

## SEMICON® Taiwan 2019 Exhibitor Updates - May

### This Month

- **Online Directory will be Open to Visitors on 6/12, Please Update Your Company Info to Enhance Your Company's Visibility.**
- **Welcome Your Local Partners in Taiwan to Join the Exhibitor Seminar and First Time Ever - Marketing Workshop on 6/21.**
- **Become a Sponsor: Maximize Company Branding Exposure and Bringing Traffic to Your Booth!**
- **Invite Your Client: International Visitor Incentive Program is Launched.**
- **Collect Complete Executive-level Information.**
- **Fair Guide, Expo Guide, Construct Data, Commercial Online Manuals, Event Fair, AVRON and International Fairs Directory Scam Alert!**

### Important Dates

#### June

- 6/19 : "Download Customized Email Banner" Opens Online
- 6/21 : Exhibitor Seminar & Marketing Workshop
- 6/25 : "Invite your Customer: Printed Invitation Application" Application Deadline
- 6/26 Exhibitor Updates (June) / "Exhibitor Badge Registration", "Lead Retrieval System Rental" and "Temporary Staff Request Form" Opens Online

#### July

- 7/9-7/11 : SEMICON West (<http://www.semiconwest.org>)
- 7/17 : "Invite your Customer: Send out e-Invitation" Opens Online
- 7/24 : Exhibitor Updates (July)/ "SEMICON Taiwan 2020 Onsite Space Selection Application" Opens Online

**Online Directory will be Open to Visitors on 6/12, Please Update Your Company info to Enhance Your Company's Visibility.**

[Online Exhibitor Directory](#) will be open to visitors on 6/12, please update your company and product information to enhance your online visibility. Should you have any further questions, please contact:

1F Exhibitor : Ms. Sophia Wang / Tel : 886.3.560.1777x312/ Email : swang@semi.org

4F Exhibitor : Ms. Rachel Wu / Tel: 886.3.560.1777x309 / Email: rwu@semi.org

## Welcome Your Local Partners in Taiwan to Join the Exhibitor Seminar and First Time Ever - Marketing Workshop on 6/21.

SEMICON Taiwan will hold New Exhibitor Seminar on June 21 in Taipei Nangang Exhibition Center, Hall 1 (TaiNEX1). Highly welcome international exhibitors to invite partners in Taiwan to join in this seminar. You will gain not only the important information of exhibiting preparation quickly, but the marketing promotion opportunity of SEMICON Taiwan. In addition, we invited Magic Creative director James Chen as our invited speaker to give us a marketing and branding talk, James has 26 years of experience in branding strategy and design. The workshop is focusing on sharing branding and design integration skills; to help your booth stands out during the show. Please [click \*HERE\* to register](#).

## Become a Sponsor: Maximize Company Branding Exposure and Bringing Traffic to Your Booth!

More than "just being there" at the show. On the show floor, you are competing with hundreds of other exhibitors and other events and activities for the time and attention of your customers and prospects. Consider a marketing promotion opportunity as a way to gain visibility beyond your booth. There are many options available to enhance your company's brand image during SEMICON Taiwan, including visitor lanyards, show floor advertisement, leadership gala dinner, pocket guide, event sponsorship, web advertising, eDM advertising and so on.

Advertising & Sponsorship Opportunities :

Ms. Wen Lu/ Tel: 886.3.560.1777x105/ Email: [wlu@semi.org](mailto:wlu@semi.org)

## Invite Your Client: International Visitor Incentive Program is Launched.

Welcome exhibitors to invite international buyers or customers to visit SEMICON Taiwan. The foreign visitors/buyers who meet the specific criteria will receive hotel subsidy up to NTD 15,000, which is used for lodging (up to 4 nights, including the night before the show) and airport pickup by the contracted hotel. The subsidy is limited and available on a first-come, first-approved base. For more information, please click [HERE](#).

## Collect Complete Executive-level Information.

During the show period of SEMICON Taiwan, we will organize executive-level networking events, please recommend two executive team members who are above vice president level. Please click [HERE](#) to submit the form.

## **Fair Guide, Expo Guide, Construct Data, Commercial Online Manuals, Event Fair, AVRON and International Fairs Directory Scam Alert!**

UFI, an international organization which represents the interests of the exhibition industry worldwide has been warning the exhibition industry to be vigilant against Fair Guide, Expo Guide, Construct Data, Commercial Online Manuals and other similar guides and organizations such as Event Fair, AVRON and the International Fairs Directory. By submitting their forms, exhibitors are contracted into a three-year, non-retractable agreement totaling nearly US\$3,000. This is an on-going issue and is not related to the SEMICON Taiwan Event Directory.

**Please note that these companies do not represent SEMI in any manner. If you receive a form from these companies, please BEWARE of these scams and IGNORE it. Information about SEMICON Taiwan will come from SEMI only. SEMI hereby remind exhibitors that please review every contract or attachments carefully, before you submit any signed documents, please verify with your own legal representative to protect your rights and benefits.**

For more information about UFI's action against Fair Guide, Expo Guide, Construct Data, Commercial Online Manuals, Event Fair, AVRON and International Fairs Directory, please visit (<https://www.ufi.org/industry-resources/warning-construct-data/>). If you are a U.S. company that has been targeted by either organization, it is important to lodge a complaint with the Federal Trade Commission [file a complaint online](#).

If you still receiving these scams, here are actions to take:

1. Recommend receiver to review the email sender, review any URLs and determine it to be valid or not, then take action.
2. To mark the email as Junk or Phishing.
3. Ask email system administrator to block domain.

### **Your SEMICON® Taiwan Team**

**1F Exhibitor Contact** Ms. Sophia Wang / Tel: 886.3.560.1777 x312/  
Email: [swang@semi.org](mailto:swang@semi.org)

**4F Exhibitor Contact** : Ms. Rachel Wu / Tel: 886.3.560.1777 x309/ Email: [rwu@semi.org](mailto:rwu@semi.org)

**Visitor Incentive Program:** Ms. Jessica Yao/ Tel: 886.3.560.1777x313/ Email: [jjao@semi.org](mailto:jjao@semi.org)

**Advertising & Sponsorship Opportunities:** Ms. Wen Lu/ Tel: 886.3.560.1777x105/  
Email: [wlu@semi.org](mailto:wlu@semi.org)