



Dear Exhibitors,

Warm Greetings from SEMI Southeast Asia!

Thank you for your participation and support at SEMICON Southeast Asia 2018, which will be held from 08-10 May 2018 at the Malaysian International Trade & Exhibition Centre (MITEC), Kuala Lumpur, Malaysia.

We are pleased to inform that more than 85% of the booths have been taken up and we are currently gearing up for the largest congregation of top semiconductor industry players and would like to update you on the following:

1. Exhibitor Promotion Package

We are pleased to offer our Exhibitor Promotion Package for our valued exhibitors to enhance their brand visibility and drive their show outreach. Our comprehensive package covers multiple platforms, ensuring you reach your target audience.

Our package includes the following:

- One (1) Co-Exhibitor listing on SSEA2018 microsite, which includes company profile and product categories as well as featuring on the printed show guide. (Worth \$399)
- Onsite Lead Retrieval Scanner [barcode] for show day usage only (Worth \$280)
- Booth location highlight on onsite Main Floorplan Directory Board (Worth \$200)

[Fill up and submit your form before 15 February 2018 to enjoy our early bird rates!](#)

2. Exhibitor Portal [Online Directory is LIVE!]

A set of password has been sent to the exhibitor's registered primary and secondary contacts separately. Kindly login to the online portal to update your company's profile, product categories etc. On the same portal, you will also be able to access the service manual which contains the onsite rules & regulations and additional order forms as well as the exhibitor valued added services such as badge registration, e-invitation, etc. which will be uploaded by end January 2018. If you did not receive the password for your company, kindly contact **Benedict Tan** at btan@semi.org.

3. Exhibitor Briefing [**IMPORTANT**]

There will be an Exhibitor's Briefing and a site tour of **MITEC** on **25 January 2018**. This is the briefing whereby SEMI will give an update on the show development and activities, as well as go through the logistics requirements, exhibitor portal, exhibitor value services and marketing opportunities. It is encouraged for all exhibitors to attend the briefing to get a visual of the exhibition site as well as learning of platforms, which could help to maximize your company's exposure during the show.

SEMICON SEA - Exhibitors Briefing 2018 [Malaysia]

25 January 2018 (Thursday)

2.00pm-6.30pm

Media Centre 1 @ Level 1A, North Wing

MITEC, Kuala Lumpur, Malaysia

Agenda	
1.30pm	Registration & welcome coffee/tea
2.00pm	Welcome Message by Ms Lim Win Nee, MITEC
2.05pm	SEMICON Southeast Asia 2018 Update by Mr Ng Kai Fai, SEMI SEA Pte Ltd
2.15pm	How to Exhibit Effectively at SEMICON SEA 2017 by Mr Ng Kai Fai, SEMI SEA Pte Ltd
2.30pm	How Exhibitors can leverage on SEMICON SEA PR & Media Campaign for more exposure ? By Acendus & AdQRate (Official PR & Media Agency)
2.50pm	Tips on effective booth branding & displays by Mr Bruno Thong, PICO International (Official Booth Contractor)
3.15pm	Site Orientation & Guided Tour by Ms Lim Win Nee, MITEC
4.00pm	Freight / Shipment to SEMICON SEA 2018 by Official Freight Forwarders (APT & R.E. Rogers)
4.15pm	Visitor Experience & Logistic Briefing by Ms Linda Tan, SEMI SEA Pte Ltd
4.40pm	Panel Q&A Session
5.00pm-6.30pm	Networking Session (Food & Drinks)

** Agenda may subject to further changes*

****Kindly refer to the attached documents for the RSVP form to fill up if you are attending the Exhibitor's Briefing on the 25th January 2018 at MITEC***

There will also be a second session of the Exhibitor's Briefing that will be held in Singapore sometime in February but without any site recce. Further details will be provided when the dates draw closer.

Do feel free to contact us if you have any queries or require any further information.

Finally yet importantly, I would like to take this opportunity to wish all of you a Happy and Blessed New Year!

Best Regards,

SEMI SEA Operations Team
Benedict Tan (Mr)
Sales & Operations Executive SEMI Southeast Asia
Email: btan@semi.org

Linda Tan (Ms)
Senior Manager, Expositions & Events
SEMI Southeast Asia
Email: ltan@semi.org