From the Management Office

CEATEC

01-1	Exhibition Outline	001
01-2	Safety Measures	
	1. Basic Policy and Organizational Framework concerning	003
	2. Requests to Exhibitors Concerning Disaster Prevention and Safety Measures	004
	3. Exhibitors' Response to an Emergency (Please cooperate)	006
	4. Disaster Evacuation Route	007
01-3	Energy Conservation Measures	
	Requests to Help Save Energy Please cooperate	010
01-4	Personal Information Protection Policy	
	1. Personal Information Protection Policy of Japan Electronics Show Association	011
	2. Use of Personal Information by Exhibitors	013
01-5	Applications / Inquiries List	
	1. Applications	015
	2. Payment of Charges	016
	3. Inquiries List	017



Name

CEATEC JAPAN 2015

(Combined Exhibition of Advanced Technologies)

Objectives

A place for the state-of-the-art

By aiming for the further development of lifestyles, societies, economies and culture through broad use of information communications technology (ICT), and by providing a venue where people can experience the latest technologies, products, systems and software under one roof, the show will help to aim for the growth of IT & electronics industries.

Hailing from Japan & Asia

As the largest disseminator of information on IT and electronics in Asia, CEATEC JAPAN provides the world with information on their latest achievements and trends and globally promotes technical excellence in these fields.

► Convergence

Convergence aims for growth and revolution in lifestyles and society through merging of a wide range of industries such as mobility, energy, and health care with the IT and electronics industries, and promotes contribution to society and the further development of industries by uniting related businesses and posing questions to society.

Duration

October 7th (Wed.) - 10th (Sat.), 2015, 10:00 a.m. - 5:00 p.m.

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 (Groups of 20 or more students and children under 12 years of age are admitted free-of-charge.)
- Online pre-registration / Invitational registration at the gate: Free admission
- Free Admission Day: October 11th (Registration required for visitors over 18 years of age)

Sponsors

CEATEC JAPAN Executive Board

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

Support

Ministry of Internal Affairs and Communications, Japan (MIC), Ministry of Foreign Affairs of Japan (MOFA), Ministry of Health, Labour and Welfare (MHLW) Ministry of Economy, Trade and Industry, Japan (METI) Ministry of Land, Infrastructure, Transport and Tourism (*Listed by date established.)*Expected

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)

- OChiba Prefectural Government, Chiba Municipal Government
- OJapan Broadcasting Corporation (NHK),
- The National Association of Commercial Broadcasters in Japan (NAB) ONippon Keidanren,
 - The Japan Chamber of Commerce and Industry (JCCI), The Tokyo Chamber of Commerce and Industry, The Chiba Chamber of Commerce and Industry
- OU.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), Radio Engineering & Electronics Association, 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),
- 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 Smart Community Alliance (JSCA)
- 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

01-1 Exhibition Outline

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

Global Partners

- Consumer Electronics Association (CEA) / International CES (USA)
- Messe Berlin / IFA (Germany)
- Messe Müchen International / electronic (Germany), electronica & Productronica China (China)

► Hanover Fairs / CeBIT (Germany) (No particular order) *Expected

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) (No particular order) *Expected
- 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) (No particular order) *Expected

*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: contact2015@ceatec.com

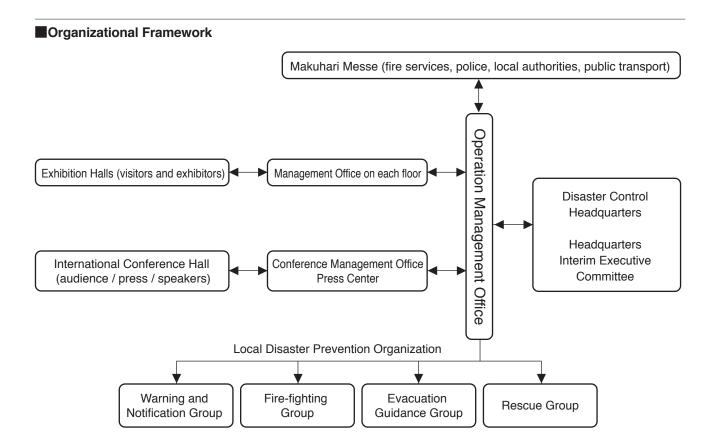


Basic Policy

01-2

The Management Office will respond to disasters in accordance with its basic principle of "prioritizing the safety of visitors and exhibitors".

In the event of a disaster, the Management Office will assemble a local disaster prevention organization to gather and provide information, give evacuation instructions, and conduct initial fire-fighting and rescue activities. The Management Office will also cooperate with Makuhari Messe to circulate information between concerned organizations, and strive to ensure the safety of all parties concerned.



Safety Measures

2. Requests to Exhibitors Concerning Disaster Prevention and Safety Measures

The Management Office is determined to operate CEATEC JAPAN safely with sufficient safety measures. We hope that exhibitors can cooperate with the following requests.

Advance Preparations

01-2

We recommend that all exhibitors refer to the below items and formulate their own safety and disaster prevention manual.

 (1) Registration of Booth Manager and Booth Staff *All exhibitors must submit 	①Contacting the booth manager So that the Management Office can contact you in the event of an emergency, register the mobile phone number and e-mail address of the person in charge of the booth with the Management Office by Friday, September 25 via the "Registration of Booth Manager and Booth Staff" <no.6>*. Information that you register with us will be managed in accordance with personal information protection policy when holding this event and will be deleted after the conclusion of the exhibition.</no.6>
	②Number of booth staff Please register the estimated maximum number of staff (company employees, external staff, part-time workers, etc.) occupying and working at the booth for each day to the Management Office by Friday, September 25 via the "Registration of Booth Manager and Booth Staff" <no.6>*. The Management Office will provide this information to public organizations such as the police or fire-fighting services in the event of a disaster. *Download the application from the official website (www.ceatec.com) or use the online application system.</no.6>
(2) Booth disaster prevention and safety measures	 ①Formulate a disaster prevention and safety manual to be used in the management of the booth ②Establish an emergency contact network and select contact managers (own
	company, partner companies, Management Office)
	 ③Divide roles among staff members Ensure visitor safety and give evacuation instructions Ensure the safety and confirm the whereabouts of booth staff Support rescue activities Maintain the booth (stop demonstrations, stop transmission of electrical energy, look after exhibit products, etc.)
	 Prepare disaster equipment Basic emergency set Flashlight, etc.
	 ⑤Check the site Confirm suspected danger spots in the booth Confirm the closest primary evacuation place (open spaces such as wide aisles and resting place) Confirm the closest evacuation exit and route Confirm the location of fire-extinguishers

Safety Precautions when Setting Up Booths

After taking into consideration possible disaster scenarios, exhibitors are requested to take the following safety measures when designing and setting up their booth.

(1) Electrical work	 (1)Booth staff will circulate information on the location of temporary distribution boards and select a person to be responsible for turning off the breaker in the event of an emergency. The temporary distribution board to be installed by the Management Office (primary mains work) will act as an earth leakage breaker that automatically cuts off the electrical supply when an earth leakage is detected. (2)Do not conceal the temporary distribution board. Also, be sure not to place any packages etc. in front of the temporary distribution board. (3)When installing large-scale lighting equipment such as PAR lighting fixtures, be sure to take measures to prevent them falling such as securing them with wire. * For more details please refer to page 092 		
(2) Designing and setting up booths	 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. To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor. 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. Take measures to prevent independent fixtures falling by securing them to the wall or floor surface. When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures located in high places; take measures to prevent them falling by securing them with bolts or wires. * For more details please refer to page 083 		
(3) Two-story structures	 Design secure two-story structures that take into consideration normal time load calculations as well as seismic loads caused by major earthquakes. Please submit structural calculation sheets to the Management Office if you will be using a two-story structure. Your submitted structural calculation sheets are to be stored as reference materials only and this does not mean that the Management Office has approved or authorized the contents. In regard to second floor sections where people will pass through or remain, install walls and fences with a height of at least 1.2m to prevent people falling. Take thorough measures to prevent erections or independent fixtures installed on the second floor collapsing or falling. * For more details please refer to page 085 		
(4) Suspended structures	 ①Use a suspended structure that will prevent damage caused by vibrations during an earthquake. ②Do not combine and secure suspended structures and erections that extend upwards from the ground. ③When wiring cables that cross the floor to suspended structures, install them with flexibility to prevent disconnection from vibrations caused by an earthquake. * For more details please refer to page 086 		
(5) Safety while working	 ①People working in high places must wear a helmet and a safety belt. ②When using a stepladder for work, be sure to secure it with an anti-opening bracket. ③When using a rolling tower, be sure to install a handrail and outrigger with a height of at least 900mm around the work floor. 		

01-2

3. Exhibitors' Response to an Emergency

Please be prepared to act in the event of an emergency by informing all booth staff about how to respond to a disaster.

Earthquake	During	 Prioritize your own safety Secure the safety of booth visitors and booth staff (guide people to the primary shelter) 		
Straight after		 Give booth visitors evacuation instructions in accordance with officials' instructions when evacuation orders appear outside the evacuation hall over the P.A. system Continue to evacuate all booth staff Persons in charge of the booth will maintain the booth (stop transmission of electrical energy, look after exhibit products, etc.) 		
	After	 Support rescue activities as necessary Confirm the safety of booth staff and identify the status of damage Make a report to the Management Office 		
Fire When discovered		 Ensure people's safety (instruct visitors and exhibitors in the near vicinity to evacuate) Notify the Management Office 		
	During	•Conduct initial fire-fighting activities with a fire extinguisher (prior to the Management Office dealing with the problem)		
Suspicious objects	When discovered	Notify the Management Office		
Incidents	During	 Ensure people's safety (instruct visitors and exhibitors in the near vicinity to evacuate) Notify the Management Office 		
	After	 The victim files a damage report Police investigate and deal with the problem 		
Management Office location • If serious: Call for an ambulance (if requested by the performance) ● Primary action: Contact the Management Office → call an ambulance from the Management Office → call an ambulance from the Management Office → the Management Office will guide the ambulance into the gr ● Urgent situations: Directly request an ambulance by calling direct from your mobil → notify the Management Office → the Management Office		 If moderate: Lead people to the first-aid center or the closest Management Office location If serious: Call for an ambulance (if requested by the person concerned or the person accompanying the injured person) Primary action: Contact the Management Office → call an ambulance from the Management Office → the Management Office will guide the ambulance into the grounds Urgent situations: Directly request an ambulance by calling direct from your mobile phone 		

4. Disaster Evacuation Route

Evacuation orders

01-2

If necessary, the Management Office will give instructions via the P.A. system to evacuate people to the outside the exhibition hall.

Example of emergency broadcast message

(1) In the event of a fire:

"This message is for everyone in the venue. There is currently a fire in the vicinity of $\bigcirc\bigcirc$. The disaster prevention organization has started to deal with the fire, so please calmly follow the instructions of officials and evacuate to the outside of the exhibition hall via the emergency exit."

- (2) In the event of an earthquake
- ① Straight after

"This message is for everyone in the venue. An earthquake has just occurred. Ensure your own safety such as watching for falling objects, and please wait a while in a safe location within the venue. The Makuhari Messe building is supported by a safe structure. We will let you know as soon as we have more details."

2 Evacuation order

"This message is for everyone in the venue. An earthquake centered in $\bigcirc\bigcirc$ measuring at $\bigcirc\bigcirc$ on the Japanese scale has just occurred. Although the Makuhari Messe building is supported by a secure structure, booths and exhibits may collapse due to aftershocks, so please calmly follow the instructions of officials and evacuate to the outside of the exhibition hall via the emergency exit."

③ In the event of a tsunami warning

"This message is for everyone in the venue. An earthquake centered in $\bigcirc\bigcirc$ measuring at $\bigcirc\bigcirc$ on the Japanese scale has just occurred. A tsunami warning has been announced at Tokyo Bay, so please calmly follow the instructions of officials and evacuate to the second floor of the exhibition hall via the emergency exit." The second floor is 9.5 meters above sea level."

- (3) Incidents (bomb warning, etc.):
 - ① Calling for attention: "Sakura sakura" (music) played 5 times in succession.
 - 2 Warning lifted: "Tooryanse" (music) played 5 times in succession

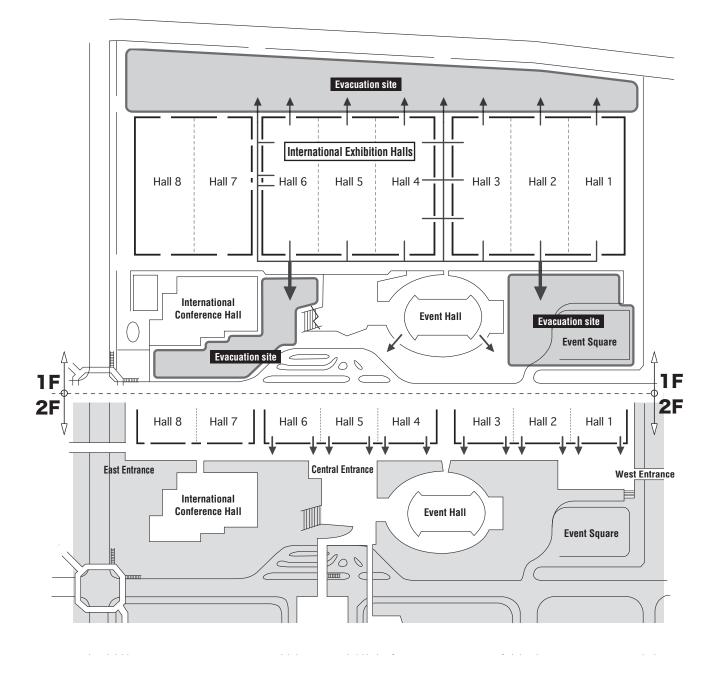
Evacuation guidance

Please act calmly and follow the instructions of the Evacuation Guidance Group.

Evacuation route

(1) When evacuating to the outside of the Exhibition Hall

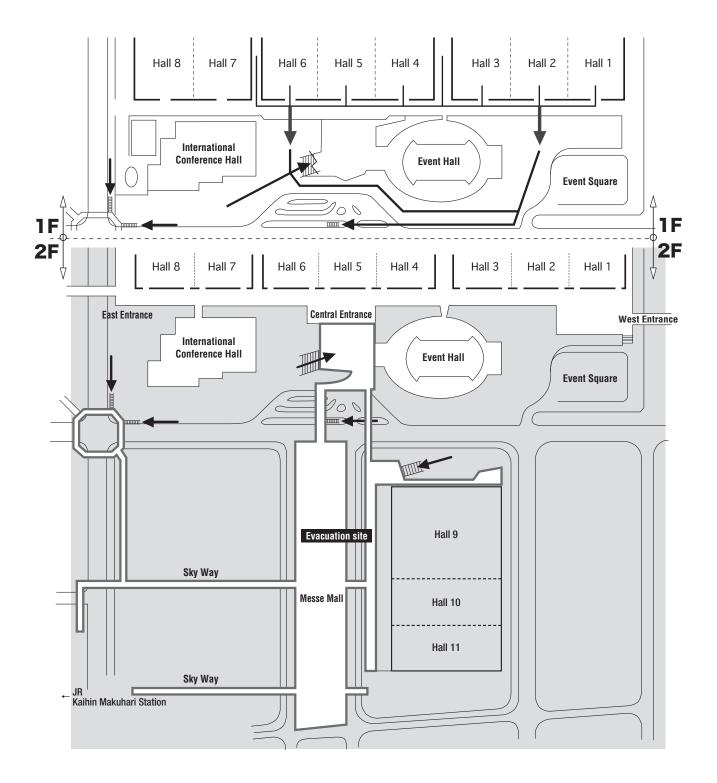
When evacuating to the outside of the Exhibition Hall in event of an earthquake or fire, etc., please go to the outside of the exhibition hall shutters.



(2) When evacuating after a tsunami warning

When a tsunami warning is announced, evacuate to the second floor aisles of Makuhari Messe or to Messe Mall.

* 1st floor of Makuhari Messe exhibition hall - 4.7m above sea level; 2nd floor of the exhibition hall - 9.5m above sea level



Requests to Help Save Energy

Energy saving activities

01-3

CEATEC JAPAN is voluntarily conducting the following activities to save energy. We hope to rely on your understanding and cooperation.

Energy saving measures by the Management Office

- (1) Reduced air conditioning services
- (2) Cutting ceiling lights at second floor common areas and restaurants
- (3) Reduced escalator services

Exhibitors' energy-saving measures

- (1) Use of components with low consumed power (LED lights, etc.)
- (2) Energy saving considerations when designing booths

Cool Biz energy-saving campaign

Promote Cool Biz throughout the event

1. Personal Information Protection Policy of Japan Electronics Show Association

Privacy Policy

01-4

Personal Information, or Personally Identifiable Information, as used in this document means information about an individual user which can identify a specific individual by name, gender, age, address, telephone number, e-mail address, service access record, or other description, or uniquely assigned number or symbol contained in the information. It includes information that allows easy reference to other information which can identify a specific individual. The Management Office fully understands the social responsibility of CEATEC JAPAN to appropriately protect Personal Information and promotes the activities described below.

1. Handling of Personal Information

The Japan Electronics Show Association ("the Association") is entrusted to organize CEATEC JAPAN by its sponsors. Personal information relevant to this exhibition is appropriately handled in accordance with the Personal Information Protection Policy of the Association.

The Association, which mainly comprises electronic device and electronic component manufacturers, holds exhibitions, seminars, and other activities for the promotion of the electronics and information technology industries in cooperation with sponsors. In these activities, the Association fully understands the importance of properly handling personal information and the responsibility for protecting the information.

Therefore, the Association strictly handles information that could be used to identify individuals ("Personal Information") obtained through its activities, in compliance with laws and other regulations concerning Personal Information.

The Association defines Personal Information as information that identifies individuals, including pieces of information that do not identify individuals directly but could easily be matched with other information to identify individuals. The Association collects the following Personal Information through documents, electronic media, or websites.

(1) Name, address, telephone number, fax number, e-mail address, place of employment, affiliation or position

(2) Bank account or credit card details required for direct-debits or payments for charges related to events

2. Purpose of Using Personal Information

The Personal Information obtained through the operations of the Association or at its entrusted events will be used for the following purposes under these terms and conditions:

- (1) For sending reports or other information regarding the operation of the Association
- (2) For sending invitations for exhibitions, seminars, lectures, and other events which the Association is entrusted with, and for managing these events*
- (3) For administering the Association's website
- (4) For distributing Association documents such as journals, reports, and proposals
- (5) For handling inquiries and comments regarding the Association and its entrusted activities
- (6) For sending notification, questionnaires, etc. regarding the Association and its entrusted activities
- (7) For sending proposals and communications regarding the operation of the Association Prior consent of the individual is required to use the Personal Information for purposes other than those listed above.

*The Association gathers personal information in order to improve its services regarding the entrusted activities, registering visitors prior to and during exhibitions, and accepting reservations about exhibitions, conferences and other special programs. The Association also collects personal information for questionnaires and for responding to requests for reference materials. Information-gathering activities are also used to provide registered visitors to exhibitions with information on promotions, and the products and services of companies related to the exhibitions. The Association uses personal information only for these purposes.

3. Providing Personal Information to Third Parties

No personal information collected by the Association will be provided to unrelated third parties except the cases listed below. However, when visitors to exhibitions organized by the Association show their entry passes to the exhibitors (companies or organizations) or to the conference organizers (companies or organizations) (collectively called "exhibitors") and have the personalized barcodes on the entry passes read by the exhibitors, the information that might be considered personal in nature is shared between the Association and the exhibitors. Visitors are requested to understand that exhibitors might send information directly to them by e-mail or post after the exhibition. In addition, user data from the website and exhibition sites is sometimes provided to third parties in a format that prevents identification of individuals. Such information is not considered personal in nature. The Association requests exhibitors to follow the same policy of handling Personal Information as the Association does.

- (1) In cases where the consent of the individual is obtained in advance
- (2) In cases where there is a legal obligation to provide Personal Information
- (3) In cases where it is difficult to obtain the consent of the individual but the disclosure is required to protect someone's property or safety
- (4) In cases where it is difficult to obtain the consent of the individual but the disclosure is crucial for improving public health or promoting children's health and welfare

(5) In cases where the disclosure is necessary to cooperate with a national organization, local authority, or its contractors in accordance with laws but obtaining the consent may hinder such activities

The Association requests the third parties to follow the same policy of handling Personal Information as the Association even when they are required to provide Personal Information to third parties. The Association will restrict the purposes of using Personal Information and take necessary actions.

4. Websites Operated by the Association

In exhibition websites operated by the Association, cookies are used to provide services customized to individual users and to count the total number of accesses to the site. Although individual IP addresses are also collected to collate data on usage of the website and monitor trends in site usage, these addresses are not used in any way that might lead to the identification of individual users. The Association, however, shall be exempt from this stipulation if its legal rights are infringed or interfered with by a user(s), or the potential for such infringement or interference is suspected.

5. Managing Personal Information

The Association will protect Personal Information by strictly limiting its use within the scope of the above purposes and by taking extensive measures to protect it from inappropriate access, loss, destruction, tampering and disclosure. Regarding entrusted activities, the Association will comply with the respective organizers' personal information policies. When entrusting the handling of Personal Information, the Association will conclude nondisclosure agreements with the contractors and supervise them. The Association may combine Personal Information that is collected through its own operation and other information that is obtained from third parties.

6. Disclosure, Modification, and Ceasing Use of Personal Information

When a user requests the Association to disclose and modify their Personal Information, or cease its use, the Association will take appropriate action immediately in a reasonable way. Users can confirm and change registered personal information and other settings such as receiving/declining e-mail messages on the websites managed by the Association.

7. User's Rights

At their discretion, users can decide whether to provide their Personal Information to the Association. With rejection, however, they may not access some services.

When requested by a user, the Association will cease delivering information and services to the user. If a user withdraws from registration, his/her Personal Information will be deleted from the database. The Association will also request the exhibitors who share the user information to immediately take the same action as the Association.

Regarding changes in settings on e-mail messages from the Association and deregistration, please see the user guide in each site, or send an inquiry to the dedicated mail address or in the dedicated website.

8. Safety

CEATEC JAPAN Organizing Committee places top priority on securing Personal Information that is obtained through its official website. Adequate safety measures have been taken on this website to protect Personal Information from unauthorized access, data leakage, falsification, or destruction. However, these measures do not extend beyond the website. Users are requested to secure their own safety.

9. Link to Web Pages other than CEATEC JAPAN

The Association is not responsible for protecting Personal Information on the websites (of companies or individuals) linked to the CEATEC JAPAN official website. Any user of the CEATEC JAPAN official website is presumed to consent to this policy.

10. Personal Information Management System

The Association has a system for strictly protecting Personal Information, which is supervised by the Administration Manager.

11. Inquiry

If there are any questions regarding the protection of Personal Information, please contact us at:

Administration SectionJapan Electronics Show Association (JESA)5F, Ote Center Bldg. 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004Tel: +81-3-6212-5231Fax: +81-3-6212-5225

2. Use of Personal Information by Exhibitors

Use of Personal Information by Exhibitors

01-4

With respect to the handling of visitors' personal information, the Association shall adopt the aforementioned measures in order to fulfill the requirements of the Personal Information Protection Law. All exhibitors are also required to fulfill the requirements of the Law. The Association therefore requests that exhibitors strictly observe and implement the following items with regard to the handling of personal information obtained at CEATEC JAPAN.

- ①Methods shall be devised for confirming the wishes of the provider (individual) regarding the use of business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained using the barcode system.
- ⁽²⁾Business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained using the barcode system must not be resold.
- ③Business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained using the barcode system must be used only by the departments and divisions of one's company and must not be passed to other companies (including group companies) without the consent of the individual.
- (4)In cases where the provider of collected personal information requests not to be contacted, or the information is not to be provided to others, and also in cases where the individual has made it clear that he/she wants the information deleted or erased, use of that personal data is to be stopped immediately, and appropriate measures taken. Also, in cases where the provider of personal information requests disclosure of details held, steps must be taken to provide a response as soon as possible.
- (5) Appropriate measures must be devised under the guidance of the person in charge of the management of personal information to prevent the leaking of personal information contained on business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained by using the barcode system.
- (6) Exhibitors shall be responsible for the management of business cards, names written on name lists, information written on survey forms, details written on business cards or personal information obtained using the barcode system.
- ⑦For, others, appropriate measures must be devised to fulfill the requirements of the Personal Information Protection Law.

Handling of Personal Information Collected at Booth

When collecting personal information from visitors at booths (apart from data supplied through the barcode system), we recommend that you inform them about the intended use of such information and obtain their prior consent. Samples of items visitors are to be advised of at reception desks are provided on the next page. Please use these as a guide for written notices based on your company's policy regarding the protection of personal information.

01-4 Personal Information Protection Policy 2. Use of Personal Information by Exhibitors

Points of Confirmation on and Samples of the Usage of Personal Information

*Examples of written notices on the handling of personal information by Company X

Receiving business cards

Please provide us with one business card.

Surveys

We ask for your cooperation in taking part in this survey.

Use of barcode system

We will ask permission to scan your barcode.

Our company will use personal information collected for the following purposes, and it will be managed and handled according to stringent protocols.

*Purposes of Using Personal Information

•To allow our sales representative to contact you concerning our products on display.

To inform you about our products, services, seminars and events.

•To invite you to the next CEATEC JAPAN exhibition and provide other information.

*Handling of Personal Information

•We shall not provide personal information to a third party without your consent.

•We shall manage personal information strictly in accordance with our protocols for its safe management so that such information is not lost, destroyed, falsified or improperly disclosed.

•We perform appropriate data maintenance to ensure the accuracy of personal information that we obtain. If requested by the person in question to disclose, amend, cease using or delete his or her information, we shall endeavor to do so in an appropriate manner and without delay.

*For further inquiries on this matter, please contact the following office.

XXXXX, Inc., XXXXX Division Contact: XXXXX Tel: 123-4567-8910 E-mail: aaaa@zzzz.co.jp

1. Applications

01-5

S	No	Annelisetise forme	Deedline	Deleted	Derre	For conf	irmation	Cubmit to .
Submission required	No.	Application form	Deadline	Related		online	E-mail / Fax	Submit to:
nis	1	Registrating Highlights to Official Website	Accept anytime	02-1, 1	p.023	*Input on	the Exhibitor S	
sio	2	Application for Official Invitations and Envelopes	Aug. 4	02-1,6	p.029			Japan Electronics Show Association
n re	3	Display Contractor Registration Form	Sep. 4	04-2, 1	p.088			KOGEISHA Co., Ltd.
qui	4	Application for Electrical Power Supply Electrical Power Source Installation Diagram	Sep. 4	04-2,5	p.092			IIDA Electrical Works Co., Ltd. IIDA Electrical Works Co., Ltd.
red	5 6	Registration of Booth Manager and Number of Booth Staff	Sep. 11 Sep. 25	04-2, 5 01-2, 2	p.092 p.004			Japan Electronics Show Association
			000.20				irmation	Japan Licen onics onew Association
	No.	Application form	Deadline	Related		online	E-mail / Fax	Submit to:
10	7	Registration of Overseas Visitors Correspondence	Aug. 28	02-1, 12				Japan Electronics Show Association
ů	8	Application for Ceiling Stracture	Aug. 28	04-1,4	p.084			Makuhari Messe Inc.
3	9	Application for Two-Story Booth Structures	Aug. 28	04-1,5	p.085			Makuhari Messe Inc.
tif	10 11	Application for Suspended Structure Application for Floor Construction Work	Aug. 28	04-1, 6 04-2, 3	p.086 p.090			Makuhari Messe Inc.
Submit if applicable	12	Foreign-Made Product Exhibition Plan	Sep. 4 Sep. 4	04-2, 3	p.090 p.094			KOGEISHA Co., Ltd. Ishikawa-Gumi, Ltd.
plic	13	Application for Flammable or Hazardous Items	Sep. 4 Sep. 4	04-5, 1	p.074			KOGEISHA Co., Ltd.
ab	14	Application for Press Conference at the Booth	Sep. 11	02-2, 5	p.044			Japan Electronics Show Association
le	15	Application for UHF-band RFID Product Exhibits / Demonstrations	Sep. 11	04-4,4	p.099			KOGEISHA Co., Ltd.
	16	Application for Wireless LAN	Sep. 18	04-4, 3	p.098			Kissei Comtec Co., Ltd.
	17	Application for Links to CEATEC JAPAN Featured Site on the CEATEC JAPAN Official Website	Sep. 30	02-1, 2	p.024			Japan Electronics Show Association
	No.	Application form	Deadline	Related	Pane		irmation	Submit to:
						online	E-mail / Fax	
	18 19	Application for News Center Information Distribution Application for Global Media Monitoring	Accept anytime Accept anytime	02-2, 1	p.040 p.045		CEATEC@meltv	Japan Electronics Show Association
	20	Web Banner Ad Application Form	Accept anytime		p.043			Japan Electronics Show Association
	20	Mail Magazine Text Banner Ad Application Form		02-5, 2	p.000			Japan Electronics Show Association
	22	Application for Using the Open Stage	Jul. 24	02-1, 10	p.036			Japan Electronics Show Association
	23	Application for New Technologies and Products / Exhibitor Seminar	Jul. 24	02-4, 4	p.054			Japan Electronics Show Association
	24	Application for Listening Room	Jul. 31	02-4,6	p.057			Japan Electronics Show Association
	25	Application for Exhibitor's Utility Booths	Aug. 7	04-5, 2	p.101			Japan Electronics Show Association
	26	Application for Guided Tour to Promote the Interaction of Engineers	Aug. 7	02-4, 2	p.052			Japan Electronics Show Association
	27	Registration for Opening Reception	Aug. 21	02-3, 1	p.047	*Download format	from the Exhibitor Site	Japan Electronics Show Association
	28	Application for Reception Room	Aug. 28	02-4, 5	p.056			Japan Electronics Show Association
	30	Application for Cetification of Green Power	Aug. 28	04-2, 6	p.093	*Apply at I	http://www.nati	ural-e.co.jp/apply/spot.php
	31	Application for Food / Beverage Tickets	Aug. 28	05-4, 3	p.125			Makuhari Messe Inc.
	32	Application for Virtual Exhibition	Sep. 1	02-1,3	p.025			Japan Electronics Show Association
	33	Application for Guide Map Advertising	Sep. 4	02-5, 4	p.062			Japan Electronics Show Association
	34	Application for Tray Sheet Ad at Makuhari Messe	Sep. 4	02-5,5	p.063			Japan Electronics Show Association
	35 36	Application for On-site Ad Sign Application for Package Booth Service & Rental Fixtures	Sep. 4 Sep. 4	02-5, 6 05-2, 1	p.064 p.107			Japan Electronics Show Association
	30	Application for Temporary Telephone Line	Sep. 4 Sep. 4	05-2, 1	p.107			KOGEISHA Co., Ltd. KOGEISHA Co., Ltd.
Sub	38	Application for Booth Air Conditioning	Sep. 4 Sep. 4	05-3, 2	p.117 p.121			KOGEISHA Co., Ltd.
h	39	Application for Water Supply, Drainage, Compressed Air and Gas	Sep. 4	05-3, 5	p.122			Three-S Setsubi Kogyo Co., Ltd.
mit if preferred	40	Applications for Hotel Reservations	Sep. 4	05-4, 2	p.124	Apply at I		.jp/tour/ceatec2015/
fpr	41	Application for CEATEC AWARD 2015	Sep. 9	02-1, 8	p.031	,	from the Exhibitor Site	CEATEC AWARD 2015 Management Office
efe	42	Application for Video Shooting	Sep. 10	02-1, 4	p.027			Japan Electronics Show Association
err	43	Customer invitations	Sep. 11	02-1, 7	p.030	*Download format	from the Exhibitor Site	Japan Electronics Show Association
ed	44	Application for Media Convention	Sep. 11	02-2, 4	p.043			Japan Electronics Show Association
	45	Application for Internet Connection	Sep. 11	05-3, 1	p.118			Kissei Comtec Co., Ltd.
	46	Application for Antenna Installation	Sep. 11	05-3, 3	p.120			ASTEC K.K.
	47	Application for US Media Panel Innovation Award	Sep. 18	02-1,9	p.035			Japan Electronics Show Association
	48	Registration for Booth Events	Sep. 18	02-1, 11	p.037	*Download format	from the Exhibitor Site	Japan Electronics Show Association
	49	Application for Press Briefing Room	Sep. 18	02-2,3	p.042			Japan Electronics Show Association
	50 51	Application for Booth Assessment Survey Application for Additional Exhibitor / Worker Badges	Sep. 18 Sep. 18	02-4,7	p.058			Japan Electronics Show Association Japan Electronics Show Association
	51	Application for Transport, Load-in / Load-out Service	Sep. 18	03-2, 2 05-1	p.072 p.106			Plus Cargo Service Co., Ltd.
	53	Application for PC and Monitor Rental	Sep. 18	05-2, 2	p.116			Kissei Comtec Co., Ltd.
	54	Application for Reception Staff / Non-Technical Interpreter	Sep. 18	05-4, 6	p.128			Ken & Staff Co., Ltd.
	55	Application for Security Guards at the Booth	Sep. 18	05-4, 7	p.120			TEXS Co., Ltd.
	56	Application for Booth Photography	Sep. 18	05-4, 8	p.130			Kurano Photo Office
	57	Application for Booth Cleaning	Sep. 18	05-4, 9	p.131			Chiba-Pref. Bldg. Maintenance Corp.
	58	VIP Registration	Sep. 25	02-3, 2	p.048	*Download format	from the Exhibitor Site	Japan Electronics Show Association
	59	Application for VIP Room	Sep. 25	02-3, 3	p.049			Japan Electronics Show Association
	60	Application for Visitor Data Delivery Service	Sep. 25	02-4, 1	p.050			Neonet Inc.
	61	Application for Catering Service	Sep. 30	05-4, 4	p.126			NILAX Inc.
	62	Application for Meeting Room (Rental)	Oct. 2	05-4, 1	p.123			Japan Electronics Show Association
	63	Application for Bento (Box Lunch) Delivery Service	0ct. 2	05-4, 5	p.127			Wako Sangyo Co., Ltd.
	64	Application for After CEATEC in Shanghai	Sep. 18	02-1, 13	p.039			Japan Electronics Show Association

2. Payment of Charges

01-5

je	Service details	Where to pay	When to pay	
7 \	Video Shooting for introjuceing Your Exhibit	Japan Electronics Show Association	Late October	
9 I	Invitations / Envelopes	Japan Electronics Show Association	Mid September after delivery	
9 A	After CEATEC in Shanghai	Japan Electronics Show Association		
9 \	VIP Room	Japan Electronics Show Association		
0 \	Visitor Data Delivery Service (Barcode System)	Neonet Inc.		
4 N	New Technologies and Products Seminar / Exhibitor Seminar	Japan Electronics Show Association		
6 F	Reception Room	Japan Electronics Show Association		
7 L	Listening Room	Japan Electronics Show Association		
8 E	Booth Assessment Survey	Japan Electronics Show Association	Late October	
0 V	Web Banner Ad	Japan Electronics Show Association		
1 N	Mail Magazine Text Banner Ad	Japan Electronics Show Association		
2 0	Guide Map Advertising	Japan Electronics Show Association		
з т	Tray Sheet Ads at Makuhari Messe	Japan Electronics Show Association		
4 C	On-Site Ad Signs	Japan Electronics Show Association		
1 C	Overtime Work	Japan Electronics Show Association		
2 A	Additional Exhibitor / Worker Badges	Japan Electronics Show Association	Mid September after delivery	
0 F	Floor Construction Work	Kogeisha Co., Ltd.		
2 E	Electrical Power Supply	Japan Electronics Show Association	Late October	
з с	Green Power Certification System	Japan Natural Energy Company Limited	A/N (as needed)	
1 E	Exhibitors' Utility Booths	Japan Electronics Show Association		
6 Т	Transport, Load-in / Load-out Service	Plus Cargo Service Co., Ltd.	Late October	
7 F	Package Booth Service & Rental Fixtures	Kogeisha Co., Ltd.		
6 F	PC and Monitor Rental	Kissei Comtec Co., Ltd.		
8 I	Internet Connection	Kissei Comtec Co., Ltd.	A/N (as needed)	
9 Т	Temporary Telephone Line Service	Kogeisha Co., Ltd.		
0 A	Antenna Installation	ASTEC K.K.		
1 E	Booth Air Conditioning	Kogeisha Co., Ltd.	Late October	
2 V	Water Supply, Drainage, Compressed Air and Gas	Three-S Setsubi Kogyo Co., Ltd.		
3 N	Meeting Room (Rental)	Japan Electronics Show Association		
4 F	Hotel Reservations	Kinki Nippon Tourist Co., Ltd.		
5 F	Food / Beverage Tickets	Makuhari Messe Inc.	A/NL (as people 1)	
6 (Catering Service	NILAX Inc.	A/IN (as needed)	
7 E	Bento (Box Lunch) Delivery Service	Wako Sangyo Co., Ltd.		
8 F	Reception Staff / Non-technical Interpreter	Ken & Staff Co., Ltd.		
9 E	Booth Security Guard	TEXS Co., Ltd.	Lata Ostabar	
0 E	Booth Photography	Kurano Photo Office	Late Uctober	
1 E	Booth Cleaning	Chiba-Pref. Bldg. Maintenance Corp.		
7 E 8 F 9 E 0 E	Bento (Box Lunch) Delivery Service Reception Staff / Non-technical Interpreter Booth Security Guard Booth Photography	Wako Sangyo Co., Ltd. Ken & Staff Co., Ltd. TEXS Co., Ltd. Kurano Photo Office	A/N (as needed)	

01-5

3. Inquiries List

Item	Contractor	Address / Tel / Fax / E-mail	Contact	Page
Promotion / Management	Japan Electronics Show Association (CEATEC JAPAN Management Office)	5F., Ote Center Bldg. 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004 Tel: +81-3-6212-5233 Fax: +81-3-6212-5226 E-mail: exhibitor2015@ceatec.com	Yoshinaga Torikai Nishiyama	
CEATEC AWARD	CEATEC AWARD Office (ILCC Co., Ltd.)	5F, Kindai Kagakusha Building 2-7-15 Ichigayatamachi, Shinjuku-ku, Tokyo 162-0843 Tel: +81-3-5562-3677 Fax: +81-3-5562-3666 E-mail: award2015@ceatec.com	Sugawara	031
News Center / US Media Panel Innovation Award	CEATEC JAPAN News Center	E-mail: 2015newscenter@mls.ceatec.com	Nakanishi Haga Karasawa	035 040
Press Releases	Inoue Public Relations, Inc.	2F, Shinjukugyoenmae Annex, 4-34 Yotsuya, Shinjuku-ku, Tokyo 160-0004 Tel: +81-3-5269-2301 Fax: +81-3-5269-2305 E-mail: ceatec@inoue-pr.com	Suzuki Litwin Yoshida	041
Visitor Data Delivery Service (Barcode System)	Neonet Inc.	12F, World Trade Center Bldg. 2-4-1, Hamamatsu-cho, Minato-ku, Tokyo 105-6112 Tel: +81-3-6430-3193 Fax: +81-3-6430-3196 E-mail: edms@neonet-inc.jp	Minami Furuya	050
On-Site Ad Sign / Decorations / Floor work / Fireproofing Regu- lations / Hazardous materials / Display and Demonstration of UHF-band RFID Products / Temporary Telephone line / Air Conditioning	Kogeisha Co., Ltd	6-17-5, Hongo, Bunkyo-ku, Tokyo 113-0033 Tel: +81-3-5684-7343 Fax: +81-3-5684-7337 E-mail: ceatec@kogeisha.co.jp	Kodai Yamada	064,088 090,091 199,100 119,121
Guide Map Ad / Tray Sheet Ad	Eikosha Corp.	2nd Floor, Meguro F2 Bldg., 1-8-8, Nakameguro, Meguro-Ku, Tokyo 153-0061 Fax: +81-3-5794-1081 E-mail: ceatec@eco-eikosha.co.jp	Asami Mizuno	062 063
Ceiling Structure / Two-Story Booth Structures / Suspended Structure	Makuhari Messe Inc.	2-1, Nakase, Mihama-ku, Chiba-shi 261-0023 Tel: +81-43-296-0602 Fax: +81-43-296-0529 E-mail: ceatec@m-messe.co.jp	Taisuke Kato Uchida	084 085 086

01-5 Applications / Inquiries List | 3. Inquiries List

Item	Contractor	Address / Tel / Fax / E-mail	Contact	Page
Electrical work	IIDA Electrical Works Co., Ltd.	1-8-21, Shinkiba, Kotoku, Tokyo 136-0082 Tel: +81-3-3521-3522 Fax: +81-3-3521-3699 E-mail: ceatec@iidae.co.jp	Takita(Mr.) Otsuka(Mr.)	092
Green Power Certification System	Japan Natural Energy Company Limited	11F, Sumitomo-seimei Gotanda Bldg., 5-1-11, Osaki, Shinagawa-ku, Tokyo 141-0032 Tel: +81-3-5437-3561 Fax: +81-3-5437-3562	Shimamura Arai	093
Bonded Goods	Ishikawa-Gumi Ltd.	4-14-2, Higashi-ohi, Shinagawa-ku, Tokyo 140-0011 Tel: +81-3-3474-8102 Fax: +81-3-5460-9841 E-mail: igl-exhi@ishikawa-gumi.co.jp	Saito Hasegawa	094
Wireless LAN / PC and Monitor Rental / Internet Connection	Kissei Comtec Co., Ltd.	Otsuka S&S Bldg. 3-32-1, Minami-Otsuka, Toshima-ku, Tokyo 170-0005 Tel: +81-3-5843-0301 Fax: +81-3-5979-6335 E-mail: ceatec2015@network.kcrent.jp	Amino Narahashi	098 116 118
Insurance	Toho Agency Co., Ltd. Chiba Branch	5F Nippon Koa Bldg. 8-4 Chiba-minato, Chuo-ku Chiba-shi, 260-0026 Tel: +81-43-246-1441 Fax: +81-43-246-9704 E-mail: chiba-a@toho-ag.co.jp	Ogawa	104
Transport Load-In, Load-Out Service	Plus Cargo Services, Co., Ltd.	6F-S, Prologis Park Tokyo-Ohta,1-3-6, Tokai, Ota-ku, Tokyo 143-0001 Tel: +81-3-5492-7803 Fax: +81-3-5492-0645 E-mail: ip-hcs-02010@plus-cs.co.jp	Inoue	106
Antenna Installation	ASTEC K.K.	1-4-12, Tsukiji, Chuo-ku, Tokyo 104-0045 Tel: +81-3-3543-1511 Fax: +81-3-3543-4552 E-mail: oshima@astec-inc.co.jp	Oshima Yamaguchi	120
Water Supply, Drainage, Compressed Air and Gas	Three-S Setsubi Kogyo Co,.Ltd.	2-15-4, Takinogawa, Kita-ku, Tokyo 114-0023 Tel: +81-3-5907-2100 Fax: +81-3-5907-2500 E-mail: info@sss-setubi.jp	Okumura Hayakawa	122

01-5 Applications / Inquiries List | 3. Inquiries List

Item	Contractor	Address / Tel / Fax / E-mail	Contact	Page
Accommodations	<japanese contact=""> Travel Service Center East Japan Kinki Nippon Tourist Co., Ltd.</japanese>	3F, Nishishinjuku KF Bldg., 8-14-24 Nishishinjuku, Shinjuku-ku, Tokyo 160-0023 Tel: +81-570-064-205 FAX: +81-3-6730-3230 E-mail: ceatec2015-gb@or.knt.co.jp	Naoe	124
Accommodations	<english contact=""> Global Business Management Branch, Kinki Nippon Tourist Co., Ltd.</english>	12F, Sumitomo-Shoji Kanda-Izumi-cho Bldg. 1-13, Kanda-Izumi-cho, Chiyoda-ku, Tokyo 101-0024 Tel: +81-3-6891-9354 Fax: +81-3-6891-9412 E-mail: ceatec2015-gb@or.knt.co.jp	Suzuki Inagaki Inami	124
Food/ Beverage Tickets	Makuhari Messe Inc.	2-1, Nakase, Mihama-ku, Chiba-shi 261-0023 Tel: +81-43-296-0525 Fax: +81-43-296-0529	Ticket charge	125
Catering Service	NILAX Inc.	2-1, Nakase, Mihama-ku, Chiba-shi 261-0023 Tel: +81-43-296-0512 Fax: +81-43-296-2003	Kotani	126
Bento (Box Lunch) Delivery Service	Wako Sangyo Co., Ltd.	5-38-3, Kyodo, Setagaya-Ku, Tokyo 156-0052 TEL: +81-3-3427-8331 FAX: +81-3-3427-8332	Sano	127
Reception staff and Non-Technical Interpreters	Ken & Staff Co., Ltd.	YKS Bldg. 4-14-7, Takadanobaba, Shinjuku-ku, Tokyo 169-0075 Tel: +81-3-3367-0020 Fax: +81-3-3367-0027 E-mail: k-nashimoto@ken-staff.co.jp	Nashimoto	128
Security Guard	TEXS Co., Ltd.	5-40-9 Higashiikebukuro, Toshima-ku, Tokyo 170-0013 Tel: +81-3-3590-6446 Fax: +81-3-3590-4001	Sato Ikegami Tani	129
Booth Photography	Kurano Photo Office	860-54, Higashifukai, Nagareyama-shi, Chiba 270-0101 Tel: +81-4-7155-3806 Fax: +81-4-7155-3806 E-mail: y.kurano@nifty.com	Kurano Umemura	130
Cleaning Service	Chiba-ken Buil Maintenance Corp.	2-1, Nakase, Mihama-ku, Chiba-shi 261-0023 Tel: +81-43-296-0534 Fax: +81-43-296-0753 E-mail: cbm-sato@bz01.plala.or.jp	Sato	131