



Cutting-Edge IT & Electronics Comprehensive Exhibition

CEATEC[®] JAPAN

Exhibition Guide

NEXT — Technology Makes the Future.

CEATEC JAPAN 2014

Oct.7 (Tue.) > Oct.11 (Sat.) Makuhari Messe

Sponsors: CEATEC JAPAN Executive Board

CIAJ

Communications and Information network Association of Japan

JEITA

Japan Electronics and Information Technology Industries Association

CSAJ

Computer Software Association of Japan

www.ceatec.com

CEATEC JAPAN 2014 Exhibition Theme

NEXT—Technology Makes the Future.

Ever since its beginning in 2000, CEATEC JAPAN has been highlighting the cutting-edge achievements in IT and electronics technologies, aimed at the lifestyles, industries and societies of tomorrow. Now, moving towards a new "NEXT," As IT and electronics transcend the boundaries between a wide range of fields and industries, acting as a driving force underpinning the birth of a new "NEXT", Japan is further invigorating its innovation capabilities and offering proposals for even richer lifestyles of tomorrow to fulfill the dreams and hopes of future societies, thus leading to future business opportunities. Under the theme “NEXT — Technology Makes the Future.” CEATEC JAPAN 2014 will present the new "NEXT" bringing together innovation capabilities in spirit of competition, and present a comprehensive exhibition of these technologies materialized as businesses.

What is CEATEC JAPAN ?

CEATEC JAPAN is a comprehensive exhibition of cutting-edge IT and electronics that provides information to a wide range of users including people in business, both inside Japan and internationally, by presenting the world's cutting-edge technologies, products and services, all under one roof. Since its inception in 2000, the exhibition has acted as a forum for conferences on the latest achievements and trends, and has responded to expectations and needs by providing information indispensable for the lifestyles and societies of the future.

CEATEC JAPAN covers trends across a wide range of upstream and downstream domains in the IT and electronics industries, offering two appealing exhibition categories as well as two special exhibits for coming trends, and provides relevant information through conferences.

Lifestyle & Society Stage



This stage presents and exhibits a wide range of cutting-edge technologies supporting the lifestyles and social systems of tomorrow.

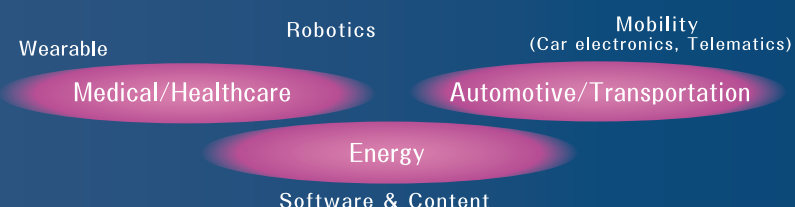
Key Technologies Stage



This stage presents and exhibits the world's latest electronic components, devices, equipment and materials supporting innovation in a diverse range of different fields.

Special Exhibitions/Conferences

Special exhibits and conferences are also held to present specifics about link ups and convergence of the IT and electronics industries with other industries and related fields.



CEATEC JAPAN 2014 will...

Aim to further improve exhibitor satisfaction by enabling exhibitors to fulfill the purpose of their exhibits, and play a role as a venue for generating business opportunities.

As a forum for exchanging proposals for the outlook, future and potential of IT and electronics technologies with visitors to the exhibition, the exhibition will provide the most up-to-date information, giving visitors high expectations for the future.

Creating Business Opportunities

Exhibitors can increase the impact of their exhibits by fully making use of the functions available at the exhibition. CEATEC JAPAN will proactively implement a number of original and unique efforts before, during and after the show with the following keywords: information exchange, interaction, announcements, new technologies and new products.

Reinforced Information Release to the Media

The media is an indispensable and principal partner of CEATEC JAPAN. CEATEC JAPAN reinforces its ties with the media by organizing events such as the Media Convention in order to widely spread the latest trends and future prospects to the public.

Reinforcing Ties with Related Government Agencies

CEATEC JAPAN puts the spotlight on the latest IT and electronics technologies and provides information by teaming up with related agencies and working closely with government.



Masakatsu Kikuchi

Director,
Telecommunication Bureau,
Ministry of Internal Affairs
and Communications

In today's world, ICT is an infrastructure required not only for social and economic activity, but has also become deeply infused into many aspects of people's lives as an infrastructure that underpins a host of human activities. Against this backdrop, CEATEC JAPAN, as an exhibition presented by the ICT industry coming together under one roof, not only presents new technologies and new products throughout the Japanese market, but also showcases the high level of technological capabilities from across Japan to the global market, and is thus an important event that brings about communications between specialists and engineers. Having jurisdiction over ICT, the Ministry for Internal Affairs and Communications (MIC) anticipates that CEATEC JAPAN will present new technologies, products and services, which will become the basis of achieving ICT environments at the global top-level, bearing fruit through the creation of new business. Furthermore, MIC will fully support the event by presenting the Minister of Internal Affairs and Communications Award as part of the CEATEC AWARDS. We look forward to a grand exhibition made possible through the support of a wide range of businesses and organizations.



Masayoshi Arai

Director,
Information and
Communication
Electronics Division,
Ministry of Economy,
Trade and Industry

The IT and electronics industries are not only responsible for electronic appliances such as smartphones, televisions and personal computers, but also are a driving force in innovation in a wide range of fields covering lifestyles and industries such as the automotive, health care, infrastructure, energy and agricultural industries. Many innovators and early adapters who are interested in cutting-edge technologies and products come to CEATEC JAPAN to see the results of these diverse innovations. CEATEC JAPAN becomes a platform to gather consumers and businesses who are creating an innovative future, and a venue where new business materializes from a wide variety of exchanges and interactions. Backing up the creation of such a forum, the Ministry of Economy, Trade and Industry (METI) gives its full support to CEATEC JAPAN by awarding the Minister of Economy, Trade and Industry Award to excellent products and services as part of the CEATEC AWARDS. We look forward to your participation as partners in creating an innovative future.

The 2 Stages Creating Dreams and Business Opportunities

Presenting the Internet of Things (IoT) and covering the diverse fields in IT and electronics – the platforms for innovation

Lifestyle & Society Stage

Seamlessly joining together a diversity of lifestyle scenes, the Lifestyle & Society Stage will present the "NEXT" for the lifestyles and societies of tomorrow. The Lifestyle & Society Stage features exhibits of technologies, services and products that will make the lifestyles of people more prosperous and comfortable such as next-generation video technologies, smartphones, the latest wearable mobile communications devices, next-generation wireless communications, HEMS and Vehicle to Home (V2H) that link up to control home, appliances and energy, home electricity storage systems, smart appliances, energy management to support smart cities, cloud services promoting the use of ICT, and verification solutions indispensable for security or usability improvement.

Products to be exhibited

- ◆ Home Entertainment and Video Network
- ◆ Personal Digital Tools and Mobile Networks
- ◆ Smart Networks and Business
- ◆ Smart Houses and Smart Communities
- ◆ Home Appliances and Lifestyles
- ◆ Car Electronics and Smart Mobility
- ◆ Industrial/Social Systems and Advanced Technologies

Target Visitors

CEATEC aims to strategically entice IT and electronics core users and resellers who are at the forefront of spreading and developing IT and electronics, to expand the number of business users in the smart fields, and to attract diverse light users such as students and general consumers.

- ◆ Core users, resellers
- ◆ Business users in other smart-related industries
- ◆ Digitally interested consumer group (heavy user group)
- ◆ Female users who are highly influential on product purchasing, and students who will be responsible for the next generation (light user group)
- ◆ Media to cover the exhibition
- ◆ Government and related agencies, local government bodies, embassies in Japan, senior corporate management with decision-making authority

Key Technologies Stage

Key Technologies Stage presents Japan and world's leading electronic components and devices in support of the "NEXT". This stage features state-of-the-art high-functionality components and devices, including: low-energy devices, energy storage and energy creation technologies to support social infrastructure, sensing devices to control product functions or electronic devices in automobiles, cutting-edge automotive components to lead the evolution of electric vehicles (EV), key devices supporting miniaturization of smartphones, wearable devices, key energy efficiency devices, input devices for controlling a wide range of machines safely and with ease, and various types of devices for medical and welfare applications.

Products to be exhibited

- ◆ Semiconductors, Devices
 - Semiconductors
 - Display Devices
- ◆ Batteries, Materials, Manufacturing Equipment
 - Batteries
 - Materials
 - Devices
 - Social Systems and Leading-edge Technology
- ◆ Electronic Components
 - Passive Components
 - Structural Components
 - Functional Components
 - Power Sources

Target Visitors

CEATEC will be engaging in activities to attract specialists and business visitors including engineers, product development supervisors, purchasing officers and visitors involved in or interested in the energy, car electronics and mobility, medical and healthcare fields.

- ◆ Electronic manufacturers (design, product planning, R&D, purchasing, management)
- ◆ Automotive, electronic device, and automotive device manufacturers
- ◆ Manufacturers of medical and healthcare-related equipment
- ◆ Energy-related equipment makers
- ◆ International users (Asian set makers, major EMS companies, automotive companies, agencies and trading companies)
- ◆ Media for coverage (Industry specializing and technology related media)
- ◆ Government and related agencies, local government bodies, embassies in Japan, senior management with decision-making authority

CEATEC JAPAN – An Effective Venue Rich with Opportunity

CEATEC JAPAN provides an effective and opportune venue to exhibitor companies and groups to:

Promote product and technology sales
(sales/business development)

Garner new customers

Engage in PR and raise company profile
(branding)

Market products

HR development



Including **people involved in the IT and electronics industries**, a **wide range of visitors** come to CEATEC JAPAN to **get the latest info on future businesses**.



Visitors to CEATEC JAPAN are characterized as mostly **professionals directly involved in technology and product development**, as well as many involved in **management and administration**.



One of the most dominant features of CEATEC JAPAN is its **information dissemination capability** and its **ability to influence society**. Each year, many people involved in media come from within Japan and around the world to **cover the exhibition**.

About 50% of all visitors to the show are **from the IT and electronics industries**, while other visitors include people from **the automotive, car electronics, medical and healthcare, and energy manufacturing industries**, as well as people from **government offices, schools, researchers and educational institutions**, all of whom come to the exhibition to get the most up-to-date information.

About 30% of visitors to CEATEC JAPAN are key engineers involved in technological and product development, as well as **production and manufacturing**. In addition, about 10% of visitors to the exhibition include **corporate executives**, as well as many **managers and administrators** responsible for **business management and activities**.

CEATEC JAPAN attracts roughly 2,000 media workers who cover the exhibition for domestic and international television, newspapers, magazines, and web publications. **More and more time for CEATEC JAPAN is given over to television broadcasts, with increasing publication in newspapers, magazines and on the web**, resulting in ever more influence on society year-on-year.

Getting the most out of CEATEC JAPAN

We ask exhibitors to please consider exhibits under one of the key words of "information exchange," "interaction," "announcements," or "new products/new technologies," and clarify the purpose of your exhibit to achieve the objectives of "products/technology sales promotion (pioneering business)," "Garnering new customers," "engaging in PR and raising company profile (branding)," or "product marketing."

4 Keywords for Exhibitors to Get the Most Out of CEATEC JAPAN

Information Exchange

Interaction

Announcements

New Products / New Technologies

Information Exchange



- ◆ This means being aware of how to exchange information with a diversity of visitors, and taking steps to develop information before, during and after the event to more effectively engage in dialogue directly with them.
- ◆ Make information exchange with visitors easy — consider effective booth layout and more product exhibits, and focus on customer contact with striking fixtures and displays.
- ◆ Make strategic plans to attract visitors to your exhibit. Do not only send e-mail to attract customers, but also send invitations by DM.
- ◆ Make appointments with important customers during the exhibition period, and create an appointment schedule for sale supervisors.
- ◆ Consider overseas visitors by creating PR tools such as presentation data, PR video and pamphlets in other languages.

Interaction



- ◆ Effectively make use of this once-a-year opportunity where people in the business and industry meet up and interact under one roof.
- ◆ Bear in mind information exchange among corporate executives, and plan exhibits so that they unify the executive with the whole company.
- ◆ Participate in receptions where executives from exhibiting companies, related ministries, media and executives from related industries come together.
- ◆ Use events to foster a sense of unity and improve motivation within your company.
- ◆ Use the show as a forum for executives to interact with each other and leading sales staff.

Announcements



- ◆ Use CEATEC JAPAN's unique capability for information dissemination by developing and engaging in strategic activities prior to the event
- ◆ Plan ahead of the event on distributing press releases and making press announcements.
- ◆ Think about media relations and make the most out of your PR activities such as assigning a full-time PR representative in your booth during the exhibition.
- ◆ Make the most of CEATEC JAPAN's advertising services such as promote international PR activities.

New Products/ New Technologies



- ◆ Consolidate new technologies and products for the exhibition, and be proactive in disseminating information.
- ◆ Align development of new technologies and products, as well as announcement cycles with CEATEC JAPAN.
- ◆ Make use of the official website and free publicity services.
- ◆ Provide must-see exhibit information to the office and news center before the exhibition opens.

Enticing Visitors to CEATEC JAPAN

CEATEC JAPAN engages in activities to attract visitors to each of the exhibition stages.

Stage	Visitor objective	Target Market	Core Target	Strategic Target
Key Technologies Stage	Business interest (business users)	Domestic	◆ IT electronics manufacturers (electronics/IT equipment, electronic parts and devices)	◆ Automotive/transportation equipment manufacturers (electrical component, car mount) ◆ Medical equipment manufacturers ◆ Healthcare related equipment manufacturers ◆ Other manufacturers ◆ Energy related
			◆ R&D, engineering/design/creative ◆ Purchasing, material/buyer ◆ Production/manufacturing, inspection	
		Overseas	Overseas visitors that match target attributes	
	Press		Domestic and overseas press (industry specialized media, technical media, etc.)	
Lifestyle & Society Stage	Business interest (business users)	Domestic	◆ IT electronics manufacturers (electronics/IT equipment)	◆ Automotive/transportation equipment manufacturers ◆ Medical equipment manufacturers ◆ Machinery, precision equipment manufacturers ◆ Communications services ◆ Software makers, soft houses, system integrators ◆ Internet services/web content ◆ Broadcasting service/video content ◆ Data processing/data services ◆ IT related logistics/sales ◆ Energy related
			◆ R&D, engineering/design/creative ◆ Purchasing, material/buyer ◆ Production/manufacturing, inspection	
		Overseas	Overseas visitors that match target attributes	
	Private interest (consumer)	Domestic	◆ Private users ◆ Corporate end-users ◆ Students, etc.	◆ Users interested in IT/electronics (women, etc.)
	Press		Domestic and overseas press (industry specialized media, TV, newspapers, magazines etc.)	

E-mail, invitations, advertising in business publications, advertising through company homepages, SNS and press release distribution are effective ways to certainly attract visitors to your company's booth.



Sponsor Plans to Attract Customers

CEATEC JAPAN 2014 will raise interest in visitors to attract them to the exhibition by holding special exhibits and conferences with strong message based on the overall strategies of the 2014 exhibition.



Information Distribution Through Video on Official Website

To make the best use of the attention gained by the official website with its roughly 900,000 hits, CEATEC JAPAN will, in a timely manner, publicize information about exhibiting companies, special exhibits and conferences, and will also evoke visitor interest with an online exhibition tour plan that visitors can access in advance. There are also plans to expand measures to introduce exhibiting company information by using video in 2014.

Expanding Media Partners

To widely publicize the content of the exhibition, CEATEC JAPAN has the support of many media partners. In 2014, CEATEC JAPAN will be expanding its media partnerships, and our media partners will be increasing their activities with special articles, advertising spreads, and special series etc.



Attracting the Press

Using a list of media contacts both in Japan and overseas, CEATEC JAPAN attracts coverage through broadcast media such as TV, communications companies, newspaper, magazines and web media etc. CEATEC JAPAN also periodically releases up-to-date information to spread information about the show. A media tour will also take place for internationally influential media workers invited from overseas to the event.



New Approaches to Previous Visitors with Database

CEATEC JAPAN will raise visitor interest by announcing highly topical business trends through usage of a visitor database built from past attendance (containing about 150,000 entries*).

*Effective number of e-mail distribution



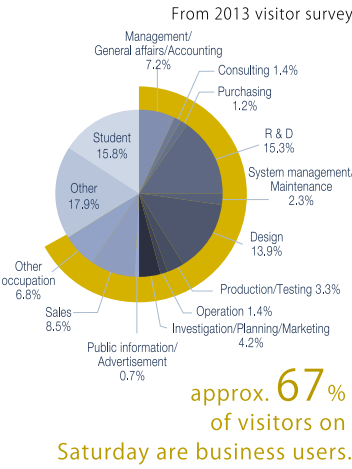
Making Better Use of Social Networking Services (SNS)

By linking with its official website with visitor and exhibitor SNS sites, and disseminating information that is easier to become familiar with, CEATEC JAPAN will fortify capabilities to spread information by word-of-mouth.



Making the Most of the Saturday Opening

Weekdays of the exhibition feature keynote speeches and conferences for engineers, and there are plans for engineer exchange meetings targeting research engineers, and plans to attract core targets with direct links to business. On Saturday of the exhibition, measures will be implemented to attract business users who cannot attend the show on weekdays, individual users with interest in IT, corporate end-users, and students.



Attracting International Visitors

The latest information on CEATEC JAPAN 2014 will be spread through its Asian and global partners to attract visitors from overseas. CEATEC also promotes visitation by international observer groups introduced through the counterparts of sponsor organizations.



Support Services & Tools for Further Raising the Effectiveness of Exhibits

Internet Media



This service enables exhibitors to publicize exhibition info on their own by inputting press releases and exhibition data. Linkages with social network services such as Facebook and Twitter also help to expand word-of-mouth. This year a new service to introduce booth on video via YouTube and other online video services will be added. Subtitles in English and Japanese can be added to such videos.

UPDATE

Awards



Technologies, services, and products on exhibit that are innovative and highly influential to the market are selected and awarded during the show. Two awards are the CEATEC Award and CEATEC Innovation Award, "As Selected by U.S. Journalists". Awards can be utilized for PR purposes even after the show is over. Awards are announced on the Official Website and on the After CEATEC website after the end of the show.

Press Conference at the Booth



Press conferences to be held at the booth area will be introduced and assistance will be provided. Exhibitors will be able to conduct press conferences from their booth area during media-effective CEATEC JAPAN.

News Center



A special crew will be covering the exhibitors, and coverage will be introduced to influential media and members of the press through various opportunities. Reported coverage will be posted as CEATEC News articles on the official Website for further exposure of exhibitor info.

Invitation



Focused mainly for sponsors and related organizations, CEATEC JAPAN will provide invitations to business users with high purchase motivation. Invitation is also useful as a tool to invite key customers of exhibitors.

UPDATE

Press Center/Press Briefing Room



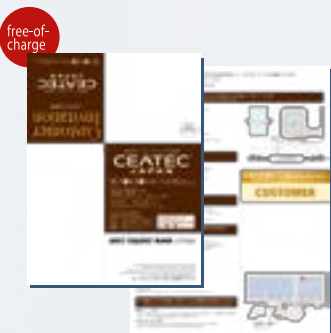
Press releases and novelties can be distributed at the Press Center fully equipped with various services such as Wi-Fi and catering, where members of the press gather and use during the show. A venue to hold press conferences or product announcements is also made available.

Overseas Distribution of Press Releases



Press releases can be distributed in various languages. Free translation services are available for English and Chinese. Press releases are distributed to the Americas and European countries as well as all regions in China. This service can be utilized by any member of the press regardless of whether one is reporting from the exhibition or not.

Customer Invitation



Customer invitation valid for 4 weekdays between Oct. 7th (Tue.) and 10th (Fri.) will be provided. This invitation includes chauffeur service from Kaihin-Makuhari Station, special customer entrance, special lounge, etc. targeted for your VIP clients.

UPDATE

Barcode System



Reader available at free-of-charge
Charged for data reading

This service will digitize business card information by reading the barcode on visitor entrance passes and deliver it as data. Exhibitors can automatically receive information such as visitor profile and requests that a visitor may have without having to manually exchange business cards and entering the data.

New Technology/New Products Seminar



Exhibitors can introduce their new technologies and/or products to users. The seminar space has a capacity of about 50. It is a packaged service that includes advance online reservation system and online data submission functions. (first-come first-serve system)

Media Convention



Since its start in 2013, Media Convention has been gaining favorable response from members of press. This year, the convention will be held on Monday, October 6th from 4 PM to 6 PM. The Media Convention enables exhibitors to directly introduce the must-see aspects or their exhibits, raise the level of focus on their presentations, and raise the potential for publication of articles about their new products.

UPDATE

Global Media Monitoring



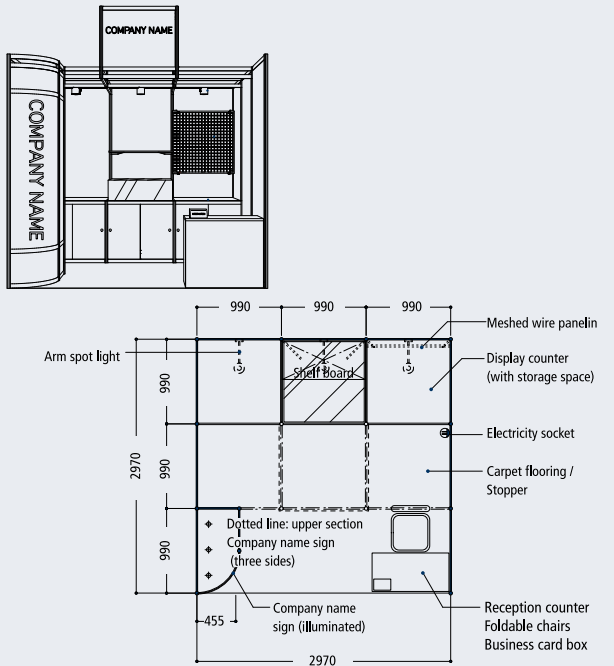
CEATEC JAPAN will provide access to Meltwater (a US-based company) news analysis software. This enables exhibitors to check whether their international and domestic online media presence is effective. Available for use as a trial quantitative and qualitative analysis service, this software enables exhibitors to monitor web-based news on their companies and other companies in the same industry as necessary (through 230,000 global media sites, SNS sites and blogs). (Some parts of this service incur a fee.)

Package Booth Displays

Introducing simple, packaged booths

① Standard Package

Carpet flooring, Carpet stopper, Display counter (with storage space), Shelf board, Meshed wire paneling, Large company name sign, Reception counter, Foldable chairs, Business card box, Arm spot light, Electricity socket

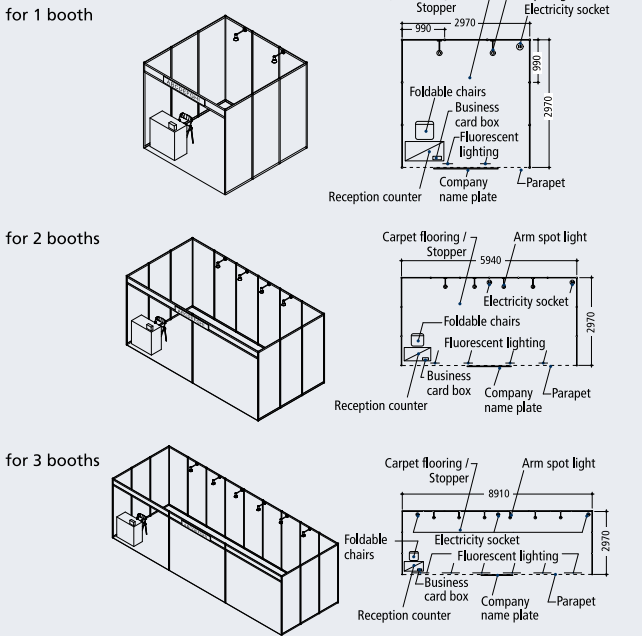


Standard package fee for 1 booth	¥245,000
Standard package fee for 2 booths	¥362,000
Standard package fee for 3 booths	¥614,000

Note: The fees above do not include booth fee.
* Electrical work and electricity consumption will be invoiced separately.
* If you want to color the walls, this will incur an additional charge.
Note: Consumption tax rate at the time of the exhibition, which is October 2014, will be applied.

② Basic Package

Carpet flooring, Carpet stopper, Parapet, Company name plate, Reception counter, Foldable chairs, Business card box, Arm spot light, Fluorescent lighting, Electricity socket



Basic package fee for 1 booth	¥95,000
Basic package fee for 2 booths	¥137,000
Basic package fee for 3 booths	¥189,000

Note: The fees above do not include booth fee.
* Electrical work and electricity consumption will be invoiced separately.
* If you want to color the walls, this will incur an additional charge. Other rental fixtures and furnishings for packaged displays are available. Please refer to the Exhibit Manual that will be distributed at a later date.
Note: Consumption tax rate at the time of the exhibition, which is October 2014, will be applied.

③ Other rental fixtures and furnishings for packaged displays are available. Please refer to the Exhibit Manual that will be distributed at a later date.

CEATEC JAPAN 2013 Review

Visitors A wide variety of industry executives and business users visited the show.
Many key figures also took part in conferences and international symposiums.

Number. of Visitors **141,348**

	Tue. Oct.1	Wed. Oct.2	Thu. Oct.3	Fri. Oct.4	Sat. Oct.5	Total
Registrants	13,603	21,292	27,158	34,440	18,844	115,337
Registrants/Press	1,035	191	191	223	110	1,750
Exhibitor-related	5,573	5,114	4,725	4,670	4,179	24,261
Total	20,211	26,597	32,074	39,333	23,133	141,348

VIP Visitors **742**

Number of the Conference **134**

Attendees of the Conferences **18,023**

Purpose of visit. (multiple answers accepted) (%)

Information on products and technologies	85.7
Understanding industry trends	76.7
Information on competing companies	21.8
Advance studies for possible product introduction	9.0
Business discussions	2.1
Opening business channels	5.6
Interchange and strengthening links with customers	6.1
General areas of interest	52.1
Other	4.0



Visitor Attributes

Industry Type	(%)
Electronics, Information and communication manufacturer/Section	16.9
Electronic device manufacturer/Section	11.4
Car/Vehicle manufacturer	3.5
Medical machinery manufacturer	0.7
General/Precision machinery manufacturer	5.8
Other manufacturer	7.4
Software developer and system integrator	4.7
Communication service provider	3.2
Application service provider/Web creator	1.5
Broadcasting/Picture service	2.8
Information processing	2.1
Investigation/Consulting	1.4
IT business-trade/IT business-distribution and sales	5.9
Energy	0.7
Finance/Securities/Insurance	1.2
Publication/Advertisement/Printing	2.8
Construction/Real estate	1.4
Other service	4.1
Government office/Organization / School/Research institute	3.7
Other business	4.0
Other/Student	15.1

Occupation Type (%)

Management/General affairs/Accounting	10.5
Consulting	1.7
Purchasing	1.8
R & D	17.4
System management/Maintenance	1.7
Design	12.1
Production/Testing	1.9
Operation	0.8
Investigation/Planning/Marketing	8.9
Public information/Advertisement	1.1
Sales	19.6
Other occupation / Other / Student	22.5

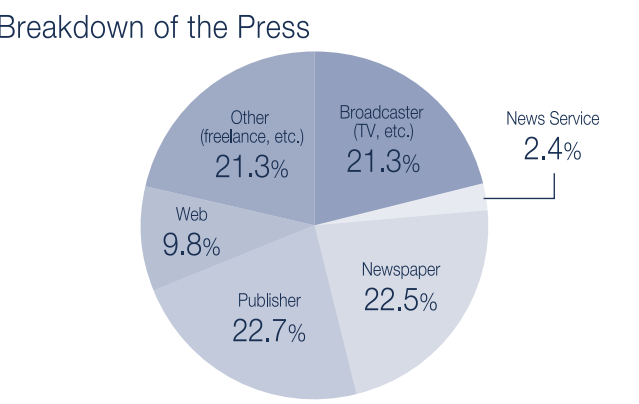
Press

Domestic and international media and broadcasters made worldwide distribution of information on print, TV and online.

Registered Press Visitors **1,750**
(Domestic 1,672 / Overseas 78)

Number Breakdown of the Overseas Registered Press Visitors

USA	25
France	10
Hong Kong	9
Taiwan	9
China	6
UK	6
Germany	4
India	3
Korea	3
Thailand	2
Swiss	1



CEATEC JAPAN Related
Total Number of Articles on Newspapers and Magazines **912**

CEATEC JAPAN Related Total Time of TV Coverage (Japan)
6 hrs. 26 mins. 1 secs.

CEATEC JAPAN Related Total Time of TV Coverage (Overseas)
17 hrs. 28 mins. 51 secs.

Total Number of Articles on Web media **13,053**

	2011	2012	2013
Domestic	3,832	4,803	5,800
Overseas	5,922	7,678	7,253
Total	9,754	12,481	13,053

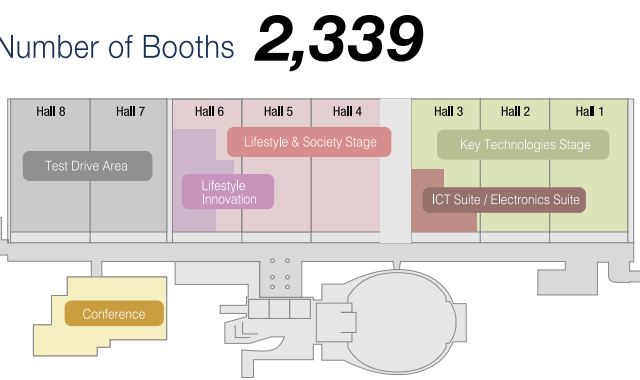
Exhibitor

A wide-range of industry leading companies from four corners of the world exhibited at the show.

Overseas Exhibitors **587**
(163 exhibitors from 18 countries/regions)

Number Breakdown of Overseas Exhibitors

Asia (116 exhibitors from 6 countries/regions)
Taiwan 47 / China 46 / Korea 14 / Hong Kong 7 / Malaysia 1 / Thailand 1
Europe (18 exhibitors from 10 countries/regions)
Germany 6 / Austria 2 / Swiss 2 / France 2 / UK 1 / Italy 1 / Sweden 1 / Czech 1 / Norway 1 / Belgium 1
North America (28 exhibitors from 1 country)
USA 28
Pacific Ocean (1 exhibitor from 1 country)
Australia 1



1. Exhibitor Eligibility / Booth Details

1-1. Exhibitor eligibility

Corporations and organizations involved with products or related businesses included in the following list are eligible to participate in CEATEC JAPAN (hereinafter may be referred to as the Exhibition):

- IT & electronics equipment manufacturers
- Electronic components, devices, materials, raw-materials, and apparatus-related manufacturers
- Broadcasting and communications companies
- Software and content production companies
- Automobile and mobility-related companies
- Healthcare providers
- Energy-related companies
- Construction companies and developers
- Trading and distribution companies
- Service companies
- Newspapers, magazines and other publishing, media companies
- Educational and research institutes
- Government organization, administrative corporations, public-interest corporations, nonprofit public and industry organizations
- Members of the three sponsors (CIAJ, JEITA, and CSAJ) are also eligible to participate.
- Other companies approved by the Organizing Committee (refer to section 9-3 Organizing Committee)

- (1) Advertising companies and other related agencies are not allowed to represent any company that exhibits products even if said products are included in the aforementioned list of eligible businesses or products.
- (2) The CEATEC JAPAN Organizing Committee (see section 9-3: Organizing Committee) reserves the right to refuse applications from companies that have violated regulations at a previous show or whose activities may be considered detrimental to visitors and/or other exhibitors regardless of in prior to or after holding an exhibitor contract. In such case, paid booth fees will be refunded.(see section 5-3: Exhibit application and contract agreement)

1-2. Exhibit stage

- CEATEC JAPAN is composed of the following stages. Refer to the list of products to be exhibited on the back of separate Exhibition Application/Contract Form to select the appropriate stage.
- If the planned exhibit product(s) overlap in multiple stages, you can exhibit in an area that is most appropriate for the product, or exhibit in multiple stages. Application/contract is required for each stage if exhibiting in multiple stages.
- A stage may be divided into zones at CEATEC JAPAN at a later date, based on the planned exhibit products listed in the Exhibition Application/Contract Form. Details on zoning will be announced after the Organizing Committee makes a decision.
 - Lifestyle & Society Stage
 - Key Technologies Stage

2. Booth Fees, standards, specifications and description

Note: Consumption tax rate at the time of the exhibition, which is October 2014, will be applied.

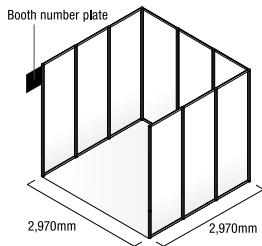
2-1. Standard Booth

- (1) Standard Booth Fee
The exhibition fees per booth space are as follow:

General corporate exhibitors (standard rate)	¥360,000 (not including consumption tax)
CIAJ, JEITA, and CSAJ members (member rate)	¥330,000 (not including consumption tax)

- (2) Standard Booth/specifications for 1~ to 4-row booths (1 to 18 booth spaces)

- 1 Booth space specifications
2,970 mm(W) x 2,970 mm (D)
- 2 Booth facilities
For row booth exhibitors, system panels will be installed as back panels on the sides neighboring booths of other exhibitors. However, aisle-side system panels for corner booths and system panels for independent booths will not be installed



- (3) Standard Booth/Block booths (20 booths or more)

The standard for block booths is: 1 booth space = 9m². The floor will be marked in an area equal to (W:D) 2:1 or 1:1 based on the total floor space reserved (9m² x no. of booth spaces). The actual dimensions will be provided to exhibitors at booth allocation lot drawing. Please be sure to take into account when constructing the booth space to make it clear to visitors where the aisles and boundaries are, by installing carpets and the like. The booth specifications for individual booth (20 or more booth spaces) of Group exhibitors are 3-row/4-row booths.

- (4) Booth height limitations

Standard booth height is 2.7m; however, there are height limitations to booth walls as depicted below.

- 1 1-row booths (booths 1, 2, 3, 4, 5, 6)
The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 3.6 m.
- 2 2-row booths (booths 4, 6, 8, 10, 12)
The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 3.6 m.
- 3 3-row/4-row booths (booths 9, 12, 15, 16, 18)
In the case of booths with 3 rows or 4 rows, the allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 6.0 m.

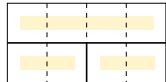
Note: For 2-row Group pavilions with 20 or more booth spaces, booth height requirements are the same as those for 3-row or 4-row booths.

- 4 Block booths (20 or more booth spaces)

The height limit is 6 m. Suspended structures less than 6.0 m high will be permitted.

- Less than 2.7 m
- Less than 3.6 m
- Less than 6.0 m

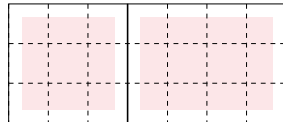
【 1-row booths 】



【 2-row booths 】



【 3-row / 4-row booths 】



【 20 or more booth spaces 】



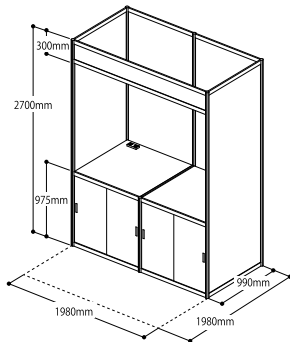
2-2. Small Package Booth

- (1) Small Package Booth Fee

One booth	¥170,000 (not including consumption tax)
Two booths	¥340,000 (not including consumption tax)

- (2) Small Package Booth Specifications

- 1 Booth specifications
1,980 mm (W) x 990 mm (D) x 2,700 mm (H)
- 2 Booth facilities
 - Foundation panel
 - Display counter (975mm high with storage space)
 - Fascia (300mm width)
 - Cutting sheet lettering for company name display
 - Fluorescent light
 - Electricity socket (single-phase 100V, up to 1kw output)Note: Electricity consumption will be invoiced separately.Small package booth exhibitors may apply for up to two booths.



2-3. Booth description

At CEATEC JAPAN, booths are available in two types: a Standard Booth and a Small Package Booth. Regardless of type, all fees for booths will be referred to as the exhibit booth fee on the invoice statement

3. Number of booths and booth type

Booth category	Booth type	Number of booths applied
Standard Booth	1-row	1, 2, 3, 4, 5, 6
	2-row	4, 6, 8, 10, 12
	3-row	9, 12, 15, 18
	4-row	16
	Block format	20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100
Small Package Booth	1-row	1, 2

【1-row booths】



【2-row booths】



【3-row booths】



【4-row booths】



- (1) Exhibitors in rows may have booths of other exhibitors on one or three sides.

- (2) Shared exhibit and/or industry organizational exhibits may apply for more than 100 booths.

- (3) After the deadline for applications, the Organizing Committee will determine the layout of the show site. If the total space applied for exceeds the capacity of the site, the Organizing Committee reserves the right to determine an impartial method to reduce the number of booths applied for by exhibitors. The kind understanding of exhibitors on this matter is greatly appreciated.

4. Allocation of booths

- (1) Location of block booths (20 booths or more)

- 1 Primary selection

Exhibitors submitting applications by Wednesday, 30th April may select a place from exhibitors who have a large number of booth spaces in the same stage/zone* according to the booth allocation drawing produced by the host. However, lots will be drawn among exhibitors, when there are multiple exhibits with the same number of booth spaces in the same stage or zone, or when the Organizing Committee approves of group drawing among the same number of booth spaces.

- 2 Secondary selection

Exhibitors submitting application between Thursday, May 1st and Friday May 30th are eligible for a booth space selection, after exhibitors applied for the Primary Exhibitor Application finish their selection. Space selection starts from exhibitors with larger number of booths in the same stage or zone.

However, lots will be drawn among exhibitors, when there are multiple exhibits with the same number of booth spaces in the same stage or zone.

- (2) Location of 1 to 4 row booths (1 to 18 booth spaces)

- 1 Primary lot drawing

Exhibitors submitting applications by Wednesday, April 30th may participate in the primary lot drawing. Lots will be drawn among exhibitors with the same number of booths and same booth type in the same stage or zone.

- 2 Secondary lot drawing

Exhibitors submitting applications between Saturday, May 1st and Friday, May 30th, may participate in the secondary lot drawing after the primary lot drawing.

Lots will be drawn among exhibitors with the same number of booths and same booth type in the same stage or zone.

- (3) Spare booth spaces

If booth spaces remain available at the end of the lot drawing dates, the remaining spaces will be placed on the floor as spare booths. Exhibitors submitting applications after Saturday, May 31st can select their booth locations from the available spare booths on a first-come, first-served basis.

- (4) Fixed booth spaces

The Organizing Committee has determined the following booth spaces to be fixed:

- 1 A booth with the number of booths and booth type is for one exhibitor.
- 2 A booth for overseas cooperative exhibitors

- (5) Utility booths will be setup in spare open spaces after the booth lot drawing is completed. However, exhibitors should be aware that further changes in booth allocation may occur due to exhibitor cancellations, reduction in booth spaces, etc.

- (6) The position of entry ways and the use of block booths by exhibitors may be adjusted by the Organizing Committee in consideration of overall visitor flow.

* A stage may be divided into zones at CEATEC JAPAN at a later date, based on the planned exhibit products listed in the Exhibition Application/Contract Form. Details on zoning will be announced after the Organizing Committee makes a decision.

5. Exhibit Applications and Contract Details

5-1. Expenses included in the booth fee

- (1) Badges

Exhibitor badge	15 badges per booth space
Worker badge	5 badges per booth space

- (2) Invitations

1 to 3 booths	1,000
4 to 8 booths	2,500
9 to 12 booths	4,000
15 to 20 booths	6,000
Each additional 5 booths	Add 1,200

Note: For additional invitations, refer to section 4-2. Expenses other than booth fee.

- (3) Customer Invitation Ticket (Includes DM type show invitations and envelopes)

1 to 3 booths	50
4 to 8 booths	40
9 to 12 booths	20
15 booths or more	10

Note: Details on customer invitation service will be announced in the Exhibition Guide, which will be distributed at a later date.

- (4) Official Website

Exhibitor Introduction space (Japanese and English): Access ID/password will be issued exclusively for automatic insertion/update by the exhibitor.

- (5) Barcode system

Barcode reader	1
Barcode system usage fee	1set

Note: Separate fee applies for reading data. Details will be announced in the Exhibition Guide, which will be distributed at a later date.

5-2. Expenses other than booth fee

Note: Consumption tax rate at the time of the exhibition, which is October 2014, will be applied.

- (1) The following items and booth decorations other than base panels are not included in the booth fee:

Electric power installation, single-phase 100V or 200V	¥7,000/kw (not including consumption tax)
Electric power installation fee, three-phase 200V	¥7,000/kw (not including consumption tax)
Electricity consumption fee	¥3,000/kw (not including consumption tax)
Overtime working hours fee	¥10,000/hour (not including consumption tax)
Extra exhibitor badges (for those exceeding 15 per booth)	¥1,389/badge(not including consumption tax)
Extra worker badges (for those exceeding 5 per booth)	¥463/badge (not including consumption tax)
Extra invitation (In excess of the number of aforementioned free invitations)	¥300/invitation (not including consumption tax)
Envelope	¥20/envelope (not including consumption tax)

- (2) Utility booth (Separate application required)

One booth	¥200,000 (not including consumption tax)
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Utility booths are available for use such as lounge, storage, etc.; however it cannot be used to display products. Owing to space limitations, there may be a maximum availability per exhibitor (or per stage if an exhibitor is exhibiting in multiple stages). Application for the utility booth is available in the Exhibition Guide, which will be distributed at a later date.

- 1 Specifications
2 Fixtures per utility booth
3 Locations
- 2,970 mm (W) x 2,970 mm (D) x 2,700 mm (H)
Two fluorescent lights, one electrical outlet with 800 w output
Utility booths will be located in the exhibition hall area near the booths, as determined by the Organizing Committee. Because exhibition space is limited, some utility booths may have to be located outside of the exhibition halls.

- (3) Others

Additional fees may arise owing to the regulations relating to booth design, or exhibitors requests. Details will be announced in the Exhibition Guide, which will be distributed at a later date.

5-3. Exhibit application and contract agreement

To apply for exhibition space, carefully read the Exhibition Regulations, fill in the information required on the Exhibition Application and Contract Form, and submit the form to Japan Electronics Show Association, which is the CEATEC JAPAN Management Office (hereinafter may be referred to as JESA or the Association). The Association will confirm its receipt of the application by e-mail. Limitations, there may be a maximum availability per exhibitor (or per stage if an exhibitor is exhibiting in multiple stages). Application for the utility booth is available in the Exhibition Guide, which will be distributed at a later date. Exhibitors are expected to apply for space in the stage that most closely matches the primary products to be displayed. However, the Organizing Committee reserves the right to advise exhibitors on the most appropriate location for their booths. In addition, exhibitors are required to submit one application per stage if applying for booth spaces in multiple stage.

- (1) Send applications to

CEATEC JAPAN Management Office (Japan Electronics Show Association [JESA]) 5F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004 TEL: +81-3-6212-5233 FAX: +81-3-6212-5226

- (2) Application deadlines

1 Primary application deadline: Wednesday, April 30th, 2014 Applicants may participate in the primary booth allocation lot drawing
2 Secondary application deadline: Friday, May 30th, 2014 Applicants may participate in the secondary booth allocation lot drawing.
3 After the second deadline: From Saturday, May 31st, 2014 Applications will be accepted until all available booth spaces are taken after May 31st 2014.

Note: Please understand that the deadline may be earlier than above dates if the number of applications reaches its maximum.

- (3) Submitting a company profile

First-time exhibitors to the show are required to provide a company profile and catalog(s) of product(s) planned to be exhibited upon submission of the exhibit application/contract. And, if there are major changes made to the corporate profile or catalog(s) of product(s) planned to be exhibited after the company has submitted these documents, an updated profile and/or catalog(s) must again be submitted. Applications without these documents will be put on hold until the Association confirms the receipt of these items.

- (4) Joint exhibitors with two or more

Joint exhibitors should elect one "representative exhibitor" to handle payment of the booth spaces for all participating exhibitors. The Association Office will send a joint exhibit registration form to the representative exhibitor, who should fill it in and submit it to the Association.

- (5) Refusal of application

Applications from any persons involved in bankruptcy, composition, receivership, civil rehabilitation, or corporate reorganization proceedings, or persons who are suspended from current account transactions from financial institutions will not be accepted. Similarly, applications from any persons deemed by the Association to be involved in similar circumstances will not be accepted. If an exhibitor company is found to fall into one of the categories described above after the contract has been concluded, the contract will be voided and that company will not be permitted to exhibit. In such a case, participation fees paid by exhibitors will be refunded. If deemed necessary by the Association, an investigation or inquiry into the surrounding circumstances will be conducted.

5-4. Payment of booth fees

Booth space payments are to be paid via electronic bank transfer according to the schedule below. The Association will issue an invoice and designate the bank account for remittance at this time. Checks and promissory notes are not acceptable as payment. Transfer fees are to be borne by the exhibitor.

Primary applicant	June 27th (Friday)
Secondary applicant	July 31st (Thursday)

5-5. Cancellation or reduction of the number of booths

If an exhibitor cancels or reduces the number of booth spaces applied for, regardless of the reason, some or all of the following cancellation fees will apply. Consumption tax will be added to all fees.

from May 31st (Sat.) to lot drawing date	60% of booth fee
after lot drawing date	100% of booth fee

Cancellations or any other changes must be notified by sending a letter via post, fax, or email and will become valid on the day that the notification is delivered to the Association.

6. Important Exhibit Details and Prohibitions

6-1. Exhibiting of products from outside of Japan (including fixtures)

The Association will apply for a bonded exhibition area in respect of the entire exhibition hall. If such application is granted, it will allow exhibitors to display foreign products (i.e. goods produced or manufactured outside Japan which have not yet undergone customs clearance) without customs clearance.

6-2. Protection of exhibited items for which application for industrial property rights has not been filed

Part of the Patent Law has been revised and the application items of regulations concerning exception to lack of novelty of invention have been reviewed. Due to this revised law, the designated system of exhibitions will be abolished from 1st April, 2012, and disclosure type restrictions will be removed from the old system where application items were restricted except for certain exhibitions. Exhibitors who plan to file an application for patent, utility model or trademark, should directly contact the General Affairs Division of the Patent Office.

6-3. Prohibited activities

The following activities are considered as prohibited:

- (1) Exhibit space transfer
Subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors.
- (2) Directing visitors to other venues
Directing CEATEC JAPAN visitors to simultaneous product or technology exhibits off-site is prohibited.
- (3) Engaging in sales activities
Selling products other than publications and software on-site during the show is prohibited. Exhibitors who wish to sell publications or software are required to submit details and seek approval from the Association when applying for the exhibition.
- (4) Inappropriate behavior
Aggressively attempting to attract visitors to view demonstrations while standing outside of booths or in aisles is prohibited. Persistent sales approaches and/or techniques considered to be excessive are also prohibited.
- (5) Exhibiting for the purpose of obtaining personal information
It is prohibited to use booths for the primary purpose of collecting personal information on visitors, rather than to display or to conduct PR of products and services. Furthermore, all exhibitors are requested to abide by the stipulations in Japan's personal information protection legislation. Details on the collection and handling of personal information will be available in the Exhibition Manual.

6-4. Responsibilities of exhibitors

- (1) Prompt fee payment
Exhibitors must pay all exhibition fees and expenses invoiced by The Association and bear responsibility until all payments are complete.
- (2) Obeying the law
Exhibitors must abide strictly by the laws and regulations of Japan.
- (3) Liability for damage, management of exhibited items, and insurance.
 - 1 The sponsors (CEATEC JAPAN Executive Board comprised of CAJ, JEITA, and CSAJ), the Organizing Committee and the Association will make every effort to ensure the security of exhibits during the show period, for example, by implementing security guard patrols. However, CEATEC JAPAN sponsors, the Organizing Committee, and/or the Association cannot assume responsibility for damages from natural disaster, fire, theft, loss of property or other occurrences beyond its control and recommends that exhibitors take steps of their own.
 - 2 Exhibitors shall be liable for any fatalities or injuries occurring to visitors, other exhibitors or third parties as well as damage to items at the exhibition site, CEATEC JAPAN sponsors, the Organizing Committee, and/or the Association shall bear no responsibility whatsoever in such circumstances.
 - 3 A booth manager, whose responsibility is to supervise all activities that take place in the exhibitor's booth, must be confirmed with the Association prior to the start of the exhibition.
 - 4 Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.
 - 5 The Association will make every effort to provide effective management, enhanced safety, and maintenance of order at the venue as well as ensure the safety of exhibition visitors. Any act by an exhibitor(s) that is considered detrimental to the aforementioned may lead to the termination of that exhibitor's demonstration.

Exhibitors shall be liable for any accidents that may occur during exhibitor demonstrations, and CEATEC JAPAN sponsors and/or the organizing committee and/or Association shall bear no responsibility whatsoever in such circumstances. In the event of an accident, the exhibitor is required to take appropriate action and report it immediately to the Association.

- (4) Complying with the exhibition schedule
Prior, during and after the exhibition, all exhibitors are requested to comply with the exhibition schedule specified by the organizer. Construction activities to the booth, delivery and/or wrap-up activities during the exhibition are prohibited.

6-5. Termination or shortening of exhibition duration due to force majeure

- (1) If the exhibition is canceled because of an event of force majeure, such as an earthquake, typhoon, fire, disease, terrorist act or order from the public authorities, the organizers reserve the right to shorten the duration of the exhibition or the hours that the exhibition is open to the public, either before or during the exhibition. If the exhibition sponsors deem such action necessary, this information will be promptly published on the official Website and exhibitors will be notified. Neither the exhibition organizers nor the Association shall assume any liability for losses incurred by exhibitors in such a case.
- (2) If a force majeure which has occurred prior to the opening of CEATEC JAPAN forces the exhibition to be cancelled, the Association will refund participation fees paid by exhibitors in full, minus charges for expenses incurred.
- (3) However, if the duration of the exhibition is shortened by a force majeure after CEATEC JAPAN is commenced, the Association shall not be held liable to refund either full or partial exhibition expenses.
- (4) The Association assumes no responsibility for other expenses already incurred by exhibitors.

6-6. News gathering and filming

Staff members appointed by the Association and/or the Organizing Committee will be authorized to gather news and/or conduct interviews as well as engage in filming and/or photography. Exhibitors are requested to cooperate with such news gathering and filming activities and also agree that any exhibited items, or any image, photograph, information, etc. obtained during the exhibition will be used by the Organizing Committee or an organization authorized by the Association for the purpose of publicizing and/or promoting CEATEC JAPAN.

6-7. Dealing with disputes between exhibitors

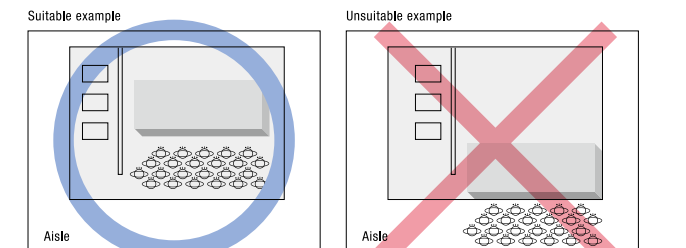
Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the parties concerned. The exhibition sponsors shall bear no responsibility whatsoever in such instances.

7. Booth Setup

7-1. Booth designing

Product exhibits, demonstrations, etc., must be conducted within the exhibitor's booth. If for some reason the following rules are not complied, the exhibitor will be demanded for improvement from the Organizing Committee and/or the Association; any further noncompliance may result in termination of the exhibitor's booth.

- (1) Safety Measures
 - 1 To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
 - 2 When installing exhibition panels (OCTANORM), take measures to prevent them falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.
 - 3 Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.
 - 4 When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures.
- (2) Maintaining visitor flow lines of adjacent exhibitors
When designing block booth, be sure to keep 1/3 (one-third) of the side adjacent to the aisle open to allow for an evacuation route.
- (3) Installing stage and video equipment
When setting up video equipment or a stage for a production presentation or similar demonstration in a booth, please ensure that there is plenty of room for visitors, so that they do not block the aisles. Furthermore, depending on the height of the stage and the video equipment to be installed, please take sufficient care of the visitors viewing angle and make sure there is an appropriate viewing distance. The organizer will check the booths and if any discrepancies are noted, may ask for modifications to be made.



- (4) Speaker setup position restrictions
The positioning of speakers and other audio equipment towards adjacent booths is not permitted. Also, when setting up speakers on a wall or stand, the center axis should be facing downward, within 45° from the floor to the center of the speaker, and the center axis shall not extend out of the booth space.

- (5) Prohibition of using space other than within the booth
 - 1 Visitors must not be allowed to block aisles around the booth. When setting up a stage or similar demonstration, ensure that the booth can accommodate a large number of visitors, if expected.
 - 2 Calling out to visitors from outside of the booth, having visitors fill out questionnaires outside of the booth, or similar activities are prohibited.
 - 3 Presentation acts using the aisles around the booth or outside the booth is prohibited. Furthermore, product exhibits, fixtures, catalogs, equipment, plants, packaging materials and visitor waiting lines cannot be placed in aisles around the booth or behind the booth.
 - 4 Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.
- (6) Booth space boundaries
Regarding a block of booths (20 booths or more), please be sure to take into account when constructing the booth space to make it clear to visitors where the aisles and boundaries are, by installing carpets and the like.

7-2. Ceiling installation

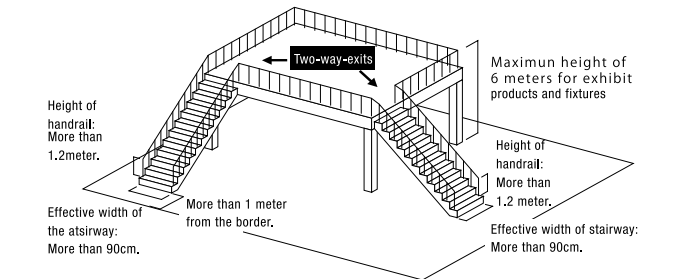
Installing a ceiling on the booth is only permitted when products and/or demonstrations need to be shielded from light or insulated from sound. The ceiling must be made of a fireproof blacked-out curtain, which is the only material permitted under local fire department restrictions. Direct sunshine will be blocked out within the exhibit halls but there still may be some reflections cast from the indirect and ceiling lighting. Exhibitors who wish to set up ceiling structures, without regard to the size or area, are required to submit an application form sent with the Exhibit Manual together with top and elevated view booth drawings. Observe the following guidelines for the design and construction of a ceiling structure.

- (1) Structure
 - 1 Any double layer structure is prohibited.
 - 2 All the decorating materials must be fire-resistant processed and attached the fire-resistant indications.
 - 3 Exhibitors are required to submit both top (designated ceiling area and its size) and elevated view (designated ceiling area and surrounding wall, etc.) booth drawings. They must show that the ceiling are fire-resistant processed.
- (2) Fire Safety Equipment
 - 1 Fire extinguishes must be size 10 or larger.
 - 2 Fire alarms (smoke alarms) may be required. In such case, exhibitors must submit the placement notice and its operation experiment result to the Association. Domestic fire alarms are not be accepted.
 - 3 Depending on the structure or size, evacuation exits and leading light for emergency may be necessary.

7-3. Two-floor construction

A two-floor construction is defined as a layered structure with flow lines for the traffic of people on the upper floor with an overall height exceeding 2.1 meters from the surface floor. However, even when the height does not reach 2.1 meters, the structure is considered to be a two-floor construction if the base floor is used as an aisle, product exhibit, waiting room, etc. Please note that approval from the local fire department is required for the construction of a two-floor structure. Exhibitors who wish to set up a two-floor booth structures are required to submit an application form sent with the Exhibit Manual together with a construction plan. Observe the following guidelines for the design and construction of a two-floor structure.

- (1) Booth requirements for construction
Exhibitors using more than a block of booths (20 or more booth spaces) are allowed to construct a two-floor structure.
- (2) 2nd floor floorage
The upper limit of floorage for the 2nd floor shall be a half of the exhibit area (a maximum of 500 square meters including the slope area).
- (3) Height of the 2nd floor structure
The maximum height of exhibited products and fixtures is 6 meters so this height should also be maintained for items on the 2nd floor.
- (4) Use of the 2nd floor structure
The 2nd floor structure can be used as a product exhibition area, a business meeting room, a waiting room, an operations room, etc. This structure must also be set back at least 1 meter from the border of the aisle and booth. Demonstrations from the 2nd floor to visitors on the 1st floor are prohibited.
- (5) Design
When designing the 2nd floor structure, calculate the load of the 2nd floor (including an estimate of maximum load capacity) using the diagram shown below. Note that a ceiling cannot be installed for the 2nd floor.
 - 1 Design a safe structure that is made of steel (aluminum truss is also acceptable) and can withstand a seismic load caused by a major earthquake in addition to the above described load.
 - 2 While the Association may request materials showing your structural calculations; setting the design conditions is the responsibility of exhibitors, so be sure to take safety aspects fully into consideration when doing so.
 - 3 Make sure to fill in Structural designer in the Application for Two-Story Booth Structures.
 - 4 At least two stairways, each at least 90 cm wide, need to be installed.



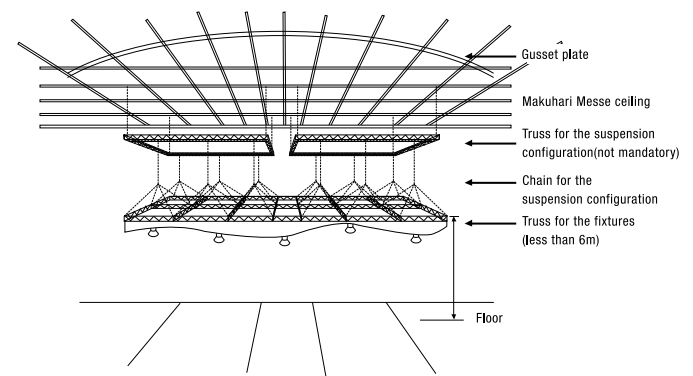
- (6) Fire prevention and evacuation installations, etc.
The following fire-prevention measures must be taken for a two-story structure.
 - 1 Automatic smoke alarms and fire extinguishing equipment are mandatory for a two-story structure. Fire extinguishers (type 10 or larger) must be installed on the 2nd floor. Before installing a fire alarm or smoke alarm, notification of its placement and operation test results must be submitted to JESA. Smoke alarms for domestic use are not acceptable.
 - 2 There must be at least one fire alarm (smoke alarm) per 150 m² of ceiling of the 1st floor. If a 60 cm or longer wall is hung down from the ceiling, at least one fire alarm (smoke alarm) must be set in each enclosed area.
 - 3 For the 2nd floor with an area of more than 200 m², fire alarms (smoke alarms) must be connected directly to the control office of Makuhari Messe. Other fire safety equipment may be required to be installed. We recommend contacting the control office at your earliest convenience, as other fire safety equipment may be required for installation.
 - 4 Plywood, fiberglass materials, carpets, curtains, tablecloths, coverings, and banners for the exhibit must all have fireproof labeling; usage without labeling is strictly prohibited.
 - 5 For the 2nd floor with an area of 100 m² or more, a certified fire prevention officer must be stationed on-site.

7-4. Ceiling-suspension configuration

A suspension configuration is defined as a method of exhibiting by constructing a booth that suspends fixtures via chains hanging from the ceiling. Exhibitors who would like to set up suspended structures are required to submit an application form sent with the Exhibit Manual together with a statement of total weight, top and elevated view drawing.

- (1) Booth requirements for usage
Exhibitors using more than a block booth (20 or more booth spaces) are allowed to use the suspension configuration.
- (2) Space restrictions
Space is restricted to within the perpendicular line from the booth's internal surface. But even if the suspension configuration meets this restriction, if its location interferes with the deluge gun in the exhibit hall, the suspended item will have to be repositioned.
- (3) Suspension base restriction
As a rule, suspension base should be done on gusset plates. If the use of other locations (e.g. beams, etc.), please contact the Association at early stage. Depending on the weight, construction plan may be asked to change.
- (4) Load (weight) limitation
The gusset plate for a single suspension must weigh less than 450 kg. Exhibitors are required to submit the construction plan and a statement of total weight that specify the weight of each gusset plate. Construction plan which all suspension weight divided by the number of suspension base point cannot be accepted.
- (5) Height limitation
Fixtures (e.g. metal and/or wooden structures, signage, lighting, speakers, banners, cloth materials) must be less than 6 meters in height. However, trusses for the suspension configuration such as chain motor boxes are not applicable for the height limitation but they should be installed in areas that will not disturb the view of surrounding exhibitors. And for safety reasons, the chain for suspending truss must be installed within a meter above the truss fixture.

- (6) Other limitations
 - 1 Design ornamental trusses to have a combined structure that is not separated in pieces.
 - 2 Design suspended trusses to prevent impact from horizontal vibrations caused by an earthquake and secure as much distance as possible between installed trusses.
 - 3 Ornamental trusses and decorations built from the ground must be designed so that they are not secured by being tied with material such as wire. In regard to the wiring of cables that cross the floor to the ornamental truss, design it so that it can prevent disconnection from horizontal vibrations caused by an earthquake and can be installed flexibly.
 - 4 When installing monitors, speaker channel letterings, and/or lightings on ornamental trusses, take measures such as securing with bolts or wires to prevent from falling.
 - 5 Only use unobtrusive colors such as black and gray for components such as trusses.
 - 6 Exhibitors that install suspended trusses shall assume full responsibility for accidents that occur during the construction of the suspended structure or are caused by the suspended structure during the exhibition period.



7-5. Floor Construction Work

Exhibitors who require floor construction work are required to submit an application form sent with the Exhibit Manual together with a floor plan. Observe the following guidelines for the Floor Construction Work.

- (1) Floor Construction Work
 - 1 Exhibitors are required to contact the Management Office in each hall before commencing the work and inform the number of anchor bolts to be affixed. In case there is no need of anchor bolts, exhibitors are required to submit the cancellation.
 - 2 Concrete nails and jackhammering are prohibited. No construction may be carried out on pit covers or pit interiors on the floors.
 - 3 To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
 - 4 Carpeting a booth, exhibitions are required to use double-faced tape. Use of glue is prohibited.
- (2) Restoration to original condition
Floor construction work is permitted on the condition that all flooring will be restored to its original state after the show. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the floor is not restored to its original condition after the final floor inspection, or the restoration is incomplete, the Association will complete the restoration work and charge the total amount of expenses to the exhibitor after the show.
- (3) Floor restoration expenses
When bolting down an anchor bolt, a cooperative fee for the restoration of floor surfaces of ¥1,000 per bolt (not including consumption tax) will be charged to the exhibitor, regardless of the size of the bolt.

7-6. Fire prevention regulations

In the initial construction stages and during the exhibition, inspections will be conducted by the local fire department. If it is determined during the inspections that the following regulations are not being observed, termination of construction and/or removal of the booth(s) may be ordered.

- (1) If a thick fabric or fabric with ruffles (pleats) is to be attached on the fireproof plywood of the booth, it must have fireproof properties. Use of a fireproof fabric is not necessary, however, when thin processed paper or fabric is used on the surface of the fireproof plywood.
- (2) Thick stage curtains, ordinary curtains, plywood for display use, fiberglass boards, blinds made of fabric, black-out curtains, artificial flowers, carpets, flooring materials, sheets for construction, and any other materials used must all have fireproof properties. The fireproof labeling on each item must be shown in a clearly visible location.
- (3) The use of materials such as Hong Kong flowers, urethane, acetate, polyester, and nylon is prohibited as they are highly combustible.
- (4) The use of expanded or foamed polystyrene is also prohibited, it is recommended that Styrofoam or a similar material be used instead.

8. Exhibited Items and Management

8-1. Counterfeit or imitation products are strictly prohibited

- (1) The display, distribution, or demonstration of counterfeit or imitation products that infringe on a third party's intellectual property rights (e.g. patents, trademarks, design rights, copyrights, overseas rights, etc.) or any other related activity is strictly prohibited.
- (2) If the Organizing Committee and/or the Association discovers counterfeit or imitation products being displayed, distributed, or demonstrated, it reserves the right to remove these products from the exhibition venue immediately with all costs incurred becoming the responsibility of the offending exhibitor.
- (3) In addition to inspections for counterfeit or imitation products, all exhibitors shall cooperate with the Organizing Committee and/or the Association whenever any type of inspection is conducted.
- (4) Any disputes concerning the intellectual property rights of exhibited products shall be resolved between the parties concerned.

8-2. Comparison displays

As a general rule, exhibitors are requested to limit product comparisons (see guidelines below) to demonstrations between products and/or technologies of their own company or group companies. Exhibitors who plan to compare their products or technologies with those of other companies should first obtain advance permission from the other company and such comparisons must not infringe upon the property rights of that company.

When the Association and/or Organizing Committee determine that the following guidelines on comparison displays have not been observed, they reserve the right to terminate the display or order that corrective measures be taken with all costs incurred by the exhibitor.

If said corrective measures are determined to be insufficient, the exhibitor may be barred from future participation in CEATEC JAPAN.

- (1) Comparisons using exhibits and demonstrations
- (2) Comparisons using information panels and pamphlets
- (3) Verbal comparisons in audio announcements
- (4) Other comparisons related to products and technologies

8-3. Suitable displays

The following regulations must be strictly observed for all displays in the exhibition booths.

(1) Safety and precaution signage

All booths must have adequate safety and precaution signage positioned in clearly visible locations around the displays.

(2) Displays should reflect real-life situations

Product presentations and/or displays should be demonstrated in real-life situations as much as possible and not in an exaggerated or unrealistic manner.

If this is not practical, the product(s) must have accompanying captions stating how they are used in actual applications.

8-4. Display-area Lighting

The brightness of the venue is between 450 and 500 lux when all high-pressure mercury ceiling lamps are lit. There are four mercury ceiling lamps per block in the exhibition hall; however taking the exhibition environment into consideration, lighting will be kept within 3/4 of the total brightness for all stages.

8-5. Restrictions on audio volume

When explaining products or making demonstrations, audio volume in the booth must be maintained at the levels described below.

Please remember that it is important to maintain audio volume at reasonable levels to ensure that visitors can hear the presentations of other exhibitors.

○Lifestyle & Society Stage: Maximum 85dB

○Key Technologies Stage: Maximum 75dB

(1) The values above are to be measured two meters away from the booth border line.

(2) The peak value, which is measured by devices meeting the JIS C1509 standard, is used for assessment.

(3) The Association staff will periodically measure volume levels during the exhibition, however, it is required that exhibitors also measure volume levels before and during the exhibition. Decibel meters are available from the Association, so please do not hesitate to ask for one.

(4) If volume levels are determined to exceed the aforementioned limits, the exhibitor will be advised for improvement and required to follow the instructions. Even if the audio level is within the aforementioned limits, the exhibitor will be advised to modify their audio equipment accordingly if the sound coming from the booth is determined to be bothersome to surrounding exhibitors and visitors. Such exhibitor will be penalized with the following if the exhibitor makes no improvements.

•When the exhibitor is advised for improvements for the third time: Ban the use of audio equipment from the morning of the following exhibition day.

(5) Please make sure that a person responsible for audio equipment is stationed in your booth at all times, and that the audio equipment is operated in accordance with the regulations.

8-6. Demonstration regulations

- (1) Copyright procedures
- For exhibits and demonstrations featuring musical performances, audiovisual presentations, etc., copyright procedures must be processed (not necessary for copyrights owned by your company and already processed).
- For more information concerning the necessary procedures for obtaining permission from copyright holders, contact the Japanese Society for Rights of Authors, Composers and Publishers (JASRAC)
- (2) Illumination/Lighting
- Nothing may be directly attached, nor may lights be shone directly onto the walls, floors or ceiling of Makuhari Messe. When strong lighting equipment such as LEDs are used in displays and/or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths. If any problems occur in line with lighting, The Association will request immediate countermeasures.
- (3) Smoke machines
- The use of smoke machines (including alcohol, oil or petroleum smoke machines, and dry ice machines) is not permitted.
- (4) Miscellaneous
- If the exhibit planned incorporates any of the items listed below, please take the necessary steps to ensure that the exhibit will not affect the surrounding booths and/or exhibition visitors in any way.
- ① Hot air ② Gas ③ Strong smells or fragrances ④ Vibrations

8-7. Handling of hazardous items

- (1) Prohibited activities
- 1 Smoking
- 2 Use of open flame (including pyrotechnic devices, exposed electro-thermal devices, etc.).
- 3 Use of liquefied petroleum gas or any other inflammable gas in the venue.
- 4 Use of flammable substances such as gasoline, kerosene, machine oil, heavy oils, etc., in the venue.
- 5 Use of hazardous items such as explosives, large amounts of matches or disposable lighters, etc., in the venue.
- (2) Exemptions for prohibited activities
- Excluding smoking, exemptions for prohibited activities and/or the use of some of the aforementioned substances may be granted by local fire safety authorities if it is determined that only minimal amounts of substances will be used or that the activities are necessary to enhance the exhibit. For exhibitors seeking exemptions, please fill in the relevant items on the "Hazardous Materials Usage Application" in the Exhibition Manual and submit the form together with two declaration copies explaining the nature of the performance or exhibit. The Association will submit all applications to the fire safety authorities at a single time, and only the items granted exemptions will be allowed to be used in the venue.

9. Violation of the Regulations and Discrepancies in Interpretation/Others/Organizing Committee

9-1. Violation of the Regulations and discrepancies in interpretation

- If an exhibitor violates these Regulations or if there is a discrepancy in interpretation or the application of these Regulations, the following measures will be taken. Please note that the interpretation of the Regulations as defined in the original Japanese language documentation will take precedence.
- (1) If the Organizing Committee determines that an exhibitor has violated Regulations governing exhibitor booths and implementation of exhibits, the Association will request that the exhibitor take the necessary corrective measures.
 - (2) If the same violation described above (section 1) occurs again, or a discrepancy in interpretation of these regulations occurs, the Organizing Committee will take the appropriate action and based on its final judgement, order the exhibitor in question to take the necessary corrective measures.
 - Please note that once the Committee reaches a final ruling, the Committee will not enter into any further discussion with the exhibitor, nor be responsible for any incurred liabilities whatsoever.
 - (3) If an exhibitor has been ordered to take corrective measures described above (section 2), the exhibitor will be required to submit in writing on the same day, a description of the necessary corrective measures taken and the schedule at which they will be completed.
 - (4) If an exhibitor has been ordered to take corrective measures described above (section 3), and fails to do so accordingly, or if the corrective measures taken are determined to be insufficient by the Organizing Committee, the following penalties may apply.
 - 1 The exhibitor will be prohibited from continuing with exhibition activities from the next day.
 - 2 If the penalty in section "1" above is ignored, the exhibitor will be barred from exhibiting at the subsequent CEATEC JAPAN exhibition.

9-2. Others

- (1) Other prohibited activities and regulations that are not included in these Regulations will be detailed in the Exhibition Manual that will be distributed later.
- (2) Promissory notes cannot be accepted for payment for booth fees and all other expenses.
- (3) These Regulations are subject to change as deemed necessary by the show sponsors, the Organizing Committee or the Association.
- If changes occur to the Regulations, they will be posted on the CEATEC JAPAN Official Website, or brought to the attention of exhibitors by other means.
- (4) Observing these Regulations is the sole responsibility of the exhibitor.
- The show sponsors, Organizing Committee and the Association will not accept any responsibility resulting from violations of existing laws and/or local ordinances by exhibitors.

9-3. Organizing Committee

Comprised of exhibitor representatives, the Organizing Committee's role is to consider problem areas and reach appropriate decisions concerning the control, planning, and operation of the exhibition. The Organizing Committee is present during show preparations and during the exhibition to ensure a proper exhibition environment and solve problems should they arise. The Organizing Committee has the authority to enforce all regulations and will act accordingly should any violations occur.

Schedule

Event schedule		Exhibitor Preparation Schedule	
February	18th (Tue.) Start accepting exhibit applications	Taking Primary Exhibitor Applications	Exhibition planning to meet objectives etc. February/March
March			◆ Setting objectives focused on customer relations — garnering new customers and updating customer lists etc.
			◆ Matching promotion plans for new products and exhibition targets to CEATEC JAPAN schedule
April	30th (Wed.) Primary Exhibitor Application deadline	Taking Secondary Exhibitor Applications	◆ Considering sponsorship in conjunction with the exhibition
May	30th (Fri.) Secondary Exhibitor Application deadline		Processing of applications to exhibit April/May
			◆ Finalizing exhibit plans, exhibition application processing in line with regulations
			◆ Finalizing exhibition operation schedules
June	End Exhibitor's Briefing & Booth Allocation Lottery (Start applying for various exhibition services)		Booth design June/July
	27th (Fri.) Primary Exhibitor applicant payment deadline		
July	Mid Start accepting Online Pre-registrations for Admission/ Seat reservations for Key Note and Guest Speeches Distribution of Official Press Release		◆ Participation in booth allocation lottery & exhibitor briefing, reception of exhibitor manuals
	31st (Thu.) Secondary Exhibitor applicant payment deadline		
August	Mid Start accepting seat reservations for all conference sessions Distribution of Official Press Release		Booth preparations and information release August/September
	End Invitations distributed		
September	Beginning Vehicle Entrance Passes and Badges distributed		◆ Draw up booth operation manual that includes booth design, finalizing products for exhibit, booth staffing, etc.
October	3rd (Fri.) Block Booth setup commences		◆ Processing of applications and submissions based on exhibitor manual
	4th (Sat.) All exhibitors setup commences		
	6th (Mon.) 4:00 p.m. – 6:00 p.m. Media Convention		
	October 7th (Tue.) – 11th (Sat.)		◆ Releasing information including data entry in CEATEC website and provision of information to the News Center
	CEATEC JAPAN 2014		
	End After CEATEC@AEES (Shanghai)		
November			Exhibit preparations and making customer appointments September/October
December			◆ Completion of booth operations manual, and final confirmation of booth construction and exhibit products delivery/wrap-up schedule
January 2015	Beginning After CEATEC@CES (Las Vegas, Nevada)		◆ Distributing invitation to customers, making appointments with customers to meet at the exhibition
			◆ Creating press releases, preparing new product announcements, handling press coverage
			Sorting customer lists and interested company follow-up October/November
			◆ Measuring, assessing and analyzing booth effectiveness
			◆ Categorizing customer lists, analyzing degree of target achievement and customer satisfaction
			◆ Customer follow-up activities for each customer class drawn from analysis results

EXHIBITION PROFILE

Name CEATEC JAPAN 2014 (Combined Exhibition of Advanced Technologies)

Objectives

- To allow visitors to experience the newest technologies, products, systems and software for the digital network age, and the convergence of communications, information and imaging technologies.
- To function as a highly specific exhibition capturing the interest and responding to the needs of users by presenting the industries' latest achievements and trends.
- As Asia's largest interactive exhibition of information on the communications, information and imaging fields, to present the achievements, trends and vitality of the industry to the world.
- To gather industry organizations to present clear social messages, thereby supporting industrial development and contributing to lifestyles, economies and society in the digital network age.

Duration October 7th (Tue.) – 11th (Sat.), 2014, 10:00 a.m. - 5:00 p.m.
Media Convention: October 6th (Mon.), 4:00 p.m. - 6:00 p.m. (Press badge required for admission)

Location Makuhari Messe 2-1 Nakase, Mihama-ku, Chiba, Japan

Admission All visitors are required to register

- Visitor registering at the Gate: General admission JPY1,000, Students JPY500
- Online pre-registration / Invitational registration at the gate: Free admission
- Free Admission Day: October 5th

Sponsor CEATEC JAPAN Executive Board

- Communications and Information network Association of Japan (CIAJ)
- Japan Electronics and Information Technology Industries Association (JEITA)
- Computer Software Association of Japan (CSAJ)

Support

- Ministry of Internal Affairs and Communications, Japan (MIC), Ministry of Foreign Affairs of Japan (MOFA), Ministry of Economy, Trade and Industry, Japan (METI)
- *Listed by date established.
- Japan External Trade Organization (JETRO), New Energy and Industrial Technology Development Organization (NEDO), National Institute of Advanced Industrial Science and Technology (AIST), National Institute of Information and Communications Technology (NICT), Information-technology Promotion Agency, Japan (IPA), Organization for Small & Medium Enterprises and Regional Innovation, JAPAN, Japan National Tourist Organization (JNTO)
- Chiba Prefectural Government, Chiba Municipal Government
- Japan Broadcasting Corporation (NHK), The National Association of Commercial Broadcasters in Japan (NAB)
- Nippon Keidanren, The Japan Chamber of Commerce and Industry (JCCI), The Tokyo Chamber of Commerce and Industry, The Chiba Chamber of Commerce and Industry
- U.S. Commercial Service, Delegation of the European Union to Japan, British Embassy in Japan, Canadian Embassy and Consulates in Japan, UBIFRANCE JAPAN (No particular order) *Expected

Assistance Organizations

- Telecommunications Carriers Association (TCA), The Telecommunications Association (TTA), Internet Association Japan (IAJapan), The Telecommunication Technology Committee (TTC), JAPAN INSTITUTE FOR PROMOTION OF DIGITAL ECONOMY AND COMMUNITY (JIPDEC), IT Verification Industry Association (IVIA), Association for Computer Skills Promotion (ACSP)
- Association of Radio Industries and Businesses (ARIB), Japan Satellite Broadcasting Association (JSBA), Japan Cable and Telecommunications Association (JCTA), Japan Cable Television Engineering Association (JCTEA)
- Association of Consumer Electronics Marketing in Japan, Electrical Products Association of Japan, Japan Federation of Electronic Parts Distributors & Dealers (JEP), Japan Computer System Seller Association (JCSSA), Japan Electronic Products Importers Association (JEPIA)
- The Japan Electrical Manufacturers' Association (JEMA), Japan Business Machine and Information System Industries Association (JBMIA), Japan Audio Society (JAS), Japan Association of Medical Devices Industries (Jamdi), Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA), Nippon Electric Control Equipment Industries Association (NECA), Camera & Imaging Products Association (CIPA), Japan Embedded Systems Technology Association (JASA), Japan Electronics Packaging Circuits Association (JPCA)
- Japan Automobile Manufacturers Association, Inc. (JAMA), ITS Japan, Japan Auto Parts Industries Association (JAPIA)
- The Federation of Electric Power Companies of Japan, New Energy Foundation (NEF), The Energy Conservation Center, Japan (EECJ), The Japan Electric Association (EJA), The Battery Association of Japan (BAJ), Japan Photovoltaic Energy Association (JPEA), Japan Wind Power Association (JWPA), Solar System Development Association (SSDA)
- Japan Federation of Housing Organizations (Judanren), The Japan Machinery Federation (JMF), Japan Robot Association (JARA), The Japan Refrigeration and Air Conditioning Industry Association (JRAIA)
- Digital Content Association of Japan (DCAJ), Japan Video Software Association (JVA), Japan Book Publishers Association (JBPA), Recording Industry Association of Japan (RIAJ) (No particular order) *Expected

Assistance Academic Societies

The Institute of Image Information and Television Engineers (ITE), The Japan Society of Applied Physics (JSAP), The Institute of Image Electronics Engineers of Japan (I.I.E.E.J.), Information Processing Society of Japan (IPSJ), The Institute of Electrical Engineers of Japan, The Institute of Electronics, Information and Communication Engineers (IEICE) (No particular order) *Expected

Prime Media Partners EDN Japan, @IT MONOist, EE Times Japan, Engadget, Digital Health Online, Tech-On!, Nikkei Electronics (No particular order) *Expected

Global Partners

Consumer Electronics Association (CEA) / International CES (USA)
Messe Berlin/IFA (Germany)
Messe München International/electronica (Germany), electronica & Productronica China (China)
Hannover Fairs/CeBIT (Germany)

Asia Partners

China Council for the Promotion of International Trade, Electronics & Information Industry Sub-Council (CCPIT ECC)
China Electronic Chamber of Commerce (CECC)
China International Software & Information Service Centre (CISIS)
The Hong Kong Electronic Industries Association (HKEIA)
Taiwan External Trade Development Council (TAITRA)
○ Asia Electronics Exhibition Cooperate Conference (AEECC) Member*
China Electronic Appliance Corporation (CEAC)
Hong Kong Trade Development Council (HKTDC)
Korea Electronics Association (KEA)
Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)

* The Asia Electronics Exhibition Cooperate Conference (AEECC) was established in 1997 to encourage mutual promotional cooperation activities among major electronics and IT exhibition organizers in the Asia region.

Management

CEATEC JAPAN Management Office (Japan Electronics Show Association (JESA))
5F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan
Tel: +81-3-6212-5233 FAX: +81-3-6212-5226 E-mail: contact2014@ceatec.com