

SEMICON Europa 2026

Chips JU Stand – Exhibitor Guide

Event	SEMICON Europa 2026, co-located with Electronica
Dates	10–13 November 2026
Venue	Trade Fair Center Messe München
Chips JU stand	Hall C2-311
Guide status	Draft v2 - updated with delivery arrangements

Immediate action required: Please send your latest logo and slogan/tagline as soon as possible, if you haven't done so yet.

1. Welcome and overall concept

- The Chips Joint Undertaking will once again be actively present at SEMICON Europa 2026, building on the positive experience of the previous edition.
- The joint Chips JU stand is based on the formula of joining forces to showcase the Chips JU programme and ambitions.
- The stand will welcome the five current Pilot Lines, EuroCDP, aCCcess, and the Industry Associations AENEAS, EPoSS and INSIDE.
- No additional financial contribution is required from participating entities. A coordinated approach will be needed to ensure consistency across the joint presence.

2. What each participating entity will have on the stand

Each entity will have its own dedicated area in the form of an individual mini-booth. The current stand concept includes:

- A branded totem with dedicated signage. Please confirm your logo and slogan/tagline.
- One 42-inch screen. Please prepare and bring the video you want to display on a USB key.
- One high table for discussions and distribution of communication materials.
- Two high stools.
- Access to the shared welcome area, including a central reception desk with an interactive touch table.
- Access to the shared storage room behind the back wall, including lockers, shelves for luggage, coat rack, waste bin, coffee station and water station.

3. Information and materials to provide

Item	What to provide	Timing / notes
Logo	Latest version of your logo in a high-resolution, print-ready vector format. Preferred: AI and SVG.	Completed by all entities.
Slogan / tagline	A short slogan or tagline to appear with your branding on the stand.	ASAP

Video content	Video to show on your dedicated 42-inch screen, brought on a USB key.	Bring to the event. Standard corporate promotional videos are not allowed.
Printed material	Brochures, flyers and promotional giveaways, if relevant.	Bring to the event or ship to delivery address indicated below. No other additional branding/customisation elements are allowed.
Staffing plan	Ensure representatives are available at your location throughout the exhibition.	Please organise internally before the event.

4. Stand set-up, allocation and logistics

- The allocation of individual partner locations within the Chips JU stand will be managed by Chips JU.
- A Chips JU team member will be present at Hall C2-311 throughout the set-up period to receive boxes and other exhibition materials on behalf of participating entities and to provide continuous technical assistance.
- Detailed delivery arrangements are indicated below.
- Access to the exhibition area for decoration and set-up is indicated from 9 November 2026, 18:00 onwards.
- Dismantling starts on 13 November 2026 from 15:00 onwards.

5. Entry passes, travel and accommodation

- Participants should purchase their own SEMICON entry ticket.
- Co-exhibitor passes are not available in this specific case; participating entities should opt for regular visitor passes.
- Participating entities should arrange their own travel and accommodation.
- Accommodation should be arranged as early as possible, as hotel prices are expected to increase around the event period.

6. Branding, content and what is allowed

- **Allowed:** brochures, flyers and promotional giveaways.
- **Allowed:** video content for the dedicated 42-inch screen, provided by the participating entity and brought on a USB key.
- **Not allowed:** additional stand elements or customisation beyond the agreed mini-booth setup.
- **Not allowed:** standard corporate promotional videos. Content should be adapted to the SEMICON/Chips JU context and the specific initiative being showcased.
- Before any printing is finalised, the logo and slogan layout will be shared in advance for validation.

7. Staffing and visitor engagement

- Each participating entity is asked to keep its own location staffed throughout the exhibition.
- Representatives should be ready to provide information and engage with public and private stakeholders visiting the stand.
- Chips JU Comms staff will also be present at the stand, but each entity remains responsible for its own location and materials.
- Each entity is encouraged to make the most of its presence at SEMICON through its own networking and engagement activities.

8. Speaking opportunities and side activities

The Chips JU has planned the following confirmed presentations during SEMICON Europa 2026:

Session	Duration	Speaker
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Advanced Packaging Conference (APC)	20 minutes	Anton Chichkov
Chips JU Opportunities for Start-ups and Innovation	10 minutes	Jari Kinaret
Spotlight on European Innovation: European makers enabling global transformation	15 minutes	Jari Kinaret

Please note: No additional pitches, booth talks or networking sessions have been planned by Chips JU for the participating entities at this stage.

9. Operational coordination

- A second operational meeting with participating entities will be organised in October 2026.
- A Doodle poll will identify the most suitable time.
- [Choose the most suitable timeslot here.](#)

10. Delivery details

One box per exhibitor. Accepted size: 40 cm x 40 cm max

Deadline: 23 October

Delivery details:

LUC VANDEPITTE
+32 477 802 616
Meerlaantjestraat 8
8700 Tielt
Belgium

11. Contacts

Contact	Email
Luciano Gaudio	Luciano.Gaudio@chips-ju.europa.eu
Anna-Zuzanna Nowak	Anna-Zuzanna.Nowak@chips-ju.europa.eu
Andreia Martins	Andreia.Martins@chips-ju.europa.eu
Laurence De Lessines	Laurence.DeLessines@chips-ju.europa.eu
Vasiliki Peglidou	Vasiliki.Peglidou-ext@chips-ju.europa.eu

12. Exhibitor checklist

- Confirm participation and relevant contact persons for future communications.
- Send latest logo and slogan/tagline to the Chips JU Communications Team.

- Prepare video content for the 42-inch screen and bring it on a USB key.
- Arrange regular visitor passes.
- Book travel and accommodation.
- Prepare printed materials and giveaways, if relevant.
- Plan staffing so your mini-booth is covered throughout the exhibition.
- Ship your materials to delivery address in Belgium.
- Join the operational coordination meeting in October 2026.

Stand mock-up – THIS IS NOT A FINAL VERSION

