

## Exhibition Venue Regulations

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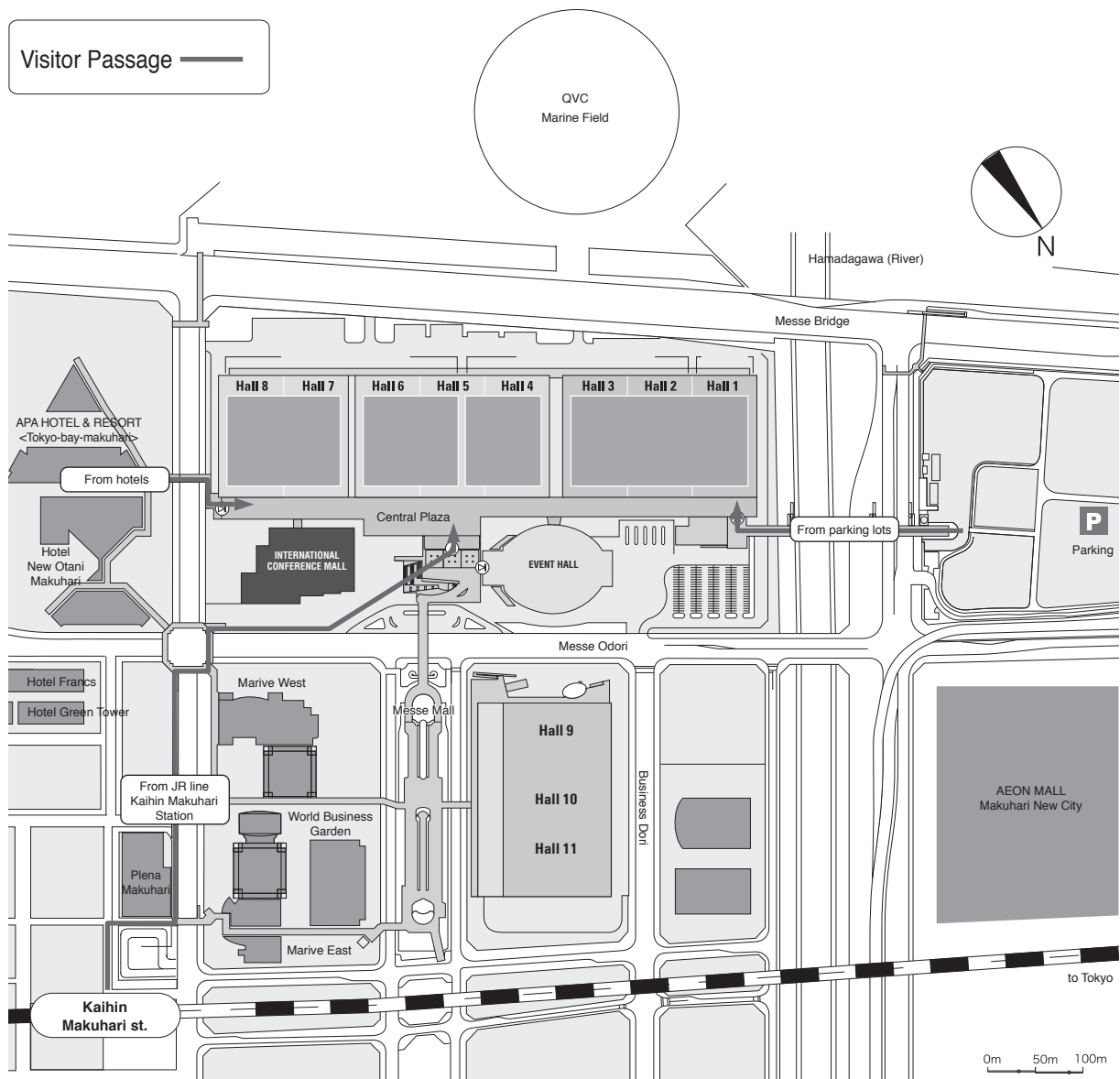
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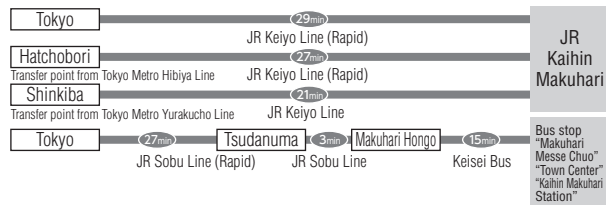
## 1. Exhibition Site Layout / Visitor Passage



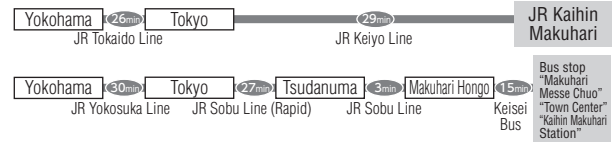
## 2. Transportation Guide

## ■ By Train

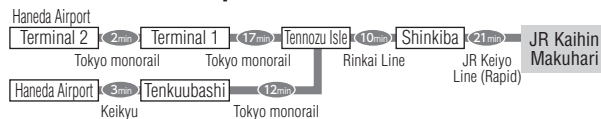
## ① From Tokyo



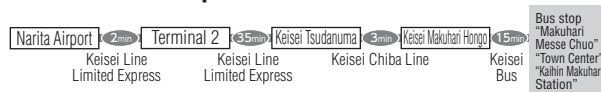
## ② From Yokohama Districts



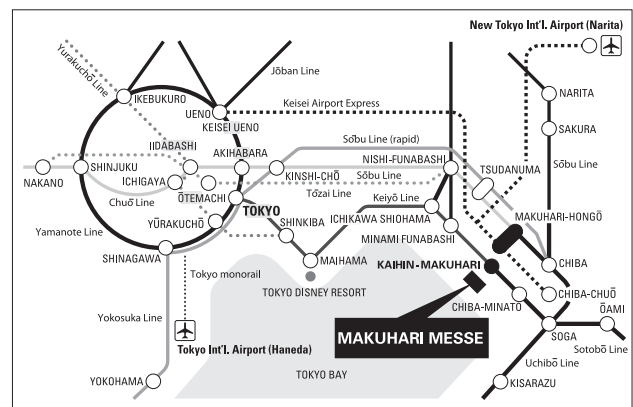
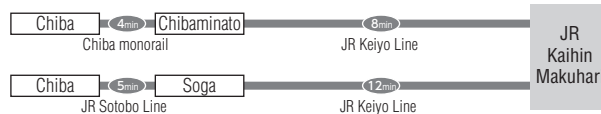
## ③ From Haneda Airport



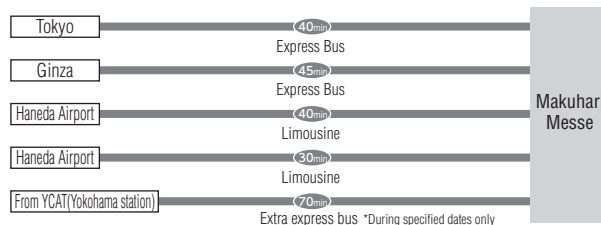
## ④ From Narita Airport



## ⑤ From Chiba Station



## ■ By highway bus



## ■ By Car

## ① From Central Tokyo



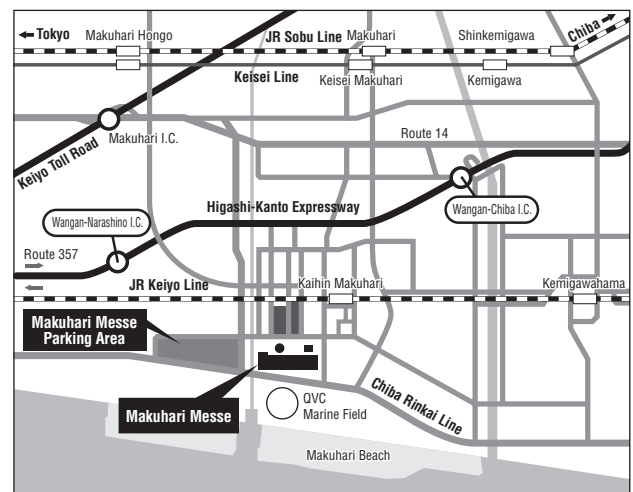
## ② From Narita Airport



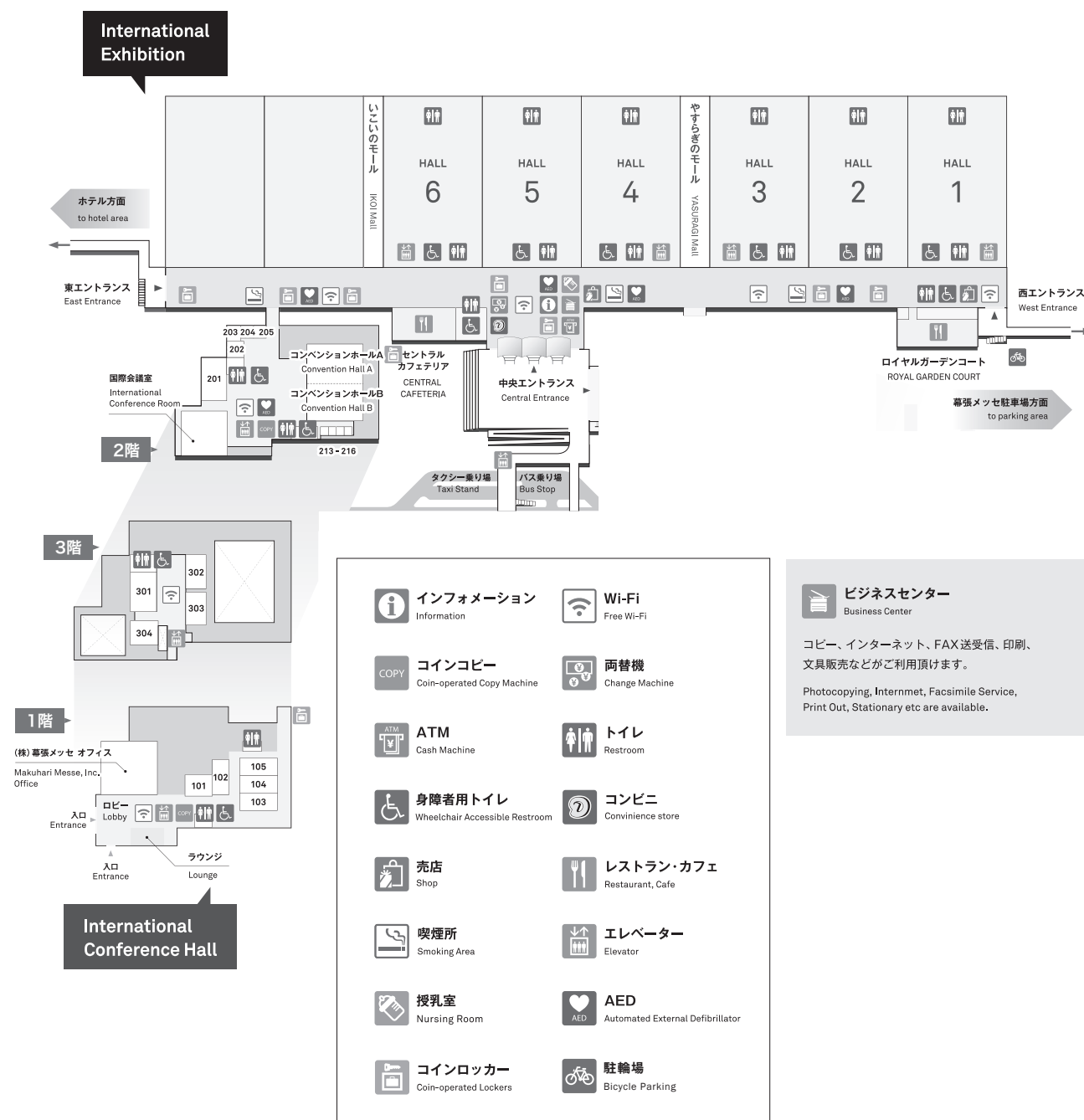
## ③ Makuhari Messe Parking

Hours: 8:00 a.m. to 11:00 p.m.  
(Latest entrance: 9:00 p.m.)

Charge: Standard-sized vehicle: ¥1,000/day  
Large/medium-sized vehicle: ¥4,100/day  
Motorcycle: ¥200/day



## 3. Layout of Makuhari Messe



\*Smoking is prohibited at Makuhari Messe except for designated smoking areas.

## 4. Management Office Facilities

The following Management Office facilities will be set up during the exhibition period. Details on locations will be notified later.

#### ■ Management Facilities

(1) Management Office

This office, set up in an exhibit hall, manages operation of the exhibition.

(2) Press Center

The Press Center is set up on the second floor of the International Conference Hall for press registration and other support.

(3) News Center

The News Center will introduce highlights of CEATEC JAPAN to each media outlet during the exhibition period.

(4) Customs Office

This office manages bonded exhibitions and foreign cargo based on the Foreign-Made Product Exhibitor Plan submitted by exhibitors.

(5) Data Center (for barcode management)

This center controls visitor data, and serves as a pick-up/return desk for barcode readers.

(6) Registration Counter for Exhibitors

This counter handles exhibitor registration.

(7) Registration Counter for Visitors

This counter handles visitor registration.

(8) First-aid room

Medical staff are stationed to provide first aid to injured and sick persons during the exhibition period.

#### ■ Exhibitor Service Facilities

(1) Business Lounge (see page 053) (Free)

(2) Meeting Room (Rental) (see page 123) (Charged)

(3) Exhibitors' Staff rooms (Free)

Gender-segregated staff rooms will be set up in the exhibition halls for private use by exhibitors.

No smoking. Smoking is permitted only in the designated areas.

#### ■ Visitor Service Facilities

(1) Shipping Counter (see page 078) (Charged)

This counter accepts parcels for shipment during the exhibition period.

(2) Customer Lounge (see page 030) (Free)

This lounge offers a cloak room, Wi-Fi connection, and other services to persons having a customer invitation ticket.

(3) Press Briefing Room (see page 042) (Free)

(4) VIP Room (see page 049) (Charged)

(5) New Technologies and New Product Seminar Room / Exhibitor Seminar Room (see page 054) (Free)

## 1. Work Schedule

## ■ Work Schedule

	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00			
Oct. 3 (Sat.)							Load-in: Block booth exhibitors only (20-booth or more)												
Oct. 4 (Sun.)		Load-in: All exhibitors																	
Oct. 5 (Mon.)		Load-in: All exhibitors												*Overtime work for the media convention is free of charge.					
Oct. 6 (Tue.)		Load-in: All exhibitors											Press Conference Media convention						
Oct. 7 (Wed.)			Prep.	Exhibition open							Prep.								
Oct. 8 (Thu.)			Prep.	Exhibition open							Prep.								
Oct. 9 (Fri.)			Prep.	Exhibition open							Prep.								
Oct. 10 (Sat.)			Prep.	Exhibition open							Load-out (exhibit dismantling)								

☐ Regular working hours

8:00 a.m. – 6:00 p.m.

\*1:00 p.m. – 6:00 p.m. on Saturday, October 3

☒ Free overtime hours

Exhibitors needing to work on-site during this period are required to submit the Application for Overtime Work to the Management Office by 5:00 p.m. on the day in question. Application forms are available at the office in each exhibition hall.

☒ Charged overtime hours

Please submit the application for overtime work. The application form is available at the office in each exhibition hall. Overtime fees of ¥10,800/hour (tax included) will be charged for work during these hours to cover expenses such as security and utilities.

Upon completion of overtime work, exhibitors must file a report with the Management Office before leaving the exhibition site. Extra fees for overtime till 8:00 a.m. of the following day will be levied if this report is not turned in.

\*From 7:00 p.m. (Oct. 5) to 8:00 a.m. (Oct. 6), overtime work for the media convention is free of charge.

## \*Load-in period (exhibit set-up)

Block booth (more than 20 booths): Saturday, October 3 – Tuesday, October 6, (4 days)

1 - 18 booths: Sunday, October 4 – Tuesday, October 6, (3 days)

## \*Load-out period (exhibit dismantling): From 5:00 p.m. to 11:00 p.m. on Saturday, October 10.

If the load-out cannot be completed by 11:00 p.m., you will be charged extra depending on the exhibition hall rental fee.

## 2. Exhibitor / Worker Badge

## ■ Exhibitor/Worker Badge

All exhibitors must wear Exhibitor/Worker Badges provided by the Management Office. These badges must be shown to personnel at entrances/exits when entering or leaving the site.

## Valid period

	Load-in period (October 3–6)	Exhibition period (October 7–10 Up to 5:00 p.m. on October 10)	Load-out period (After 5:00 p.m. on October 10)
Exhibitor badge	○	○	○
Worker badge	○	×	○

## ■ Number of Badges Allotted Free of Charge

Exhibitor badge: 15 badges per booth

Worker badge: 5 badges per booth

\*Exhibitor badges require registration.

\*Applications are not necessary for free badges.

## ■ Additional Exhibitor/Worker Badges (with fee)

Should additional Exhibitor/Worker Badges be required, exhibitors are requested to submit the **Application for Additional Exhibitor / Worker Badges <No.51>\*** to the Japan Electronics Show Association by **Friday, September 18**. Exhibitor and worker badges can be purchased at the exhibition venue.

\*Download the application from the official website ([www.ceatec.com](http://www.ceatec.com)) or use the online application system.

## Fees (including tax)

	Application received by Sept. 18	Purchase on site
Exhibitor badge	¥1,500	¥3,000
Worker badge	¥500	¥500
Payment method	Bank remittance	Cash

\*Neither cancellations nor refunds for additional badge fees will be accepted.

## ■ Registration of exhibitors

Security control will be strengthened from October 6. All exhibitors are asked to register when entering the site.

## - During the load-in period

When entering the site, all exhibitors are asked to register. Please present your badge, holder, and two business cards and register at the gate or the exhibitor registration counter on the second floor. The badge and holder will be delivered in advance.

\* The registration of exhibitors will be strengthened from October 6.

## - During the exhibition period (October 7 to 10)

Registered VIP is asked to check in at the VIP reception desk on the first floor of the International Conference Hall (see Exhibition Manual 02-3 2. "VIP Registration"). Other exhibitors who have an exhibitor batch and holder and enter the site for the first time need to register at the exhibitor registration counter at the central entrance.

\* The registration procedure during the exhibition period is the same as that during the load-in period.

\* Proxy registration is acceptable. Please bring badges, holders, and two business cards to be registered to the counter.

\* Exhibitors who do not have business cards (booth guides, etc.) will be registered with their name, corporate name, and other information.

\* Each Management Office will accept registration around the clock from the first day of the load-in period to the final day of the exhibition period. The exhibitor registration counter is expected to be busy on October 6 and 7. Please register early (October 3 to 5) if possible.

### 3. On-site Photography

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#### ■ Photos and Videos Taken by Journalists

Press Badges will be issued to journalists and should be worn at all times on-site. Exhibitors are requested to cooperate with media representatives visiting booths to gather news and/or conduct interviews.

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#### ■ Reporting and Taking of Photos by the Management Office Reporters

During the show, the Management Office staff wearing Management Staff badges will be reporting and taking photos at the show venues. The information they collect will be used for news updates put up on the official website and for future promotional purposes. We ask for your kind cooperation.

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#### ■ Photos and Videos of Other Booths Taken by Exhibitors

You may not take photos or videos of another company's products without the permission of that company.

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#### ■ Photos and Videos of Own Booths

Although there are no regulations governing the photographing and videoing of a company's own booths, we ask that when doing so you take care not to disturb visitors and other exhibitors.

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#### ■ Photos and Videos Taken by Visitors

There are no special regulations governing the taking of photos and videos by visitors. However, in cases where exhibitors require that their products and designs be protected or in cases where such actions would interrupt demonstrations, we ask exhibitors to control visitors.



## 1. Vehicle Stickers

Vehicle passes issued by the Management Office will be required to bring vehicles onto the show site. Vehicle passes will be distributed by the Management Office (number of stickers determined by booth size) from the end of August.

### ■ Load-in Vehicle Stickers

Valid dates: Load-in period

Number distributed: 1 to 25 booths spaces: 3 per booth space

30 or more booth spaces: 2 per booth space

\*On October 3, only block exhibitors (20 booths or more) may bring vehicles on-site (See page 069)

\*Vehicles may drive directly into the show site only on October 3.

\*There is no need to provide a pass to courier drivers.

\*The original load-in vehicle sticker will be sent in advance. Please duplicate it up to the number specified above.

### ■ Vehicles Stickers during the Show

Valid dates: Wednesday, October 7 to Friday, October 9

Number distributed: 1 sticker per exhibitor

\*Vehicles entering the show site on Saturday, October 10 (last day of the show) should use the Load-out Vehicle Pass

### ■ Priority Load-out Vehicle Sticker

Valid date: Saturday, October 10 (1 day only)

Number distributed: 1 sticker per exhibitor

\*Only vehicles with this pass may enter the Makuhari Messe premises directly on October 10.

### ■ Product Load-out Vehicle Stickers

Valid date: Load-out day (October 10) only

Number distributed: See below

No. of booth spaces	1–2 booth spaces	3–5 booth spaces	6–9 booth spaces	10–18 booth spaces	20–25 booth spaces	30–40 booth spaces	45–65 booth spaces	70–100 booth spaces
No. of stickers	1	2	3	4	5	6	8	10

\*This sticker does not allow direct entry to the Makuhari Messe premises. Drivers should bring their vehicles to the Load-out Vehicle Waiting Area, receive a numbered entrance ticket, and follow the instructions of show staff.

\*Upon receiving an entrance ticket, courier drivers can enter the premises for load-out.

### ■ Notes on Vehicle Stickers

① No extra vehicle stickers will be issued, nor will stickers be re-issued if lost

② See pages 073 to 074 for details on load-in/load-out activities.

③ Vehicle drivers and other person entering the show site must also have exhibitor badges or worker badges. (see page 072)

## 2. Load-In

## ■ Load-In

- ① All on-site exhibitors/workers involved in setting up booths must wear Exhibitor/Worker Badges during the load-in period. Those without badges will not be permitted to enter the show halls.
- ② All motor vehicles entering the show premises must have a Vehicle Sticker. Vehicles with stickers should obtain an Order of Load-in/Load-out Tickets at the Load-in/Load-out Waiting Area.  
\*On October 3, only block exhibitors (20 booths or more) may bring vehicles on-site (See page 071)
- ③ Please follow the management staff's instructions when entering into the show halls.

## ■ Waste Disposal

- ① During the load-in period, removing certain types of waste, such as bulky-waste materials, carpeting and production sheets is the responsibility of each exhibitor.
- ② Exhibitors will be invoiced separately for the removal of any such materials left on the premises.

## ■ Load-In Vehicle Sticker

Load-in vehicles should wait in the Load-In Waiting Area. Exhibitors must present Exhibitor Badges and Worker Badges in addition to Load-In Vehicle Stickers to receive Order of Entry Tickets at the Load-In Waiting Area.

The Order of Entry Ticket is valid for 4 hours, and parking time is also limited to 4 hours. Vehicles parked for longer than 4 hours will incur a fee of ¥1,000 per hour (tax included) when exiting the premises.

The Load-in Waiting Area is available during the load-in period. To relieve congestion at the exhibition venue, please park vehicles without loads in the load-in waiting area.

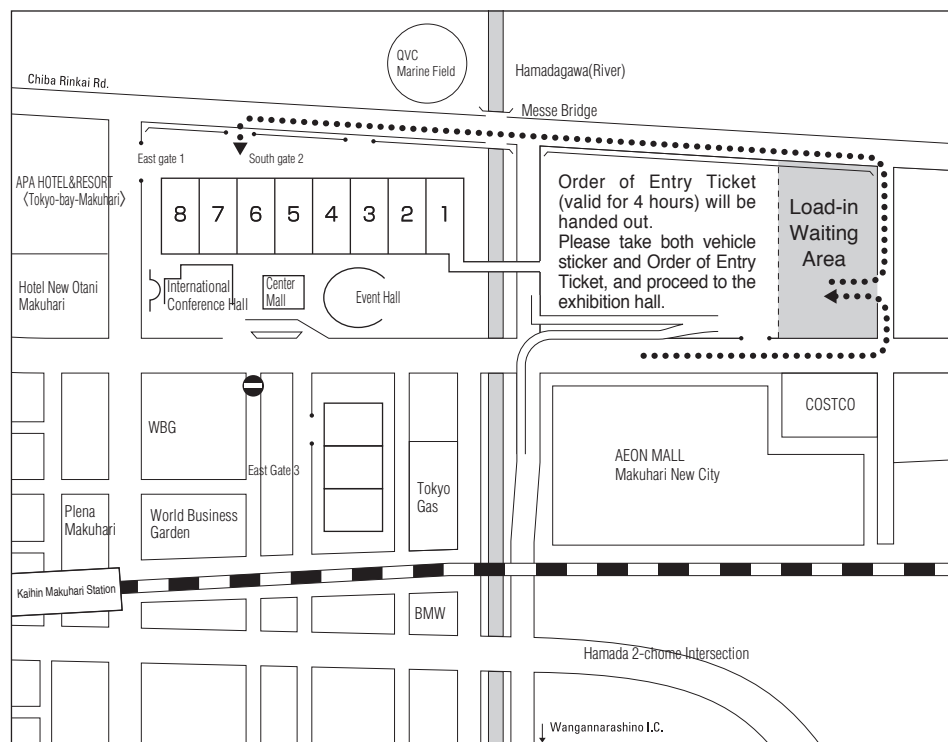
A fee of ¥10,000 (tax included) will be charged for tickets lost on the show premises.

The Order of Entry Ticket is valid only one time.

## Load-in Route



## ■ Load-in Route



## 3. Load-Out

## ■ Load-out

- ① One Priority Load-out Vehicle Sticker will be distributed to each exhibitor. This sticker allows one vehicle per exhibitor to directly enter the show site on Saturday, October 10.
- ② Vehicles with Product Load-out Vehicle Sticker and vehicles without passes should proceed to the Vehicle Waiting Area and follow the instructions of show staff.
- ③ The Management Office takes no responsibility for exhibited products left on the show site after **8:00 p.m. on Saturday, October 10**. In addition, please note that if load-out and booth removal are not completed by **11:00 p.m. on October 10**, you will be charged an extra space usage fee.

## ■ Waste Disposal

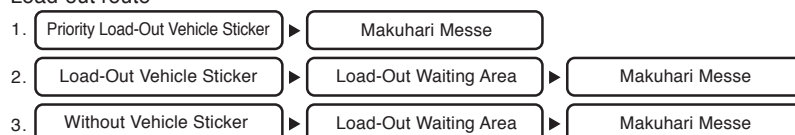
- ① During the load-out period, removing certain types of waste, such as bulky-waste materials, carpeting and production sheets is the responsibility of each exhibitor.
- ② Exhibitors will be invoiced separately for the removal of any such materials left on the premises.
- ③ A recyclable materials disposal area will be prepared on the exhibition premises.

## ■ Load-Out Vehicle Sticker

- ① One Priority Load-Out Vehicle Sticker will be distributed per exhibitor. Load-out vehicles with this sticker may enter the show premises without going through the Load-Out Waiting Area. Because only 1 sticker will be distributed per exhibitor, this ticket should be assigned to each exhibitor's priority load-out vehicle.
- ② Load-Out Vehicle Stickers will be distributed. Any load-out vehicles without this sticker must wait until all vehicles with stickers enter the show premises.  
All load-out vehicles (excluding those that have Priority Load-Out Vehicle Stickers) are required to wait at the Load-Out Waiting Area (Order of Load-out Tickets Exchange), where Load-Out Vehicle Stickers will be exchanged for Order of Load-out Tickets. These tickets permit entry to the show premises according to the number on the ticket.
- ③ Vehicles without stickers must wait until all vehicles with stickers enter the show premises.

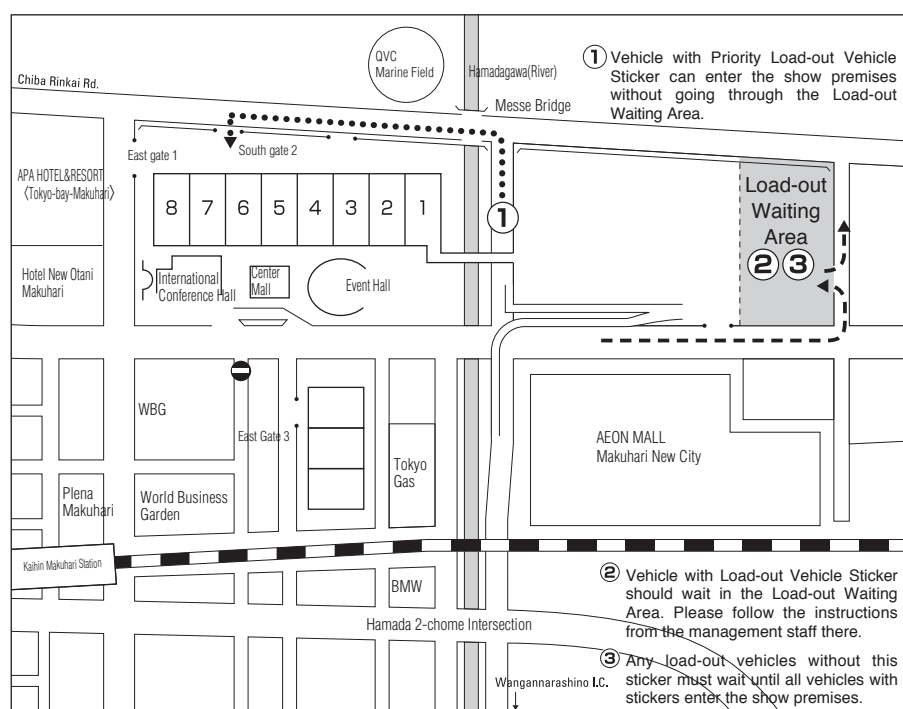
\*Load-out Waiting Area may be subject to change depending on the number of issued Vehicle Stickers.

## Load-out route



\*Please note that vehicle stickers will not be re-issued, and additional ones will not be provided.

## ■ Load-out Route



## 4. Vehicles during the show

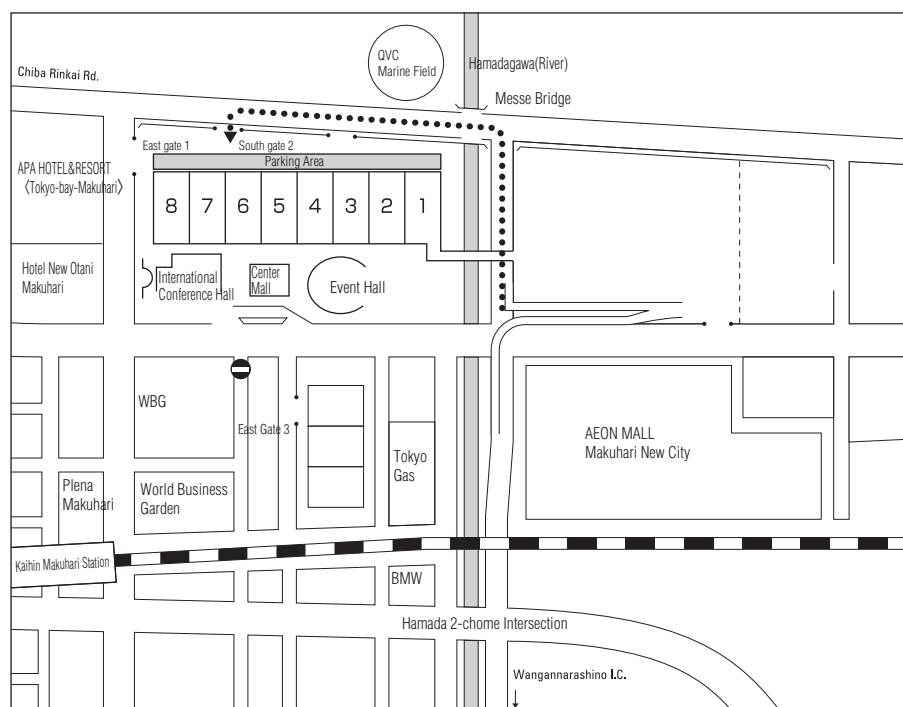
## ■ Exhibitor Vehicles during the show

The "Exhibitor's Vehicles Sticker" (one per exhibitor) allows the free parking of one vehicle at Makuhari Messe during the show period, **between 8:00 a.m. and 6:00 p.m. from Wednesday, October 7 to Friday, October 9.**

\*This sticker is not valid for load-out purposes on **Saturday, October 10.**

\*Additional temporary load-in vehicle passes (parking is not allowed) will be issued at the gate if required during the show period.

\*Exhibitors are requested not to leave any vehicles such as folklift.



## ■ Courier Service

### ① Sending belongings to the show site

Exhibitors who plan to send goods such as products and printed materials by courier are required to specify the delivery receipt date and time, and to state the following information on an invoice: Exhibition name, Booth number and Name of exhibitor. Parcels must be shipped by Oct. 2nd so that they will arrive on the scheduled date for receiving deliveries.

Exhibitors are not required to provide a Load-In Vehicle Sticker for goods delivered by courier.

Example

2-1, Nakase, Mihama-ku, Chiba-shi, 261-0023, Chiba  
 Makuhari Messe, CEATEC JAPAN 2015 XX Hall  
 Booth number: XXXX  
 Exhibitor name: XXXXXXXX  
 Contact: XXXXX  
 Contact person's mobile phone number: XXXXX

\*Note that the delivery time may be delayed due to traffic congestion.

**\*The Management Office will not receive parcels on behalf of exhibitors.** Please specify the date and time when you will be at the booth to receive them.

### ② Shipping from the show site

Yamato Transport will operate a shipping counter at the site during the show. Bring your parcels to the counter and make arrangements. The Management Office will not be held responsible for loss or theft of your belongings left in the booth.

The delivery charge must be prepaid in cash or arranged to pay on delivery. Even if exhibitors have a special contract with Yamato Transport, it cannot be used to send shipments from this counter.

Contact

Person in charge: Ide  
 Chiba Logistic System branch  
 Yamato Transport Co., Ltd.  
 TEL: +81-43-259-9751

### ■ Waste Disposal

We ask exhibitors to remove waste generated from setting up and dismantling their respective booths, or to take responsibility for the disposal of such waste, including costs incurred.

**If an exhibitor should leave waste inside the exhibition venue, the exhibitor will be billed later for the cost of disposal.**

Please separate waste materials, to increase the percentage of recycled waste. Please deposit recyclable items in the special recycling bins placed at the receiving bays of each exhibition venue. Please take any leftover cardboard to the waste-collection point at the south service pathway.

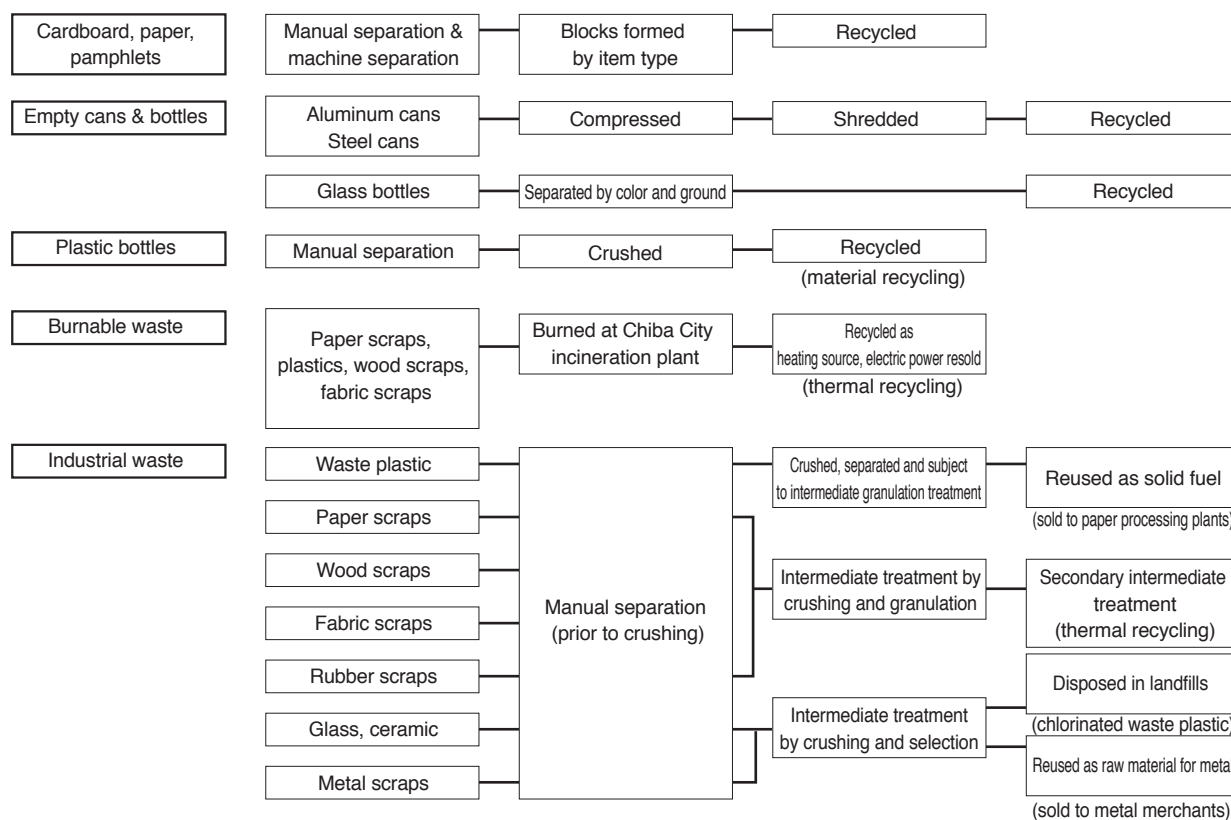
We ask for your cooperation, especially with regard to bringing in and taking out large quantities of waste.

We ask exhibitors to devise measures for reducing waste at booths and to make arrangements so that, if at all possible, cardboard, exhibition materials and other items do not require disposal when setting up and dismantling booths.

You may contact the following office for further details on waste treatment within Chiba Prefecture.

Chiba-Prefecture Bldg. Maintenance Corporation  
Makuhari Messe Office  
Tel: +81-43-296-0534 Contact: Sato

### Waste Recycling Flowchart



CEATEC JAPAN promotes environmental measures through the 3Rs (reduce, reuse, and recycle) concept from the exhibition planning and design stages. Examples include using energy-saving lighting, reducing waste from the exhibition such as decorations and lighting fixtures.

CEATEC JAPAN asks all exhibitors to think about 3R ways to save energy and reduce waste from the planning and design stages of the exhibition. Please try to recycle as much as possible and reduce industrial waste, even if the disposal is contracted out.