

**SEMICON Korea 2012 / LED Korea 2012
 Exhibitors Update #4**

Dear SEMICON Korea 2012 / LED Korea 2012 Exhibitors,

We now have less than a month for our SEMICON Korea 2012 / LED Korea 2012. Please make sure everything has been completed.

1. Opening Ceremony

- **Date:** Tuesday, February 7, 2012
- **Time:** 10:20am – 10:50am
- **Location:** Entrance of Hall D, 3rd Floor

2. SEMICON Korea Presidents Reception

- Invitations for the SEMICON Korea Presidents Reception where domestic and international leaders in the semiconductor industry gather, has been to our exhibitors. If you wish to attend, fill out the R.S.V.P. and send it to (fax: +82-2-421-9525) by January 27.
- **Date :** Tuesday, February 7, 2012
- **Time:** 5:30pm – 8:00pm
- **Location:** Grand Ballroom, 2nd Floor, Grand Intercontinental Hotel

3. LED Korea Reception

- If you are interested in attending the LED Korea Reception where LED industry stakeholders meet, fill out the R.S.V.P. send it to (fax: +82-2-421-9525) by January 27.
- **Date:** Wednesday, February 8, 2012
- **Time:** 5:30pm – 7:00pm
- **Location:** Room 402, 4th Floor, COEX Conference Center

4. 2013 Onsite Booth Assignment Guideline

- For the convenience of our exhibitors and efficiency, SEMI Korea will provide the onsite booth assignment for SEMICON Korea 2013 / LED Korea 2013 during the exhibition period. An email was sent on Dec. 20 with your company's booth assignment time, so please take note of your assigning time.
- The Onsite Booth Assignment will be held for three days of the exhibition period. Every two minutes, a company will come and assign their booth location. You must comply with your assignment time to secure a booth location.

5. Online Event Directory & Online Service Registration Deadline Passed

- The Online Event Directory and Online Service Registration deadline has passed. If you have not registered your company information or registered for services such as utilities and exhibitor badges, please contact SEMI Korea.

6. Set-up date change for Hall A

- There has been a change to the set-up dates for Hall A. If you are an exhibitor of Hall A, please view the changes made.

Before	Now
Hall A : from Saturday, February 4 *Only decorated space, duplex floor structure and booths larger than 72 sqm are allowed to install	Hall A : from Friday, February 3 * Only decorated space, duplex floor structure and booths larger than 72 sqm are allowed to install

- Hall B, C and D remain unchanged

7. Onsite Service Center Location Guide

- **Location :** Entrance of Hall D2, 3rd Floor, COEX
- **Onsite Phone Numbers**
 - **PISCO International :** +82-2-6002-8210-2
 Decorated booths, electricity, lighting, compressed air, water, drainage and furniture
 - **EIMS Korea :** +82-2-6002-8220
 Internet line, computer & display and visitor badge scanner

8. Online Pre-Registration for Visitors

- Online pre-registration is available for free exhibition admission and it is time saving, since you do not need to fill out the registration form onsite.
- Visitors who have neither pre-registered nor carry an invitation must pay KRW 10,000.
- **Pre-Registration Deadline: Jan. 31, 2012**
- Official Website: www.semiconkorea.org, www.led-korea.org

9. Advertising Opportunities

- Along with our media partner, AVING, SEMI Korea provides public relations services for our exhibitors in celebration of SEMICON Korea's 25th anniversary. Press releases from our exhibitors will be released to the press through AVING.
- AVING is one of the largest worldwide exhibition news media with more than 757 media and global news networks among 53 countries including major portal, news media and blogs. The details of the PR services provided by SEMI Korea are as followed:
 - Service Name: PR Media Service
 - Date: Exposure beginning January 16, 2012
 - Released Media: AVING, Naver, Daum, Google, Yahoo, etc.
 - Submission Deadline: February 9, 2012
- This PR Media Service will take place from January 16 ~ February 9. Please view the attached file, Press Release Guideline for reference and send it to Agnes Choi, Marketing Specialist (+82-2-531-7804, hchoi@semi.org). Sent press releases will be exposed on our official website as well as AVING website, Naver, Daum, Google, Yahoo and other search portals.

If you have any questions, please do not hesitate to contact SEMI Korea.

Thank you very much.

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