

SEMICON Korea 2012

LED Korea 2012

EXHIBITOR SERVICE MANUAL

- Date: Feb. 7 ~ 9, 2012
- Hours: 10:00~17:00 (Feb. 7, 8)
10:00~16:00 (Feb. 9)
- Venue: Hall A, B, C & D, COEX

Thank you very much for your participation in SEMICON Korea 2012 / LED Korea 2012. The information contained in the Exhibitor Service Manual provides you with everything you need for planning a successful exhibition. Please take time to read it through to ensure that the necessary actions will be taken and service forms returned as required by their respective deadlines.

We recommend that you make note of all the order you place for your record. All service forms are located in Section 9 "Order Forms." However, these are only for your reference. Please make the orders online by registering your exhibitor information.

If you have any questions or concerns, please do not hesitate to contact SEMI Korea. Our staff will be more than happy to assist you. Thank you very much.

SEMI Korea

Show Name:  
Dates: Tue., Feb. 7~ Thur., 9, 2012
Venue: Convention & Exhibition Center (COEX) Hall A (Formerly Pacific Hall), Hall B (Formerly Indian Hall) Hall C (Formerly Atlantic Hall), Hall D (Formerly Convention Hall)
Address: COEX, 159 Samsung-Dong, Kangnam-Ku, Seoul 135-731 Korea

Organizer: SEMI

SEMI Korea #4005 Trade Tower 159-1 Samsung-Dong, Kangnam-Ku Seoul 135-729 Korea Contacts SEMI Korea Tel: 82.2.531.7800~3 Fax: 82.2.551.3406 Email: semiconkorea@semi.org jcha@semi.org , hjang@semi.org ,	SEMI Global Headquarters 3081 Zanker Road San Jose, CA, 95134-2127 USA Contacts SEMI Global Headquarters Tel: 1.408.943.6978 Fax: 1.408.943.7953 Email: lrauscher@semi.org
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SECTION I. GENERAL INFORMATION

1. GETTING STARTED
2. TIMETABLE OF OPERATIONS
3. A~Z
4. SEMI EXPOSITIONS CALENDAR
5. IMPORTANT CONTACTS
6. CHRONOLOGICAL CHECKLIST

1. GETTING STARTED

This page is primarily aimed at the new exhibit manager. If you are not sure where to begin, the five areas listed below will start you on your way.

Refer to the General Information in Section I for an overview of this manual.

Refer to the floor plan to reconfirm your exact booth location and floor restrictions, etc.

Refer to the Rules & Regulations in Section 2 for rules pertaining to your specific configuration.

If you are looking for a specific item, and don't know where to find it, refer to the Index located in the front of this manual for an alphabetical listing of topics.

This Exhibitor Services Manual is not designed to replace our personal service. If you have any questions, or require special assistance, please do not hesitate to contact us. The main contacts for SEMICON Korea 2012 / LED Korea 2012 are in the first page.

2. TIMETABLE OF OPERATIONS

Hall A, B, C & D

Fri., Feb. 3, 2012	Set-Up (Only decorated space, duplex floor structure and booths larger than 72 sqm are allowed to install)	08:00 – 20:00
Sat., Feb. 4, 2012	Set-Up (Raw & Decorated Booth)	08:00 – 20:00
Sun., Feb. 5, 2012	Set-Up (Raw & Decorated Booth)	08:00 – 20:00
Mon., Feb. 6, 2012	Set-Up (Raw & Decorated Booth)	08:00 – 20:00
Tue., Feb. 7, 2012	Exhibition	10:00 – 17:00
Wed., Feb. 8, 2012	Exhibition	10:00 – 17:00
Thur., Feb. 9, 2012	Exhibition	10:00 – 16:00
Thur., Feb. 9, 2012	Dismantle	17:00 – 24:00
Fri., Feb. 10, 2012	Dismantle	08:00 – 20:00

All booth contractors, appointed by exhibitors with raw space, should finish the work of wire connection inside the booths to a circuit-breaker by 14:00, Feb. 5. (If not finished, electric power will not be provided for security reasons.)

Penalty for Early Dismantle

Exhibits may not be dismantled nor equipment removed from the booth before the official closing time at 16:00 on Thursday, Feb. 9. Exhibitors who dismantle their booth prior to the official closing time will lose priority points and/or may be refused the opportunity to exhibit in the following year.

3. A~Z

This alphabetized listing will act as an easy reference to the most common issues regarding SEMICON Korea 2012 / LED Korea 2012. More detailed information for each heading may be found in the appropriate section of the Exhibitor Services Manual. As we get closer to the show important updates will follow. As always, if you need assistance, please contact SEMI Expositions in either the U.S. or Korea. Thank you!

1.3.1 After Hours Pass / Overtime Work

Exhibitors who need to stay after posted hours to work within their booth on equipment and/or their display must obtain an "After Hours Pass." These passes are available on-site in the Show Management office each day. It will be necessary for an exhibitor to pay an overtime hall rental fee to SEMI as invoiced to SEMI by the facility, but shared by all exhibiting companies who remain on overtime.

1.3.2 Airport to COEX Transportation

Airport Shuttles run every 10 minutes between Incheon Airport and the City Air Terminal. The City Air Terminal is located next to the Hotel Inter-Continental. Tickets for the shuttle may be purchased at the shuttle desk outside of the customs area at Incheon Airport.

- Incheon Airport: <http://www.airport.kr>

- City Air Terminal: <http://www.calt.co.kr/main.html>

1.3.3 Alcohol

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

1.3.4 Badges

SEMI has contracted the services of an official registration company. Please refer to Sections 4 & 9 for more information on ordering badges for your staff.

1.3.5 Children

On show days, children under the age of 12 are not allowed to enter unless they are accompanied by an adult.

1.3.6 Cleaning

SEMI has arranged for the general cleaning of the exhibition premises prior to the show opening and on the exhibition days. General cleaning includes the emptying of waste -paper baskets and carpet sweeping (contracted decorated booths only). We ask that exhibitors assist in keeping their booths professional in appearance.

1.3.7 COEX Labor Regulations

If your booth is raw space, you must use an official booth decorator and service contractor designated by COEX for the labor needed to set up your booth. A list of the designated service contractors can be found via www.coex.co.kr/eng, click under Venue, Event Services then Outside Suppliers. Please note that booth drawings must be submitted to COEX by the service contractor you appointed. It is strongly recommended to confirm this rule with your appointed contractor. If not, you are in violation of the exhibit rules and regulations of COEX. THERE ARE NO EXCEPTIONS.

If you are having your stand built by the official contractor PISCO Int'l, labor will automatically be provided.

1.3.8 Decorated / Raw Exhibit Space

Exhibitors have the choice of selecting either raw exhibit space, in order to build their own custom exhibit, or they may choose to purchase a pre-planned exhibit booth that will be built by the official show decorator, PISCO Int'l Please refer to Section 5 "Decorating & Related services" and Section 9 "Order Forms" for complete details.

1.3.9 Copy / Fax / Print / Document

Copy, fax or print is available at Linko which is located on B1 of COEX. Additional charges apply.

1.3.10 Decorator / Official Contractor

PISCO Int'l has been appointed as an official decorator and service contractor for SEMICON Korea 2012 / LED Korea 2012. Please refer to Sections 2 & 5 for information.

1.3.11 Dismantle / Move-out

Dismantle work begins at 16:00 on Thursday, Feb. 9. As a courtesy to all exhibitors, it is required that all exhibits remain intact and booths fully manned until the official close of the show. It is intended that the atmosphere remain professional, allowing all exhibitors the entire show in which to meet and speak with prospective customers without being distracted by a neighbor tearing down their exhibit.

Exhibitors will not be allowed to remove exhibit materials until after the close of the show. **THERE ARE NO EXCEPTIONS.** SEMI members who engage in early dismantling will lose priority points. Please notify your sales personnel and staff of the penalty of early dismantling and removal of equipment before the official closing of the show.

Empty crates will begin being returned for packing on Thursday, Feb. 9, one hour after the close of the show (16:00). Prior to the close of the show, please make all necessary arrangements with the on-site freight forwarder, KEMI LEE to have your exhibits removed after they are packed.

All exhibit materials must be removed from the hall by 24:00 on Friday, Feb. 9.

1.3.12 Entrance Fee

Visitors who possess an invitation card or who pre-register online will enter free of charge, while all others will be required to purchase a ticket in order to enter the exhibition halls. Entrance fees onsite is KRW 10,000 per person.

1.3.13 Event Directory

The SEMICON Korea 2012 / LED Korea 2012 Event Directory will be available online through www.semiconkorea.org, www.led-korea.org Please visit the site for more information.

1.3.14 Exclusive Services

Exhibitors must use PISCO INT'L Co., Ltd for the following utility services: furniture, compressed air, gas, electrical, plumbing, labor and telephone.

1.3.15 Exhibit Hall Specifications

Power Supply: 208V, 220V, & 380V

208V available only in Hall C (Formerly Pacific Hall)

Floor Finish: Concrete

Floor Load Limits: 1.5 tons / sqm

1.3.16 Freight Entrance Height:

Hall A (Formerly Pacific Hall): 6M X 5M

Hall B (Formerly Atlantic Hall): 6M X 5M

Hall C (Formerly Indian Hall): 8M X 5M

Hall D (Formerly Convention Hall): 8M X 5M

Electricity set-up will be available beginning 16:00, Sunday, Feb. 5, and will be supplied during normal access hours.

1.3.17 Exhibitor Badges

To save your entrance fee and time waiting in line on-site, it is recommended that you pre-register for exhibitor name badges. The cutoff date for Exhibitor Badge requests is Tuesday, January 10, 2012. You may pick up your badges on-site at the "Exhibitor Badge" counter, beginning on Sunday, Feb. 5, 2011.

Note: Advance Exhibitor badge mailing will not be available.

1.3.18 Exhibitor Service Center

PISCO Int'l, KEMI-LEE CO., Ltd., and TWI, along with other contractors, will operate fully staffed service centers on-site.

1.3.19 Export Licenses

Certain local government trade regulations may dictate that equipment meet export license guidelines in order to be shipped overseas. Exhibitors who are not familiar with their local export license requirements should contact their Department of Commerce or their freight forwarder. In the U.S., exhibitors should contact the U.S. Department of Commerce in Washington D.C. at 1.202.482.2000. Additional information relating to this can be found in the TWI shipping instructions in Section 8, "Freight Handling".

1.3.20 First Aid / Emergency

If an emergency occurs, please inform SEMI Show Management and Security immediately.

1.3.21 Floor Ports

Water and compressed air are accessible within the building. Please contact PISCO INT'L Co., Ltd for more information.

1.3.22 Freight Forwarding

For freight forwarding services, please refer to the information below for SEMI appointed forwarders. For on-site freight handling, KEMI-LEE CO., LTD. is the exclusive agent for SEMICON Korea 2012 / LED Korea 2012.

Korea: KEMI-LEE Co., Ltd.

Japan: Nippon Express

For complete contact information, please refer to Section 7 “Freight Handling.”

1.3.23 Hazardous Equipment & Materials

Exhibitors who intend to bring hazardous equipment & material (i.e., flammable gases, explosive materials, high voltage, and radioactive materials) are required to list all items. See order form in Section 9.

1.3.24 Hotel Accommodations

SEMI has contracted rates with several hotels for SEMICON Korea 2012 / LED Korea 2012. Please refer to Section 8 “Travel & Hotels” for further information and Section 9 for our official housing bureau’s hotel form.

1.3.25 Lead Retrieval Devices

Exhibitors can rent a BARCODE lead retrieval device for capturing contact information of visitors to their booth. Refer to Section 4 “Registration” and Section 9 “Order Forms” for more information.

1.3.26 Lost & Found

Please return any lost articles to Security or Show Management office on-site.

1.3.27 Merchandise / Equipment Pass

Any equipment or merchandise that is removed from the exhibit hall during show hours (not including briefcases or toolboxes) must be accompanied by a Merchandise / Equipment Pass that is presented to the guard when exiting. This is for the protection of all exhibitors. This pass may be obtained in the SEMI Show Management office on-site.

1.3.28 On-Site Freight Handling

KEMI-LEE has been appointed as the sole official on-site handling agent for SEMICON Korea 2012 / LED Korea 2012. KEMI-LEE will be in charge of all on-site drayage once freight has arrived at COEX. KEMI-LEE is the ONLY freight handler allowed to transport freight on the show floor. Complete shipping instructions and tariffs for their services can be found in Section 7, “Freight Handling.”

1.3.29 Parking

All parking tickets are to be purchased directly from COEX at the time of entry. The price is KRW 2,000 for first 30 minutes and KRW 1,000 for every 15 minutes; however there is a daily maximum rate of KRW 20,000 per day if the parking time is over 10 hours (Exhibitor’s cars only).

Parking Office: Global PMCO

Tel: (82) 2.6002.7130~7132

1.3.30 Photography / Video Taping

SEMI does not allow photographing or videotaping of the exhibition, except under the following conditions. Press (properly accredited) may photograph or videotape with exhibitor’s permission during exhibit hours only. Exhibitors are allowed to photograph their booth ONLY. Requests for videotaping must be submitted, in writing, to SEMI Show Management 30 days prior to the first day of set-up. A security guard must be present during the taping and exhibitors can only videotape their own exhibit. Attendees will not be allowed to bring any type of photographic equipment, including videocassette recorders, on the show floor. SEMI Show Management and the official photographer are exempt from the above rules.

1.3.31 Promotions or Facility Tours

SEMI discourages off-site visits or facility tours that take visitors away from the show site during show hours. No private vehicles or buses will be permitted on the exposition grounds to take visitors to such functions. SEMI requests that large

meetings or social events in hotels or other locations be held during non-show hours.

Advertisements or invitations to parties, private showings or other events may be distributed or displayed within the confines of the exhibitor's booth ONLY. Any special promotions must be submitted in writing to SEMI Show Management 30 days prior to the show. SEMI Show Management reserves the right to reject, eject, or prohibit any exhibit or special promotion, in whole or in part, of any Exhibitor (or Representative) based solely on its judgment, discretion, and authority.

I.3.32 Registration

SEMI has contracted the services of an official registration company, EIMS Korea Co.

I.3.33 Rules & Regulations Guidelines

Please read the "Rules & Regulations" in Section 2. Failure to follow rules and regulations could require modifications to your exhibit on show site at the exhibitor's expense.

I.3.34 Security

General Security services will cover the COEX during set-up, show hours and dismantle. However, Exhibitors will be responsible for the security and protection of their displays and personal belongings at all times.

NEITHER SEMI, NOR ANY OF THE EXCLUSIVE CONTRACTORS CAN BE HELD LIABLE FOR THEFT, VANDALISM, FIRE, WATER DAMAGE, WIND, STORM, EARTHQUAKES, ACTS OF GOD, AGGRESSION, OR WAR, ETC.

I.3.35 Set-up / Move-in

Exhibitors and Exhibitor Appointed Contractors will be allowed access to Hall A beginning at 08:00, Saturday, Feb. 4. Exhibitors and Exhibitor Appointed Contractors will be allowed access to Hall B, C, and D beginning at 08:00, Friday, Feb. 3. Please note that all freight must be received on-site by 12:00 on Monday, Feb. 6.

I.3.36 Service Contractors

PISCO INT'L, KEMI-LEE and TWI, along with other contractors, will operate a fully staffed service center on-site. For a complete list of all the service contractors please refer to Section 3 "Important Contacts."

I.3.37 Shipping / Freight Handling

Listed below are SEMI's recommended freight forwarding agents. Exhibitors may use any forwarder of their choice.

Korea: KEMI-LEE CO., Ltd

Japan: Nippon Express

USA: TWI Global Exhibition Logistics

I.3.38 Show Management

SEMI Show Management office will be located at Level 4, Hall D. Personnel can assist you in Korean and English.

I.3.39 Smoking Policy

To obey the law, smoking is **NOT** allowed on any part of the exhibit floor including emergency staircases, restrooms, passages and loading docks. Those who smoke on exhibit floor will be fined 20,000~30,000 Won as of 7.1.2003.

I.3.40 Technical Programs

Various technical programs and events will be held in conjunction with SEMICON Korea 2012. For further information please visit our website, www.semiconkorea.org or contact Ms. JoAnn Lee, SEMI Korea Office, phone 82.2.531.7806 or email julee@semi.org

I.3.41 Temporary Help

English and foreign language receptionists, temporary help or translators are available for hire through any communication. Please refer to Section 6 "Optional Services" for contact information and Section 9 "Order Forms."

I.3.42 Utility Service

Please refer to Section 5 "Utilities" for more information regarding utility services for exhibit booths. Refer to Section 9 "Order Forms" for application.

I.3.43 Video Taping

Please refer to Photography / Video Taping on this section.

I.3.44 Visa

U.S., Japanese and nationals of Western European nations are not required to have a Visa for tourist travel of less than 30 days, however all business travelers are required to have a business visa. In addition to the visa application, the business visa applicant must also provide a recent photograph and a notarized letter from the applicant's sponsor (employer) indicating the purpose of the trip, financial responsibilities, and intended length of stay. Visas are obtained from the nearest Consulate General of the Republic of Korea. For more information, please visit www.koreanconsulatesf.org

I.3.45 Visitor Registration

Registration desks will be located on Level 3 outside of the Hall D. Pre-registration will be available online through www.semiconkorea.org in December. On-site registration has an admission fee of KRW 10,000 which covers the exhibition and keynote speech session. Additional charges apply to participate in the Program & Events.

4. SEMI® WORLDWIDE EXPOSITIONS CALENDAR

SEMI Expositions' Calendar – Chronological Order

Exposition	Location	2011	2012
SEMICON Korea LED Korea	Convention & Exhibition Center (COEX) Seoul, Korea	JAN 26-28 JAN 26-28	FEB 7-9 FEB 7-9
FPD China	Shanghai International Exhibition Center (INTEX) Shanghai, China	MAR 15-17	MAR 20-22
SEMICON China SOLARCON China	Shanghai New International Expo Centre (SNIEC) Shanghai, China	MAR 15-17	MAR 20-22
SEMICON Singapore SOLARCON Singapore	Marina Bay Sands Expo & Convention Center Singapore (2012 location)	MAY 11-13	APR 24-26
SEMICON Russia	World Trade Center Moscow, Russia	MAY 31-JUN 2	MAY / JUN 2012
Display Taiwan	Taipei World Trade Center Taipei, Taiwan	JUN 14-16	JUN 19 - 21
PV Japan	Toyko Big Sight Tokyo, Japan	DEC 5-7	JUL 2012
SEMICON West Intersolar North America	Moscone Center San Francisco, California, USA	JUL 12-14	JUL 10-12
SOLARCON India	HICC	NOV 9-11	
SEMICON Taiwan	Taipei World Trade Center (TWTC) Taipei, Taiwan	SEP 7-9	SEP 5-7
SEMICON Europa	New Stuttgart Trade Fair Centre Stuttgart, Germany	OCT 11-13	OCT 9-11
SEMICON Japan	Makuhari Messe (Nippon Convention Center) Chiba, Japan	DEC 7-9	DEC 5-7

*All dates subject to change. For more information, visit www.semi.org or contact the SEMI Expositions Department at 1.408.943.6900

5. IMPORTANT CONTACTS

SEMI Global Offices

SEMI [China]

18G & H Tower 2, Hua Ao Center
31Zizhuyuan Road, Haidian District,
Beijing 100089, China

Tel: 86.10.5190.6086

Fax: 86.10.5190.6087

Email: semichina@semi.org

SEMI Global Headquarters

3081 Zanker Road
San Jose, CA 95134-2127

Tel: 1.408.943.6900

Fax: 1.408.428.9600

Email: semihq@semi.org

SEMI [Korea]

#4005 Trade Tower
159-1, Samsung-Dong, Kangnam-Ku
Seoul, Korea 135-729

Tel: 82.2.531.7800

Fax: 82.551.3406

Email: semiconkorea@semi.org

SEMI [Singapore]

161 Lavender Street, #04-04
Singapore 338750

Tel: 65.6339.6361

Fax: 65.6339.6637

Email: semisingapore@semi.org

SEMI [Europe]

Rue Joseph II, 20
Brussels, B-1000, Belgium

Tel: 32.2.609.5334

Fax: 32.2.416.6448

Email: semieurope@semi.org

SEMI [Japan]

7Fl. Kenwa Bldg, 4-7-15, Kudan-Minami
Chiyoda-ku, Tokyo 102-0074 Japan

Tel: 81.3.3222.5755

Fax: 81.3.3222.5757

Email: semijapan@semi.org

SEMI [Moscow]

Leningradsky Prospect, 39
Building 14

Moscow 125167, Russia

Tel: 7.495.931.9647

Fax: 7.495.931.9648

Email: semimoscow@semi.org

SEMI [Taiwan]

3F, 49-2 Lane 2
Kuang-Fu Road, Section 2, Hsinchu 300, Taiwan

Tel: 886.3.573.3399

Fax: 886.3.573.3355

Email: semitaiwan@semi.org

6. CHRONOLOGICAL CHECKLIST

This is the list of services you may need to order for SEMICON Korea 2012 / LED Korea 2012 .To take advantage of any discounted rates, please adhere to the due dates.

All the forms are located in Section 9, “Order Forms.”

Due Date	Form No.	Application Form	Submission Office
January 10, 2012	Form 1	Exhibitor Appointed Contractor (EAC)	SEMI Korea
January 10, 2012	Form 2	Emergency Notification	SEMI Korea
January 10, 2012	Form 3	Hazardous Equipment & Material	SEMI Korea
January 10, 2012	Form 4	Decorated Space: Fascia Name	SEMI Korea
January 10, 2012	Form 5	Electrical Service	PISCO International
January 10, 2012	Form 6	Compressed Air/Water/Drainage	PISCO International
January 10, 2012	Form 7	Furniture Rental	PISCO International
January 10, 2012	Form 8	Telephone Rental	PISCO International
January 10, 2012	Form 9	Exhibitor Badge Request	EIMS Korea
January 10, 2012	Form 10	Visitor Badge Scanner	EIMS Korea
January 10, 2012	Form 11	Computer & Display Rental	EIMS Korea
January 10, 2012	Form 12	Internet Line Service	EIMS Korea
January 10, 2012	Form 13	Temporary Staff/Translators service	Sun Agency
January 10, 2012	Form 14	Private Booth Security	KEMI-LEE
January 10, 2012	Form 15	Premium Package Booth	PISCO International
	Information	Hotel Reservation	Each Hotel

Official Service Suppliers

OFFICIAL DECORATOR

PISCO Int'l

E-Yon B/D 5F, 157-22 Samsung-Dong, Kangnam-Ku
Seoul, 135-090 Korea
Website: www.piscoi.com

Contacts for Booth Decoration

Jake Park / Yun J. Lee
Tel: 82.2.553.9823
Fax: 82.2.553.9825 / 82.2.553.2548
Email: jake@piscoi.com / yun0501@piscoi.com

Contacts for Utility

Ji Young Kim / Yun J. Lee
Tel: 82.2.553.9823
Fax: 82.2.553.9825 / 82.2.553.2548
Email: info@piscoi.com

FREIGHT FORWARDER, OFFICIAL

KEMI LEE [Korea]

Todd Lee
Hanshin ArcValley Rm 201
277-43 Sungsoo-2Ga, Sungdong-Gu
Seoul, 133-120 Korea
Tel: 82.2.565.3727
Fax: 82.2.565.3710
Email: todd@kemi-lee.co.kr

TWI GLOBAL EXHIBITION LOGISTICS [USA]

Elias Guerra
2725 East Desert Inn, #230
Las Vegas, NV 89121
Tel: 1.702.691.9000
Fax: 1.702.691.9055
Email: EGuerra@twiglobal.com

REGISTRATION / COMPUTER RENTAL

EIMS KOREA, Co.

John Park
E-Yon B/D 9F, 157-22 Samsung-Dong, Kangnam-Ku
Seoul, 135-090 Korea
Tel: 82.2.2052.6660
Fax 82.2.2052.6667
Email: semiconkr@eimskorea.com
Website: www.eimskorea.com/semiconkr

TEMPORARY STAFF

SUN AGENCY

1003 Olympia center Yeoksam-Dong
Kangnam-Ku Seoul, Korea
Tel: 82.2.568.2400
Fax: 82.2.564.9600
Email: sunagency@hotmail.com

US DEPARTMENT OF COMMERCE

Export Licensing, Room 2705
14th Street and Pennsylvania Avenue
N.W. Washington D.C., 20230
Tel: 1.202.482.2000

VENUE

COEX

159, Samsung-Dong, Kangnam-Ku
Seoul, 135-731, Korea

(Note: this is not a shipping address. For shipping address, see section 8.)

SECTION 2 RULES & MEASUREMENT GUIDELINES

1. INTRODUCTION
2. IMPORTANT NOTICES
3. BOOTH APPROVAL PROCEDURES
4. BOOTH DISPLAY REGULATIONS
5. BOOTH STRUCTURE / IDENTIFICATION
6. EXHIBIT INSTALLATION & DISMANTLING
7. EXHIBITION ACTIVITIES
8. EXHIBITOR RESPONSIBILITIES & LIABILITIES

1. INTRODUCTION

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.

These rules and regulations governing SEMICON Korea / LED Korea are an integral part of the contract for exhibit space. While some of them may seem restrictive, they 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 SEMICON Exhibitors' Committee, the following regulations have been designed specifically for SEMICON Korea / LED Korea. Should you have any questions concerning the rules and regulations, please contact:

SEMI [Korea]

Tel: +82.2.531.7800~3

Fax: +82.2.551.3406

Email: semiconkorea@semi.org

Exhibits installed at ALL SEMICON Korea / LED Expositions must comply with the rules and regulations of the exposition. In the event that exhibitor or exhibit activities are in violation of the exhibit rules and regulations or are not consistent with the standards of the exposition, 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.

2. IMPORTANT NOTICES

2.2.1 Helium-Filled Items

The use of helium balloons or exhibit components is strictly prohibited in the convention facility.

2.2.2 Identification / Signage / Graphics

All identification and signage must be at least 1 meter (3') from the back boundary of all booths and 1 meter (3') from

the adjoining booths for inline configurations.

2.2.3 Restricted Promotion Activities

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. The only exceptions will be for official event sponsors, at the discretion of show management. Please refer to the Advertising and Promotion section for official opportunities and the Quarantine Requirements on Wood Packaging Materials (WPM) of imported Consignments. (See Section 7 "Freight Handling" for detailed information)

2.2.4 Pillars / Columns: If your exhibit includes pillars/columns, you must carpet up to and around the column. Exhibitors may decorate the pillars/columns by adhering advertising materials such as company logo, poster, etc. You cannot tack, staple, drill or punch any materials or items whatsoever to these structures. Items (chairs, tables, equipment, etc.) cannot be placed against these columns. No holes are to be drilled, cored or punched in any part of the facility.

2.2.5 Wall Requirement: All neighboring booths from the other, except island configuration, must provide a full back and side wall, minimum of 2.5 meter/8 feet in height. All exposed walls 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.

2.2.6 Booth Drawing Approval: SEMI Korea does not require that you submit booth drawings for approval, but you must submit booth drawings through your service contractor to the COEX Hall Manager's Office; TEL: 82-2-6000-1148. It will be the responsibility of each exhibiting company to see that their booth design fits within the rules and regulations of the event. On-site, if your booth does not conform to the show rules and regulations, you will be required to make the necessary modifications at the exhibitor's expense. Refer to the specific configuration requirements (Section 2.4 & 2.5)

2.2.7 Exhibit Installation and Dismantling: If you are exhibiting in raw space, you **MUST** use the booth service contractor officially designated by COEX for your booth construction. To view COEX official service contractor list, please visit <http://www.coex.co.kr/eng>, click under Venue, Event Services then Outside Suppliers. If not, you are in violation of the exhibit rules and regulations of COEX. **THERE ARE NO EXCEPTIONS.** If you are having your stand built by the official contractor PISCO Int'l labor will automatically be provided.

Exhibitors will be held responsible for any damage to the building that has occurred during the installation or dismantle of their exhibit. This rule applies to any exhibitor and/or its agents.

Hall Access Restrictions: Please remember that the halls **WILL BE CLEARED OF ALL PERSONNEL** approximately 30 minutes after show closing each day. The only exception will be exhibit personnel working on equipment (**MUST HAVE AN AFTER HOURS PASS** obtained at the Show Management Office.).

No parking will be allowed in the main driveways or loading dock areas of the facility. Violators will be towed at their own expense. This policy will be strictly enforced.

Hanging Signs are not allowed.

3. BOOTH APPROVAL PROCEDURES

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

It is the responsibility of the exhibiting company to see that compliance with the rules and regulations are met.

All companies are required to have a final booth plan available on-site for review by the COEX Hall Manager.

If your booth is raw space, you **MUST** use official booth service contractor designated by COEX for the labor needed to set up your booth. A list of the designated service contractors can be found via www.coex.co.kr/eng, click under Venue, Event Services then Outside Suppliers. Please note that booth drawings must be submitted to COEX through the service contractor you appointed. It is strongly recommended to confirm this rule with your appointed contractor. If not, you are in violation of the exhibit rules and regulations of COEX. THERE ARE NO EXCEPTIONS. If you are having your stand built by the official contractor PISCO Int'l Labor will automatically be provided.

On-site, if your booth does not comply with the exhibit rules and regulations, you will be required to make modifications at your expense.

For exhibits with more than 6 booths, duplex floor structures are allowed. The application and the specification for duplex floor structure should be submitted to COEX 7 days prior to the set-up date. An exhibitor's location and booth plans **MUST** be pre-approved by SEMI Korea and COEX, 7 days prior to the set-up date. Please contact SEMI for more details on duplex floor structure exhibit approval procedures.

4. BOOTH DISPLAY REGULATIONS

2.4.1 HEIGHT LIMITS:

Maximum height for all configurations is **5** meters with the exception of **4** meters in swing space of Hall B & Hall D. See floor plan at the end of this section to check specific area.

Any walls over 2.5 meters in height must be finished on both sides.

2.4.2 IDENTIFICATION / SIGNAGE / GRAPHICS:

Inline/Linear Booth

Facing rear of booth - must be at least 1.5 meters (5') from back boundary (booth) line

Facing side of booth - must be at least 1.5 meters (5') from adjoining booth

Facing front of booth - allowed anywhere within booth boundary

Hanging banner - not allowed

Inline/Linear Perimeter Booth

Facing rear of booth - must be at least 1.5 meters (5') from back boundary (booth) line

Facing side of booth - must be at least 1.5 meters (5') from adjoining booth

Facing front of booth - allowed anywhere within booth boundary

Hanging banner - not allowed

Peninsula Booth

Facing rear of booth - must be at least 1.5 meters (5') from back boundary (booth) line

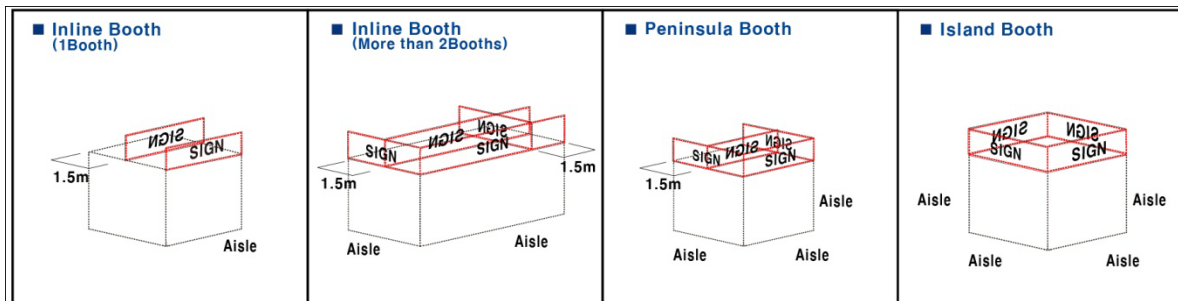
Facing side or front of booth - allowed anywhere within booth boundary

Hanging banner - not allowed

Island Booth

Allowed anywhere within booth boundary

Hanging banner - not allowed



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

5. BOOTH STRUCTURE / IDENTIFICATION

2.5.1 CABLING / CEILING SUSPENSIONS

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

2.5.2 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 2.5.6. "Fireproofing")

2.5.3 BOOTH IDENTIFICATION

- **Placement:** Company identification cannot be placed 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.
- **Primary Exhibitor Identification vs. Co-Exhibitor Identification:** The primary exhibitor must have the prominent identification in the entire contracted booth space. 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.

2.5.4 CROSS-AISLE CONFIGURATIONS

It is not allowed to lay the cross-aisle carpet at SEMICON Korea / LED Korea.

2.5.5 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. Please be noted that only PISCO INT'L Co., Ltd is allowed to supply and handle the electricity of the exhibition halls for safety reason.

2.5.6 FIRE PROTECTION MEASURES / FIREPROOFING

All materials used in the construction and decoration of an exhibit must be flame retardant. In addition, you should observe the standard of fire proofing by COEX and it is recommended to submit the confirmation of fire proofing to COEX.

2.5.7 FALSE CEILINGS

Water penetrable materials must be used in false ceilings and must conform to local fire code. (1per/10sgm) Impenetrable materials are forbidden due to the potential fire and safety risks.

2.5.8 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
- X-ray producing equipment
- Particle accelerators
- Radioactive materials
- High voltage equipment
- 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. See Section 9, Form 3.

2.5.9 LIGHTING

Overstatement in lighting design is to be avoided. Annoying devices such as the use of Neon sign, flashing, rotating, or blinking lights (strobe, beacons, etc.) in an exhibit is strictly prohibited. All lighting effects must be contained within the confines of the booth.

2.5.10 WALL REQUIREMENT

All booths, except island configuration, must provide a full back wall, minimum of 2.5 meter/8 feet in height. All exposed walls must be finished on all sides at the expense of the exhibitor who own the wall. All exposed wall areas or exposed structures must be finished in a neutral color.

2.5.11 DUPLEX FLOOR STRUCTURE

For exhibits with more than 6 booths, duplex floor structures are allowed. The application and the specification for duplex floor structure should be submitted to COEX 7 days prior to the set-up date.

Specifications

The area of the duplex floor structure should be confined within a third of the gross area of booth (floor area).

The width of the stairs should be a minimum of 1.2 meters.

The ceiling of the second floor should be opened.

The width of the gate should a minimum of 90cm and opened toward the direction of evacuation.

A battery-powered emergency light should be installed at the top of the gate.

A safe staff should be stationed.

The height of the upstairs railing should be a minimum of 1.1 meters.

2.5.12 FIRE HYDRANT

Structures should not cover the fire hydrant.

2.5.13 WORKING TOOLS

It is not available to use a power saw, an electric plane, a welding machine, an electric grinder, and an oxygen cutter within the exhibiting hall.

2.5.14 PAINTING

Painting is not available within the exhibiting hall. If necessary, it is possible to paint partially after the permission from COEX.

6. EXHIBIT INSTALLATION & DISMANTLING

2.6.1. EXHIBIT INSTALLATION AND DISMANTLING

If your booth is raw space, you must use official booth service contractor designated by COEX for the labor needed to set up your booth. A list of the designated service contractors can be found via www.coex.co.kr/eng, click under Venue, Event Services then Outside Suppliers. Please note that booth drawings must be submitted to COEX through the service contractor you appointed. It is strongly recommended to confirm this rule with your appointed contractor. If not, you are in violation of the exhibit rules and regulations of COEX. THERE ARE NO EXCEPTIONS. If you are having your stand built by the official contractor PISCO Int'l., labor will automatically be provided.

Installation: Hours and dates for installation, the exhibition, and dismantling are specified in the Timetable of Operations, Section I "General Information." Extended hours for set-up (beyond 20:00) can be requested on-site at the Security office, an additional fee may apply. Please contact SEMI for more information about overtime rates. All crates must be tagged and ready for removal by 14:00 on Monday, Feb. 6. Exhibitors will not be allowed to move freight in after this time.

Hall A, B, C & D

Fri., Feb. 3, 2012	Set-Up (Only decorated space, duplex floor structure and booths larger than 72 sq.m are allowed to install)	08:00 – 20:00
Sat., Feb. 4, 2012	Set-Up (Raw & Decorated Booth)	08:00 – 20:00
Sun., Feb. 5, 2012	Set-Up (Raw & Decorated Booth)	08:00 – 20:00
Mon., Feb. 6, 2012	Set-Up (Raw & Decorated Booth)	08:00 – 20:00
Tue., Feb. 7, 2012	Exhibition	10:00 – 17:00
Wed., Feb. 8, 2012	Exhibition	10:00 – 17:00
Thur., Feb. 9, 2012	Exhibition	10:00 – 16:00
Thur., Feb. 9, 2012	Dismantle	17:00 – 24:00
Fri., Feb. 10, 2012	Dismantle	08:00 – 20:00

For those exhibits not set up by the deadline and that do not have a prior variance, 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.

Electricity: Electricity will be supplied from 16:00 on Feb. 5 to 16:30 on Feb. 9. During the show days (Feb 7-9), it will be provided one hour before the opening and switched off 30 minutes after the exhibition each day.

Water & Drainage, Compressed Air: Compressed air and water will be available after 16:00 on Sunday, Feb. 5, provided all exhibitors have connected their supply and it is not considered a safety hazard to turn the supply on. Air and water will be supplied from one hour before the opening to 30 minutes after the closing of each exhibition during the exhibition days (Feb 7-9). They will be switched off at 16:30 on Feb. 9.

Telephone Service: Telephone service will be available from Monday, Feb. 6 until the closing of the exhibition. Please leave the rented telephone set at your booth and PISCO International will collect them. Order form for telephone service can be found in Section 9.

Furniture Rental: Ordered furniture will be delivered at your booth one day before the show. Order form for furniture rental is in section 9.

Please check whether or not there is anything left in drawers or shelves. PISCO International is not responsible for any loss or damage in your booths.

2.6.2 TECHNICAL INSTALLATIONS ON STANDS

The inlets, outlets and connections to be installed on the stand must be ordered from the facility by completing the corresponding order form.

Exhibitors are strictly forbidden to install their own connections to the floor boxes.

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.

Exhibitors are liable for any technical faults or damage that may result from non-compliance with the provisions as stipulated by the facility.

All connecting boxes in operation at floor level must be accessible at all times.

A sketch showing the desired position of the installations must accompany all order forms.

2.6.3 UTILITY (SERVICE) AISLES AND UTILITY (FLOOR) PORTS

There are no utility aisles used at SEMICON Korea 2012 / LED Korea 2012.

7. EXHIBITION ACTIVITIES

2.7.1 ALCOHOLIC BEVERAGES

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

2.7.2 ANIMALS

Animals will not be allowed in any exhibit or on exposition grounds. (Exception: Dogs for the Disabled)

2.7.3 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 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 for refund of 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.

2.7.4 BALLOONS / BLIMPS

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

2.7.5 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.

2.7.6 BOOTH RECEPTIONS / PARTIES

Exhibitors must comply with all rules and regulations as stated on the request form. Receptions / parties within your booth must be requested in writing on the form in the Exhibitor Services Manual, Section 11, and approved by SEMI Show Management prior to the exposition

2.7.7 CAMERAS / PHOTOGRAPHY / VIDEOTAPING / RECORDING

Photography and 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. Show Management and the official photographer is 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. 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.

2.7.8 CHILDREN

Children under 12 years of age are allowed on the exhibition floor only during exhibition hours and must be accompanied by an adult.

2.7.9 GENERAL SECURITY

Each exhibitor must make provisions for the safeguarding 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.

2.7.10 GIVEAWAYS / HANDOUTS

Items, samples, souvenirs, etc., may not be distributed by the exhibitor except 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.

2.7.11 HALL ACCESS RESTRICTIONS

The halls WILL BE CLEARED OF ALL PERSONNEL after the exhibition closes each day. The only exceptions will be with written permission. The "After Hours Pass" is available on-site in the Security office each day.

2.7.12 HOUSING (HOTELS)

All SEMI contracted hotel reservations must be made through each hotel. More detailed hotel information is available in Section 8, and the order forms are in Section 9.

2.7.13 NOISE AND ODORS

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 80 decibels.

2.7.14 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.

2.7.15 ON-SITE VEHICLES

Private motor vehicles, trucks, automobiles will not be allowed on the exhibit hall floor without SEMI permission before, during, or after exhibition hours. No exceptions. Delivery of any exhibit materials required for set-up and dismantle must be cleared through the official service contractor.

2.7.16 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. if occurring during exhibit hours.

2.7.17 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.

2.7.18 SMOKING POLICY

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

2.7.19 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 or the SEMICON Show Daily publication.

2.7.20 SOLICITING EXHIBITORS

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

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.

8. EXHIBITOR RESPONSIBILITIES & LIABILITIES

2.8.1 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 to/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 affected thereby.

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.

2.8.2 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 Show Management for such purpose as it may see fit. Failure to notify SEMI Show Management of cancellation in advance will cause exhibitor to lose priority for exhibit space.

2.8.3 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 nature, 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 Show Management) and apply to all participants throughout the show.

2.8.4 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.

2.8.5 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.

2.8.6 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 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

1st Exhibit Day: +10% additional. reduction

2nd Exhibit Day:	+ 10% additional. reduction
3rd Exhibit Day:	+ 10% additional. 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.

2.8.7 GENERAL SECURITY

SEMI 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.

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. The After Hours Passes will be available on-site in the Security office.

2.8.8 BADGES

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

2.8.9 THEFT / DAMAGES

Please report thefts or damages immediately to both Show Management and Security.

While SEMI Show Management will exercise reasonable care in safeguarding your property, neither Show Management, the facility, the security contractor, neither 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.

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.

SECTION 3 ADVERTISING AND PROMOTION

1. PROGRAM SPONSORSHIP
2. SHOW SITE MARKETING OPPORTUNITIES
3. PUBLICATION & WEB
4. EVENT MARKETING OPPORTUNITIES

SEMICON Korea 2012 / LED Korea 2012 are the flagship annual event in semiconductor equipment and material industry in Korea. Now SEMICON Korea 2012 is more than semiconductor with the explosive growth of emerging and adjacent high-tech markets including PV, MEMS, FPD and LED.

SEMICON Korea 2012 / LED Korea 2012 provide sponsorship and marketing opportunities for you to maximize your opportunities. Engage the industry and expand your brand in infinite ways at SEMICON Korea 2012 / LED Korea 2012.

3.1 PROGRAM SPONSORSHIP

3.1.1 STS

Level	Detail	Price(KRW)
Platinum (Exclusive)	Company logo on conference on-site signage / CD cover / Attendees' bag / Visitor Guide / Web / Sponsor section in show site Free Registration for STS (10)	20,000,000
Gold (Dual)	Company logo on conference on-site signage / CD cover / Attendees' bag / Visitor Guide / Web / Sponsor section in show site Free Registration for STS (5)	10,000,000

3.1.2 KEYNOTE SPEECH

Level	Detail	Price(KRW)
Platinum (Exclusive)	Company logo on keynote on-site decoration and signage / Visitor Guide / Web / Sponsor section in show site VIP Seat Reservation (10)	10,000,000
Gold (Dual)	Company logo on keynote on-site decoration and signage / Visitor Guide / Web / Sponsor section in show site VIP Seat Reservation (5)	5,000,000

3.1.3 SEMINARS

Seminars for Sponsorship are Market Seminar, MI (Metrology and Inspection) Forum, System LSI Forum and MEMS/PE Forum. It provides the great opportunities to expose your company to all targets who have interest in semiconductor and its adjacent industries.

Level	Detail	Price(KRW)
Platinum (Exclusive)	Company logo on seminar on-site decoration and signage / Visitor Guide / Web / Sponsor section in show site Free Registration (5)	5,000,000
Gold (Multiple)	Company logo on seminar on-site decoration and signage / Visitor Guide / Web / Sponsor section in show site Free Registration (3)	3,000,000

3.2 SHOW SITE MARKETING OPPORTUNITIES

SEMICON Korea 2012 / LED Korea 2012 is the cornerstone of a multi dimensional integrated marketing program that encompasses promotion and advertising opportunities beyond the booth and around the event before, during and after the show.


Connect with customers and expand your reach in various ways through attendee badge inserts, badge lanyards, show bags, hanging banner in exposition hall.

*Show site marketing opportunities are applied to both SEMICON Korea 2012 / LED Korea 2012.


3.2.1 ATTENDEE BADGE INSERTS

	<p>Put your company logo and booth # on every SEMICON Korea attendee's badge. Turn every visitor into a walking advertisement for your company.</p>	
<p>Exclusive</p>	<p>Company logo on badge inserts / Sponsor section in Visitor Guide / Show site and web. (Production included)</p>	<p>KRW 10,000,000</p>

3.2.2 BADGE LANYARD

	<p>Imprint your company name and logo on badge lanyards. This is eye-catching and hot item for promoting your company and band to every visitor</p>	
<p>Exclusive Min. 30,000 EA</p>	<p>Company logo on badge string / Sponsor section in Visitor Guide / Show site and web. (Production included)</p>	<p>KRW 15,000,000</p>
<p>Multi (2) Min. 15,000 EA</p>	<p>15,000 pieces per company</p>	<p>KRW 8,000,000</p>

3.2.3 SHOW BAGS

	<p>Show bags will be provided to every participant to the show for free. You can have the opportunity to place your company logo on the bag and be able to take advantage of walking advertisement.</p>	
<p>Exclusive</p>	<p>Company logo on attendees' show bag / Sponsor section in Visitor Guide / Show site and web. (Production included)</p>	<p>KRW 5,000,000</p>

3.2.4 HANGING BANNER IN EXPOSITION HALL

Hanging Banner installed in Exposition halls attract every visitor's eye in effective way. Promote your company and logo with high visibility advertising chance.

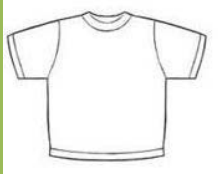


Aisle Banner
Hanging banner in Exposition Hall with company logo and booth number (Production Included)
KRW 1,500,000



Wall Banner
Wall banner in Exposition Hall with company logo and booth number (Production Included)
KRW 2,500,000

3.2.5 STAFF T-SHIRTS



Staff T-Shirt advertising will be a good chance to expose your company and logo to participants to the show. You can take advantage of walking advertisement throughout the venue.

Exclusive

Company logo on Staff T-Shirts (50 pax)

KRW
1,500,000

3.2.6 CYBER CAFE



Cyber Cafe is a place to surf on the internet and rest. It is located in high traffic areas in the exhibition halls. Cyber Café will provide a good chance to promote your company and brand exclusively.

Exclusive

Company website on front page, Company logo on mouse pad, PR AD on back wall

KRW
10,000,000

Multi (2)

- Location 1: Hall B, 1F
- Location 2: Hall C, 3F

KRW
5,000,000

3.2.7 COLUMN WRAP



Located throughout the halls, column wraps are high-visibility advertising opportunities, displaying your company name, logo and booth location or an advertisement of your design.

Multi

Company name, logo and booth location or an advertisement of your design. (Production excluded)

KRW 1,000,000

3.3 PUBLICATION & WEB



SEMICON Korea 2012 / LED Korea 2012 Visitor Guide will be provided to every visitor to the show. The visitor guide contains information such as exhibition, programs, events, schedule and map. This is a great chance to promote your company, placing your company logo inside. Around 30,000 copies will be distributed onsite.

3.3.1 WEB BANNER IN MAIN PAGE

Hundreds and thousands visitors log on the SEMICON Korea website (www.semiconkorea.org) to find the latest news and up-to-date information. This will be a great chance to promote your company to who has interest in semiconductor industry.

3.3.2 WEB BANNER IN REGISTRATION PAGE

By placing your AD in the Registration page, you can reach hundreds of thousands of visitors who register online. With these opportunities, your company logo will appear on the SEMICON Korea registration page, confirmation page and confirmation email.

3.3.3 AD ON NEWSLETTERS

SEMICON Korea's newsletter will be emailed 4 times to expected participants on regular basis. The recipient volume is over 300,000 including local and foreign companies who subscribe to SEMI as member firms.

Product	Level	Detail	Price (KRW)
Visitor Guide AD	Exclusive	Cover strip AD	5,000,000
	Two companies	Inside front cover	5,000,000
	Multi	Inside full page	3,000,000
Web banner in Main page	Multi	Company logo with booth nr. link with company web site (Size: 120wx90h)	1,000,000
Web Banner in Registration Page	Multi (3)	Company logo on Registration page	1,000,000
AD on Newsletters	Multi	Company logo on Newsletter. Total 4 times email Blast	1,000,000

3.4 EVENT MARKETING OPPORTUNITIES

3.4.1 PRESIDENTS RECEPTION

The SEMICON Korea Presidents Reception attracts more than 350 participants including industry leaders, decision makers and VIPs, mainly CEO's from exhibitors and SEMI member companies. Presidents Reception will be held in Grand Intercontinental Hotel near the COEX hall on Feb. 7, 2012 and it gives you the great opportunity to expose your brand especially to industry influential people.

Level	Detail	Price(KRW)
Exclusive	Company logo and link on Website / Invitation Card / Pre-event Promotion marketing materials / Email / Onsite Signage / Sponsors page in Visitor Guide /VIP's Seat Reservation (10) Opportunity for Toast	30,000,000
Dual	Company logo and link on Website / Invitation Card / Pre-event Promotion marketing materials / Email / Onsite Signage / Sponsors page in Visitor Guide /VIP's Seat Reservation (5)	15,000,000

3.4.2 LED KOREA RECEPTION

Level	Detail	Price(KRW)
Exclusive	Company logo and link on Website / Invitation Card / Pre-event Promotion marketing materials / Email / Onsite Signage / Sponsors page in Visitor Guide /VIP's Seat Reservation (10) Opportunity for Toast	10,000,000
Dual	Company logo and link on Website / Invitation Card / Pre-event Promotion marketing materials / Email / Onsite Signage / Sponsors page in Visitor Guide /VIP's Seat Reservation (5)	7,000,000

All the above promotions are subject to change according to SEMI.

For more information please contact Hyun Cha (Tel: 82.2.531.7801 / Fax: 82.551.3406 / Email: jcha@semi.org)

SECTION 4 REGISTRATIONS

1. GENERAL INFORMATION
2. PRE-REGISTRATION /VISITOR REGISTRATION
3. EXHIBITOR REGISTRATION

1. GENERAL INFORMATION

Exhibit hall attendance is restricted to qualified exhibitors, attendees, and service suppliers as monitored by Show Management and Security. Badges are required at all times.

For safety and insurance reasons, children under the age of 12 years are allowed on the show floor during show hours only and must be accompanied by an adult at all times.

2. PRE-REGISTRATION /VISITOR REGISTRATION

Korean visitors who pre-register will have free access to the exhibition and keynote speech session.

The admission fee onsite is KRW 10,000 which covers access to the exhibition and keynote speech session. Please be advised that additional charges apply to participate in the programs and events.

Attendee badges will be printed in English and will be distributed on-site. It will allow visitors access to the hall during stated show hours (10:00-17:00 Tuesday, Wednesday and 10:00-16:00 Thursday) only.

SEMI will distribute attendee invitations to current SEMICON Korea 2012 / LED Korea 2012 exhibitors for distribution to prospective customers. **Invitations will be distributed according to the number of booths of the exhibiting company.**

1~2 Booths: 50 Invitations	3~5 Booths: 100 Invitations
6~9 Booths: 150 Invitations	10 Booths of more: 200 Invitations

3. EXHIBITOR REGISTRATION

To save your entrance fee and time waiting in line on-site, it is recommended that you pre-register for exhibitor badges. The cutoff date for Exhibitor Badge requests is Tuesday, January 10, 2012. You may pick up your badges on-site at the "Exhibitor Badge" counter, beginning Sunday, February 5, 2012.

Due to time limitations in overseas mailing, Exhibitor badges will not be mailed to exhibitors before the show.

If you are a primary exhibiting company and one or more companies are exhibiting with you (co-exhibitors as stated on your program and product guide forms), please fill out the badge request form completely by listing all company names. For more information and to pre-register please refer to Section 9 "Order Forms".

False certification of any individual as an exhibitor's representative, misuse of exhibitor badges, or any method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be a just cause for expelling the exhibitor and its representatives from the exhibition hall and/or banning them from future SEMI exhibits.

Badges will be distributed according to the number of booths of the exhibiting company.

1~2 Booths: 10 Badges	3~5 Booths: 30 Badges
6~9 Booths: 50 Badges	10 Booths or more: 100 Badges

Badge Issuance: Sunday, Feb. 5 ~ Tuesday, Feb. 7 (12:00PM), at the entry of COEX exhibition halls,
After Feb. 7, Exhibitors can receive badges at the 'Exhibitor' registration booth.

SECTION 5 DECORATING & RELATED SERVICES

1. OFFICIAL DECORATOR
2. GENERAL INFORMATION
3. RAW / DECORATED SPACE
4. SUBMISSION OF BOOTH DESIGN
5. EXCLUSIVE SERVICES
6. OTHER SERVICES
7. PREMIUM PACKAGE BOOTH

1. OFFICIAL DECORATOR

PISCO Int'l is the official service (decorator/general) contractor for SEMICON Korea 2012 / LED Korea 2012. Order forms for a wide variety of services from PISCO Int'l are located in Section 9 "Order Forms" of the service manual. Please select the equipment and/or services you will require and order online.

PISCO Int'l requires that you include payment with your order. Orders will not be processed until payment has been received. Payment should be made by International Bank Draft, Check, or Wire Transfer. You can pay in KRW or USD.

Please make Drafts and Checks payable to: **PISCO INT'L Co., Ltd**

Check/Telegraphic Transfer: Kookmin Bank

Dae Chi-Dong Branch Seoul

903-30, Dae Chi-Dong

Kang Nam-Ku, Seoul, 135-283 Korea

Account #: 076-42-0000-871

Account Name: Pisco International Co., Ltd.

Swift code: CZNBKRSE

Please indicate: SEMICON Korea2012 / LED Korea 2012

Contact for Booth Construction

5Fl, E-Yon B/D 157-22 Samsung-Dong

Kangnam-Ku, Seoul 135-090 Korea

Phone: 82.2.553.9823

Fax: 82.2.553.9825 / 82.2.553.2548

Email: jake@piscoi.com / yun0501@piscoi.com

Web: www.piscoi.com

Contact for Utility

5Fl, E-Yon B/D 157-22 Samsung-Dong

Kangnam-Ku, Seoul 135-090 Korea

Phone: 82.2.553.9823

Fax: 82.2.553.9825 / 82.2.553.2548

Email: info@piscoi.com

Web: www.piscoi.com

2. GENERAL INFORMATION

Displays must be confined within the assigned booth space and must not obstruct the clear view of nearby exhibits or exits.

Original aisles must be maintained unless specifically approved by Show Management office. Cross-aisle structures are not permitted. In cases where a single primary exhibitor has booths running parallel across an aisle from each other, cross-aisle carpeting is **NOT** allowed.

For exhibits with more than 6 booths, duplex floor structures are allowed. An Exhibitor's location and booth plans MUST be pre-approved to build duplex floor structures. Please check with SEMI Show Management if you are not sure you have been approved.

All display and exhibit materials must be fireproof.

Back and side walls that can be seen from an adjoining exhibitor's booth must have a finished surface. Back and side walls which are left unfinished and can be seen from an adjoining or abutting exhibitor's booth will be finished at the direction of Show Management and related costs will be charged back to the violating exhibitor.

3. RAW / DECORATED BOOTH

For exhibitors who purchase raw space, please refer to Section 2 "Rules & Regulations" for details regarding your specific configuration requirements. Please comply with our Rules & Regulations, Section 2.

Regardless of whether you have raw space or decorated space, all exhibitors will need to fill out various service order forms, located in Section 9 "Order Forms."

5.3.1 DECORATED BOOTH:

Rear walls will consist of three (3) – 2500mm high x 1000mm wide white panels set between aluminum "Octanorm" supports.

Side walls will consist of three (3) – 2500mm high x 1000mm wide white panels set between aluminum "Octanorm" supports.

Fascia boards are 3m wide and are set between aluminum "Octanorm" side rails. Fascia boards run the length of the aisle face. Exhibitor names will be printed on the digital graphic print-out fabric.

The following furniture is included in the SEMICON Korea 2012 / LED Korea 2012.

SEMICON Korea 2012 / LED Korea 2012

- Carpet
- Signboard
- 1 Chair
- 1 Electric Socket (220V/60Hz/single phase/5Amp Fuse)
- 1 Fluorescent Light (40w/220V)
- 3 Spotlights
- 1 Information Counter *
- 1 Waste Basket *

(*)Per Company

Optional furniture & accessories are available at an additional cost. Refer to the order form and furniture catalog in Section 9 "Order Forms."

4. SUBMISSION OF BOOTH DESIGN

SEMI will no longer require that you submit booth drawings for approval, but you must submit booth drawings through your service contractor, which should be an officially designated contractor by COEX until 7 prior to the set-up day. It will be the responsibility of each exhibiting company to see that their booth design fits within the rules and regulations of the event. On-site, if a complaint is filed regarding your booth and it is legitimate, you will be required to make the necessary modifications, on-site, at your expense. (Refer to Section 2 "Rules & Measurement Guidelines" for details regarding your specific configuration requirements.)

When planning to custom design booth space, please note that all utility service preparation up to the booth only must be executed by PISCO Int'l. You will need to provide details of requirements, location, etc. to PISCO Int'l no later than January 10, 2012. Please refer to Section 9 "Order Forms." Exhibitors not completing their instructions and service orders to PISCO Int'l by January 10, 2012 will pay higher charges on services for late submission.

5. EXCLUSIVE SERVICES

Exhibitors who appoint their own exhibit contractor must use PISCO Int'l, the official service contractor, for the following utility services:

- Furniture Rental
- Compressed air/gas
- Electrical
- Plumbing
- Telephone set-up
- Labor

5.5.1 EXHIBITOR APPOINTED CONTRACTOR

It is important that exhibitors return the "Exhibitor Appointed Contractor Forms" (in Section 9) to PISCO INT'L Co., Ltd, and SEMI so that your contractor and their staff have the proper identification to access the show floor. Please note, to limit liability, COEX restricts exhibitors from engaging foreign (non-Korean) contractors. Raw space exhibitors who appoint a contractor other than PISCO INT'L Co., Ltd, must use a booth service contractor which is officially designated by COEX. (To view COEX official service contractor list, please visit <http://www.coex.co.kr/eng>.) If not, you are in violation of the exhibit rules and regulations of COEX. THERE ARE NO EXCEPTIONS.

By signing the Exhibitor Appointed Contractor form in Section 9, the exhibitor agrees to indemnify and hold harmless SEMI Show Management, COEX and any exhibition related 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 Exhibitor Appointed Contractor or any of its agents, servants, employees, or contractors. The Exhibitor Appointed Contractors are not allowed to construct a service desk on site, nor are they allowed to solicit new business. The Exhibitor Appointed Contractors will be responsible for the removal of waste generated by their activity.

6. OTHER SERVICES (ELECTRICITY / COMPRESSED AIR & WATER / TELEPHONE)

Electricity for equipment will be available from 16:00 on Sunday, Feb. 5, provided all exhibitors have connected their supply and it is not considered a safety hazard to turn the electricity on. Electricity will be supplied during normal access hours. Utilities will be available 1 hour before and after the show hours during exhibition days, with the exception of Friday, Feb. 9, in which utilities will be turned off 30 minutes after the show closes.

5.6.1 ELECTRICITY

All electrical contracts must be requested through PISCO Int'l., the official show contractor. Exhibitors who use any firm other than PISCO Int'l., as their decorator are required to submit a preliminary drawing of their exhibit with a schematic wiring diagram prior to January 10, 2012. All wiring (three Wire only) on booth / display fixtures must be on file for review by both the facility (COEX) and the contractor (PISCO Int'l).

All electrical installation must be done by PISCO Int'l. Please contact PISCO Int'l prior to the show for a cost quotation. PISCO Int'l is not responsible for connecting electricity to exhibit equipment unless contracted for prior to January 10, 2012.

The standard electrical voltage available for use on stands at COEX is 220 volts single phase, alternating at 60Hz. A fluctuation of +/-5% can be expected. Exhibitors, whose equipment is particularly sensitive, should arrange for stabilizers. Electricity to stands will be switched off at the source 30 minutes after the exhibition closes each day. Orders for 24 hour power must be submitted, in writing, by January 10, 2012 to PISCO Int'l.

To order electricity, please refer to Section 9 "Order Forms"

Electrical Supply options Information:

Hall A (Formerly Pacific Hall): 220V / 60Hz / single phase

Hall C (Formerly Atlantic Hall):

- 220V / 60 Hz / three phase
- 208V / 60Hz / three phase with ground and neutral
- 380V / 60Hz/ three phase with ground and neutral

Hall B (Formerly Indian Hall): 220V / 60Hz / single phase

Hall D (Formerly Convention Hall):

- 220V / 60 Hz / three phase
- 380V / 60Hz/ three phase with ground and neutral

5.6.2 COMPRESSED AIR / WATER SUPPLY

Compressed Air and Water will be available from 16:00 on Monday, Feb. 6, provided all exhibitors have connected their supply and it is not considered a safety hazard to turn the supply on. Air and water will be supplied during normal access hours.

Water pressure:

Inlet: 1/2" diameter piping

Outlet: 1' diameter piping

Air Pressure: Standard Piping 3/8" internal diameter, 3-6kg/cm²

For additional information and to place an order, refer to Section 9 "Order Forms."

For additional utility supply information, contact PISCO Int'l

7. PREMIUM PACKAGE BOOTH

PREMIUM PACKAGE BOOTH

Cost Effective Way, It is Premium Basic Package!

PREMIUM PACKAGE

1Booth-A
KR ₩2,400,000(9m')



2Booth-A
KR ₩3,300,000(18m')



2Booth-B
KR ₩3,500,000(18m')



3Booth-A
KR ₩4,000,000(27m')



3Booth-B
KR ₩4,400,000(27m')



4Booth-A
KR ₩4,500,000(36m')



4Booth-B
KR ₩4,900,000(36m')



4Booth-C
KR ₩4,900,000(36m')



Exclusive Items

1. Panel, Graphic works (editing cost escl) /
2. Main power, water/drainage & air supply /
3. Telephone, furniture rental

PREMIUM PACKAGE BOOTH

Cost Effective Way, It is Premium Basic Package!

PREMIUM PACKAGE

1Booth-A
KR ₩2,400,000(9m')



2Booth-A
KR ₩3,300,000(18m')



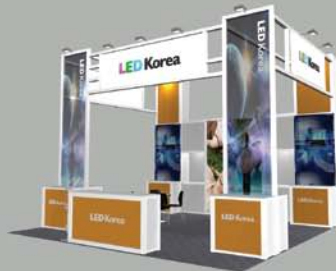
2Booth-B
KR ₩3,500,000(18m')

3Booth-A
KR ₩4,000,000(27m')



3Booth-B
KR ₩4,400,000(27m')

4Booth-A
KR ₩4,500,000(36m')



4Booth-B
KR ₩4,900,000(36m')

4Booth-C
KR ₩4,900,000(36m')



Exclusive Items

1. Panel, Graphic works (editing cost escl) / 2. Main power, water/drainage & air supply /
3. Telephone, furniture rental

SECTION 6 OPTIONAL SERVICES

1. COMPUTER RENTAL & INTERNET LINE SERVICE
2. TEMPORARY STAFF / TRANSLATOR SERVICE
3. LEAD RETRIEVAL SYSTEM FOR EXHIBITORS (BAR-CODE SYSTEM)

Additional services are available for hire and purchase. Below is a list of contact information for your reference; however, please refer to Section 9 “Order Forms” for additional information and order forms.

COMPUTER RENTAL & INTERNET LINE SERVICE

EIMS KOREA Co.

John Park

E-Yon Building

Samsung-dong, Kangnam-Ku

Seoul 135-651 Korea

Tel: 82.2.2052.6660

Fax: 82.2.2052.6667

Email: semiconkr@eimskorea.com, jypark@eimskorea.com

Web: www.eimskorea.com/semiconkr

TEMPORARY STAFF / TRANSLATOR SERVICE

SUN AGENCY

Contact: Sunny Shin

401 Jukam B/D 668-18

Yeoksam-Dong, Kangnam-Ku

Seoul Korea

Tel: 82.2.568.2400

Cell: 82.10.7146.1449

Fax: 82.2.564.9600

Email: sunagency@hotmail.com

Web: www.sunagency.co.kr

3.LEAD RETRIEVAL SYSTEM FOR EXHIBITORS (BAR-CODE SYSTEM)

6.3.1 LEAD RETRIEVAL SYSTEM

All attendees to the exhibition are fully registered into an electronic database. The information captured for each visitor is the company name, address, telephone number, fax number, title, and full name, visiting purpose, job function and interested fields. This will provide name badges to everyone who has registered. By renting an Expo-Station, exhibitors can capture potential customer’s information electronically.

7.3.2 EFFECTIVENESS

Using visitor’s information practically: Improved confidence of DB

Collecting various information: Secure interest, personal information and possible to do an effective business



Reducing cost for exhibition: No need to collect from business cards or visitor’s book.

Reducing work after exhibition: No need to organize business cards and visitor’s book.

Continuous marketing via visitor’s DB.

Provide analyzed information.

7.3.3 CONTENTS

Type		Features	Price list / KRW		
			~11.1.10	12.01.11 ~ 12.02.02	12.02.03 ~ 02.09
EXPO STATION		Real-time customer identification Real-time statistics Demonstrate a promotional media on dual screen Memo available while on a business meeting	KRW 300,000	KRW 360,000	KRW 390,000
EXPO HANDY		Ultra-portable size Visitor counter Provided visitor list every next morning Non voratile	KRW 200,000	KRW 240,000	KRW 260,000

(V.A.T. excluded)

7.3.4 BAR-CODE SYSTEM USER INSTRUCTION

Our company employee will visit your booth. (Date: Feb. 7, 2012)

7.3.5 APPLICATION OR QUESTIONS

Website:	www.semiconkorea.org www.led-korea.org
TEL:	02-2052-6660
FAX:	02-2052-6667
E-MAIL:	semiconkr@eimskorea.com
Person in Charge:	John Park

SECTION 7 FREIGHT HANDLING

1. SHIPPING GUIDELINE

2. The Quarantine Requirements on Wood Packaging Materials of Imported Consignments

I. SHIPPING GUIDELINE

7.1.1 GENERAL INFORMATION

KEMI-LEE CO., LTD. has duly been nominated for a sole official freight contractor of providing comprehensive range of services include Customs clearance, transportation, on-site handling and re-export arrangements handled by our fully equipped and experienced team of executives supervisors and works for SEMICON Korea 2012 / LED Korea 2012.

Please refer to the shipping details on the below for each exhibitor's better understanding and it will guide the individuals.

For more information of "SEMICON Korea 2012 / LED Korea 2012," please feel free to contact us:

KEMI-LEE CO., LTD.

277-43 Sungsoo 2 Ga, Sungdong-gu,

Seoul, Korea

Tel: 82 2 565 3727 / Fax : 82 2 565 3710

Attn.: Mr. Todd Lee

E-mail: todd@kemi-lee.co.kr

7.1.2 ARRIVAL DEADLINES

The following dates have been selected to allow you to prepare for meeting arriving dead-line of your exhibition goods.

Shipping documents for sea freight	20th January, 2012
Shipping documents for air freight	28th January, 2012
Sea freight consignment at Busan seaport	25th January, 2012
Air freight consignment at Incheon airport	29th January, 2012

7.1.3 CONSIGNEE INSTRUCTIONS

The terms of freight should be "FREIGHT PREPAID" and consigned as follows for all exhibits.

Ⓐ CONSIGNEE

KEMI-LEE CO., LTD.

277-43 Sungsoo 2 Ga, Sungdong-GU,

SEOUL, KOREA

TEL: 82 2 565 3727 / FAX : 82 2 565 3710

ATTN.: MR.TODD LEE

Ⓑ NOTIFY

EXHIBITION NAME: SEMICON KOREA 2012/LED KOREA 2012

EXHIBITOR NAME:

BOOTH NUMBER:

7.1.4 DOCUMENTATION

- Sea freight Bill of Lading Surrender 1 copy
- Airway Bill (AWB)
- Commercial Invoice & packing list 1 copy

- * Surrendered / Express / Telex released / Sea way Bill are also available and are more preferable for efficient proceeding.
- * A telex / tele-fax of PRE-ADVICE must be sent to KEMI-LEE CO., LTD. indicating the B/L number, vessel name / voyage, number of packing, weight, dimension and name of exhibitor and booth number.
- * Full details of the shipment including a copy of AWB along with Commercial Invoice / Packing List indicating the AWB number, flight number, carrier's name, number of packing, weight (Gross / Chargeable), dimension, name of exhibitor and booth number must be sent via FAX or EMAIL to KEMI-LEE CO., LTD.
- * A detailed description of the goods in English including the name by which each item is known and the documents must have full details such as description of commodity, quantity and unit price in US dollar.
- * International Harmonized Code (HS CODE available)
- * Include serial and/or model number where applicable
- * For manufactured products, please specify the component materials (i.e. wood, plastic, etc.)
- * List the weight, dimensions and contents of each package
- * Please indicate the country of origin of all goods within your consignment
- * Please note that, for customs purposes, a value must be declared for each item regardless of the actual commercial value. This includes literature, giveaways and alike. Do NOT indicate the phrase "No Commercial Value".

IMPORTANT: KEMI-LEE cannot make customs entry on shipments where invoices indicate general descriptions such as "Exhibit Materials", or "Give-Aways". Nor can we make entry on invoices that indicate lump sum values only. In these instances entry will be delayed until detailed invoices are obtained from the shipper. Please follow the instructions above to avoid delays and additional expenses.

7.1.5 PACKING CASES & CASE MARKING

We recommend the use of durable crates with screw-down lids to prevent loss of damages. It is imperative that materials are crated or palletized to enable the multiple handling, stacking and handling via forklift or pallet truck.

All items should be packed separately according to following categories.

- Category A : Temporary Import
- Category B : Items accompanied with ATA CARNET
- Category C : Permanent Import

It is recommended that Commercial Invoice/Packing list should be drawn up separately for temporary items and consumable items. We strongly recommend that exhibitor's make use of our Combined Commercial Invoice & Packing List

For this purpose a copy of which is enclosed herewith.
All cases should be clearly marked as follows:

Exhibitor's Name / Stand No.
Show Name, Location, Date
GW.....KGS / DIMS.....CMS
Category A / B / C
"Exhibition goods for SEMICON Korea 2012"

7.1.6 DUTY FREE GOODS

- Consumable goods such as leaflet, brochure, literature (100% Duty Free), giveaways and other promotional items valued

under USD5.00 per unit are duty free. However such items must be reasonable in quantities and in price by customs authority otherwise it shall be dutiable.

- Decision of “Duty free or Dutiable” will be advised at the time of customs inspection at show site regardless of the above mentioned provisions.

- In accordance with Korean Customs regulation, all items under temporary entry are exclusively under control of the Customs Authority. So exhibitors cannot distribute or consume any goods without any permission of Customs Authority.

7.1.7 COURIER SHIPMENTS

Please note that the Convention Centre and the organizers will not accept or take responsibility for any international courier shipments consigned to your-self at the venue or the organizers. Courier shipments must be shipped as noted under ‘Consignee Address (KEMI-LEE CO., LTD.) Direct to Korea’

7.1.8 INSURANCE

All exhibitors should arrange a comprehensive cover for their exhibit’s which covers shipment to the exhibition, the period of display and which allows either return to the country of origin or an appropriate disposal period a the conclusion of the exhibition. Please note the carrier, KEMI-LEE LTD., does not insure the goods during transit from origin up to delivered stand and return.

7.1.9 SELLING OF GOODS

If any of the goods are sold in Korea and KEMI-LEE is to file a consumption entry (Duty paid), a copy of new invoice should be provided. (In case, purchase price is changed). Also pacific buyer details must be provided before the show closes.

2.The Quarantine Requirements on Wood Packaging Materials of Imported Consignments

Please take note that from 1 June, 2005 the South Korea of Agriculture in conjunction with the planet health inspectors will implement the requirements of NPQS, National Plant Quarantine Service, “Guidelines for Regulating Wood Packaging Materials (WPM) of Imported Consignments.”

* **Enforcement Date: June 1, 2005 (Shipping date)**

*** Regulated Articles**

All non-manufactured wood packaging materials (WPM) such as pallets, crating, dunnage, packing blocks, etc.

*** Exempted Articles**

plywood, veneer panel, particleboard, oriented strand board, wafer board, fiber board, densified wood, glued laminated wood, agglomerated cork, pulp, wood wool, wood flour, ground cork

*** Regulated Areas**

All countries

*** Requirements**

All imported wood packaging materials should be treated by one of the following methods, and present the mark which certifies the approved treatment on two opposite sides of the WPM.

<Treatment methods>

Heat Treatment (HT): WPM should be heat treated at a minimum wood core temperature of 56°C for a minimum of 30 minutes.

Methyl Bromide (MB) fumigation

WPM should be fumigated with methyl bromide as follows. The minimum temperature should not be less than 10°C and the minimum exposure time should be 16hrs.

Temperature	Dosage rate	Minimum concentration(g/m ³) at:			
		0.5hrs.	2hrs.	4hrs.	16hrs.
21°C or above	48	36	24	17	14
16°C or above	56	42	28	20	17
11°C or above	64	48	32	22	19

WPM made of Pinus spp., Larix spp., Cedrus spp. from Japan, China, Taiwan, US, Canada, Mexico, Portugal and WPM made of Pinus spp. from Vietnam should be fumigated with methyl bromide for 24hrs. The treatment standard is as follows. The minimum temperature should not be less than 10°C and the minimum exposure time should be 24hrs.)

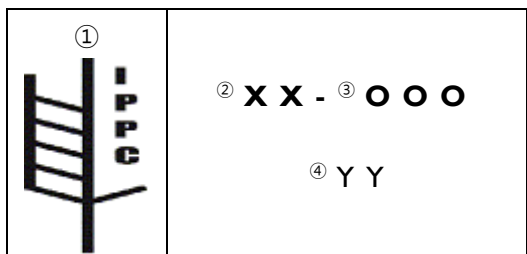
Temperature	Dosage rate	Minimum concentration (g/m ³) at:
		24 hrs
21°C or above	48	24
16°C or above	56	28
11°C or above	64	32

•The Mark should contain the valid symbol approved by IPPC, country code, unique number of the producer/treatment facility designated by the National Plant Protection Organization (NPPO) of exporting countries and treatment methods (HT, MB)

• Non-compliance Measures

- WPM without approved mark: Disposal or Return to the origin
- WPM with approved mark but with live regulated pests :Treatment or Disposal or Return to the origin

★ Marking for Approved Measures



• Symbol

ISO two letter country code followed by a unique number assigned by the NPPO to the producer of the wood producer of the wood packaging material, who is responsible for ensuring appropriate wood is used and properly marked
 IPPC (International Plant Protection Convention) abbreviation for the approved measure used (e.g. HT, MB)

SECTION 8 VISA / HOTELS

1. AIRPORT TO COEX TRANSPORTATION
2. HOTEL ACCOMMODATIONS
3. VISA INFORMATION

1. AIRPORT TO COEX TRANSPORTATION

Airport shuttles run every 10 minutes between Incheon Airport and the City Air Terminal. The City Air Terminal is located next to the Hotel Inter-Continental. Tickets for the shuttle may be purchased at the shuttle desk outside of the customs area at Incheon Airport. Please visit the following websites for more information:

- Incheon Airport: <http://www.airport.kr>
- City Air Terminal: <http://www.calt.co.kr/main.html>

2. HOTEL ACCOMMODATIONS

SEMI has blocked rooms at the official contract hotels as follows:

Grand Inter-Continental

COEX Inter-Continental

Park Hyatt

Oakwood Premier

Note that there are two Inter-Continental hotels (Grand and COEX) adjacent to COEX, the exhibition area: These three are located directly across from the exposition hall and are accessible by way of an underground corridor. Two hotels are located next to the City Air Terminal, where guests can take a shuttle directly to and from Incheon Airport. Refer to the reservation form located in Section 9 "Order Forms."

We encourage exhibitors to make hotel reservations well in advance.

Reservation

SEMI has reserved sufficient number of rooms at hotels near the show venue for special rates. It is recommended that you make your hotel reservations at the earliest convenience. Requests received are subject to the availability and at the discretion of the hotel. Please make note of each hotel's regulations.

For reservations, send the reservation form to the hotel by fax or e-mail.

Hotel	Room Type	Rate
Park Hyatt Seoul	Park King	KRW 310,000
	Park Deluxe	KRW 340,000
	Park Suite	KRW 460,000
Grand InterContinental	Deluxe	KRW 245,000
COEX InterContinental	Superior	KRW 215,000
Oakwood Premier	Studio Deluxe	KRW 220,000

*V.A.T and service charge will be added on the above room rates. (Service Charge is included in Park Hyatt Seoul's room rate)

* There is no deadline for reservations. However, please be sure to make them in advance to be guaranteed of vacancies and special rates.

SEMI Reservations Manager Contact Information

<u>Inter-Continental Hotels</u> Manager: Hee Sun Lee Phone: 82-2-559-7746 Fax: 82-2-559-7993 Email: ic-reservation@icseoul.co.kr ic-convention@parnas.co.kr	<u>Park Hyatt Seoul</u> Manager: Sofia Kim Phone: 82-2-2016-1100 Fax: 82-2-2016-1108 Email: sofia.kim@hyatt.com
<u>Oakwood Premier</u> Manager: Sung Jin Woo (Patrick Woo) Phone: 82-2-3466-7707 Fax: 82-2-3466-7710 Email: sjwoo@oakwoodpremier.co.kr	

3. VISA INFORMATION

U.S., Japanese and nationals of Western European nations are not required to have a visa for tourist travel of less than 30 days; however, all business travelers are required to have a business visa.

In addition to the visa application, the business visa applicant must also provide a recent photograph and a notarized letter from the applicant's sponsor (employer) indicating the purpose of the trip, financial responsibilities, and intended length of stay.

Visas are obtained from the nearest Consulate General of the Republic of Korea.
For more information, please visit: www.koreanconsulatesf.org

SECTION 9 ORDER FORMS

Please go over the order forms for SEMICON Korea 2012 / LED Korea 2012 (in chronological order by due date). To take advantage of any discounted rates, please adhere to the due dates.

Please log in and place these orders online. As of hotel reservations, fax or e-mail your completed application form to the respective hotel.

Please visit: