



PLEASE CHECK ONE

- SEMICON Korea/LED Korea
- SEMICON China
- SEMICON Singapore
- SOLARCON India
- PV Taiwan
- SOLARCON Korea
- SOLARCON China
- SEMICON Russia
- SEMICON Taiwan
- SEMICON Europa
- FPD China
- SEMICON West

Event Directory 2010 Advertising Insertion Order

Advertiser: _____

Address: _____

City/State/Zip/Country: _____

Contact: _____

Title: _____

Tel: _____

Fax: _____

Email: _____

Agency: _____

Address: _____

City/State/Zip/Country: _____

Contact: _____

Title: _____

Tel: _____

Fax: _____

Email: _____

Bill to: Advertiser Agency Insertion/Purchase Order #: _____

Ad Specifications

Ad Size: Two-page Spread Full Page 1/2 Page (vert.) 1/2 Page (horiz.)

1/4 Page (Marketplace section) 1/6 (Marketplace section)

Color: BW 4/C

Special Position/Instructions: _____

Gross Rate: _____ Discount (Explanation): _____ Net Rate: _____

Headline: _____ Ex. 15% agency discount

Insertion Order Mailing Instructions

Send insertion order to: Ms. Michelle Yee, SEMI®, 3081 Zanker Road, San Jose, CA 95134
Fax: 1.408.943.7932 **Tel:** 1.408.943.6984 **Email:** myee@semi.org

Please include a copy of this Insertion Order with the ad materials.

Send ad materials to: Please send ad materials directly to the regional office where the show is located. For address details, and deadline dates please see the Event Directory datasheet.

Final Authorization

I have read, understand, and accept the stated terms and conditions on the page included, and authorize SEMI to execute this order accordingly.

Authorized Signature: _____ Date: _____

Sales Representative: _____

SIGNED BY ADVERTISER OR AGENCY, THIS DOCUMENT SERVES AS A VALID INSERTION ORDER

Payment Terms and Conditions

If credit is extended, the undersigned agrees and understands that all invoices are due upon receipt. All past due balances are subject to a finance charge at a rate of 1.5% (18% APR) on the outstanding balance. If payments are delinquent, SEMI reserves the right to place a hold on **all** future SEMI services. No terms or conditions of purchase orders, different from SEMI, will be part of any sales agreement, or other document unless specifically approved in writing by SEMI. Should suit be instituted by SEMI to collect any debts of the undersigned, the undersigned agrees to pay all actual costs of collection and attorney's fees and interest on past due amounts at the highest rate allowed by law.

All advertisements subject to approval by SEMI.

This agreement for credit is deemed to have been executed in the County of Santa Clara, California, and shall be governed by and construed according to the laws of the State of California. The parties hereby agree that, in the event of any action arising out of this agreement, jurisdiction of any such action shall be vested exclusively within Santa Clara County, California.

Upon a change in the customer's principals or legal entity of the company, applicant will give SEMI written notice, fifteen (15) days prior to the change. Should suit be instituted to collect any debts of the undersigned, the undersigned agrees to pay all actual costs of collection and attorney's fees and interest on past due amounts.

Cancellations/Changes (Web Ads)

Cancelled contracts are subject to invoicing at the earned rate.

Cancellations/Changes (Print Ads)

Cancellation or changes are not accepted after the space reservation deadline. Cancellations or changes prior to reservation deadline must be received in writing by the space closing date. Cover, premium and guaranteed positions, including ads booked after the space closing date, are non-cancelable.

Liability

SEMI reserves the right to hold advertisers and/or agencies jointly and severally liable for money due and payable to SEMI.

SEMI is not responsible for missing material or materials that have been output incorrectly. SEMI does not make any art or type corrections to your existing material. Please check your material very carefully before sending. SEMI does not return material after printing. SEMI is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, typhoon, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation of any kind, work slowdown, or any condition beyond the control of SEMI affecting the production or delivery in any manner.

The advertiser and/or agency to indemnify, defend and save harmless SEMI from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter), or the unauthorized use of any person's name or photograph, arising from the publisher's reproduction and the publication of such advertisements pursuant to the advertiser's or agency's order. In addition, SEMI also reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

Insertion Orders

A valid insertion order must contain: Advertiser's name, address, phone number and contact person's name; agency's name, address, phone number and contact person's name; ad title, issue date and product name; confirmed frequency; confirmed gross rate; confirmed net rate; special requests with complete instructions; authorized signature. Invalid insertion orders will not be processed by SEMI and will be returned to the sales representative, to the client or to the agency that placed the order.

Advertising Content Guidelines

SEMI requests that exhibitors not advertise or promote any offsite or outside activity such as an open house, reception, conference, etc., held away from the exhibit hall if occurring during exhibit hours.

SEMI Global Headquarters

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www.semi.org/advertising

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Fax: 1.408.943.9600
Email: semihq@semi.org