

CASE STORY

SEMICON WEST: DOUBLE IT

Moscone Center | San Francisco, CA



THE CHALLENGE

SCALING WITH STRATEGY

As SEMICON West transitioned from a previous official services provider, they faced a challenge: doubling their show footprint from one hall to two at the Moscone Center. This expansion was a strategic move: the goal was to elevate experiences while supporting the show's rapid growth.

THE SOLUTION

DESIGN THINKING IN ACTION

GES worked hand-in-hand with SEMICON West to reimagine the event experience. By analyzing attendee behaviors and needs, the team crafted a show floor that was immersive, intuitive, and engaging. The new layout prioritized networking, learning, and discovery—creating more meaningful touchpoints for attendees and exhibitors alike.

THE IMPACT

A SOLD-OUT SUCCESS

SEMICON West 2024 featured a robust conference program with over 40 sessions and 400 speakers, alongside a sold-out exhibition floor. New experiential elements enriched the attendee journey and set a new standard for future events.

QUICK STATS

EXCEEDING EXPECTATIONS

This expansion wasn't a gamble—it was a strategic action powered by artificial intelligence, GES's deep industry insights, and CEIR data.

10k Attendees

140k NSF

500+ Exhibitors



SHOW PLANNING