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## INTRODUCTION

The rules and regulations governing SEMIEXPO Heartland 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 SEMIEXPO Heartland.

Should you have any questions concerning the rules and regulations, please contact Show Management at [semiexpo@semi.org](mailto:semiexpo@semi.org).

Exhibits installed at ALL **SEMIEXPO** Expositions must comply with the rules and regulations of the exposition. If an exhibitor or exhibit activity is in violation of the exhibit rules and regulations or is 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 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 **SEMIEXPO** Heartland 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 **SEMIEXPO** Heartland 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.
- 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 **SEMIEXPO Heartland**, SEMI rules strictly prohibit solicitation, "suitcasing" or "outboarding" by attendees who transact business at the show or in SEMIEXPO Heartland 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 **SEMIEXPO Heartland Floor Manager**, Show Management, other SEMI Staff or to **SEMIEXPO Heartland 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 SEMIEXPO 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, **Detroit Marriott at the Renaissance Center**.

### 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 GSC, 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 GSC during the exhibition days are available at the Exhibitor Service Center. GSC 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 Marriott Detroit Renaissance 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.

### **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 [semiexpo@semi.org](mailto:semiexpo@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), all 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 space 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 SEMI EXPO Heartland 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.

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 [semiexpo@semi.org](mailto:semiexpo@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**

The Renaissance Ballroom is carpet. You are not required to order additional carpeting for your booth space, however, you can supply your own carpet or rent it from GSC. 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; however, popcorn and peanuts ARE NOT allowed in the booth at any time. 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, Marriott Detroit Renaissance Center.

### **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.

### **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.

### **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 GSC 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 Marriott Detroit Renaissance Center Fire Marshal. Please be sure to submit your booth plans 60 days prior to move-in for Marriott Detroit Renaissance Center Fire Marshal approval. Show Management reserves the right to invoice exhibiting companies after an event where appropriate.

### **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 Marriott Detroit Renaissance 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 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.

### **INSURANCE**

Exhibitor, at its sole cost and expense, will insure its 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 [semiexpo@semi.org](mailto:semiexpo@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. GSC is the official contractor for all Material Handling services including handling the equipment, unloading, reloading, and handling of empty equipment. Visit the exhibitor services manual to estimate your material handling charges for you!

### **MOVE-IN / INSTALLATION OF EXHIBIT**

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 6:00pm on Tuesday, April 28. Move-in and installation must be completed by 6:00pm on Tuesday, April 28 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.

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 GSC (Outbound Shipping Order form). The Courier will not have access to Marriott Detroit Renaissance Center property to retrieve your items should you not go through either of these channels.

### **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 SEMIEXPO Heartland attendees to leave the show floor. ANY COMPANY WHO WISHES TO HAVE A FUNCTION OUTSIDE OF SEMIEXPO HEARTLAND MUST HAVE A MINIMUM OF 10'X10' BOOTH SPACE OR SPEND MORE THAN \$80,000 IN SPONSORSHIP OPPORTUNITIES AT SEMIEXPO HEARTLAND. For more information, contact Shane Poblete at [spoblete@semi.org](mailto: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 Marriott Detroit Renaissance Center, is in violation of exhibit rules and may result in the loss of priority points or approval to exhibit the following year.

### **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.

### **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.

### **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 GSC.

### **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.

### **UNION REGULATIONS**

All work performed in the Exhibit Area is under union jurisdiction and under safety jurisdiction. Show management and all exhibitors are expected to comply with the unions and with fire and safety requirements in effect.

#### **Exhibit Labor**

All work involved in the erection, touch-up painting, dismantling, and repair of all exhibits -- when this work is done by persons other than your full-time company personnel -- will fall under union jurisdiction. This work is to include wall coverings, floor coverings, pipe and drape, painting, hanging of signs and/or decorative materials from the ceiling, placement of all signs, and the erection of platforms used for exhibit purposes. This does not apply to the unpacking and placement of merchandise.

Full-time employees of exhibiting companies may set their own exhibits provided that one person can accomplish the task in less than one-half (1/2) hour without the use of tools.

If the exhibit preparation, installation, or dismantling requires more than one-half (1/2) hour, exhibitors must use personnel supplied by the Official Services Contractor. However, please note that when union labor is required, exhibitors may provide full-time company employees to supervise work with the union crew. Any full-time company personnel involved should be prepared to produce some type of company identification when engaged in these activities.

### **Freight Handling**

All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under union jurisdiction. The union also has the jurisdiction of the unloading, uncrating, unskidding, leveling, painting and assembly of machinery and equipment, as well as the reverse process.

Full-time employees of exhibiting companies may bring in their freight through the front doors, or designated loading doors, provided that they do not use motorized equipment. Global Experience Specialists, Inc. will not be responsible for any material we do not handle.

All exhibitors are expected to comply with any union requirements in effect and as outlined in the "SHOW SITE WORK RULES" section of the Exhibitor kit.

### **Gratuities**

Our work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

### **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.

### LINE OF SITE RULES & REGULATIONS

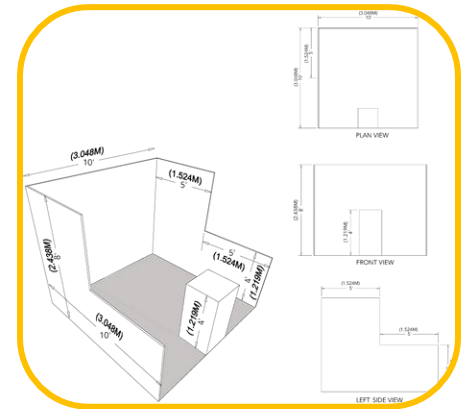
SEMIEXPO Heartland has Height Limits & Line-of-Site Rules that are strictly enforced. Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one 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. All guidelines of Linear Booth Apply.

#### **NOTE**

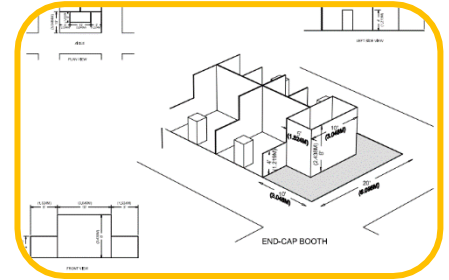
Refer to your contract to if your booth is a “raw” booth, “standard” or “package” booth. Exhibitors are required to adhere to Union Guidelines. No overhead hanging signs allowed. Exhibitors are required to carpet their booth area.

### 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.

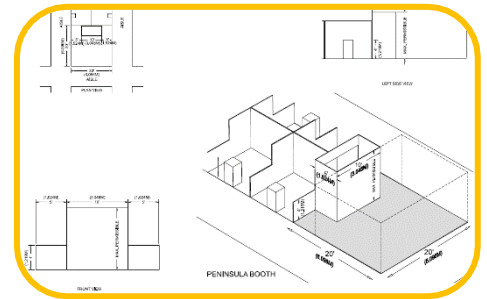


### Peninsula Booth

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 12ft (3.66m), 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.**

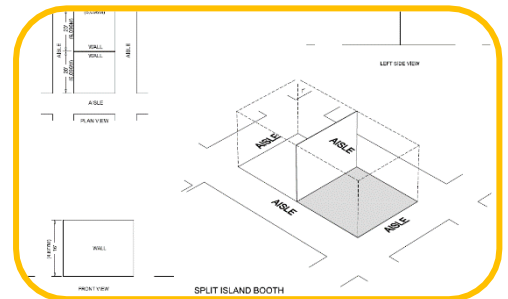


### Split Island Booth

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 16ft (4.88m), 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.**

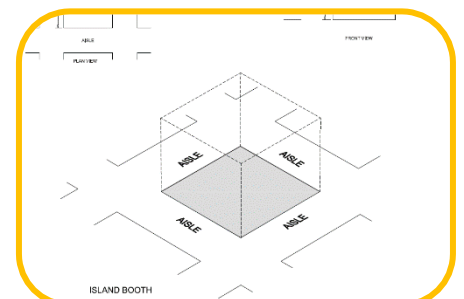


### Island Booth

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 can be configured differently. The entire cubic content of the space may be used up to the maximum allowable height, 16ft (4.88m), including signage.



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### **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 March 27, 2026.**

- Booths should be sent to SEMI Show Management at [semiexpo@semi.org](mailto:semiexpo@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 Marriott Detroit Renaissance Center on-site will receive a violation notice. Violations must be corrected by 6:00pm, Tuesday, April 28 or Show Management may make necessary changes at the exhibitor's expense.

## 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 Tuesday, April 28. 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 **SEMIEXPO** Heartland 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 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 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.

### 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 **SEMIEXPO Heartland 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.