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RULES & REGULATIONS

INTRODUCTION

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

Should you have any questions concerning the rules and regulations, please contact Show Management at semiconwest@semi.org.

Exhibits installed at ALL SEMICON Expositions must comply with the rules and regulations of the exhibition. If an exhibitor or exhibit activity is in violation of the exhibit rules and regulations or is not consistent with the standards of the exhibit, 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 Show Management. These rules and regulations may be amended at any time by Show Management. 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 Show Management through the monthly exhibitor update.

Code of Conduct

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

- Exhibitors at SEMICON West should conduct themselves professionally with honesty and integrity in their business practices.
- Exhibitors are not permitted to behave in a manner which, in the sole discretion of Show Management, is objectionable. You must comply with all additional rules established by SEMI.
- Be considerate of other exhibitors. Under no circumstances should you enter any other exhibitor's display area uninvited or when unattended. Not only is your presence in your company's booth vital to serving your customers and potential customers, but also you help set an example for others. Wandering into other booths disrupts exhibitors who are with clients. This is unprofessional and reflects badly on your company and you personally.
- Unauthorized photography of any exhibit or product is prohibited and will result in expulsion from the show. Exhibitors and Attendees are not allowed to bring photographic equipment on the exhibit floor during show hours. Exhibitors may photograph their own exhibit/products prior to Show opening or after the show closes. Only SEMI, the exclusive show photographer or credentialed news media will be allowed to photograph exhibits during Show hours. Please immediately notify Show Management or Security of any unauthorized photography. Arrangements can be made to have your exhibit photographed during show hours with the exclusive show photographer.
- Exhibitor's sound level shall not intrude on or disrupt adjacent exhibit areas. Sound and noise should not exceed 80 decibels.
- Any raffles, prize drawings or promotional contests of any kind must be approved by Show Management in writing prior to the show if you think you may be in violation of the stipulated rules and regulations.
- Exhibitors are not permitted to dismantle their exhibits or do any packing before 4:00pm on the last day of the show.
- Exhibitors and their company representatives must wear their official identification badges at all times while on the show floor and in meeting rooms. These badges are issued for protection and identification and must not be loaned or given to other people. Exhibitors are prohibited from ordering exhibitor badges for anyone other than their company representatives exhibiting in the booth.

RULES & REGULATIONS

- Exhibitors should not advertise or promote any off-site/outside activity held away from the exhibit hall if occurring during show hours. Off-site events held during show hours diminish the size and diffuse the quality of the audience that companies are exhibiting to see. Please plan to hold any events prior to or after show hours.
- Exhibiting companies who cancel their booth space and want to attend the show should cancel their hotel, meeting rooms and re-register as a 'Visitor.'

To protect our valued exhibitors and the investment you have made in participating in SEMICON West, SEMI rules strictly prohibit solicitation, "suitcasing" or "outboarding" by attendees who transact business at the show or in SEMICON West hotels and do not have exhibit booths. These practices are considered unethical and are condemned by Show Management.

WHAT TO LOOK FOR

Identifying potential "suitcasers" and "outboarders" is simple, given the nature of our event. Look for:

- Non-exhibitor attendees who appear to be initiating contact in aisles or in booths
- Any attendee who appears to be handing anything out in the aisles may be suitcasing, because as we all know, distribution of anything is restricted to exhibitor's booth space unless otherwise approved by SEMI.
- 'Outboarders' can be identified by their invitation (written or oral) to do business with them off site— if they don't have an exhibit booth, they are "outboarding."

WHAT CAN YOU DO

Please report any violations you may observe to SEMICON West Floor Manager, Show Management, other SEMI Staff or to SEMICON West security. Show Management will investigate all complaints of suitcasing.

Upon receipt of a complaint from an exhibitor, SEMI Show Management will review the complaint with the reporting party and if possible, observe the suspected suitcaser. Show Management will then address the issue directly with the subject of the complaint. If found to be valid, the complaint will be resolved by offering the suitcasing company the option of immediately purchasing booth space on the floor (if available) or surrendering the conference credentials and leaving the premises at once.

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

Exhibitors who do not honor this code of conduct could lose space assigning privileges in future SEMICON West expositions.



GENERAL RULES & REGULATIONS

ADA (AMERICAN WITH DISABILITIES ACT) ACCESSIBILITY

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, as reasonably accommodating as possible, to attendees with disabilities.

The exhibitor agrees that it is solely responsible for assuring that its displays comply with the ADA. The exhibitor also agrees to indemnify and hold SEMI harmless for any claims arising out of or in connection with the failure of the exhibitor's display to comply with the ADA.

ADA accessible shuttle buses are available during scheduled shuttle hours. Please request service at least 60 minutes in advance of desired pick-up time. To arrange for your transportation, please contact Show Management for further assistance.

AFTER HOURS PASSES

Exhibitors working on equipment and/or their display in their booth after posted hours must obtain an 'After Hours Pass' from the SEMI Show Management Office by 5:00pm each day. Exhibitors working past 12:00 midnight will be required to hire security to be present in their booth from 12:00 midnight until 8:00am (additional charges may apply for any requests to stay in the building after 12:00 midnight).

AISLES

"Freight-Free" aisles have been designated throughout all exhibit halls. "Freight-Free" means no ladders, crates, equipment (products), carpet, or exhibit materials are allowed in these designated aisles at any time during the installation or dismantle period.

ALCOHOLIC BEVERAGES

We recognize the legitimate serving of alcoholic beverages in the process of conducting business and social activities. We also recognize that the use and consumption of alcohol carries with it the requirement for all attendees to consume those beverages responsibly and in keeping with our professional code of ethics and conduct. The consumption of alcoholic beverages is prohibited during the installation and dismantle period for safety and liquor liability reasons. Exhibitors wishing to serve alcoholic beverages from their booth, may do so during show days only and must arrange this through the exclusive caterer, **Aventura Catering**.

ANIMALS

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

BACK WALL

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

Show Management has the authority to determine whether the appearance of the back walls are in compliance with the exposition Rules and Regulations. Show Management may issue violation notices to displays that do not



conform to the Rules and Regulations. If violations are not corrected in a timely manner, Show Management reserves the right to correct the display at the exhibitor's expense.

BACK WALL CLEARANCE

Storage behind back drape and pop-up structures is prohibited. The fire marshal requires that this area be always kept clear. This clearance is for access to electrical and utility outlets between the abutting back walls. Nitrogen cylinders, gas bottles, etc., are considered utility items and may be stored within the confines of the clearance area behind your booth only if they are properly contained and harnessed in compliance with the local fire agency and meet hazard regulations. If cylinders must be made secure by GES, a labor charge may be added. Per Fire Marshal regulations, absolutely no other items may be stored in this area at any time (including product, literature, empty crates and packing materials). Show Management will remove storage materials at the exhibitor's expense. Labels (empty stickers) to mark your boxes or cases for storage by GES during the exhibition days are available at the Exhibitor Service Center. GES also provides accessible storage during show hours. Exhibitors are responsible for any expenses incurred if any booth property must be moved in order to access this area.

BADGE CONTROL

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

BALLOONS/BLIMPS

Helium balloons are not permitted in PCC facilities. Air-filled balloons may be used for decoration, but any fees incurred for balloon retrieval will be charged to the exhibitor.

BOOTH CLEANING

GES has jurisdiction over all porter service. Exhibitors and/or Exhibitor Appointed Contractors (EACs) may clean, wipe down and vacuum their own booth space.

BOOTH DEMONSTRATIONS / OBSTRUCTION OF AISLES

Exhibitors may not conduct booth receptions, demonstrations or activities that result in the obstruction of aisles or prevent ready access to neighboring exhibitor booths. The use of demonstrations, gimmicks, mimes, robots, etc. in the aisles is prohibited at all times (unless it is a Show Management approved Event Marketing Opportunity). Displays must be confined within the exhibitor's contracted booth space and must not be designed to obstruct aisles 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. Special caution should be taken when demonstrating machinery or equipment that has moving parts, or any product that is otherwise potentially dangerous. Show Management reserves the right to evaluate the safety appropriateness and/or offensiveness of demonstrations.

BOOTH DESIGN/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 Rules & Regulations. 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. Masking drape, ordered by show management, will be required for all unfinished booths or end-cap booths (payment is the responsibility of Exhibitor). If you would like to make sure you are in compliance with the stipulated rules and regulations, please submit your booth layout (to include dimensions,



side and plan views) to Show Management using the Booth Approval Form and email to semiconwest@semi.org in writing 60 days prior to move-in.

BOOTH PERSONNEL

Booths must be continuously staffed during exhibit hours. With the exception of convenience help (such as receptionists or professional product demonstrators), booth personnel must be employees of the company, or its representatives. The appearance, dress and decorum of booth personnel must reflect good taste and be consistent with the quality standard of the exposition. Booth staff, including demonstrations, hosts and models are required to confine their activities within the exhibitor's contracted booth space.

CAMERAS/PHOTOGRAPHY/VIDEOTAPING/RECORDING

Show Management will allow cameras on the show floor; however general photographing of the exhibition is not allowed (other than by the official show photographer and official press). Media/press is required to obtain passes/stickers for their camera equipment from the Press Room. Exhibitors may take pictures within the show for purposes of company or annual reports, company media pieces, marketing materials, etc., but are allowed to photograph their booth ONLY. Under no circumstances will anyone be permitted to take pictures of an exhibitor's product without the permission of the exhibitor. Many products on display at SEMICON West are innovative, one-of-a-kind or prototype items. Exhibitors should immediately report any instance of inappropriate photographing of company products or displays to Floor Managers, Security and/or Show Management.

Members of the press, speakers, sponsors, and attendees who plan to film or videotape sessions must adhere to the following policies if you plan to use or do any of the following: equipment set-up and plug-in for camera operation, videotape or hard disk recorders, portable lighting, audio, and/or props. The only exception to all of this is you are a legitimate TV station or network.

Additional Guidelines

Interconnecting with existing audio or video recordings is prohibited. In other words, you may not obtain a direct feed from the AV technician in the session room you are attending.

Please note that press, speakers, exhibitors, and attendees found violating these guidelines will be asked to leave the event. Arrangements can be made to have your exhibit photographed during Show hours with the Exclusive Show Photographer. Videotaping of your product outside of exhibit hours must be approved in writing by Show Management. Written requests for videotaping must be submitted to Show Management at semiconwest@semi.org within 60 days prior to move-in. Note: Exhibitors must hire a security guard and labor to be present during videotaping.

CARPETING / FLOOR COVERING

Carpet is NOT included with the standard booth space unless you have contracted for a decorated booth package with Show Management. Carpeting is mandatory for all booth spaces. You may supply your own carpet or rent it from GES. Carpeting enhances your corporate image and continues the overall professional look of the exposition. All exhibits must have their ENTIRE booth space floor covered with carpeting or some other suitable product. It is also recommended that you protect your carpet during move-in days. All floor coverings must be fire retardant in compliance with local fire department regulations.

Show Management will carpet the aisles throughout the exhibit halls with a black color carpet. Aisle carpeting will not be provided in locations already covered with facility carpet.



CATERED FOOD

Dispensing of food and beverage is allowed from the booth for hospitality purposes. Please note that catering is an exclusive service of the facility, and exhibitors must arrange for ALL of their catering (including press conferences, meeting rooms and exhibit booths) through the exclusive caterer, *Aventura*.

CHILDREN

Children 12-17 years old are allowed on the exhibit floor only during exhibition hours provided they are accompanied by an adult. Each child must be registered and must wear their badge when on the Show floor. Children under 12 years old are not allowed on the exhibit floor at any time. Please share this policy with your employees to avoid uncomfortable situations onsite.

CO-EXHIBITORS

Co-Exhibitors are companies that are displayed within a Primary Exhibitor's booth. One Co-exhibitor is allowed per 100 SQFT of exhibit space. Primary Exhibitors must submit both Co-Exhibitor Application and Co-Exhibitor Fee Payment Form to Show Management 30 days prior to move-in to be recognized at SEMICON West. The primary Exhibitor **MUST** have the prominent identification in its entire contracted booth space. Contracted space **MUST** appear as one unified booth.

COMPRESSED AIR

Compressed air is an exclusive service and must be ordered through the exclusive contractor, Common Wealth. Portable Compressors are not allowed in the exhibitor's booth or utility aisles at any time.

COVERED EXHIBITS

Any booth designed to have an upper deck (two-story), covered booths or a single level booth with covered rooms or ceilings **MUST** notify Show Management and submit floorplans to the Phoenix Convention Center 60 days prior to move-in for an official approval. A copy of the plans and structural integrity must also be available onsite. Plans submitted to the Fire Marshal must have a currently valid engineer's wet stamp, which are routinely spot-checked for authenticity. If certificates of flame-retardancy are applicable, those must be included along with the submitted plans. If total area of covered booths exceeds 500 square feet, an overnight fire watch at an additional fee. This is the sole responsibility of the exhibitor and supplied and approved by the Phoenix Convention Center. Show Management reserves the right to invoice exhibiting companies after an event where appropriate.

CROSS-AISLE CONFIGURATIONS

Upon written approval from Show Management, cross-aisle carpet will be allowed to join exhibits for an additional charge. Requests, in writing, should be directed to Show Management at semiconwest@semi.org 60 days prior to move-in.

Regulations regarding cross-aisle carpets are:

- Written approval from Show Management
- Aisle carpet may not be laid until the official service contractor has granted permission. Aisle carpet must be pulled up immediately upon the close of the exhibition.
- Company logos/company identification is allowed on cross-aisle carpet.
- Carpet that is laid in the aisle must be the same color as the booth carpeting that it is connecting. The charge for cross-aisle carpet (minimum of 2 booths across from 2 booths) is 25% of the cost of total square feet/square meter of aisle space utilized.
- A fee of the standard rate for booth space will be applied if carpet is placed in the aisle between two island booths resulting in the appearance of one large island booth. This area is fully useable by the exhibiting company.



- Equipment or booth display properties are not allowed in the aisle at any time. Cross-aisle headers, banners and cross-aisle trusses are not allowed at any time.
- Show Management reserves the right to invoice exhibiting companies after an event if either one of the above conditions are found to exist at show site without prior Show Management notification.

DEFAULT IN OCCUPANCY

Any exhibitor failing to occupy contracted booth 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 by 6:00pm the day before the show. Failure to do so will be considered a cancellation, unless Show Management has been notified and approved otherwise. Show Management may repossess unoccupied for such purposes as it may see fit. Cancellation of space prior to the event or by failing to occupy the contracted booth space may cause exhibitor to lose priority for exhibit space in the future events.

EARLY BREAK DOWN

Exhibitors understand that late set-up and early tear-down of exhibits is prohibited. Exhibitors who violate this term of the agreement will incur a \$500 fee.

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.

ENGINEERING CERTIFICATION

Any booth structure exceeding 16 feet in height is required to have an engineering certification stamp/seal on their booth plans. This plan must be in your booth and available for review by the Fire Marshal and/or Show Management at all times.

EXHIBITOR APPOINTED CONTRACTORS (EACs)

An EAC is a company or person, other than the official contractor, that the exhibitor appoints to provide services on the show floor during the installation and dismantle periods, and/or show days. You, as the exhibiting company, are required and responsible for advising Show Management of the company name, address, and the contact name of your "non-official" contractor (EAC). Note that all EACs MUST comply with the criteria set forth in the Exhibitor Services Manual, and the exhibitor is responsible for the actions of their EAC. EACs and Exhibitors cannot bring in their own equipment (forklift, etc.). EAC information can be submitted through the GES Exhibitor Ordering System.

FALSE CEILINGS / CANOPIES

Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space are allowed to do so if the ceiling and its support structure do not violate the intent of the height or depth regulation. Water penetrable materials must be used in false ceilings and must conform to the local fire code. Impenetrable materials are forbidden due to the potential fire and safety risks. If the total area of covered booths exceed 500 square feet, an overnight fire watch is required at an additional charge. This is the sole responsibility of the exhibitor and supplied and approved by the Phoenix Convention Center. Please be sure to submit your booth plans 60 days prior to move-in for Phoenix Convention Center approval. Show Management reserves the right to invoice exhibiting companies after an event where appropriate.

FLOOR PORTS

Floor (utility) ports are placed strategically throughout the exhibit halls and are indicated on the floor plans. All electrical, phone, air and water services will be accessed from the floor ports, as well as from other areas. The floor port in your area may service your exhibit as well as neighboring booths. Please keep this in mind when designing



your booth as they may require modifications to your exhibit structure (specifically peninsula, grand peninsula, block, and island displays).

GIVEAWAYS/HANDOUTS

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

Exhibitors, by signing exhibit contract, agree to limit distribution of collateral, giveaways, prizes, beverages, etc. to confines of contracted booth area (unless it is a Show Management approved Event Marketing Opportunity). Distribution of goods or materials, both inside or outside Phoenix Convention Center, is in violation of exhibit rules and may result in the loss of priority points or approval to exhibit the following year.

HANGING SIGNS

Hanging signs are defined as signage that is suspended from the facility ceiling, directly over the contracted Peninsula (4 booths or more) or island booth space. Hanging sign cannot exceed the perimeter of the booth boundary. Refer to PCC Hanging Sign Rules for more detailed information.

HALL ACCESS RESTRICTIONS

The halls will be cleared of all personnel approximately 30 minutes after the exhibition closes each day. The only exceptions will be with written permission in an "After Hours Pass" that can be obtained from the Show Management Office on-site by 5:00pm each day. See 'After Hours Passes' for more details.

INFLATABLE EXHIBITS

Exhibits which inflate with air are allowed on the show floor provided they ARE NOT filled with helium and are adequately secured. All inflatable exhibits require advance approval from Show Management. Please contact to Show Management at semiconwest@semi.org 60 days prior to move-in.

INSURANCE

Exhibitor, at its sole cost and expense, will insure its and its co-exhibitor's (if any) activities and equipment used in connection with the event and will obtain, keep in force, and maintain the following insurance: Commercial Form General Liability Insurance (contractual liability included) and errors and omissions in each case in the amount of \$1,000,000. If the above insurance is written on a claims-made form, it will continue for two (2) years following the Event. Such coverage and limits will not in any way limit the liability of Exhibitor.

Upon request, Exhibitor will furnish SEMI with certificates of insurance evidencing compliance with all requirements, and Exhibitor will promptly notify SEMI of any material modification of the insurance policies. Such certificates will provide for thirty (30) days' advance written notice to SEMI of any cancellation of insurance policies; indicate that SEMI has been endorsed as an additional insured under such coverage; and include a provision that the coverage will be primary and will not participate with, nor will be excess over, any valid and collectable insurance or program of self-insurance maintained by SEMI.

In addition to the requirements set forth above, Exhibitor agrees to comply with any additional or greater insurance coverage obligations set forth in the Exhibitor Services Manual applicable to Exhibitor, co-exhibitor or any of their agents, contractors, employees, or representatives.

LIGHTING

Overstatement in lighting design is to be avoided. Annoying devices such as the use of flashing, rotating, or blinking lights (strobe, beacons, etc.) in an exhibit is strictly prohibited. All lighting effects (including 'gobos') must be



contained within the boundaries of the booth and may not be projected into the aisles, other exhibits or onto the ceilings surrounding the booth space without prior approval from Show Management. Lighting which is potentially harmful, such as lasers or ultraviolet lighting should comply with facility rules and also be approved by Show Management. Questions should be directed to Show Management at semiconwest@semi.org 60 days prior to move-in.

LINE OF SITE

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed with specific insight on how to implement Line-of-Sight Regulations as outlined in this document.

MATERIAL HANDLING

Material Handling (also known as Drayage) is the movement of freight material from the loading dock to the booth space. It also includes the unloading of exhibit material, storage of exhibit materials in the warehouse for 30 days prior to show site, the handling of empty containers on the show floor, and the removal of exhibit materials from the booth for reloading onto the outbound carriers at the close of the show.

Material Handling should not be confused with the cost to transport your exhibit material to and from the convention center or exposition. While often times the cost of moving materials from the dock to the booth is often included in the overall shipping costs/quotations when exhibiting in other countries outside the United States, Material Handling is billed as a separate charge here in the United States.

Phoenix International Alliance of Theatrical and Stage Employees (IATSE) Union jurisdiction prevails over the operation of all material handling equipment, unloading, reloading, and handling of empty containers. Go to Expresso to estimate your material handling charges for you! Log on to [Expresso by GES](#) and click on 'Estimate My Material Handling Costs'.

MERCHANDISE / EQUIPMENT PASS

Any equipment or merchandise that is to be removed from the exhibit hall during show hours (this does not include briefcases or toolboxes) must be accompanied by a Merchandise/Equipment Pass to protect all exhibitors. This pass may be obtained from the Security office onsite.

MOVE-IN / INSTALLATION OF EXHIBIT

Please note that SEMICON West uses targeted move-in dates and times to ensure a smooth move-in. Requests to move-in prior to the assigned targeted date/time may not be granted. Refer to the targeted floor plans for specific information.

Extended hours for move-in (before 8:00am and after 8:00pm) must be requested on-site at the Show Management Office no later than 5:00pm each day (see After Hours Passes). All crates must be tagged and ready for removal by 10:00am on Monday, October 6. Move-in and installation must be completed by 6:00pm on Monday, October 6 unless otherwise stated. Exhibitors will not be allowed to move in or install displays after this time. For those exhibits not set up by the deadline and that do not have a prior variance, Show Management reserves the right to "force" installation or to remove displays/material from the exhibit floor at the exhibitor's expense. Exhibitors who do not meet the installation deadline may forfeit the use of their booth space in subsequent expositions.

MOVE-OUT/ DISMANTLE OF EXHIBIT

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. All exhibit materials must be fully dismantled and packed no later than noon on Saturday, October 11.

Failure to entirely dismantle an exhibit will result in labor and debris removal fees charged to the exhibitor. Exhibitors shall also be liable for all storage and handling charges resulting from failure to remove crated and/or packed materials from the exhibition hall before the conclusion of the dismantling period.

Exhibitors wishing to ship items via a Courier Service (such as FedEx, UPS, etc.), must make arrangements through GES (Outbound Shipping Order form) or Phoenix Convention Center Business Center (UPS only). The Courier will not have access to Phoenix Convention Center property to retrieve your items should you not go through either of these channels.

NOISE AND ODORS

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

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

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

OBSTRUCTION OF AISLES/BOOTH DEMONSTRATIONS

Exhibitors may not conduct demonstrations or activities that result in excessive obstruction of aisles or prevent ready access to neighboring exhibitors' booths. Demonstrations are to be straightforward, professional, and relative to the displayed product. The use of demonstrators, gimmicks, mimes, magicians, robots, etc., in the aisles is prohibited at all times. Products or demonstrations must be placed inside the booth boundaries and must not result in aisles being blocked. Equipment and/or furniture may not be in the aisle at any time. Special caution should be taken when demonstrating machinery or equipment that has moving parts, or any product that is otherwise potentially dangerous. All demonstrations should be conducted by qualified personnel. Show Management reserves the right to evaluate the safety appropriateness and/or offensiveness of demonstrations.

OFF-SITE EVENTS

It is requested that exhibitors not advertise or promote any off-site/outside activity held away from the exhibit hall if occurring during exhibit hours. Off-site events held during show hours diminish the size and diffuse the quality of the audience that companies are exhibiting to see. Please plan to hold any events prior to or after Show hours.

OUTBOARDING

"Outboarding" refers to non-exhibiting companies that set up exhibits or events at offsite locations, hotel hospitality suites or restaurants, and encourage SEMICON West attendees to leave the show floor. ANY COMPANY WHO WISHES TO HAVE A FUNCTION OUTSIDE OF SEMICON WEST MUST HAVE A MINIMUM OF 10'X10' BOOTH SPACE OR SPEND MORE THAN \$80,000 IN SPONSORSHIP OPPORTUNITIES AT SEMICON WEST. For more information, contact Shane Poblete at spoblete@semi.org.



OUTSIDE PROMOTION

Exhibitors, by signing exhibit contract, agree to limit distribution of collateral, giveaways, prizes, beverages, etc. to confines of contracted booth area (unless it is a Show Management approved Event Marketing Opportunity). Distribution of goods or materials, both inside or outside Phoenix Convention Center, is in violation of exhibit rules and may result in the loss of priority points or approval to exhibit the following year.

Exhibitors should also be aware that the City of Phoenix will enforce city ordinances governing the obstruction of sidewalks and excessive noise levels in and around Phoenix Convention Center during the event. Violation of these ordinances is punishable by law. Exhibitors will be responsible for any violations of these ordinances.

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.

RESELLING / USE OF SPACE

The contracting exhibitor is primarily liable for all financial and performance at any time. The exhibitor may not assign, sublet, or resell, in whole or in part, their contracted booth space. Exhibitors wishing to display with a co-exhibiting company must submit a Co-Exhibitor Application to Show Management. See 'Co- Exhibitors' for more information.

SCAFFOLDING

Exhibitors planning for the use of scaffolding for any aspect of exhibit installation or dismantle should supply their request in advance to Show Management and the General Services Contractor (GES). All requests are subject to approval by Show Management and GES and must include information on the following 60 days prior to move-in:

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

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

SECURITY, GENERAL

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

SIGNAGE

See the Graphics Section for the Rules and Regulations on your signage.

SMOKING POLICY

Smoking is not allowed within any of the exhibit halls, meeting rooms or public lobby areas. San Francisco laws prevent smoking within 25 feet of building entrances. Advertising of cigarettes and tobacco products is prohibited in Phoenix Convention Center. The use of any cigarette or tobacco product name in promotion or product is prohibited.



SOLICITING EMPLOYMENT

Exhibitors are not allowed to advertise or solicit employment opportunities outside of their booth unless approved by Show Management.

SOLICITING PARTICIPANTS

The primary purpose of a trade show is to create a valuable, informative experience for the visitors and showcase your company's products or services. Therefore, solicitation of exhibitors and visitors is prohibited and must remain in the confines of the contracted booth area.

STORAGE

Facility fire regulations prohibit storing products, literature, empty crates or packing materials behind the booth boundary lines. This clearance is for access to electrical and utility outlets and may not be blocked at any time. Exhibitors requiring accessible storage during show hours may arrange this with GES.

SUITCASING

"Suitcasing" refers to those non-exhibiting companies or persons who go to shows as an attendee but "work the aisles" from their suitcase (briefcase) and solicit business in the aisles or lobby area. Only contracted Exhibitors are permitted to promote their products, services or company at the Show. Unless a marketing opportunity (i.e. sponsorship, showcase, Exhibitor-presented seminar, etc.) has been contracted by the exhibitor through Show Management, all company promotion and product sampling must occur within the contracted booth space. This includes, but is not limited to "roaming" characters, handing out flyers, approaching Exhibitor booths to sell products, and leaving and/or distributing product information in public spaces and show floor aisles. Any "suit-casers" observed by both attendees and exhibitors should be reported to the Show Management immediately.

TIPPING

Show Management requests your cooperation in refraining from the issuing of tips or additional payments. Any demands for such payments should be reported to Show Management.

TRUSSES

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

- Trusses must be within the booth perimeter on all sides.
- Trusses must adhere to the height limit restrictions.
- The truss must be hung prior to the first day of move-in.
- Booth plans, showing the lighting truss, MUST be approved by Show Management 60 days prior to move-in. Please send plans to Show Management at semiconwest@semi.org.
- If there are any complaints from neighboring exhibitors regarding the lighting hung from a truss, you will be required to adjust or turn off the lights.
- Contact AV Concepts to arrange the installation/dismantle of the truss and the procedures necessary to hang them.

TWO STORY EXHIBITS

Any booth designed to have an upper deck (two-story), covered booths or a single level booth with covered rooms or ceilings MUST notify Show Management and submit floorplans to the Phoenix Convention Center 60 days prior to move-in for an official approval. A copy of the plans and structural integrity must also be available onsite. Plans submitted to the Fire Marshal must have a currently valid engineer's wet stamp, which are routinely spot-checked for authenticity. If certificates of flame-retardancy are applicable, those must be included along with the submitted plans. If total area of covered booths exceeds 500 square feet, an overnight fire watch is required at an additional charge. This is the sole responsibility of the exhibitor and supplied and approved by the Phoenix Convention Center. Show



Management reserves the right to invoice exhibiting companies after an event where appropriate. Refer to the 'Two Story' Rules and Regulations for more detailed information.

UNION REGULATIONS

GES has a friendly, skilled, quality conscious and productive labor force in Phoenix. GES Phoenix is in partnership with the International Alliance of Theatrical and Stage Employees (IATSE). Members of this union claim jurisdiction over all set up and dismantling of exhibits, furniture installation, pipe and drape, hanging of signs and laying of floor coverings. In addition to utilizing the service of the Official Contractor, exhibitors may use fulltime company personnel to assist in certain aspects of display erection. The services of outside display houses can be utilized as long as they comply with notification, safety and insurance provisions. AZ is a "right to work" state. However, union labor is required for certain aspects of your exhibit handling; the following is a description of the work rules and an outline of jurisdiction.

Union stewards will be on-site overseeing installation and dismantle. If you are unable to meet the above criteria, you **MUST** use union personnel supplied by the official General Services Contractor.

If union jurisdictions are not followed, Show Management may be forced to close down the exhibit. Violators of union jurisdictions are jeopardizing the execution of the entire show.

VEHICLES

Vehicles are permitted in exhibit hall areas strictly for purposes of loading and unloading freight. Delivery of any exhibit materials required for the installation and dismantle period must be cleared through the General Services Contractor (GES). Unless the vehicle represents an integral part of a display, vehicles may not remain parked in the exhibit halls. Display vehicles must conform to State and City fire codes as it pertains to fuel tanks and battery connections. Refer to the GES Fire Safety Regulations.

To obtain approval, the exhibitor shall submit in writing:

- The nature of the process or equipment to be used.
- The quantity of restricted materials to be used.
- Provisions that will be made to provide fire suppression or other life safety measures.

This request must be submitted in writing to Show Management at semiconwest@semi.org 60days prior to move-in. It will then be given to the Phoenix Convention Center Fire Marshal who will approve or reject the request. If a San Francisco Fire Department permit is required, instruction for applying will be stated.

RESELLING / USE OF SPACE

The contracting exhibitor is primarily liable for all financial and performance at any time. The exhibitor may not assign, sublet, or resell, in whole or in part, their contracted booth space. Exhibitors wishing to display with a co-exhibiting company must submit a Co-Exhibitor Application to Show Management. See 'Co- Exhibitors' for more information.

LINE OF SITE RULES & REGULATIONS

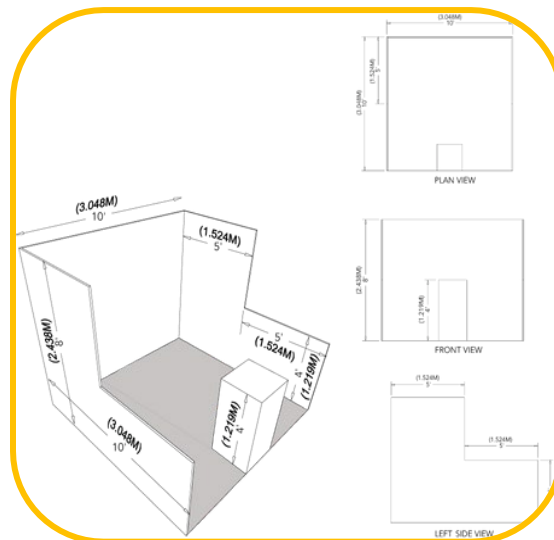
SEMICON West has Height Limits & Line-of-Site Rules that are strictly enforced. Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of- Sight Regulations.

Linear Booth

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

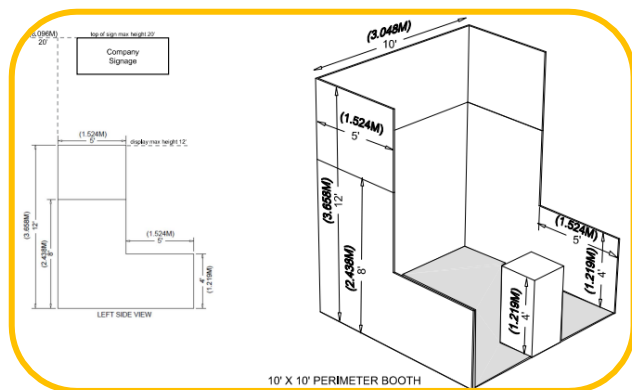
Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified to prevent display materials from imposing on neighboring exhibits behind the back wall.



Corner Booth

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.



PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs up to an outside wall of the exhibit facility rather than another booth.

Dimensions & Use of Space

All guidelines of Linear Booth Apply except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).

NOTE

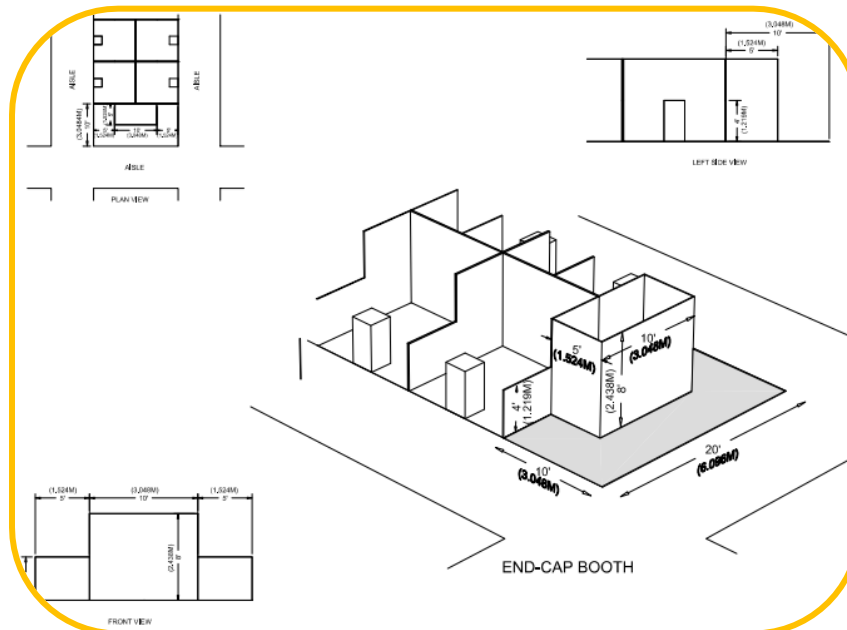
Refer to your contract to if your booth is a “raw” booth or “pipe and drape package” booth. Exhibitors are required to adhere to Union Guidelines. No overhead hanging signs allowed. Exhibitors are required to carpet their booth area.

End-cap Booth

An End-cap configuration is essentially a Linear Booth placed in the position of a Peninsula or Split Island.

Dimensions and Use of Space

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum backwall height allowed is 8ft (2.33m) and maximum backwall width allowed is 10ft (3.05m) at the center of the backwall with maximum 5ft (1.52m) height on the two side aisles. Within 5ft of the two side aisles, the maximum height for any display materials is 4ft. The backside of display walls should be clean with no logos or branding. Hanging signs are prohibited.

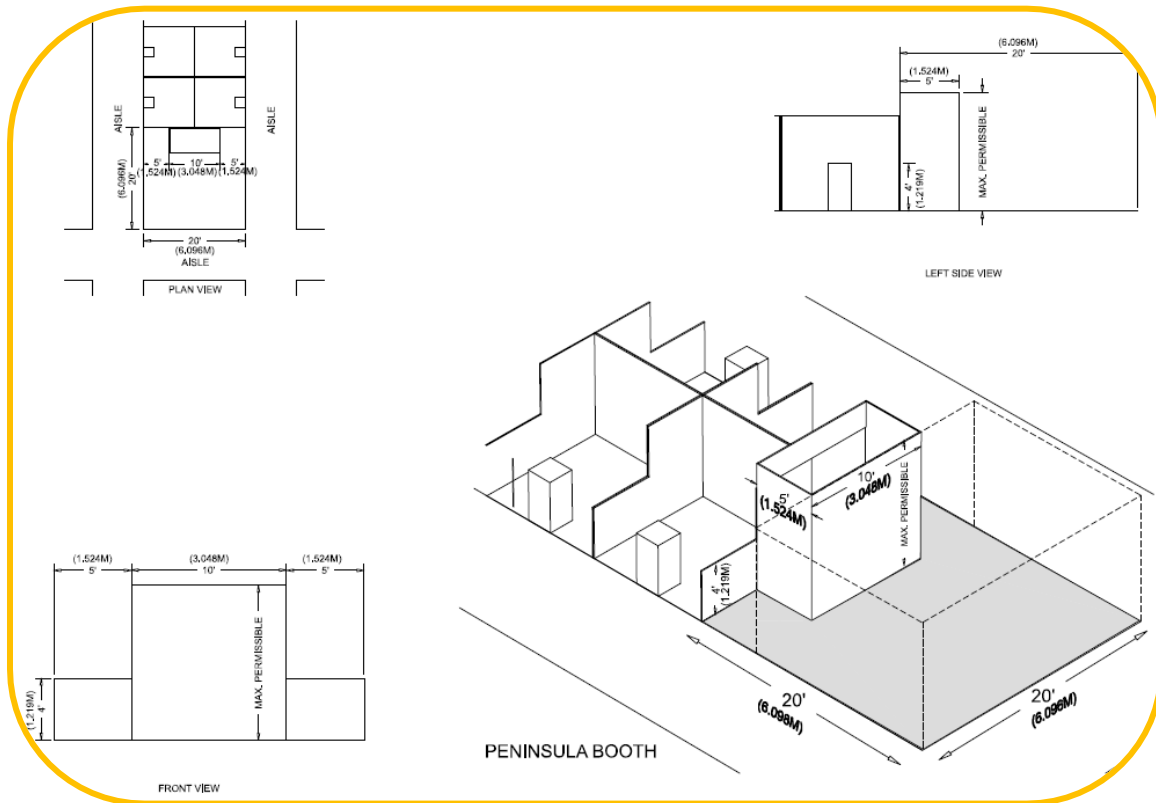


Peninsula Booth

A Peninsula Booth is exposed to aisles on three sides. There are (2) types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth which is referred to as a "Split Island".

Dimensions

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Maximum height range allowance is 16ft (4.88m), including signage for the center portion of the back wall. **Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.**

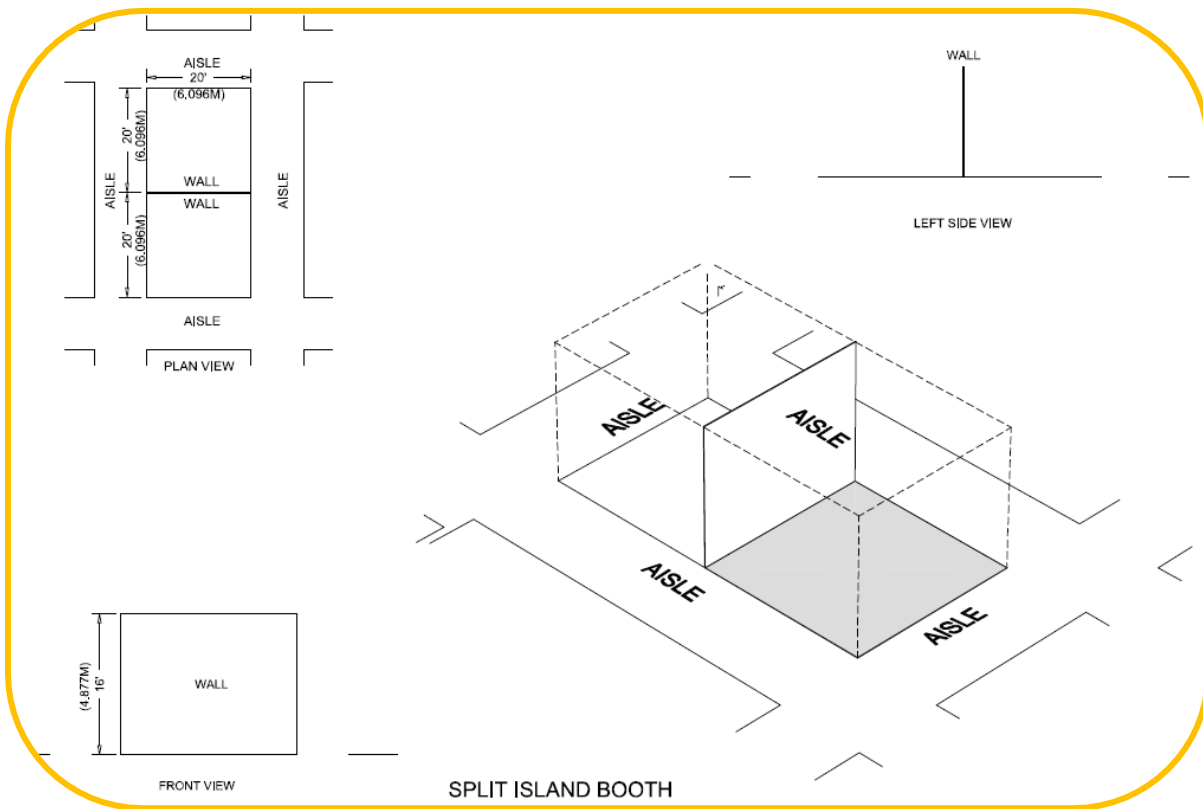


Split Island Booth

Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.

Dimensions and Use of Space

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. The maximum height range allowance is 20ft (6.10m), including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. **Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.**

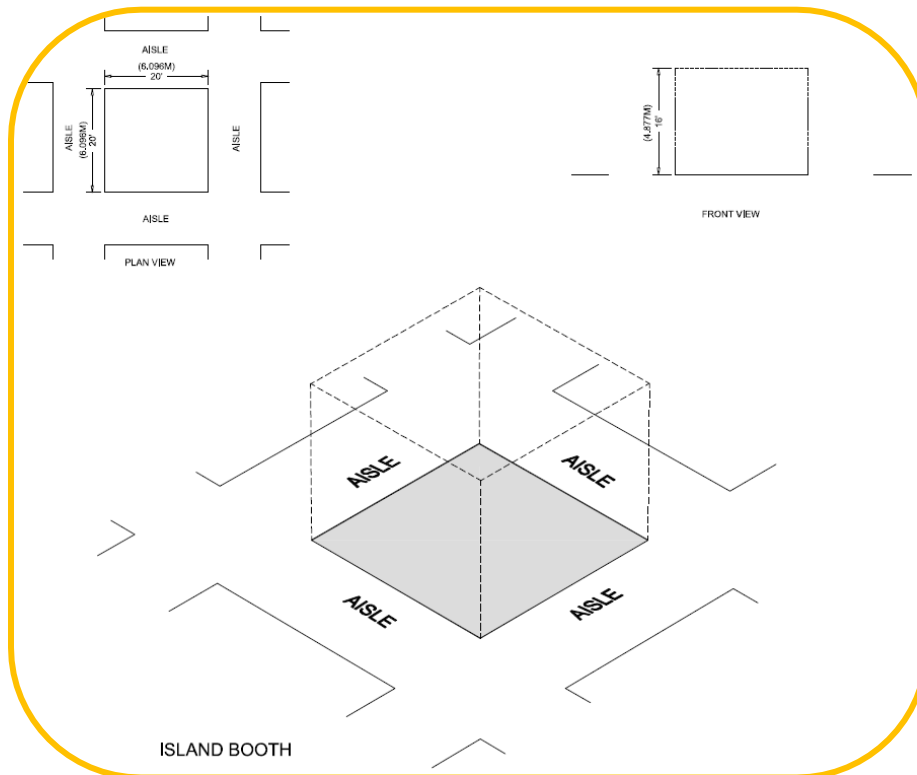


Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it can be configured differently. The entire cubic content of the space may be used up to the maximum allowable height, 20ft (6.10m), including signage.



Additional Information

- Exhibitors are required to adhere to Union Guidelines. Overhead signs are allowed (See hanging signs regulations).
- SEMICON West recommends that exhibitors contact GES to request a cost estimate for hanging signs.
- Any booth structure exceeding 16 feet in height is required to have an engineering certification stamp/seal on their booth plans. This plan must be in your booth and available for review by the Fire Marshal and or Show Management at all times.
- Machinery, equipment, or products cannot be shown on a raised/built-up platform or counter if they interfere with height limitations.



BOOTH APPROVAL PROCEDURE

It is the responsibility of the primary exhibiting company or their appointed designated contractor (EAC) to conform to all display rules and regulations and building requirements stipulated.

The primary Exhibitor **MUST** have the prominent identification in its entire contracted booth space. Contracted space **MUST** appear as one unified booth.

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open.

Booth configurations cannot be designed to obstruct the view of nearby exits or doorways.

Please take your exhibiting neighbors into consideration when positioning hanging signs and exhibit structures that could impede or obstruct lines of sight to them. Your thoughtful planning will make the show a better experience for you, attendees navigating around the halls and other exhibitors. See Booth Regulations for more information.

It is mandatory for booth plans to be approved prior to move-in using the appropriate booth approval form. **Booth plans should be submitted for approval by August 12, 2025.**

- Booths should be sent to SEMI Show Management at semiconwest@semi.org.
- Side, overview and 3-dimensional perspectives are recommended.
- The booth layout does not have to be professionally made; however, it **MUST** include the following information:
 - Indicate the height, width and length measurements of all panels, towers, headers, backwalls and side returns.
 - Indicate if it is a 2 story or covered booth.

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 Rules & Regulations. This may require the replacement, rearrangement or redecoration of any item or of any booth. Displays that do not conform to the rules and regulations set forth by Show Management and Phoenix Convention Center Center on-site will receive a violation notice. Violations must be corrected by 6:00pm, Monday, July 8 or Show Management may make necessary changes at the exhibitor's expense.



HANGING SIGNS & RIGGING

Phoenix Convention Center Rigging Policy

- AV Concepts Inc. is the exclusive rigging contractor for the Phoenix Convention Center (“motors up” facility).
- All rigging labor, chain hoists, and rigging hardware (motor up) will be provided by AV Concepts and quoted at prevailing rates.
- All rigging diagrams must be approved by AV Concepts no later than 3 business days prior to load-in. Acceptable file formats: DWG or VWX. PDFs may be included for reference but are not a valid format for submission approval. If drafting services are required to produce a DWG or VWX file, this will be billed at a Project Manager (PM) hourly rate and made available for the Licensee to submit.
- All rigging drawings must include, but not limited to including:
 - Drawn in current (DWG/VWX) building/space shell as available on the Phoenix Convention Center website
 - All load factors
 - Equipment details (this can be supplied as a callout in the drawing or in a separate spreadsheet):
 - Manufacturer, Model, Weight and the Total Quantity
 - Equipment counts and positions on rigging plot (Truss line)
 - Callouts of cable picks or drops
 - Location of pick-up points
 - All diagrams must include the load imposed on each point and the total load of each individual structure to be hung (point load calculations) in order to be considered for approval
- A written request and drawing for rigging shall be submitted via our web portal no less than three (3) months prior to the lease period. Final Drawing meeting all requirements for heavy or theatrical rigging submitted less than twenty-one (21) days before move-in may incur additional charges.
- Requests and approvals for rigging services received within 3 business days of load-in will incur additional fees or may be denied. (Fees will be 20% of the total rigging invoice)
- If after review of the proposed rigging requires the services of a registered engineer, such expense shall be the sole responsibility of the Licensee.
- An estimate for rigging cannot be completed until a current rigging drawing has been submitted and approved.
- The first rigging submission submitted more than 22 days out from load-in will be free of charge. Each resubmission after that or submission 21 days or less from load-in will be charged at a minimum of 2 hours of a Rigging Supervisors time.
- The number of rigging crew members required on a call will be determined by AV Concepts based on the motor count, scope, and a Licensee provided production schedule for the event.
 - Minimum Rigging call for heavy production and theatrical rigging will consist of 1x High Rigger, 2x Lower Rigger, 1x appropriate Lift on a 5-hour call.
- Requests to fly “non-standard” items due to physical characteristics, weight, rigging apparatus or lack thereof, etc. must receive written permission/approval from AV Concepts and the Phoenix Convention Center.
- Exceedingly large rigs that support abnormal loads, or non-uniform distribution of weight or hardware, may require (at the Licensee expense) plans that have been approved and stamped by a licensed engineer selected by the Phoenix Convention Center. Approved plans must be on file no later than three business days in advance of load-in.
- Once approved, any diagram that is altered must be re-submitted for approval and stamped accordingly.
- All rigging and/or hanging requests must be submitted in writing to AV Concepts 3 business days prior to event load-in.



- During the period of occupancy, the Licensee of the facility is ultimately responsible for any damage, injury, etc., that occurs due to the hanging or attachment of items to the facility itself or to facility-owned equipment by any exhibitor, contractor, subcontractor, representative, agent, etc.
- When the South Ballroom Stage and Fly system is requested, a “South Ballroom Supervisor” will need to be present and in service during the entirety of the time the space is occupied

AV Concepts On-Site Practice

- Rigging from any lighting fixtures, plumbing or sprinkler fixtures, electrical conduit, air ducts or any support mechanism is strictly prohibited.
- “Dead Hangs” must fall within prescribed weight and dimension limits. Items at or above 100lbs and/or over 10’ in length/diameter must be approved prior to any direct attachment to the building. This rigging must be undertaken by AV Concepts.
- Cable runs that consist of three or more socapex runs and are ten feet or more extending away from the rig must use a cable bridge and/or motors.
- It is strictly prohibited to add additional weight to flown equipment after AV Concepts’ riggers leave the call.
- Written permission from the Phoenix Convention Center must be obtained before any person may be suspended walk/climb upon any point or supporting structure attached to the building via rigging points. All such activities must be in accordance with OSHA regulations.
- Any heavy production and theatrical rigging (Exclude rigging on the installed Fly system in South Ballroom) will require AV Concepts to supply a minimum of 1x Lift of appropriate size for the exclusive use of rigging by AV Concepts for the complete duration that any rigging is attached to the structure and/or build.
- Motor controllers may only be operated by an AV Concepts supplied rigger (riggers shall remain on the call until all flown equipment is finalized at trim height and made safe).
- Any weight (equipment/object load) exceeding the pre-approved limits is subject to removal at the Licensee expense.
- Air wall hangers must be provided by the Phoenix Convention Center or AV Concepts (see below for guidelines and restrictions) and can only be rigged by AV Concepts.
- Floor supported structures over 20’ high must be tethered and meet all safety guidelines as outlined by the facility.

Rigging Equipment Guidelines

- AV Concepts chain motors maintain a certificate of unit test based on the manufacturer’s guidelines and ASME’s standard for overhead hoist, ASME B30.16d-1997.
- If Truss is not supplied by AV Concepts, it is subject to inspection and approved by AV Concepts rigging crew before use. Failure of inspection is at the sole expense of the Licensee.
- All equipment and materials flown must pass ANSI guidelines and be approved.
- All lifts must be in good working order and adhere to facility/industry guidelines for indoor use. Certified operators are required where applicable.
- All lifts used on carpeted surfaces require the use of 6-mil Visqueen. No wrapping tires or “diapers” for the body of the lift will be allowed.
- A steel “safety” is required on each individual item suspended with a nylon sling. GACflex slings are exempt.
- All nuts and bolts used overhead must be rated and all overhead hardware (eyebolt, etc.) must be forged unless approved by AV Concepts.



Banner & Signage

- All signs, banners, and decorations flown in ballrooms, exhibition halls, lobbies, atriums or on external building structures must be inspected by an AV Concepts rigging team member. Inspection fees will apply.
- Banner placement inside or outside of ballrooms and or meeting rooms must be approved in advance through the Phoenix Convention Center.
- Signs may not obstruct sprinkler heads and must have a clearance of no less than 18 inches.
- All signs must meet Fire Marshal guidelines.
- Signs that may injure, mar or deface any permanent building structures may not be attached by any means including nails, hooks, adhesive fasteners, staples, tacks, or screws.
- Signs may be posted on billboards, easels or other means of display.
- The hanging of pictures, banners or any other items on walls, mirrors, railings or draperies, requires the approval of the Phoenix Convention Center.
- At no time, will any item be attached to the ceiling grid, ceiling tile or to a false ceiling of the Phoenix Convention Center facility except by equipment specifically designed for this particular application and only with the prior approval.
- To assure no damage occurs to painted surfaces, all beam structures or other painted structures are to be covered with a protective material before wire, cable, etc., may be attached or placed around or over them.
- Whatever is used to hang signage must be removed with the sign. No wires, ropes, etc., shall be left behind. All items must be completely removed before the end of the lease period. Removal of any items left will be billed back at current market rates to the Licensee.



COVERED EXHIBITS

Exhibitors intending to have an upper deck (two-story), covered booths or a single level booth with covered rooms or ceilings MUST notify Show Management and submit floorplans for Fire Marshal approval by August 7, 2025. A copy of the plans and structural integrity must also be available onsite. Plans submitted to the Phoenix Convention Center Fire Marshal must have a currently valid engineer's wet-stamp, which are routinely spot-checked for authenticity. If certificates of flame-retardancy are applicable, those must be included along with the submitted plans.

Please note the criteria below:

- Two story exhibits are allowed for island configurations only.
- A certified professional engineer must approve structure before they are submitted. A professional stamp must be on the plans submitted. The engineer can be certified from any state or any international government.
- All areas, including storage areas, under the second story must be equipped with a UL-approved, battery-operated smoke detector attached to the ceiling or under structure.
- A 2A10BC extinguisher is required on each level. The fire extinguishers must be easily available and unobstructed from view.
- If total area of covered booths exceed 500 square feet, an overnight fire watch is required at \$75 per hour. This is the responsibility of the exhibitor and supplied and approved by the Phoenix Convention Center Fire Marshal.
- If the occupancy load is 9 persons or less, one exit is sufficient. If occupancy load is more than 9 persons, two means of exiting are required (Section 10 of the California Fire Code).
- There is a restriction as to the number of two-story exhibits allowed in each hall. The area in question must be approved first by the Fire Marshal.
- Any second level over 20x20 feet (6m x 6m) may not be approved if it is determined it will negatively affect the overhead sprinklers for fire prevention.
- Occupancy load is 10 people per 10x15 feet.
- Railing or side of second story must be at least 42 inches high. Second (upper) level cannot have a ceiling.
- Minimum ceiling height of ground level is 8 feet / 3 meters.
- Maximum height of flooring of second story is 12 feet from base of first story.
- Height limitation for entire structure is 20 feet with at least a three foot distance from the archways or ceiling. Check with Show Management regarding the arches in the building.
- Staircase can be circular, but not spiral or winding and must have tread all the way around. The staircase also must be at least 3 feet in width and have a handrail on at least one side. If any deck is designated to hold over 10 people a second staircase is required for emergency evacuations.
- Wood must be flame resistant or treated.
- Exhibitors may not hook into the Phoenix Convention Center sprinkler system.
- Second level is for meeting space only – NO EQUIPMENT.



EXHIBITION RESPONSIBILITIES & LIABILITIES

1. Amendments / General Supervision

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

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 YOUREXHIBIT SPACE APPLICATION/CONTRACT FOR ADDITIONAL RULES AND REGULATIONS.

2. Default in Occupancy

Any exhibitor failing to occupy contracted space is not relieved of the payment of the full rental of such space. All display systems and equipment/products must be installed and complete by 6:00pm on Monday, July 8. Unoccupied space may be repossessed by Show Management for such purpose as it may see fit. Cancellation of space prior to the exposition or by failing to occupy the contracted space will cause exhibitor to lose priority for exhibit space in future expositions.

3. Exhibitor Liability

The exhibitor assumes full financial liability for damage to the facility, rental properties 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. The exhibitor may also not nail, drill, or permanently adhere items when contracting for hard wall booths.

In the event any part of the exhibit hall is destroyed or damaged so as to prevent Show Management from permitting an exhibitor to occupy assigned space during any part or the whole exhibition period; or, in the event occupation of assigned space during any part or the whole exhibition period is prevented by strike, Acts of God, national emergency, or other cause beyond the control of Show Management, the exhibitor hereby waives any claim against Show Management 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 Show Management.

In addition to the Rules and Regulations listed on the back of the exhibit space application/contract, the SEMICON West 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.

4. Limitation of Liability / Insurance

Exhibitor, at its sole cost and expense, will insure its and its co-exhibitor's (if any) activities and equipment used in connection with the event and will obtain, keep in force, and maintain the following insurance: Commercial Form General Liability Insurance (contractual liability included) and errors and omissions in each case in the amount of \$1,000,000. If the above insurance is written on a claim-made form, it will continue for two (2) years following the Event. Such coverage and limits will not in any way limit the liability of Exhibitor.



Upon the execution of the Contract and with written request, Exhibitor will furnish SEMI with certificates of insurance evidencing compliance with all requirements, and Exhibitor will promptly notify SEMI of any material modification of the insurance policies. Such certificates will provide for thirty (30) days' advance written notice to SEMI of any cancellation of insurance policies; indicate that SEMI has been endorsed as an additional insured under such coverage; and include a provision that the coverage will be primary and will not participate with, nor will be excess over, any valid and collectable insurance or program of self-insurance maintained by SEMI. In addition to the requirements set forth above, Exhibitor agrees to comply with any additional or greater insurance coverage obligations set forth in the Exhibitor Services Manual applicable to Exhibitor, co-exhibitor or any of their agents, contractors, employees, or representatives.

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.

Contracted exhibit space must appear as one unified booth. All booths must be staffed during exhibition hours.

6. Violations & Penalties

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 Show Management all moneys paid or due.

Upon evidence of substantial violation, Show Management 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 Show Management may thereby incur.

It is to your advantage to contact Show Management prior to arriving on-site with any questions.

7. General Security

Show Management will provide general perimeter exhibit security in the facility during the move-in, exhibit and move-out days; however, the primary responsibility for safeguarding your exhibit and merchandise is yours. Remember that the move-in and move-out periods are particularly sensitive times when thefts (especially handbags and laptop computers) are most likely to occur. Do not leave your booth unattended during those times.

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

8. Badges

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



9. Theft / Damages

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

While Show Management will exercise reasonable care in safeguarding your property, neither Show Management, the facility, the security contractor, the general contractor, nor any of their officers, agents or employees assumes 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.

10. Intellectual Property Rights

Exhibitor represents and warrants that it owns or has a license to all rights, title and interest in and to all materials including its logos and trademarks, and any patented designs and inventions, copyrighted works, service marks, trade, business and domain names, and any other intellectual property that it provides to SEMI ("Intellectual Property") and that the use of any such Intellectual Property does not violate any license agreement which Exhibitor may have with any third party or infringe on the rights of any third party.

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.