules and regulations for Raw Space Exhibitor:

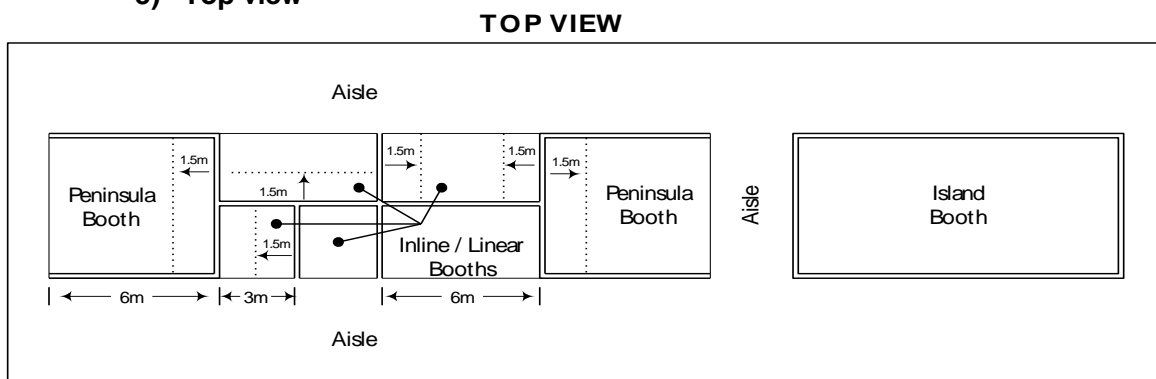
1) Wall Requirements

All booths, except island configurations, must provide a full back wall, minimum of 2.4 meters (8") in height. All exposed walls must be finished on all sides at the expense of the exhibitor who owns the walls. All exposed wall areas or exposed structures must be covered by white PVC cloth without any graphics or texts. If the back wall did not meet the above requirements, penalty will be deducted from the construction deposit.

2) Identification / Signage / Graphics

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.

3) Top view



4) During SEMICON CHINA 2021, SNIIEC will no long provide hanging structure service

With the increasing growth of SEMICON China, Some special designed booth are using hanging structure which brings serious safety issue but also much

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delay the move-in process. According to the regulation from the show venue (SNIEC), the venue will no longer provide hanging structure service to all SEMICON China raw space exhibitors. All booths are required to be built from the ground only without any hanging structure. This change will apply to all exhibitors without any exception.

5) Decoration

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. Show Management is not liable for any cost that may be incurred by the exhibitor.

All booth spaces (unless otherwise specified) must be fully carpeted or covered. Carpeting enhances your corporate image and continues the overall professional look of the exposition. You may supply your own carpet or rent it from the official service contractor. All floor coverings must be fire retardant in compliance with local fire department regulations. (Refer to **Item 9 “Fireproofing”**)

6) Booth Identification

- Placement: Company identification cannot be placed/ erected outside the booth area.
- Signs: All signs, posters and booth graphics must be professionally lettered and in compliance within the proper height limitations. 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.

7) Cross Aisle Configurations

- a) 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:

SEMI China Customer Service Representative:

TEL: +86.21.6027.8500

FAX: +86.21.6027.8511

Email: semichina@semi.org

- b) Regulations regarding cross aisle carpets are:

- Written approval from SEMI, at least 30 days 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 is connecting.

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- Any sign that crosses the aisle and sits above the aisle, such as an arch, is prohibited in any SEMICON exhibition.

3) Cost:

- A fee of 25% of the raw space rate will be applied if carpet is placed in the aisle resulting in a visible linking of any type of booth structure. This aisle space MUST be kept completely free and is for public traffic only.
- SEMI reserves the right to invoice after the show if the above conditions are found to exist at show site.
- Please note: Cross aisle headers are NOT allowed at any SEMICON event.

8) 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.

9) 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 1 flame spread rating and UL between 0 and 25. No storage of flammable materials is allowed in the utility areas.

10) 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.

11) Hazardous Items

Hazardous items used in displays must be properly safeguarded, protected and registered in accordance with applicable government 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
- 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.
- High voltage equipment
- Particle accelerators

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- Flammable and explosive materials
- All gas tanks/bottles/cylinders, which must be properly secured or harnessed to meet all safety standards

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.

12) 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 confines of the booth.

13) Noise

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. **General Rule: Sound and noise should not exceed 75 decibels.**

14) Tipping

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

15) Violations and Penalties

Exhibitors can contact SEMI Show Management for any questions before arriving at the venue.

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

5.3.8 Package Booth

Considering the extra high cost on Raw Space booth decoration, SEMI here provide some package booths design to help exhibitors to save cost and get conveniences.

Please refer to the following pictures and submit [Form 9](#) before **February 10, 2021**

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