

Section 2 A to Z Directory

A to Z Directory

This alphabetized listing will act as an easy reference to the most common information and regulation regarding SEMICON China 2021. More detailed information or regulation for each heading may be found in the appropriate section of this manual. As we get closer to the show, important updates will be followed through monthly Exhibitor Update by email.

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Advertising Areas at the Fairground

Please refer to the **Marketing Promotion Opportunity (MPO) brochure** or contact our customer services representatives at:

TEL: +86.21.6027.8500, FAX: +86.21.6027.8511, Email: semichina@semi.org

After Hour Build-up/Dismantling

Extended working hours can make request to the floor manager or 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. The floor managers' contact number will be announced soon.

Airport Service

Through 8 minutes extremely fast adventure by Maglev train you can reach the destination Longyang Road from PVG (Shanghai Pudong International Airport) most efficiently. By an inner transfer to Metro Line 7 (Subway) and get off at Huamu Road station you can arrive at No.2 entrance lobby of the venue within 10 minutes. The Metro Line 2 can also take you from the PVG to Longyang Road directly. Taxi is available outside of arrivals hall of PVG 24 hours a day. Distance from PVG to the venue is around 35km which cost you around RMB100. The distance from SHA (Shanghai Hongqiao International Airport) is 35km approximately. You can also take the Metro Line 2 to arrive Longyang Road in 1 hour. For airport pick-up service, please contact Shanghai Vision Expo & Meeting Solutions Co., Ltd. . **See details at [Section 7](#).**

Alcohol

Alcohol is prohibited in the facility during set-up and dismantling for safety and insurance reasons.

Animals

Animals will not be allowed in the exhibit hall or on exposition grounds except for guide dogs for the disabled.

Back Wall

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.

Badges

All persons on the premises must wear a badge during set-up, exhibit and dismantle hours. The primary exhibit contact is responsible for his/her workers and staff wearing the proper badge.

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- Exhibitor Badge: By presenting the name card at the registration counter at **Hall 2** after **12:00 on Monday, March 15 to Tuesday, March 16**.
- EAC Badge: All workers involved in exhibition booth erection and dismantling will be required to obtain passes from the Shanghai New International Expo Centre (SNIEC).

Refer to [Section 6](#) for further information regarding badges.

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 his 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 China to refund any fees. The Exhibitor, his 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.

Balloons / Blimps

Balloons / blimps of any kind will not be allowed on-site.

Banking Facilities

ATM machines are located in the Entrance Hall of the venue.

Booth Approval

All raw space exhibitors must return the [EAC Form \(Form 2\)](#) to [MEGA EXPO](#) prior to **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 Feb. 10) including but not limit to submitting safety documents, design checking, facility ordering and finishing payment of facility ordering and deposit.

Important Notice:

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.

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](#).

Booth Deposit Management

All raw space EACs are required to pay the construction deposit to official contractor, [MEGA EXPO](#) online. The specific standards are as following:

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

Booth Personnel

Booths must be continually 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, and must be fully capable of explaining products or processes on display. The appearance, dress and decorum of booth personnel must reflect good taste and be consistent with the quality standard of the exposition.

Booth Receptions / Parties

Receptions / parties within your booth must be requested in writing and approved by SEMI China Show Management prior to the exposition.

Business Centre

Business Centre is located in Venue Entrance Hall, provides faxing, typing, Internet, etc. service.

Cameras / Photography / Videotaping / Recording

Photography, videotaping of exhibits and displayed equipment (other than your own) are strictly prohibited. Audio / tape recordings within the exhibit hall or meeting rooms are prohibited. 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 China. Written requests for videotaping must be submitted to Show Management prior to the exposition. The exhibitor must hire a security guard to be present during videotaping before or after exhibit hours.

Car Parking

Exhibitors and visitors who enter SNIEC by motor vehicles must follow the guidance of the security staff and pay applicable car parking fees.

Parking Lots	P1	P2	P3	P4	P5	P6
Parking Space	2000	900	500	800		
Parking Price	RMB5/hour, Maximum RMB40/Day (Subject to change by Facility)					

Catering

[Kerry Parkside](#)

Kerry Parkside is fully integrated with SNIEC's No.2 Entrance Hall. With 45,000 sq. meters of shops and restaurants, you'll have plenty of space to spoil yourself.

98 Restaurant

Providing diversified Chinese food & snacks.

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Location: Mezzanine of E2 & E4 Hall

La Cite Café

A simple continental French style brand coffee shop. Some sandwich and snacks are provided as well. Business sets and coffee tea break can be pre-ordered.

Location: Hall No.5

Tel: +86.21.2890.6873, Mobile: +86.159.0096.6003

Western Restaurant

Providing food & beverage of Chinese and Western style, also catering services for various functions.

Location: No.1 entrance lobby 200 seats in coffee bar, 450 seats on second floor

Tel: +86.21.2890.6653, +86.21.2890.6652

Co-exhibitor

All Co-Exhibitors receive the full exhibitor profile listing including Online Highlights, Products and Product Categories; Company Name and Booth Number in onsite hardcopy pocket guide. All co-exhibitors must submit a co-exhibitor Event Directory Form in order to be recognized as an official co-exhibitor at SEMICON China 2021.

For further information, please visit www.semiconchina.org under Exhibitors Section.

Co-Exhibitor	Cost
SEMI Member	USD \$425
Non SEMI Member	USD \$545

Compressed Air

Compressed air must be ordered thru [Form 6](#). Portable compressors are not allowed in exhibitors' booth or utility aisles at any time. For special request, please contact [MEGA EXPO](#).

Conference/Meeting Rooms

Conference rooms are available at Shanghai New International Expo Centre (SNIEC). To check on the cost and availability, please refer to [Form13](#).

Cross-Aisle Carpet

Cross aisle carpet will be allowed to join exhibits for an additional charge upon written approval from SEMI China, which should be at least 30 days prior to the exposition opening. A fee of 25% of the raw space rate will be applied. Aisle carpet must be pulled up immediately upon the close of the exhibition.

Damage

Exhibitors will be charged for the cost of making goods, restoring or renewing any damages to the hall on site. For example, damage of the exhibiting floor or the main power supply box, etc.

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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 MEGA EXPO. All floor coverings must be fire retardant in compliance with local fire department regulations.

According to the latest fire control regulations, booth construction materials and carpet must be fire-resistant to reach the burning level B1. Ceiling of the booth can't be closed entirely, various elastic fabrics are prohibited, and wooden materials must be in fire-resistant coating finish. For the sake of safety, SEMI China kindly suggests all decorators and exhibitor to comply with above regulation and evidence must be available and presented upon request.

Disabled Visitors

All disabled people must be given the same opportunities as able-bodied persons. This includes the ability to attend exhibitions and look at any of the exhibits. We would ask that you ensure that your booth and exhibits are easily accessible to those disabled visitors with wheelchairs. Any booth with a platform should provide an appropriate access ramp.

Dismantle/Move-out

Exhibitors from **N1-N7&E7&T1-T3**, booth dismantle begins at **17:00, Friday, March 19, 2021** and **MUST** complete that day.

Distribution of Promotional Material/Displays

Exhibitors must remain within their own exhibit space when distributing literature, product samples, or other materials. Company information dissemination or promotion in any way is strictly forbidden at show entrances, registration areas, seminar rooms, or public areas within the convention facility or official hotels, which includes hotel room drops. Any flyers, brochures, signs, etc. found in any location other than the exhibiting company's display space will be removed by show management.

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 places where visitors viewing the monitor(s) do not block the aisle.

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Double-deck Booth/Two-story Booth

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.

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](#).

Early Dismantle

Exhibits may not be dismantled nor equipment removed from the booth before the official closing time 16:00 (March 19). Exhibitors who dismantle their booth prior to the official closing time will lose priority points and booth deposit and/or may be refused the opportunity to exhibit the following year.

Early Hall Access

During the show days (March 17-19), persons with an official “exhibitor” badge will have access to the hall beginning at 8:30.

Electrical Installation

All raw space booths require a main power supply and must order online.

The installation personnel for electric lines and facilities must hold valid electrician operation certificates. Only qualified electrical materials are used in the build-up of booths.

Double-sheath copper wires and cable lines must be used, and the section of the conducting wires must be ≥ 1.5 mm. Electrical materials must be equipped with enough safe loading capacity. It is strictly forbidden to use single wires with no sheath, twist pairs or aluminum wires. As to the configuration of wires, three-phase five-wire system shall be applied for the line voltage (L1 L2 L3, N, PE) and single-phase three-wire system for the phase voltage (L, N, PE).

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.

Event Directory

The SEMICON China 2021 Event Directory has been available via SEMICON China website at www.semiconchina.org/en/2.

Exhibition Hall Specifications

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.

The access of N1-N5, E7 exhibits/freight door is 4.9m (w) x 4.4m (h).

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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.

Exhibitor Appointed Contractor (EAC)

Exhibitors may use their own bona fide personnel for labor. Non-official or Exhibitor Appointed Contractors (EAC) hired by Exhibitors may also use their own labor. All EACs must be provided with construction qualification and submit certificate of security insurance for the show. Follow all new regulations in order to ensure your plans can be approved in good time thus avoiding potential problems and costly amendments. Detailed rules and regulations for EAC please refer to [Section 5](#).

Fabrics

Textile fabrics used for interior display/decoration purpose on the booth must be flame resistant. Elastic fabric is not allowed to be used for booth display/decoration purpose at SNIEC.

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. Ceiling coverage of or above 50% need to be approved by HAH, please refer to [Section 5](#) for details.

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.

First Aid/Emergency

If an emergency occurs, please inform Show Management and Security immediately. A Staffed First Aid Station is located in Show Management Office.

Floor Plan

Online floor plan will be updated at real-time. Please click below link to view your most updated booth location. <http://www.semiconchina.org/en/2>

General Security

SEMI China will provide general perimeter exhibit security in the facility during set-up, exhibit days and dismantle; however, the primary responsibility for safeguarding your exhibit and merchandise is yours. Remember that 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.

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Giveaways/Handouts

Items, samples, souvenirs, etc., may only be distributed by the exhibitor from within the confines of the exhibitor's booth. 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.

Hall Management Fee

Exhibitors who contracted Raw Space in SEMICON China 2021 are subjected to a Hall Management Fee per rules published by SNIEC. All raw space exhibitors are required to pay the Hall Management Fee. In order to save your moving time, your EAC can pay the hall management fee to official contractor, MEGA EXPO before **February 10, 2021**. MEGA EXPO will transit it to SNIEC. Please refer to [Section 5](#) for details.

The price is as following:

Item	Cost
Hall Management Fee	RMB 22 / sqm

* All decorated space exhibitors don't need to pay Hall Management Fee, which has been included in Booth Fees.

Hazardous Items

No open fire, combustible gas, explosive petrol, highly flammable toxic and corrosive substance are allowed to be used in SNIEC. Radioactive substances shall not be brought into the venue. Equipment demonstrations must not pose radiation hazard. Equipment with energy beams that might be potentially hazardous must be de-activated or made inoperable before installation.

Height Limits

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.
Minimum height for back wall is 2.5 meters.

Housing/Hotel Accommodation

The accommodation provider appointed by SEMI China for SEMICON China 2021 is Shanghai Vision Expo & Meeting Solutions Co., Ltd.. Please complete the [Form 11](#) and return to Vision Expo to secure your room accommodation.

Insurance

General Exhibition insurance will be purchased by Show Management. All exhibitors are advised to take out their own insurance.

Internet Access

Free Wi-Fi service will not be provided by facility. Please submit [Form 7](#) to order wire broadband to access the internet onsite.

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Juveniles

Juveniles under 18 years of age are not allowed on the exhibition floor at any time.

Lead Retrieval System

The Lead Retrieval is a barcode scanner with memory, which enables you to instantly capture the registration details and contact information of visitors who visiting your booth. ExpoTec, appointed registration agent of SEMICON China 2021, is delighted to offer you the advanced "Lead Retrieval System". See detail at [Form 12](#).

Lighting

Overstatement in lighting design is to be avoided. Annoying devices such as the use of flashing, rotating, or blinking lights in an exhibit is strictly prohibited. All lighting effects must be contained within the boundaries of the booth space. Lighting which is potentially harmful, such as lasers or ultraviolet lighting should comply with facility rules and also be approved by Show Management.

Lost & Found

Please turn in any lost articles to on-site Security or Show Management Office on-site.

Merchandise Pass

Any equipment or merchandise that is removed from the exhibit hall during set-up and show hours (this does not include briefcases or tool boxes) must be accompanied by a Move-out permit. The Official Freight Forwarders will issue move-out permits to all exhibitors at on-site service counter near each hall entrance on **March 19**. Please complete the permit and the official freight forwarders will start to chop at 16:30.

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 / furniture may not be in the aisle at any time.

Overhead Working

Operators who are engaged in overhead work (height \geq 2M) must wear safety helmets and safety belts, and carry out other necessary safety measures against injuries that might be caused by falling objects.

Ladders for work (height \geq 2M) are not permitted, must use scaffold or working platform.

Only qualified overhead operation tools may be used; unqualified ones are expressly prohibited. When passing tools or objects, throwing is forbidden. Methods such as hand-to-hand passing or conveyance of tools or objects by bags, or lifting up and/or down with ropes, shall be adopted.

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Package Booth

SEMI China is pleased to provide SEMICON China 2021 exhibitors with addition hard wall booth package options, designed to alleviate your pre-show preparation and get convenience. Package booths are provided by SEMI China appointed decorator, Viewshop Exhibits & Display (Shanghai) Co., Ltd. For more information please refer to [Section 5](#) and submit [Form 9](#) to Viewshop before the due day.

Pressure Tanks

All pressure vessels and equipment brought into SNIEC must conform to all relevant safety standards and regulations. The safe pressure of the materials and tubes for pneumatic equipment shall be $\geq 15\text{kg/cm}^2$, and the pipe joint must be fixed by hoop instead of iron wires or any other materials. A written application must be submit to Show Management for approval before move-in.

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.

Programs & Events

Various technical programs and events will be held in conjunction with SEMICON China 2021.

For further information, please refer to www.semiconchina.org, or contact Mr. Jesse Zhang, SEMI China Office, Tel: +86.21.6027.8558, Email: wdzhang@semi.org

Quarantine Requirements

Quarantine Requirements on Wood Packaging Materials (WPM) of imported consignments, see TWI Group Shipping Instructions, [Section 4.4.2](#).

Registration

Exhibitor Pre-registration will be open on **November 2020**.

For more information, please refer to www.semiconchina.org.

Safety Construction Management

All Raw Space exhibitors must finish and return the [Form 3 \(Safety Construction Manager Registration Form\)](#) prior to **February 10, 2021**. The safety construction manager (exhibitor's company employee only) should be responsible for the onsite safety construction and the entire working process.

Safety Inspection System

According to safety regulation by SNIEC, the safety inspection system will be installed at the each Entrance Hall.

All exhibitors & visitors are required to walk through before you are entering to the lobby and exhibition halls during the whole show period. During show days (March 17-19) all

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visitors are allowed to enter the registration lobby from 9:00 a.m., it will be a peak time to be in the queue for the safety inspection. To secure your arrival your booth before show open at 9:00a.m., we strongly suggest all exhibitors to enter into the Hall around 8:30 a.m. during show days.

SEMI Expositions Calendar

Please see [Section 1](#), or visit www.semi.org under Events & Tradeshows for more information.

Set-up/Move-in

All freight must be delivered, uncrated, and marked “empty” for storage by 16:00, March 16. Exhibits must be set by 22:00, March 16.

Shipment

SEMI China has appointed **APT Showfreight Shanghai Co., Ltd.** as the official freight forwarders for SEMICON China 2021, while **TWI Group Inc.** is appointed as the official freight forwarder in USA. For details, please refer to [Section 4, Freight Handling](#).

APT won't charge any tip without APT receipt, please **DO NOT** give any cash to the forklift drivers or workers. APT will assign number for all working vests wearing by every forklift drivers and workers who handle site handling.

Show Management Office

SEMI China Show Management Office will be set on-site for exhibitor assistance.

Smoking Policy

Smoking is prohibited throughout the exhibit hall and conference room at any time.

Soliciting Employment

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 Event Directory.

Soliciting Exhibitors

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

Sound and 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**.

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Storage and Portorage

Facility fire regulations prohibit storing product, literature, empty crates or packing materials behind the booth boundary lines. This clearance is for access to electrical and utility outlets and may not be blocked at any time. Exhibitors requiring storage and portorage during show period may arrange this with official freight forwarder. For details, please refer to [Section 4](#).

Taxi

Taxi stand is located outside of No.1 & 3 Entrance Hall. All taxi carry meters and not all drivers can speak English so always have your destination written down in Chinese or show a map guide to the driver to indicate your destination. Shanghai Taxi Service: +86.21.9696.5, +86.21.9682.2 or +86.21.6258.0000

Transportation Vehicles

“**Parking Permit**” and “**Queueing Number**” must be obtained before driving vehicles into the loading areas to load and unload the goods. Security staffs are authorized to stop those who fail to follow the guidance from entering. For detail information, you can refer to [“Queueing Number & Parking Permit Notice”](#) .

“**Queueing Number**” is charged at RMB 70/vehicle, which need to be paid online.

“**Parking Permit**” is charged at RMB 50/vehicle with a RMB 300 deposit. The refund of the deposit is based on the presentation of the “Parking Permit” as well as the deposit receipt after the timely completion of the loading. Any loss or damage of the “Parking Permit” will be fined at RMB 50 per pass.

The time limit for loading is 1.5 hours; overtime charge will be assessed at RMB100 for every half hour (the overtime charge for less than half an hour is also RMB 100).

Utility Aisles

Per SNIEC regulations, the utility aisles located behind most stands are to be left completely free and clear at all times.

VISA

Persons visiting China regardless of nationality or intended length of stay are required to have a visa to enter China. You have the option of obtaining either a tourist or a business visa for this entry. If you plan on entering China with a business visa you must obtain an invitation letter from the local government in China. In order for SEMI China to assist you with this, you have to submit the [“Request for an Invitation to PRC” Form](#) together with **your photo id page of the passport** no later than **Friday, February 10, 2021**. This form will be sent to China in order to get the appropriate invitation letter. A copy of your invitation letter will be faxed to both you and the consulate you indicate. For details, please refer to [Section 7](#).

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Visitor Invitation/Registration Brochures

SEMI provides the editable online Visitor Invitation/Registration Brochures to all exhibitors. The online version planned to be launched on Dec. 2020. Please follow SEMI China Wechat (ID:SEMICHina) and pay attention to SEMICON China website: www.semiconchina.org.

Water Connection

Please order water connections before the due day online.

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.