



The Exhibit Manager's Guide to SEMI® EXPOSITIONS



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Introduction

Whether you are a veteran or first-time trade show exhibit manager, this guide is intended to help you navigate through the details of preparing for and exhibiting at SEMI expositions worldwide. In combination with the *Exhibitor Services Manual*, the information contained in this guide will help you maximize your time and increase the value of your participation.

This guide covers the three major phases of exposition planning and participation: Pre-show planning, onsite management and post-show evaluation. Understanding these phases and what you need to accomplish during each one will help ensure your success.

If you ever have questions or require assistance, SEMI staff is available to assist you at all times.

About SEMI

Although SEMI is well known for our SEMICON® expositions, SEMI is first and foremost an international industry association, representing companies who develop and provide the equipment, materials and services used to manufacture semiconductors, flat panel displays (FPDs) and related microelectronics.

SEMI maintains offices and host programs and activities in every major microelectronics and display manufacturing region around the world, including Austin, Beijing, Brussels, Hsinchu, Moscow, San Jose (California), Seoul, Shanghai, Singapore, Tokyo, and Washington, DC.

Acknowledgements

SEMI would like to acknowledge and express its sincere appreciation to the [North American Exhibitor Committee](#) and Rick Heim, Expo Excellence, for their tireless efforts in providing information for this guide.

Pre-Show Planning

When preparing to participate in any exposition, leave nothing to chance. Plan, organize, and consider every detail. Familiarize yourself with all the available tools and materials at your disposal, especially the SEMI *Exhibitor Services Manual*, which contains vital information about the event, including rules and regulations, contractor/decorator information, forms, deadlines and promotional opportunities.

Keeping your staff informed is also important, so be sure to share pre-show memos, information packets, pre-show meeting notes, booth etiquette guidelines and other information provided by SEMI. Booth staff should be familiar with all pre-show advertising and press releases, product updates and technology. Being informed will build their confidence; and, confidence makes booth staff more effective when engaging visitors and developing customer relationships.

Reserving Booth Space

Booth space may be reserved by contacting any SEMI office worldwide. It is not necessary to be a member of SEMI to exhibit; however, SEMI members have priority for booth space reservation and only SEMI members can earn and accumulate exposition "priority points," which determine priority for booth space selection/assignment. Contact SEMI staff for more information.

Booth Selection/Assignment

For most expositions, SEMI offers space selection a full year in advance of an event through a process of *onsite booth assignment*. Space selection for the following year's event occurs onsite during the current year's event allowing exhibiting companies more involvement in the booth assignment/location process. Space selection times for a given exposition are based on a company's accumulated priority points for that exposition.

Exhibitors are required to place a deposit at the time of space assignment in order to reserve their space.

For Expositions Where Space is Assigned Onsite

Prior to the exposition, exhibitors will receive an application for the following year's event (via email) and an appointment time for onsite space selection (the appointment time will arrive via email approximately two to three weeks prior to the exposition).

If a company representative cannot be present for booth selection at the specified appointment time, a proxy form may be submitted to SEMI along with the signed application and the appropriate deposit payment. The proxy form gives SEMI staff the responsibility for choosing space for that company. SEMI personnel will make every effort to fulfill the location and space preferences of the company.

If an appointment is missed, SEMI personnel will make every effort to accommodate the exhibitor.

For Expositions Where Space is Assigned In-house

Space for some SEMI expositions is assigned in-house, entirely by SEMI staff (typically very large events where onsite assignment is not feasible). Applications for these events are sent to interested companies after the current year event is closed. Applications must be returned by the designated deadline, with

the appropriate deposit. Exhibitors who submit their applications and deposits by the deadline will be assigned space in the first round of assigning based on their accumulated exposition priority points. Applications received after the deadline are processed on a first-come, first-served basis. In order to better assist SEMI staff in the booth assigning process, we ask that you pay attention to the special request and competitor information sections on the application.

Application/Contract for Exhibit Space

When you receive your application packet, read all the information and complete the application accordingly. Each SEMICON exposition packet contains pertinent information relating to that specific exposition. Exhibit space contracts are not considered valid (and booth space will not be assigned) unless accompanied by the required deposit.

Housing/Hotel Reservations

It is important not to forget to reserve hotel rooms for you and your staff attending the exposition. Through our vendors, SEMI works to secure room blocks with preferred pricing at most major hotels within the vicinity of the exposition.

Rates available through the SEMI appointed housing agent are generally lower than normal hotel rack or published rates. By booking your hotel rooms through the SEMI appointed housing agent, you build our bargaining power within each exposition city. The more rooms booked as part of the exposition, the better rates SEMI can establish with the hotel community for future expositions.

Housing information (hotel information and reservation form) is usually made available through:

- Monthly Exhibitor Updates
- By separate email
- On the Expositions Web site, www.semi.org
- *Exhibitor Services Manual*

Once housing opens, the earlier the hotel reservation form is completed and appropriate deposit payments made, the better chance you have of receiving your preferred hotel location.

Define your Strategy and Set Goals and Objectives

Exhibit planning starts early with definition of your exposition strategy. Ideally, your theme will carry over from (or to) your overall corporate and product marketing plans. Know what product or product group you want to highlight. Consider the information that your customers will want to know and be sure to focus on how you offer solutions to your customers' problems.

Your strategy planning should begin with a list of goals and objectives for the exposition. It is important to understand your strategic objectives and key performance measurements—see Appendix E for detailed examples. At the end of the exposition you should be able to explain to your executives your company's return on objectives (ROO) or return on investment (ROI).

Determine the Product Mix and the Graphic Message

Determine which products you intend to display at the exposition. These products should be complementary to the objectives you are trying to achieve at that exposition. The graphic message should also reflect these objectives. Know the challenges your customers are facing and clearly show how your products provide solutions to their problems. Graphics should state product benefits clearly and concisely. Remember, the graphic message may be the one thing that draws prospective customers into your booth. Leave detailed product applications and technical information to handout materials to keep your display graphics simple and readable. Remember to include your product name on your exhibit.

Booth Design, Graphics and Product Displays

During a busy exposition, most visitors will take only a few seconds to decide if they will stop at your booth. Your exhibit must command attention. A well-planned and well-designed exhibit will set you apart from your competitors.

Create a booth space that displays your products where they can be easily identified and accessed. Offer an inviting, comfortable atmosphere for your prospects and customers to enter your booth space and spend time with you.

A good booth designer is invaluable in achieving your exposition objectives. The designer must stay within the established physical parameters, including booth size, size of the equipment or products to be exhibited, demonstration area, conference area, and restrictions set by show management. Be sure your booth designer has a copy of the *Exhibitor Services Manual*.

NOTE: It is the Exhibitor's responsibility to ensure that the SEMI Rules and Regulations are met and that your designer is also aware of these rules. Rules & Regulations are found in the Exhibitor Services Manual, and also can also be found on the Web at www.semi.org.

Creating Excitement in Your Exhibit: Giveaways and Video

Giving away free gifts is a good way to attract attendees to your booth and build name recognition. Even the smallest of gifts can serve as an advertisement for your company long after the exposition. The gift does not have to be very expensive. Items such as pens, highlighters, mouse pads and posters are inexpensive but accomplish the purpose. These kinds of giveaways are typically left out for anyone to take, although you can control the distribution. You may want to have more expensive, premium gifts available—but not on display—for your best customers and key prospects.

While giveaways are less frequently used at U.S. expositions, they are still popular in the international arena. When exhibiting internationally, it is very important to use caution in avoiding politically sensitive items or slogans (for example, do not attempt to bring giveaways into China which are stamped "Made in Taiwan"). Check the Internet for information on appropriate gifts for different cultures.

You may want to assign someone at the booth to handle giveaways in a certain area. Do not miss a serious prospect because they could not find someone to discuss your products.

Professional promotional videos are another way to attract visitors to your booth. Video panels may be mounted into exhibit back walls and other areas visible to the attendee. Often a video will entice a person to stop and learn about your company. Videos should be very short in length, 3–5 minutes maximum to hold attendees' interest.

Promoting Your Exhibit

Well-planned and well-timed exposition strategies are essential to ensuring a good return on your marketing efforts. Having a vision, tapping into your creativity and producing an exposition presence that really touches your customers and prospects in multiple ways means you have gone the extra mile to maximizing your exhibiting experience.

While SEMI is responsible for attracting an audience of qualified buyers and individuals who influence buying decisions to our expositions, it is your responsibility as an exhibitor to promote your company's exhibit and products. SEMI works to bring people to our events, but you must make the effort to bring attendees to your booth. This section covers different ways in which you can promote your presence at an exposition.

Pre-Show Promotion

Pre-show promotion alerts key audiences to your company's participation in an exposition. The objective is to increase the number of visitors to your booth and to stimulate interest in your products or services. Make sure your company personnel are aware of your participation, particularly your sales force. Memos and reminders should be distributed well in advance of the exposition.

Advanced Visitor Brochures

Upon request, SEMI Show Management supplies all exhibitors with complimentary Advanced Visitor Registration Brochures. The Advanced Visitor Registration Brochures provide more detailed information related to the exposition, and also gives you an opportunity to invite customers to visit your booth. If using these brochures, you should arrange for them to be sent with a personal cover letter from an appropriate Manager or Sales individual to your customers and prospective customers. Space is provided on the brochures to include your company name and booth number. Exhibitors can also purchase attendee/visitor mailing lists to assist with their promotional efforts—a useful tool in meeting your show objectives.

Trade Magazine Advertisements

If you advertise in trade magazines, highlight your presence at upcoming expositions in your advertisements by appearing in issues distributed one or two months prior to the event. Be sure to include your booth number (and hall location, if applicable). Often publications will set a line at the bottom of your ad saying, "See us at Booth/Hall _____," at no charge. SEMI can also provide the official exposition logo, which can be incorporated into an ad for greater display value.

Review the editorial calendars of all publications pertinent to your market. Many publications distribute show preview issues, including schedules of exposition events, technical sessions and descriptions of must-see products. Participation in these publications can generate advance publicity about your exhibit and featured products, helping stimulate booth traffic. Send information on products to be exhibited to editors developing preview issues.

Refer to the “Advertising & Promotion Kit” in the *Exhibitor Services Manual* (also available online). SEMI will provide you with information on industry publication advertising schedules, *Program and Product Guide/Event Directory* advertising, information on how to obtain and use the SEMI and official SEMICON® show logo, and Visitor/Attendee mailing lists. Remember to update your external web site to notify individuals of your booth location at various expositions throughout the year.

Press Opportunities

If you are planning to introduce a new product at an event, you should consider your options in delivering this news to the media who cover the industry. In many cases, a press release announcing the product launch, coupled with press kits at the exposition featuring more detailed information may be all you need. You may also consider hosting a press conference. SEMI public relations staff are available before each event and onsite to assist you in your planning.

If you are at all uncertain about hosting a press conference, you probably should not plan one. Journalists who attend trade events like SEMICON are typically very busy and have limited time to dedicate to a one-hour (or more) press conference. Your announcements must be truly newsworthy to warrant hosting a press conference. It is a big enough challenge to attract journalists to attend press conferences; if you do not deliver solid news for them, the response could be very negative.

Strong news topics include new process and product line announcements, new business development and partnership announcements (including mergers and acquisitions). Weak topics include “announcements” of previously launched products, minor product enhancements and general marketing communications.

If you do host a press conference, it is your responsibility as the exhibitor to secure a meeting room space to hold your press conference and to invite members of the press to attend. At some SEMI venues, a designated press conference room is available, with pre-determined time slots which may be reserved on a first-come, first-served basis. At events where there is not a designated press conference room, or when the available space is booked, you may request a separate meeting room or arrange for space off-site from the exposition. SEMI strongly recommends that you make use of any available onsite facilities and coordinate your press events with SEMI public relations staff.

Be sure to plan early and invite journalists to attend your press event well in advance of the exposition. Journalists’ schedules fill up very fast and it is important to get their commitment to attend your event early.

One alternate to a press conference is to arrange one-on-one interviews with selected journalists. If your product announcement or business covers a specific segment of technology, one-on-one interviews with journalists who specialize in your segment can be much more effective than the “scattershot” approach of a press conference, which may attract journalists who do not actually cover your segment.

Press Kit

Regardless of whether you host a press conference, arrange for one-on-one interviews or plan no specific media event, a good press kit is important if you have new product or business news to announce at an event. Press kits should be kept simple, focusing on the product or other news announcements. Additional items, such as company backgrounders, photos, CD-ROMS, company newsletters and such, while making your press kit seem more impressive in size, are in reality not welcome. Most journalists want the news and nothing more. After every SEMI event, hundreds of pounds of discarded extras are left for the garbage or recycle bins. A well-planned press page on your company web site is a much better place to put these kind of extras.

Depending on the size of the exposition, plan to take between 25–75 press kits. SEMI provides space for press kit display in the exposition press room. Have additional kits in your booth for journalists and editors who visit you there. If you do not have public relations staff at your exhibit, identify one or two individuals to serve as your press contact. Make sure that your corporate press contact(s) are available if a journalist comes to your booth; if your designated press contacts are not in the booth, be sure to have a way for booth staff to contact them.

Exposition Daily News

One of the most specific news vehicles available is the *Daily News* that reports news of the exposition on a daily basis. This publication is designed to help attendees cover the event easily and direct attention to interesting products featured by exhibitors. The *Daily News* is not published at all SEMI events refer to the Advertising & Promotion section in the *Exhibitor Services Manual* or watch your Exhibitor Updates for information.

Onsite Promotion

At many SEMI events, Event Promotional Opportunities (EPOs) or Marketing Promotional Opportunities (MPOs) such as banners, lanyards, badge inserts, attendee bags and similar advertising products are available to exhibitors seeking additional ways to increase their exposure at the event, and maximize their show presence beyond the exhibit floor. Check the Exhibitor Updates and/or the *Exhibitor Services Manual* for opportunities available at each event.

Essential Information

Being prepared—familiarizing yourself with all of the rules, requirements, policies, procedures for every exposition—will not only make your exposition experience run more smoothly, it will also save you time and money.

Reading and Understanding the Exhibitor Services Manual

Approximately three months before an exposition, exhibitors will receive the *Exhibitor Services Manual*. Be sure to familiarize yourself with the manual and the information it contains. Exhibitors are responsible for complying with all federal, state and local ordinances, regulations and codes concerning fire, safety, and health. Exhibitors are also responsible for complying with exposition rules and regulations contained in the *Exhibitor Services Manual* and the application/contract for exhibit space.

Be sure to read the rules and regulations in the *Exhibitor Services Manual* to understand the specifications that pertain to your booth configuration. Please note that rules are different for each exposition and venue. There may also be changes in rules from previous years.

Begin by reviewing the Chronological Checklist. This checklist identifies all action items with their appropriate deadline dates. Deadlines are varied and usually span two to four months, so be sure to carefully review the checklist.

NOTE: As much as 30 percent of your decorator/vendor costs can be saved by submitting order forms by the deadline date. You will pay premium prices for services ordered onsite and risk having items unavailable.

Next, review the Table of Contents identifying the sections. Pay special attention to any new information that will be highlighted in the manual.

Registration

There are two different types of badges issued for each exposition:

Exhibitor Badges

Exhibitor badges are for company personnel from exhibiting companies (with confirmed exhibit space) who work in the booth before, during, and/or after the exposition. It is the exhibit contact's responsibility to order exhibitor badges.

Exhibitors have the ability to order the badges online beginning two to four months prior to the exposition. Badge requests received by the deadline will be mailed directly (in bulk) to the listed exhibitor contact. Please note that Exhibitor Badges for Asian expositions are not mailed in advance.

To limit the number of people on the exposition floor during the set-up and dismantle period, the total number of Exhibitor Badges allotted to an exhibitor is limited, depending on the amount of space/number of booths a company occupies. Refer to the Registration and Badge information section in the *Exhibitor Services Manual*.

If you have additions or changes to make onsite, go to the Exhibitor Registration counters. Exhibitor Registration opens the first “official” day of the set-up period and remains open throughout the exposition. We recommend you make any changes/additions during the set-up period before the exposition opens. The last place that you or other key personnel wish to be on opening day is in a line at Exhibitor Registration.

Please note that any company personnel not working in your booth should be registered as a “Visitor.”

Visitor Badges

These badges are for visitors who wish to attend the exposition (exhibits) only. This includes exhibiting company personnel who are not working in the booth or who are primarily attending the exposition to see/meet other exhibitors.

Previous year’s registrants are normally sent an Advance Visitor Registration Brochure directly from SEMI. In some cases, previous year’s registrants who provide their email address are also sent an auto-registration email.

Visitors can register online or they can complete a hard copy registration form and either fax or mail it to the registration company. Visitors who do not pre-register and/or register onsite may be charged a registration entrance fee. Unless otherwise provided, registration fees will not be waived for visitors who register onsite.

Labor: Using a General or Independent Contractor

U.S. Expositions

Foreign exhibitors are often surprised by U.S. labor regulations. Labor laws differ from state to state. Please refer to the *Exhibitor Services Manual* for more detailed information.

In California, union laws allow exhibitors to unload only what they can carry by themselves (one person) in one trip, without using equipment (no hand truck or dolly).

Concerning the installation of a booth, exhibitors are allowed to uncrate and set-up or dismantle their own exhibit only if the installation, or dismantling (including crating and uncrating), of an exhibit can be done in less than 30 minutes by one person and without the use of tools. Otherwise exhibitors must follow local regulations and arrange for union labor.

Since booth construction must be performed by union laborers, you will need to determine how many laborers you will need, and for how long. Labor can be ordered from the general services contractor (an order form can be found in the *Exhibitor Services Manual*), or you may engage an Exhibitor Appointed Contractor (EAC) for these services.

Exhibitions Outside the U.S.

Labor rules are much less imposing at expositions outside the U.S. In most cases you can construct your own booth and can hand carry a great deal of material into the venue. Materials that require movement by forklifts or material handling dollies must be submitted to the onsite freight company for movement. Be sure to refer to your *Exhibitor Services Manual* for more detailed information.

Shipping

SEMI appoints an official international freight forwarder for all expositions. The criteria used in selecting the freight forwarder are:

- Familiarity with the type of equipment being shipped (sensitive)
- Proof of ability to successfully transport freight as scheduled
- Reasonable cost and value
- Onsite presence to assist at the exposition

Exhibitors may be solicited by, or wish to use, a forwarder other than the official freight forwarder. This option is always available at the exhibitor's discretion. The official freight forwarder will have personnel at the exposition to solve problems that may occur. These companies are very familiar with the Customs differences and with all of the necessary paperwork required for international shipments. We urge exhibitors to consider the official freight forwarder unless you are very familiar with international shipments.

Shipping Within the U.S.

Advanced shipments, must be crated, and can be directed to the official contractor's warehouse, where the shipment will be stored free of charge for 30 days prior to the exposition. There will be a small fee for shipments stored for more than 30 days.

Alternatively, freight can be shipped directly to the facility, and arrangements should be made to have the freight available at the 'targeted' move-in time. More detailed information on targeted move-in times can be found in the *Exhibitor Services Manual*.

Shipping within the U.S. is usually:

- Van Line (usually an "air ride" van where the trailer has shocks that dampen vibrations)—this ground shipment is the preferred method when delicate equipment is being transported.
- Common Carrier (no air ride suspension) can be used for booth materials.
- Airfreight is also another option, however while faster, it is also the most expensive method of transporting your equipment/booth materials.
- Courier service for last minute shipments that must go overnight

Shipping Through a Courier Service

Choose a courier service that has a reputation for reliable delivery (on time and a low damage record) and has rapid tracking capabilities. One way to reduce costs is to combine small parcels. You could be paying \$50–\$60 per parcel for delivery from the dock to your booth.

NOTE: Please read carefully the Material Handling Rate Sheet in the Exhibitor Services Manual for details.

International Shipments/Customs

U.S. Exhibitors Shipping Abroad (Freight/Customs)

NOTE: Shipments to foreign countries have different requirements. For example, shipments entering Europe require that all crates must be treated with a fire retardant material. Wooden crates going to China must be fumigated. Be sure to reference the Freight section in the Exhibitor Services Manual or check with the official freight forwarder.

Begin by determining your preferred mode of transport for your exhibit (equipment, booth, promotional collateral, etc.) There are two options:

1. Ocean freight generally requires four to eight weeks shipping time, yet is 30–50 percent less expensive than shipping by air.
2. Airfreight forwarding takes much less time, but is at a premium price. Freight to any major city in the world can be delivered in a short time (72+ hours) by air depending on flight frequencies, cargo capacities and Customs release.

NOTE: Both ocean and airfreight must be cleared by foreign customs, which may require as much as seven to ten days.

Unlike shipments within the U.S., some shipments cannot be consigned directly to the exposition facility and should be consigned to the official onsite freight forwarder for the exposition. In most cases, only the onsite freight forwarder can assist with any Customs clearance, which is why the deadline dates must be carefully considered. In most cases exhibitors are advised not to hand-carry exhibits/collateral to the exposition in order to avoid having the goods detained at Customs.

Customs in most countries requires a bond or deposit as a guarantee that the exhibit freight will be re-exported. The charge for this bond is based on the value of the product (between 0.5 and 2 percent). It is important that this be taken into consideration when filling out the commercial invoice (also known as the packing list or pro forma invoice), which will accompany the freight. Values listed on the commercial invoice should be the *replacement* value and not final selling price.

The exhibitor should inquire and secure the proper export licenses that must be noted on the commercial invoice prior to shipment. All U.S. commodities shipped abroad must be shipped under license. For those commodities that require a special license, receipt of the license can take up to 60 days. For information regarding export license requirements, contact your appointed freight forwarder, the Department of Commerce, (www.doc.gov) or the Office of Export Administration in Washington, D.C. (<http://w3.access.gpo.gov/bis/>).

Some exhibit halls allow for freight to be delivered to the hall without the exhibitor having to post a bond. Freight delivered to a bonded hall cannot be removed from the hall for any reason other than re-export. While this provision will eliminate the need for a bond, the exhibitor needs to be aware that they will still be liable for fees associated with import such as local brokerage fees and in some cases a mandatory warehouse storage/airport facility fee.

Exhibitors also need to be aware that some countries have special customs censor examinations for audio-visual material and corporate literature (i.e. People's Republic of China (PRC), Singapore, and Taiwan). For example, in Singapore, if an exhibitor ships nine videotapes which are all the same, each tape will have to be viewed in its entirety before it is approved by Customs. Be aware that this type of special clearance could take several weeks—and that clearance must be completed prior to the shipment date. If part of your shipment involves foreign made goods, these goods may be subject to duty upon re-entry to the U.S. unless they are registered prior to their being shipped from the U.S. If this applies to you, discuss this with your appointed freight forwarder.

When planning your shipment, be sure to consolidate all exhibit material, product, and literature into one shipment. Since airline/ocean line charges and onsite drayage fees usually carry a minimum charge, it may cost the same to send 10 pounds as it costs to send 100 pounds. Further, most of these charges are on a graduated scale meaning that the larger the shipment, the less the tariff per pound.

International Exhibitors Shipping to the U.S. (Freight/Customs)

All freight entering the U.S. from overseas must be entered and released by U.S. Customs. Freight then must be cleared by a Customs Broker. Official freight forwarders designated by SEMI to service their expositions can act as the Broker. If you use another carrier be sure that you have designated a broker in the U.S. to clear your freight through Customs. SEMI cannot act as a broker or clear freight through Customs.

The most commonly used forms of importation include: Consumption Entry, Temporary Import Bond, ATA Carnet and Trade Fair Entry. For the purpose of exhibiting for immediate re-export, exhibitors should use either the Temporary Import Bond or an ATA Carnet. See Appendix F for more details on the Customs and Freight Glossary of Terms.

Damaged Shipments

If your booth is damaged during the set-up or dismantle periods, make sure to contact the official contractor and SEMI, take photographs, and complete a damage claim form. The contractor has very limited liability (see the material handling rate schedule in the *Exhibitor Services Manual*); as such, it is advisable to insure your booth and its contents from the time the shipment leaves your facility, to the time it is returned to your facility. Check to see if your exhibit is already covered through your company's rider insurance. If not, purchasing insurance is highly recommended.

Drayage (Material Movement from the Dock to Your Booth)

U.S. Expositions

Drayage is the term used in the U.S. for the movement of exhibit material from the loading dock (vehicle used to ship the material) to the booth space. It is charged by weight (there is usually a minimum charge of 100–200 lbs). Each event is different in the cost structure for each 100 lbs. (CWT) received. There are different rates for crated and uncrated material, and for material received on straight time or on overtime. Check the rate sheet in the Freight Section of the *Exhibitor Services Manual*.

NOTE: Remember for SEMI expositions in the U.S., there are special discounted rates for equipment, so be sure to identify equipment crates in order to take advantage of this discount.

International Expositions

When exhibiting in countries other than the U.S., different onsite freight handling regulations exist. In some cases the cost of moving materials from the dock to your booth is included in your overall shipping cost; in others it is a separate charge. Check the *Exhibitor Services Manual* thoroughly for clarification of these charges.

Make sure that your carrier(s) provides the onsite freight handler with a certified weight ticket for each of your shipments.

Ordering Utilities and Other Services

Compressed air, water, drain, gas and electricity are basic utilities offered at SEMI expositions. Make sure that you define on your space application/contract where applicable, which services you will need as they may not be available in all sections of the exhibit floor.

Follow the instructions listed on the service order forms in the *Exhibitor Services Manual*, and communicate with the contractor in advance with any questions you may have. Complete each order form, specifying the locations within the booth, where utility connections are needed. Make sure to submit each form with the appropriate payments before the indicated deadline to receive advanced rates. This not only reduces costs, but also better ensures that the service you require is available.

Electrical

Be sure to determine the proper voltage/wattage needed for your exhibit and equipment. Electrical/power supplies differ from country to country.

Electrical requirements in the U.S. are either 110 or 220 volts, with an infrequent need for 280 or 480 volts for heavy machinery. The frequency of power in the U.S. is 60 cycle (60 Hz). Check your *Exhibitor Services Manual* for ordering your power requirements. Power requirements should be worked out well in advance.

When exhibiting in countries other than the U.S., obtaining the proper voltage is more involved than using the right plug converter. Power itself will vary from country to country and even within countries. Remember, voltage can be stepped up or down but frequency cannot. While the frequency in the U.S. is 60 Hz, most of the rest of the world is 50 Hz, and even this varies within some countries. Most consumer products today are 50/60 Hz and 100–220 Volt compatible, however, equipment may not be. You may need to modify your equipment in order for it to function accordingly. Never connect a system to any power source where you are not sure of compatibility.

Do not assume that the Contractor/Electrician can handle your power needs if requested onsite. You must comply with electricity service order form deadlines and advise the electrical contractor in advance,

of your requirements (i.e. power supply, transformer and step down transformer.) For further information check the *Exhibitor Services Manual* or call the contractor for that particular event.

Additional Services

There are order forms in the *Exhibitor Services Manual* to rent computers, lead retrieval systems, audio visual equipment, plants, security cages, etc. You may want to order booth cleaning so that your exhibit is vacuumed and looks good each morning. Order professional photography to have an official record of your exhibit. Be sure to look through all the order forms to determine the services you need.

Preparing and Motivating Your Booth Staff

With all your efforts to get your exhibit set-up and ready to go, do not forget the most important ingredient of a successful exhibition—a well-trained, well-informed sales and engineering personnel in your booth. Do not underestimate the importance of booth behavior, as the appearance and attitude of booth personnel reflect on the image of the company.

Pre-Event Training

For most companies, a pre-event training meeting is essential. It is vitally important to bring your people up-to-date on new products, new services or any changes to existing products and policies. If you are displaying working equipment, make sure it is functioning properly prior to shipment and that all of the people in the booth know how to give a demonstration of the product. Have maintenance or field service personnel available should problems arise. Often visitors prefer talking to an engineer; be sure to take this into consideration when planning the staffing roster for the booth.

Every staff person should be given guidance in the ground rules of working the booth.

- Arrive at least 20–30 minutes before the exposition opens.
- Wear comfortable shoes and professional attire.
- Avoid engaging in personal conversation with other staff members, which prevents visitors from attracting your attention.
- Be ready and willing to talk to prospects at all times. Do not sit down while waiting for customers.
- Introduce yourself and ask a leading question, such as, “What do you do for ABC Company?” Never start a conversation with, “May I help you?”
- Listen to the prospect’s needs and then advise them of what your company has to offer to meet those needs.
- Always close on the prospect by setting up a demo and filling out a lead form.
- Never leave the booth unattended during exhibit hours.
- If you are not scheduled to work the booth, do not loiter in the booth. If the booth is cluttered with employees, prospects will not approach.
- If you are speaking with someone who may be interested in another product line, walk them over to that section of the booth and introduce them to someone or fill out a lead form.
- Operate as a team.

Collecting Leads

All SEMI Expositions use some type of lead retrieval system. The most common are magnetic (mag) stripe and bar code with visitor demographics encoded on each one. After the event, the registration company will provide you with a full listing of contact information for the visitors you captured through the lead retrieval system. Lead retrieval systems are available for rent onsite. You may bring your own system but remember it may not be compatible with how data is stored in either the mag stripe or bar code badges.

Some countries have privacy laws regarding collection and or distribution of individual contact information. Check the *Exhibitor Services Manual* to see what type of retrieval system is available and the restrictions, if any, on the use of those names.

Remind your booth staff to qualify each sales lead. If you do not have a lead retrieval system always request a business card. Before the close of the conversation, tactfully confirm the name, company, address, phone number, and any significant information. Indicate on the lead retrieval form what information or follow-up assistance is needed by the visitor.

Competitive Analysis Reports

Expositions provide the opportunity to see what products and messages your competitors bring to the market. The product-marketing managers should compile a list of information they would like to obtain from competitors. Designate people within your company to obtain as much information as possible from your competitors but keep the "Code of Ethics" (Appendix D) in mind.

Your personnel should always be polite and respectful when in a competitor's booth. They should introduce themselves and ask for a brief product demonstration. The worst your competitors can say is "No." Remember, you should also be willing to give them a brief demonstration if they visit your booth.

After the information is gathered, the product manager should compile a report and distribute this information to the sales force. Highlight the various strengths and weaknesses of the competitors' product. A sample report form is shown on the next page.

TRADE SHOW COMPETITIVE ANALYSIS REPORT

Date: _____ Please return within 14 days of show closing to:

Your Name: _____

Division: _____

Show Name: _____

Competitor: _____

Booth Number: _____

Booth Size: _____

Booth Location: _____

Booth Type: *Circle one* Custom Portable Table Top

How was traffic in their booth? *Circle one* Excellent Good Poor

What theme, if any, was used in their booth? Was it effective? _____

What products did they display? How were they displayed? _____

Did they introduce any new products? How were they positioned? _____

Did they have any giveaways, special events or promotions? Were they effective? _____

Did they present any technical papers or workshops? (If so, please attach any pertinent information.)

Did you notice anything significantly different in this competitor's strategy at this show? Please note any trends. _____

Should we position ourselves differently in the future at this show to respond to this competitor and the strategy they used? If so, how? _____

Please attach any literature or other documentation you may have collected.

Before You Leave for the Event

Prepare for the Unexpected

The goal of every exhibit manager is a problem-free, smooth event from start to finish, but it is always best to expect the unexpected. Good planning will help mitigate any problems that may arise. Early review of the shipping arrangements, the exhibit design, construction and the graphics plan may prevent a disaster from happening at the exposition site.

Other planning tips:

- Be certain your exhibit company has your exhibit ready ahead of time. To identify any unforeseen difficulties or construction flaws, set your booth up completely and examine it ahead of time.
- Consider the lighting of the facility and trusses within your booth and how they affect your graphics.
- Plan your graphics in advance so that you can preview them for accuracy and design errors.
- Remember to ship a tool kit with an assortment of tools, such as screwdrivers, pliers, keys to your equipment, velcro, touch-up paint, and cleaning supplies.

List of Contacts

Put together a list of important contacts. List the names, business, home and cellular phone numbers of those vendors and individuals that you rely on during the exposition.

- **Your exhibit house and designer**
Be sure you will be able to reach someone of authority, and complete familiarity with your plans, including shipping arrangements. If the Exhibit House has a branch in the immediate vicinity of the event, have that information with you in the event of an emergency. If there is no local office, ask for the name of a local exhibit house that might be accessible.
- **Shippers/freight forwarders**
Take along a list of your shipping contacts for immediate action if you need to trace a shipment that has been delayed.
- **Company attendees, booth staff and co-workers**
Remember to bring an employee phone list with cellular phone numbers in case of an emergency. Also know staff travel plans and hotel arrangement, where appropriate.

Onsite

The set-up period of the exposition can be chaotic. The exhibit hall will be full of activity with huge crates and cartons, shipments/equipment on skids, forklifts and other motorized vehicles, other exhibit coordinators and official contractors.

The first thing you should do upon arriving at the exposition is to locate your booth space, which can be challenging. With the facility floorplans available, compare the relationship of your booth space to the main entrances and to the main aisles. Use the overhead aisle signs for assistance or the booth numbers on the perimeter/corner of the booth space on the floor.

Once you have found your space, review your shipment packing list, inventory your shipment and check to see that all your items have arrived and have been delivered to your booth space.

If you need assistance:

- Proceed to the drayage desk/freight forwarder service counter immediately.
- Most freight movement is computerized and the general contractor or freight forwarder will be able to confirm the whereabouts of your shipment.
- If your shipment has arrived at the marshalling area it may be en route or on the dock.
- If your shipment has arrived at the dock and is not at your booth, it may be in the hall—either in a nearby booth, blocked from your view by a large crate, or sitting elsewhere in the hall.
- There will also be personnel from SEMI and the service contractor on the exposition floor ready to assist you as well as at the designated service desk area.
- Some expositions have SEMI floor managers assigned to specific areas of the exposition floor. Do not hesitate to contact a floor manager if you have a question or challenge.

NOTE: It is important for you to report any damage to your crates and skids to the service desk with SEMI Show Management, and file a claim immediately. Take photographs and be as detailed as possible in your reports. Any delay could result in difficulty, if not an impossibility, in collecting damages.

Next, survey the exhibit area. Be aware of any union regulations. You may not be able to simply start working on electricity or moving your freight. Some venues are “right to work” and allow you to set up your own booth, especially if it is a portable display. Refer to the *Exhibitor Services Manual* for detailed information on restrictions.

If you have ordered carpet, it should have been laid down by this point. Arrange to have the carpet covered with protective plastic until you are ready for the exposition. Check to see that the electrical and other utilities are accessible in the locations specified in your booth plans. Any discrepancies or changes should be reported to a floor manager or the Service Desk immediately.

As the crates are emptied and the booth begins to take shape, remember to place “empty” labels on the crates, cartons, and skids (make sure they are empty or at least ready to go to storage). Always include your company name and booth number on every label, as they will be carted away and be inaccessible until the exposition closes. If you require “accessible” storage this can be arranged at an additional cost (see a Floor Manager or the Service Desk). Refer to the *Exhibitor Services Manual* for detailed times on when the crates must be ready for removal.

NOTE: Some expositions have "targeted freight" zones, identified by color-coding, which are serviced in order. If the exposition is a "targeted freight" event, be sure to attach an "empty" label that matches the color for your area. Check the floor plan map and your booth number for the correct color. Attaching the wrong colored "empty" label will delay the return of your crates.

Always remember that the exposition will open on the date and time stated, so it is imperative that you are ready the morning the exposition opens. You do not want visitors to arrive at your booth and find it still under construction, or equipment not ready for demonstration.

Reviewing and Paying Final Invoices

The general service contractor will require full payment of your account before leaving the exposition. As the last day of the exposition approaches, a final invoice will be delivered to your booth. Have copies of all service contracts with you and come prepared with a company check or a credit card. Check the final invoice carefully and correct any errors. If you have a question, take the invoice to the Service Desk for resolution.

Dismantle/Move-out

The dismantle period is very hectic and is a particularly sensitive time when thefts (especially handbags and laptop computers) are most likely to occur. Do not leave your booth unattended during those times. If you have rental A/V equipment or computers, arrange ahead of time for these to be picked up immediately after the exposition closes. Equipment can easily disappear from your booth if not protected. Some events have secure areas where you can temporarily leave such items for safekeeping.

When the event closes, aisle carpeting will be removed immediately. All crates, cartons and skids will then be returned to your booth. It may be several hours before the general contractor is able to return all the empty crates so you may want to dismantle your booth the following morning, instead of waiting in your booth the day the exposition closes. This will also save you in overtime labor charges.

If your crates are not delivered, or if any are returned damaged, report it to the service desk, describing exactly what is missing or damaged. File any necessary claims.

If you have hired labor for dismantling, be certain they know what is rented and what belongs to your company. You are responsible for returning instruments such as telephones and lead retrieval units. Telephones and lead retrieval units can require sizable deposits. Be certain before you leave to ask someone to be responsible to return this equipment or return it yourself. Remember to get a receipt, otherwise, you might lose your deposit.

Remember to take the dismantle period into consideration when making your travel arrangements. It is not advised to plan a flight the same day the exposition closes.

Shipments Leaving the Exhibit Hall

Be certain that all materials to be shipped from the exposition are clearly labeled with a destination and that all Bills of Lading are accurately completed. Do not leave your shipment sitting on the exhibit floor, assuming someone will take care of it. Contact the general service contractor or the freight forwarder when you are ready to hand over your shipment to them.

Bills of Lading

Upon move-out, a bill of lading must be completed for each separate shipment/destination and returned to the general service contractor desk for an event in the U.S., and to the official freight forwarder's desk for international events. Clearly indicate your freight forwarder, or the official freight forwarder will automatically be selected for you.

Account for all items on the bill(s) of lading and include quantity of each (i.e., crates, cases, boxes, skids) and the approximate weight. Form of payment should always be "prepaid." Remember, if you do not take care of paying your final invoices before you leave the site, your freight may not be released for shipment. All bills of lading must bear your signature and must be turned in to the service desk. ALWAYS keep a copy for your records, never leave the bills in your booth and DO NOT attach them to your freight. Always make sure shipments going to different destinations are labeled appropriately and separated by destination at the booth site.

Post Show

Processing and Fulfilling Leads

With all the hard work, time and money that goes into an exposition be sure to follow-up on all leads generated soon after you return. Be sure to follow-up within a month of the exposition, if not sooner, as you want the prospect to remember that they requested the information.

To help manage exposition leads, you may want to use a database management software so that each lead can be processed and fulfilled.

Exhibit managers often require booth staff to complete an internal survey outlining/tracking the value of the leads they received. The results of this internal survey help the exhibit manager justify participation in future events. Do not forget to review your goals and objectives that you outlined initially. See "Pre-show Planning" pages 5–8. Executive management will most likely ask, "Did we get a return on our objectives and what was it?"

In Closing

We sincerely hope the information presented here has been helpful and will assist you in your efforts towards successful exhibiting. Please remember that SEMI staff worldwide is always available to assist you. We appreciate your continued support of SEMI Expositions. If you have any comments or suggestions for improvement to this document please contact the SEMI Expositions Department in San Jose, California, 1.408.943.6900.

Appendices

Appendix A: Additional Tips for Exhibiting

Culture

If you are traveling outside your home country on business it is advised to learn more about the business and social culture of the country you are planning to visit. The Internet is a good source for cultural information on the region in which you will be exhibiting—a good example is: <http://onlineedition.culturegrams.com>. Here for a small fee you can download information for your reference. For U.S. based travelers—the U.S. Department of State issued Consular Information Sheets are a helpful resource. <http://travel.state.gov/travel/warnings.html>

Language

For the most part English is spoken throughout the business world. If you experience any difficulty in communicating with SEMI official vendors for any of the SEMICON expositions, please feel free to contact any one of our SEMI offices for assistance.

Patience is the key to avoiding frustration. The language of expositions is not universal. There can be significant differences in exhibit terminology all over the world. Contact your local SEMI office if you have a question.

Holidays

Never plan a business trip without having a current holiday calendar for the country you are going to visit. Do not rely on an old calendar for this information (especially for Asian travel). Most Asian holidays are lunar-based and change from year to year.

Metric/Imperial Weights and Measures

Whether you are a U.S. exhibitor going abroad, or a non-U.S. exhibitor exhibiting in the U.S., remember to ship a toolbox along with your exhibit.

For your reference:

Metric (m)	Imperial	Imperial	Metric (m)
3 m	9.84 ft	10 ft	3.08 m
6 m	19.69 ft ²	20 ft	6.09 m
9 m ²	96.88 ft ²	100 ft ²	9.29 m ²
1 kg	2.20 lbs	10 lbs	4.54 kg

Money

- **Attention U.S.-based exhibitors exhibiting overseas:**
Prior to leaving for your destination, find out what type of payment method the Service Contractors will accept onsite. Some Service Contractors are unable to accept credit cards, or may need to charge a surcharge for processing credit cards. Be sure to check the *Exhibitor Services Manual* carefully. Check the Internet for daily currency exchange rates.
- **Attention Non-U.S. based exhibitors, exhibiting in the U.S.:**
U.S. Service Contractors require payment in advance of service. Almost all Service Contractors accept credit cards. American Express, Visa and Master Card are the most prevalent credit cards accepted in the U.S. Check the *Exhibitor Services Manual* for more information.
- Under no circumstances is tipping expected.

Video Format

The standard video format in Asia and Europe is PAL or SECAM, while the U.S. standard T.V./Video format is NTSC.

Electrical/Power

Power (voltage/cycles/amperage) varies from country to country, and in some cases within a single country. Differences in cycles may damage or affect the performance of your equipment. Be sure to check the electrical/power information for the country in which you are exhibiting, as you may need to modify your equipment or make alternative arrangements.

Exhibit Space

Exhibit space can be purchased in two ways "raw" or "decorated" space (package booth).

- **Raw exhibit space** is the rental of actual floor space only, and does not include any utilities, services, walls or furnishings. In the U.S., raw space does include exhibit space dividers made of a lightweight fire retardant drape hanging from aluminum pipe (referred to a "pipe and drape"). Additional booth decoration information can be found on the Exhibit Application/Contract or in the *Exhibitor Services Manual*.
- **Decorated space** includes the actual floor space as well as a simple decoration package. At most SEMICON expositions decorated space consists of two side walls and one back wall made of laminated plywood held together with Pifex aluminum 'system' supports; a company name sign (fascia), carpet (similar to thick felt), an information counter, two chairs, an electrical connection (power point), one overhead light, and a waste basket.

Appendices

Appendix B: Glossary of Terms

Advance Order: An order for show services sent to the service contractor prior to the event. Usually carries a discounted price. (Compare Floor Order or Onsite Order)

After Hours Pass: Pass necessary for exhibitors to obtain from SEMI if they plan to work after established hours for the set-up and dismantle period.

Audio Visual (A/V) Technician: An onsite person that works with projecting images on screens, and positioning microphones and other equipment on sets and stages; creating and editing sound effects, adjusting lights; and supplying audio visual properties equipment.

Bill of Lading: Document or form listing goods to be shipped.

Block Exhibit: Exhibit space with a depth/width of 19ft/6m or more with adjoining aisles on one or two sides only.

Carpenter: Skilled craftsman used in the installation and dismantle of displays and exhibits.

Certificate of Insurance: Form received from insurance company showing proof and monetary value of insurance.

Common Carrier: Transportation company which handles crated or cased goods and consolidates freight of more than one customer into one shipment.

Consignee: Person to whom goods are shipped.

Contractor: One who contracts to supply labor, services or materials. (See also Exclusive, Official, and Independent Contractor)

CWT: Abbreviation for "hundred weight." Unit of measure used in the U.S. to determine drayage charges.

Decorated Space: A space on the exposition floor where the rate includes the space (see raw space) and also includes booth furnishings such as table, chairs, electrical connection and a name sign.

Decorator: (1) The official service contractor for an exhibition. See General Service Contractor. (2) The skilled craftsman that provides installation/dismantle and booth/hall dressing services for an exposition and/or its exhibitors.

Dismantle: Take down and removal of exhibits.

Dispatcher: Person responsible for scheduling and routing freight.

Drayage: Transfer of freight to and from the point of arrival (dock) to exhibit space (booth) and back. Typically is charged by weight. Each exposition is different in its weight/rate structure.

Drayage Contractor: The company who is responsible for handling the transfer of materials from and back to the dock. Always is an exclusive or official contractor.

D/T (Double Time) Labor: Work performed on overtime charged at twice the published union rate. Also see O/T (Overtime) Labor and S/T (Straight Time) Labor.

Electrician: Highly skilled craftsman who handles installation of all electrical services to a booth or area which requires electrical power. Always is an exclusive/official contractor.

Exclusive Contractor: Contractor appointed by show management or building management as the sole agent to provide services for an agreed upon compensation.

Exhibitor Appointed Contractor: (1) A contractor hired by an exhibitor to perform services independent of contractors appointed by exposition management. Also called an Independent Service Contractor. (2) Any individual or company hired to perform event services on a contract basis.

Exhibitor Committees: Formed from various product groupings of SEMI Corporate Members, the Exhibitor Committee volunteers their time and expertise to advise SEMI on issues concerning expositions. The Committee assists in the establishment and monitoring of SEMI Rules and Regulations.

Exhibit Hall: Area(s) within a facility where exhibits are located.

Exhibit Manager/Coordinator: Person in charge of an individual exhibit.

Exhibitor Services Manual: Manual containing general information, labor/service order forms, rules and regulations and other information pertaining to exhibitor participation in a particular exposition.

Exposition Coordinator: SEMI Show management staff person in charge of the exhibit area.

Exposition Manager: Organizer (SEMI) totally responsible for exposition.

Fire Marshall: City official who ensures that the exposition (and all exhibits) complies with city and county fire codes.

Floor Manager: Person retained by show management to supervise the installation, dismantling, and operation of the exhibit area.

Floor Order: Order for labor, services or materials placed onsite at the service desk. Usually a premium price is charged over an Advanced Order.

Forklift: Vehicle with a power-operated pronged platform for lifting and carrying loads (also called Tow-Motor or Lift Truck).

Freight Free Aisles: Aisles designated as "Freight Free" must be kept clear of all materials at all times. The aisles are used by the general contractor to deliver and pick-up freight throughout the exhibit halls.

General Contractor: Company that SEMI selects to provide decorating, drayage and labor services. See Decorator.

Grand Peninsula Exhibit: Exhibit space with a minimum depth/width of 19 ft/6 m and a minimum back-wall area of 30 ft/9 m.

Hard Card: (1) Work order for labor or services. (2) Drayage contractor's record of materials received or shipped.

I & D: Installation and dismantle of an exhibit (set-up/build up and dismantle).

Independent Service Contractor: See Exhibitor Appointed Contractor.

In-Line or Linear Exhibit: One or more standard booth units that are in a straight line.

Island Exhibit: Exhibit booth space with all four sides open to the aisle.

Loading Dock: Area of the facility where freight is received and shipped.

Merchandise/Equipment Pass: A release provided to the exhibitor for the removal of materials from the exhibit hall. (Forms are usually available from SEMI Show Management and/or Security office.)

Move-in: Date that is specified for the beginning of exhibit installation.

Move-out: Date that is specified for dismantling of exhibits.

Official Contractor: Selected by SEMI to provide a specific service (A/V, drayage, catering, etc.). An official contractor is not necessarily an Exclusive Contractor. These companies and the services they provide change from event to event—refer to your exposition specific *Exhibitor Services Manual* for more clarification.

Onsite Order: See Floor Order.

O/T (Overtime) Labor: Work performed on overtime that is billed at either time-and-one-half or twice the published union labor rates. Also see D/T (Double Time) Labor and S/T (Straight Time) Labor.

Padded Van Shipment: Freight that is shipped via van lines, often consisting of large pieces, crated or uncrated, such as furniture or other fragile exhibit materials. Also see Van Shipment.

Peninsula Exhibit: A minimum of four standard booth spaces that have adjoining aisles on three sides.

Pipe and Drape: Tubing with drapes that separate exhibit booths. This is more common with U.S. Expositions.

Plumbers, Pipe Fitters and Steamfitters: A tradesperson who is responsible for all plumbing (liquid or gas) installation. Usually is an Exclusive Contractor.

Property Pass: See Merchandise/Equipment Pass.

Raw Space: Typically the base price for exhibiting. This is floor space only on the exhibition floor—no booth furnishings or walls. May include a draped back wall and half height sidewalls (also known as Pipe and Drape). Refer to your exposition specific *Exhibitor Services Manual* for more clarification.

Rigger: A skilled person used in the handling and assembly of machinery, steel construction, and heavy materials. (Usually is an Exclusive Contractor.)

Service Desk: Location to order or reconfirm functions provided by the Official Service Contractor.

Set-up: The function of erecting the displays.

Shipper: Company or individual to whom exhibit materials are consigned for transportation.

Show Management: See Exposition Manager.

Skirting: Decorative covering around tables or risers

Special Handling: Applies to material shipments requiring extra labor, equipment, or time in delivery to exhibit space.

S/T (Straight Time) Labor: Labor performed on Straight-Time rates as specified in the *Exhibitor Services Manual*. Also see D/T (Double Time) Labor and O/T (Overtime) Labor.

Stand: European term for booth

Subcontractor: Company retained by general contractor to provide services.

Table-top Display: An exhibit, smaller than the standard 9 ft x 0 ft booth, typically designed for display of literature. Usually is equipment and backdrop displays.

Terminal: Freight handling or dock area.

Union: Organization of workers formed for mutual protection and safety, and for the purpose of dealing collectively with their employer on wages, hours, working conditions and other matters pertaining to their employment.

Union Steward: Onsite union official, the steward is elected by his co-workers to oversee his particular union's work in the facility. Stewards are responsible for resolving disputes that may occur over union jurisdiction (also called Shop Steward).

Van Lines Shipment: Shipment of exhibit properties via van lines, often consisting of large pieces, crated or uncrated, such as furniture or other fragile exhibit materials. Usually means an Air Ride suspension system.

Velcro: Special "tape" used to mount objects to a display. It has two components—loop and fabric. The two components adhere to one another, but may be separated, allowing graphics and other materials to be moved.

Work Time: Paid time that begins as soon as workers are turned over to the exhibitor. Stops when the exhibitor releases them.

Appendices

Appendix C: Publications of Interest

The following information is a listing of many publications that cover the trade show industry and related fields. This information is compiled and provided courtesy of TSEA (Trade Show Exhibitors Association).

ADVERTISING AGE

www.adage.com

AMERICAN MARKETING ASSOCIATION

www.marketingpower.com

BUSINESS MARKETING

www.magazinedata.com

BUSINESS MARKETING ASSOCIATION

www.marketing.org

CEIR (Center for Exhibition Industry Research)

www.ceir.org

CREATIVE MAGAZINE

www.creativemag.com

ESCA VOICE (Exhibition Services & Contractors Assn.)

www.esca.org

EXHIBIT BUILDER

www.Exhibitbuilder.net

EXHIBITION SERVICES AND CONTRACTORS ASSOCIATION

www.esca.org

EXHIBITOR ON-LINE

www.exhibitoronline.com

EXHIBITOR MAGAZINE

www.exhibitor.net

EXPO MAGAZINE

www.expoweb.com

MEETING NEWS

www.meetingnews.com

MEETINGS & CONVENTIONS

www.meetings-conventions.com

PR AND MARKETING NETWORK

www.prandmarketing.com

SALES & MARKETING MANAGEMENT

www.salesandmarketing.com

SUCCESSFUL MEETINGS

<http://www.successmtgs.com/successmtgs/index.jsp>

TRADESHOW EXHIBITOR ASSOCIATION

www.tsea.org

TRADESHOW WEEK

<http://www.tradeshowweek.com/>

Information accurate as of October 2004

Appendices

Appendix D: Code of Ethics

SEMI wants your participation at SEMI Expositions to be successful. Listed below are some tips on exhibitor etiquette for you to share with your booth personnel.

Exhibitors at any exposition should conduct themselves professionally, with honesty and integrity in their business practices.

- Be respectful of other exhibitors. If you truly have business with another exhibiting company be sure not to disrupt their business activities with their customers or prospects. It might be more convenient for you to set up an appointment since you will be onsite for the duration of the event and the visitor may only be there for a few hours. Just wandering into other booths disrupts those exhibitors who are with clients.
- Be respectful of your competitors. Even worse than wandering into “friendly territory” is going into competitors’ booths to take information or to crowd out legitimate clients. Designate specific individuals within your company to obtain information from your competitors. Advise these people to be polite and respectful when in a competitor’s booth. They should introduce themselves and ask for a brief product demonstration. The worst your competitors can say is “No.” You may be surprised at just how much they will share with you. But remember, you should also be willing to give them a brief demonstration if they come into your booth. You can show how a system works without revealing proprietary information.

Your presence in your company’s booth is not only vital to serving your customers and potential customers, but it also sets an example for others.

You can carefully monitor conduct by asking yourself:

- Is this legal?
- How will it make me feel about myself, my organization, and my industry?

And, last but not least, constantly remind yourself and your staff of the most common ethical standard of all: In the conduct of our business we will treat others as we would expect others to treat us.

By putting these tips into practice, you can help make the event a success, both for your company and for other exhibitors.

Appendix E: Industry Exhibition Objectives and Related Key Performance Measurements

	Strategic Objective	Key Performance Measurements
Sales	Develop New Sales Leads	Number of Leads generated
	Sell to Existing Customers	Additional Sales Revenue
	Finalize Sales Contracts and/or Agreements	Number of Contracts Completed
	Regain "Lost" Customers	Number of Customers Won Back
	Identify future Prospects	Number of New Contacts
	Support Current Partners and/or Distributors	Number of Partner and/or Distributor Interactions
	Identify new Partners and/or Distributors	Number of New Partners and/or Distributors Identified
Customer Service	Build Relationships with Existing Customers	Number of Customer Interactions
	Develop New Contacts within Existing Customers	Number of New Contacts
	Customer Training/Education	Number of Customer Attendees
	Customer Satisfaction Surveys	Number of Completed Surveys Submitted
Marketing	Market New Products and/or Services	Quality of Feedback
	Build Brand Awareness	Collect Impressions: Before, During and After the Exhibition
	Position and/or Re-Position Brand	Number of Responses and Impressions
	Research Brand Perception	Number and Quality of Feedback Sessions
	Collect Customer Testimonials	Number and Quality of Testimonials Received
	Product Demonstrations	Number of Attendees
	Create and/or Develop Financial Investor Relations	Number of Contacts and Amount of Financial Editorial Coverage
	Generate Editorial Coverage with Trade Press	Number of Articles
	Building Relationships with Editors and Journalists	Number of Editors/Journalists Met
	Technology Roadmap and Industry Trends	Alignment with Company Strategic Plan
	Competitive Intelligence	Alignment with Company Strategic and Tactical Plans
	Develop New Markets	Number and Quality of Contacts from New Market
	Industry Training/Education	Number of Employees Trained
Enhance Supply Chain Management	Number of Suppliers Met and/or New Suppliers Identified	

Source: Adapted from *Measuring the Trade Show ROI* by JoAnna Forshee, Envision Events

Appendices

Appendix F: Customs and Freight Glossary of Terms

An **ATA CARNET** (Admission Temporaire—Temporary Admission www.atacarnet.com/ata-carnet-info.htm) is the acronym for the international customs document which is used for temporary importation of commercial samples, professional equipment, and admission. Similar to the Temporary Import Bond (T.I.B.), the ATA Carnet is not written to include exhibit materials; however, these materials are typically passed. As long as the countries involved are Carnet participants (PRC is not), the Carnet offers the same basic assistance as the T.I.B. It replaces the need for an exhibitor to put up a bond with Customs in a foreign country. The cost for a Carnet is normally a fixed administrative fee plus a bond fee (approximately one percent of product value).

Customs authorities in participating countries accept Carnets as a guarantee that all Customs duties and excise taxes will be paid if any of the items covered by the Carnet are not re-exported. Carnets can be very helpful in some countries. We recommend the exhibitor discuss this with their freight forwarder or contact the United States Council for International Business (www.uscib.org/).

Under **Consumption Entry** (C.E.), duty is paid (i.e. 5 percent) immediately upon importation. Once cleared, the goods can freely enter the commerce of the United States. This option is for freight which will not be re-exported. It is possible to receive a refund should duty be paid on what is subsequently re-exported. This is, however, very time consuming.

Temporary Import Bond (T.I.B.)

(www.ups.com/content/us/en/resources/select/receiving/customs/terms.html) A T.I.B. is filed for items which are for temporary importation into the United States. The T.I.B. is restricted to certain categories of merchandise: (a) samples solely for the use of taking orders for merchandise; and (b) professional equipment tools of trade. While this does not technically include exhibit material, it is generally accepted. The word “generally” is not meant to be vague; however, U.S. Customs does not have a specific clearance regulation for temporary import of exhibit material. This clearance depends on the interpretation by a given Customs district. Most freight forwarders are aware of this situation and can work around it if it becomes an issue with a given shipment. The T.I.B. is very similar to the ATA Carnet (below) with the exception that it requires less pre-planning (less paperwork). The cost of a T.I.B. is typically less than 1% of the product value.

Trade Fair Entry status is the last of the four common methods used for importation. At the request and filing of a show organizer (i.e. SEMI), the U.S. Department of Commerce may designate “Trade Fair” status to a particular show (i.e. SEMICON West). This will allow the duty-free entry of exhibits and displays into that show. Import is only permitted for that specific trade show and, within a three-month period after the show, all shipments must be re-entered through Customs.

Customs clearance generally takes between one to four days. However, we recommend exhibitors allow a minimum of five working days for customs clearance on normal airfreight shipments and seven working days for ocean freight. The term “working” is very important because unlike customs authorities in some countries, U.S. Customs Authorities only work Monday through Friday.

When scheduling freight, allow for a shipment to arrive in sufficient time to be delivered through the drayage contractor’s warehouse, as this is usually the easiest and most cost-efficient method and

ensures the earliest delivery to your booth. Do not hold up your exhibit shipment because of some last minute literature or graphics. If literature or graphics are running late, make them a separate small shipment. If this becomes a late shipment, fax copies of the shipping documents, airway bill and invoice to the international freight forwarder so that the Customs documents can be prepared in advance. Further, in the case of a late shipment, use direct shipment rather than utilizing a consolidator, which will require additional time for a de-consolidator to prepare and release a shipment's documentation.

Unless covered by an ATA Carnet, you will be required to pay duty on any hand-carried commercial shipment. Hand-carried shipments are valued at more than U.S. \$1,250 will likely be taken from you by U.S. Customs. You will then have to obtain the services of a Customs Broker in order to get the shipment cleared. If you must hand-carry shipments, we recommend you make arrangements to be met off the flight. Be advised, this type of service will be expensive.

Appendices

Appendix G: Question and Answers on Freight

When choosing a carrier and scheduling your shipments, several things need to be kept in mind:

Q: *Are all of your exhibit materials crated properly?*

A: If not, try to use a padded van carrier and not a common carrier. Padded van carriers have the ability to carry crated or uncrated material and equipment in air ride tractors and trailers. Loose materials that may be fragile, or sensitive equipment, are blanket wrapped and delicately handled.

NOTE: Be sure to check the criteria for shipping equipment in the Exhibitor Services Manual. A significant savings in Drayage can be achieved if these criteria are followed. Another significant savings can be achieved if your equipment can be displayed without removing it from the shipping pallet. Plan to “carpet” you pallet onsite and save those extra forklift charges.

Q: *Are you aware of your targeted move-in time?*

A: Before scheduling your freight, check the *Exhibitor Services Manual* for your target move-in time. Freight is often scheduled in order to minimize the time carriers must wait in the marshalling yard and to maximize the efficiency of freight move-in. If you ship advance to the general contractor's warehouse, you will be assured that your freight will be delivered to your booth by the designated time. If your freight is sensitive and you don't want to have it handled more than once, arrange to have your shipment delivered direct to the exhibit hall, but make your carrier aware of your target move-in time.

Q: *Should you hold up an entire shipment for some last minute items?*

A: Probably not. If the bulk of your shipment is ready and you are waiting for some last minute graphics or literature, you may want to ship the majority of your material by van line and then send your last minute items by airfreight or Federal Express. This will save you money in airfreight charges. Send small items to your hotel instead of to the exposition to avoid paying minimum drayage charges for small packages. Review the material handling rate schedule sheet in your *Exhibitor Services Manual* for any special rate packages that may be offered. The hotel will not accept deliveries unless you are a guest in residence.

Appendices

Appendix H: Misconceptions of Drayage (Material Handling)

Misconception 1: Material handling is just 50 feet from the dock to the booth

- Drayage, renamed “Material Handling,” includes:
 - Labor, equipment costs, transportation expenses, maintenance, marshalling yard rent, trailer expenses, security, facility rental, workers compensation, insurance, communication equipment, and overhead
 - Tight move-in/move-outs
 - Weather issues and traffic

Misconception 2: The union is the enemy

- Unions address costs and competence with sophisticated training programs, drug and alcohol testing, and involvement in industry associations.
- Union labor is an essential ingredient to your success.

Misconception 3: The General Service Contractor provides all of the services on the show floor.

- The show floor is very complex.
- Know who you must speak to about which costs and which issues. It is not always the General Service Contractor.

Misconception 4: Using unofficial contractors is more cost effective, because their prices are lower

- Unofficial contractors:
 - May not have access
 - May not have resources
 - May not be as dependable
 - May be more expensive
 - May provide no assurance of quality service
- Official contractors have a stake in the success of the event. We own these services. We are not just a broker.

Source: *Effective Strategies for Managing Costs: Enhancing the Value and ROI of the Exhibit Space*

Produced by: The International Association for Exhibition Management (IAEM) and The Exhibition Services and Contractors Association (ESCA)