

DUE DATE:
March 30, 2026

SEMIEXPO HEARTLAND

April 29-30, 2026 | DETROIT, MICHIGAN

Co-Exhibitor Q&A

Who is eligible to have a Co-Exhibitor in their booth?

SEMIEXPO HEARTLAND Exhibitors (Primary Exhibitor) that have paid their SEMIEXPO HEARTLAND 2026 booth fees in full are eligible to have co-exhibiting companies in their booth. (1) Co-exhibitor is allowed per contracted booth space regardless of size. Assignment of exhibition space to a third party (co-exhibitor), either in part or as a whole, must be approved by Show Management.

How do I add a Co-Exhibitor to my booth?

Primary Exhibitors need to complete the *Co-Exhibitor Submission Form* and *Co-Exhibitor Payment Form* (Page 2-3) and email signed forms to semiexpo@semi.org. **Please allow 14 days (about 2 weeks) for Co-Exhibitor request to be processed.**

What are my responsibilities as the primary exhibitor?

- It is the Primary Exhibitor's responsibility to ensure co-exhibiting fee invoice is paid in full.
- Services for the co-exhibitor must be booked by and will be charged to the Primary Exhibitor. The Primary Exhibitor is responsible for providing appropriate information about their co-exhibitor within an appropriate time frame with respect to the services available to be booked.
- All registration information, SEMIEXPO HEARTLAND updates etc. will be sent to the Primary Exhibitor. It is the Primary Exhibitor's responsibility to distribute that information to co-exhibitor(s).
- The Primary Exhibitor shall ensure that all third parties permitted to use, either entirely or partially, the contracted booth space, fully comply with the obligations stipulated in the Primary Exhibitor contract. In particular, the Primary Exhibitor shall inform any co-exhibitors of the conditions of participation and technical guidelines and shall ensure that the co-exhibitors are committed to respecting these conditions and guidelines.
- Primary Exhibitor must communicate to their co-exhibitor that by participating in the exhibition, the co-exhibitor agrees to photos of its exhibition booth, or its exhibits being taken by the organizer or taken on the instructions of the organizer, including the brands and other corporate marks displayed and for the same to be used by SEMIEXPO HEARTLAND or SEMI in its promotional and public relations activities. The organizers of SEMIEXPO HEARTLAND shall be entitled – each individually – to use the name and the company logo of the exhibitor in connection with exhibitor and visitor advertising for SEMIEXPO HEARTLAND in whatever form (brochures, Event Directory, advertisements, posters, internet etc.).

How much is the co-exhibitor fee?

SEMIEXPO HEARTLAND 2026 Co-exhibitor fee is \$1,000 for SEMI Member companies and \$1,250 for non-SEMI Member companies*. Co-Exhibitor fee is non-refundable.

Country & State Pavilions

Country and State Pavilions will be provided (1) co-exhibitor per 100sq.ft. at no charge. If pavilion exceeds the allotted space, SEMIEXPO HEARTLAND 2026 will charge a fee per co-exhibitor of \$1,000 for SEMI Member companies and \$1,250 for non-SEMI Member companies*.

**Membership status is based on the primary exhibitor. SEMI membership must be active and paid in full through the exposition to receive member pricing.*

What is included in the co-exhibitor fee?

- Online Exhibitor Listing – includes company name, booth number, product categories, company description, website URL and social media links
- Listing on digital floor plan signage and Event Mobile App
- Access to sponsorship opportunities

How will Co-Exhibitors receive their eBooth Console Login?

The Primary Contact for the Primary Exhibiting Company will receive an email with login instructions and password(s) to distribute to Co-Exhibitor(s) once the completed Co-Exhibitor Application and Co-Exhibitor fee have been received and processed.

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Co-Exhibitor Submission Form

Please complete and submit this form to semiexpo@semi.org. SEMI will add the co-exhibitor company to the floor plan and send an email confirmation to the Primary exhibiting company contact once co-exhibitor fees are paid in full. This email will contain login information unique to the Co-Exhibitor for access to the SEMIEXPO HEARTLAND 2026 Online eBooth Listing. The Co-Exhibiting Company will then be able to edit their Co-Exhibitors listing for the SEMIEXPO HEARTLAND 2026 eBooth.

Yes, I would like to register this Co-Exhibitor with a non-refundable fee (Please submit a separate Co-Exhibitor Submission Form for each Co-Exhibitor.)

\$1,000 (SEMI Member)

\$1,250 (Non-Member)

Country or State Pavilion (*Pavilions exceeding allotment will be charged per additional co-exhibitor at published Member/Non-Member rates*)

Co-Exhibitor Contact Information Section

*** Indicates a Mandatory Field.**

*Primary Exhibitor Company Name: _____ Booth #: _____

*Primary Exhibitor Contact: _____ Email: _____

*Co-Exhibitor Company Name: _____

*Co-Exhibitor Contact: _____ Email: _____

*Office Phone: _____ Mobile: _____

*Street Address: _____

*City: _____ *State: _____ *Postal Code: _____

*Country: _____ Company Email: _____

*Company Website: _____ *Company Phone: _____

The Co-Exhibitor fee for SEMIEXPO HEARTLAND 2026 is a non-refundable fee. All Co-Exhibitors will receive a full listing on eBooth and the SEMIEXPO HEARTLAND mobile app. Your company will be completely 'searchable' by all registered SEMIEXPO HEARTLAND visitors, and available for visitors to contact.

Primary Exhibitor Contact Signature: _____ Date: _____

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Co-Exhibitor Payment Form

It is the responsibility of the Primary Exhibitor to include payment with the completed Co-Exhibitor Information form. Co-Exhibitors with an unpaid balance will not be included in the Event Guide. Below are the payment options:

1) PAYMENT BY CHECK (U.S. Dollars only) - Make check payable to SEMI to:

SEMI Lockbox:

SEMI
PO Box 885589
Los Angeles, CA 90088 USA

or

Express Mail Address:

SEMI Expositions
673 S. Milpitas Boulevard
Milpitas, CA 95035 USA

CHECK: USD only - payable to **SEMI** Reference: **SEMIEXPO HEARTLAND 2026 – Co-Exhibitor Fee**

2) PAYMENT BY DIRECT BANK TRANSFER - When paying with a wire transfer, instruct your bank to reference your Company name and "SEMIEXPO HEARTLAND 2026" on the bank transfer to ensure proper credit to your account. It is the customer's responsibility to include the bank's commission and to track wire transfers with their bank in the event SEMI does not receive the wire.

Co-Exhibitor Company Name: _____

Primary Company Name: _____

Originating Bank: _____

Amount of Transfer: _____ Date of Transfer: _____

Send Bank Transfer to:

Wells Fargo Bank
420 Montgomery Street
San Francisco, CA 94104 USA
ABA#: 121-000-248, AC#: 4277-159497
Swift Code: WFBUIUS6S

Please return this form to:

SEMIEXPO HEARTLAND
673 S. Milpitas Boulevard
Milpitas, CA 95035 USA
Email: semiexpo@semi.org

NOTE: To ensure proper credit, be sure that the bank transfer includes **YOUR COMPANY NAME** and is **clearly marked for SEMIEXPO HEARTLAND 2026**.

3) CREDIT CARD: Card Type: Visa MasterCard American Express

Co-Exhibitor Company Name: _____

Primary Company Name: _____ Booth #: _____

Amount: _____ Card Number: _____ Exp. Date: _____

Print Name (as appears on card): _____

Statement billing address: _____

City: _____ State: _____ Postal Code: _____

Signature of Cardholder: _____

(In order to be valid, credit card payments must include the signature of the cardholder)