

RULES & REGULATIONS

It is the responsibility of the exhibiting company or their appointed designated contractor (EDC) to conform to all display rules and regulations and building requirements stipulated in this Exhibitor Services Manual.

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 Moscone Center on-site will receive a violation notice. Violations must be corrected by 6:00pm, Monday, July 9 or Show Management may effect the necessary changes at the exhibitor's expense.

Maximum height for all configurations, including booth elements such as truss and signage is **20 feet / 6 meters**, with exceptions as noted on the floor plans. Please note that each facility may have varying height limits so modular booth construction is imperative.

To enable an exhibitor to use all of the available booth space, Show Management has adopted the "Cubic Content" rule. This allows you to build or place display elements right to the front of your booth and up to the maximum height permitted.

All exhibits 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 fork lifts. 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 yourself, attendees navigating around the halls and other exhibitors.

It is not mandatory for booth plans to be approved prior to Show; however, if you would like Show Management to review your booth plans and provide an official approval, please send to:

- ◆ Soft-copy booth plans must be submitted by **May 9, 2012**
Lyn Geary
Email: lgeary@semi.org
Fax: +1.408.943.7953
- ◆ 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 a 2 story booth.

Show Management reserves the right to rearrange floor plans and relocate any exhibit at any time. Show Management is not liable for any cost that may be incurred by the exhibitor.