

# Booth Regulations

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## 1. Booth Standards

## ■ Booth Specifications

## (1) Specifications for 1 to 18 booth spaces (1- to 4-row booths)

## 1. Dimensions

External dimensions\*: 3.0 m(W) x 3.0 m(D) = 9m<sup>2</sup>

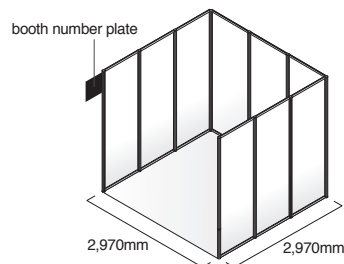
\*Internal dimensions with wall paneling are 2,970 mm(W) x 2,970 mm(D)

## 2. Specifications

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. Height limit

Base panels set up by the Management Office are 2.7 m in height, but booth height is limited as follows.

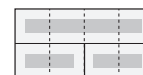


## (2) 20 booths or more (Block booths)

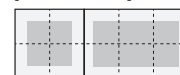
The standard for block booths is: 1 booth space = 9m<sup>2</sup>. The floor will be marked in an area equal to (W:D) 2:1 or 1:1 based on the total floor space reserved (9m<sup>2</sup> x no. of booth spaces). The actual dimensions will be provided to exhibitors at booth allocation lot drawing. Please 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. Group pavilions composed of 20 or more booths in 1-row or 2-row will apply booth specifications for 3-row/4-row booths.

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

## [1-row booths]



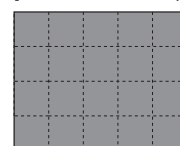
## [2-row booths]



## [3-row/4-row booths]



## [20 or more booth spaces]



## (3) 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: Group pavilions composed of 20 or more booth spaces in 1-row or 2-row will apply booth height requirements that 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.

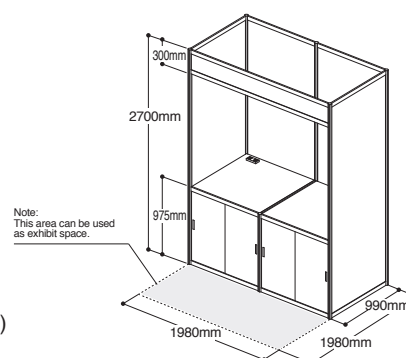
## (4) Specifications

## 1. Booth specifications

External dimensions : 2.0m(W) x 2.0(D) = 4.0m<sup>2</sup>

## 2. Supplied facilities

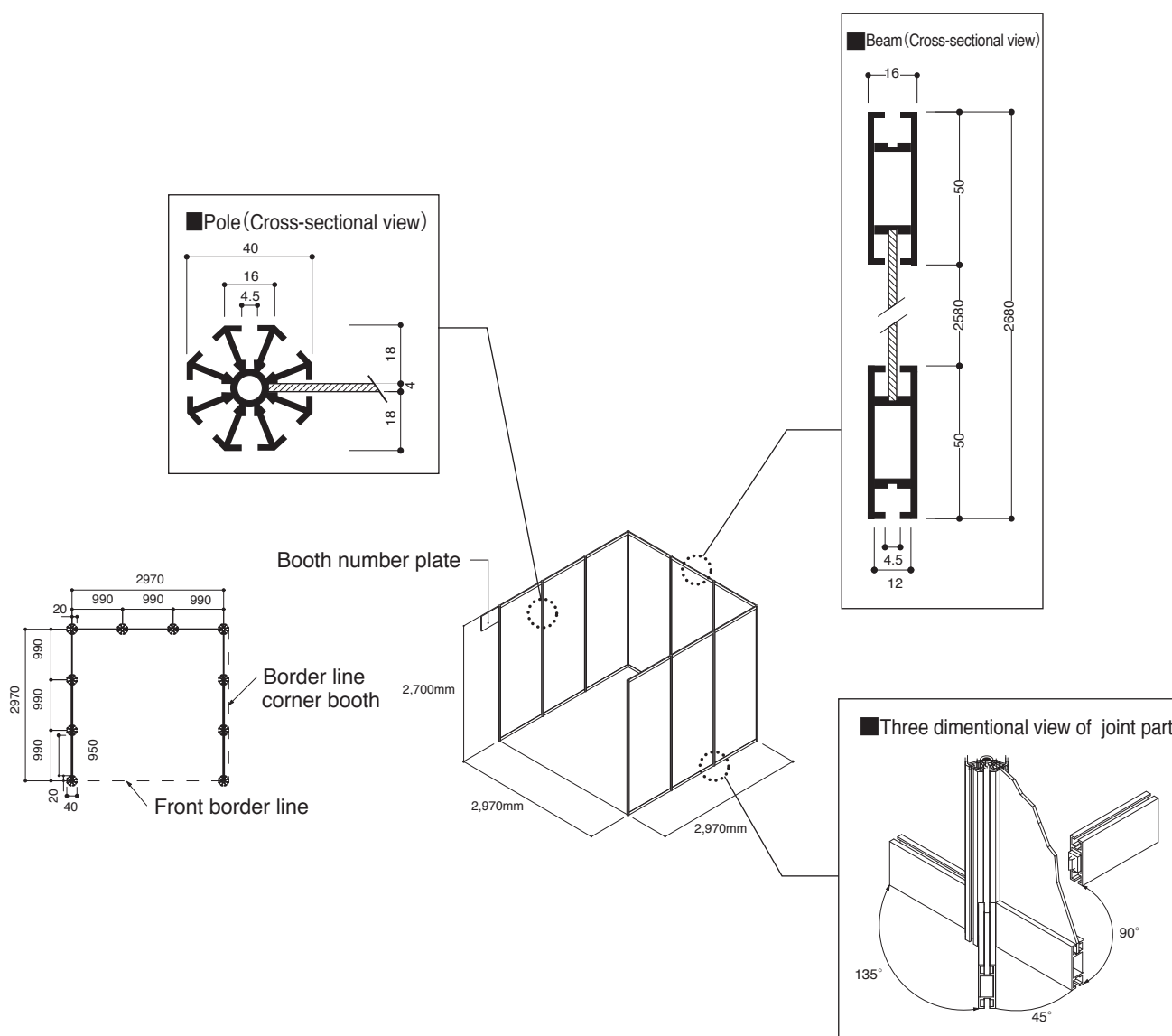
- Foundation panel
- Display counter (975mm high with storage space)
- Fascia (300mm width)
- Cutting sheet lettering for company name display
- Fluorescent light
- Electricity socket (single-phase 100V, up to 1kw output and power rate)



## 2. Base Panel Outline

■ **Base Panel**

System panels are used as partitions between adjoining booths. The Management Office will not erect wall panels on the aisle sides of corner booths. However, exhibitors may erect their own wall panels or ask the Management Office to do so for an additional charge.



### 3. Important Points for Booth Design

#### ■ Booth design **Important**

Product exhibits, demonstrations, etc., must be conducted within the exhibitor's booth. If for some reason this rule is not followed properly, the organizing committee and/or organizer will request that the exhibitor comply with the rule; any further noncompliance may result in termination of the exhibitor's booth.

#### 1. Safety Measures **Important**

- ① To prevent truss beams falling, strike four or more anchor bolts in one place to secure 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 located in high places, take measures to prevent them falling by securing them with bolts or wires.

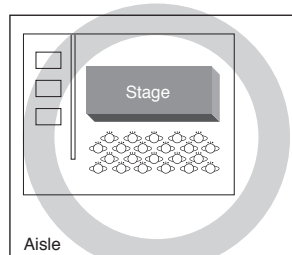
#### 2. Evacuation route **Important**

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.

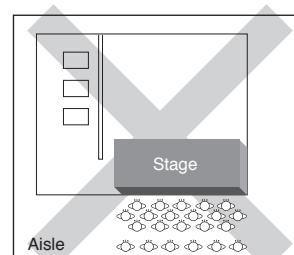
#### 3. Stage setup **Important**

When setting up a stage or similar demonstration, ensure that the booth can accommodate a large number of visitors, if expected, so that they do not block the aisles. Also give consideration to appropriate distance of looking and listening and visitors' view angle caused by installation height of stage and imaging machines. The organizer will check the booths and if any discrepancies are noted, may ask for modifications to be made.

Suitable example

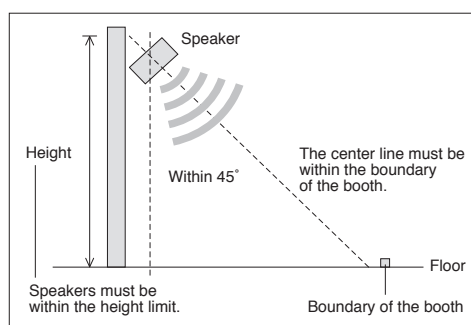
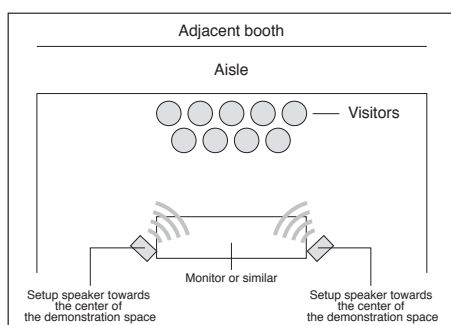


Unsuitable example



#### 4. Speaker setup position restrictions **Important**

The positioning of speakers and other audio equipment towards adjacent booths is not permitted. Make sure that audio equipment faces either into the booth or towards the center of the stage. Also, when setting up speakers on a wall or stand, the center line of speakers must not exceed 45° from the vertical, and must not cross the boundary of the booth.



#### 5. Prohibition of using space outside 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 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 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.

## 4. Ceiling Structure

Ceilings, either whole or partial, are prohibited. However, if ceilings are absolutely necessary for such reasons as to create shading, soundproofing, etc., they may be constructed with flame-retardant materials such as fireproof blackout curtains. In such case, the exhibitor must obtain permission from local fire department.

Direct sunlight can be shaded; however it is possible that indirect rays of fluorescent light will reflect on TV monitors, etc. Please note that the Management Office will not take measures to prevent reflection.

Exhibitors who wish to set up ceiling structures, without regard to the size, are required to submit the **Application for Ceiling Structure <No.8>\*** and **both top and elevated view booth drawings** to Makuhari Messe by **Friday, August 28**. If the preparation of drawings misses the deadline, the exhibitor should submit No.8 alone by Friday, August 28 to let Makuhari Messe know that the booth will have a ceiling structure.

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

### Instructions and regulations of ceiling structures

#### ■ 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.

#### ■ Fire Safety Equipment

- ① Fire extinguishes must be 10-size or bigger.
- ② Fire alarms (smoke alarms) may be required. In such case, exhibitor must submit the placement notice and its operation experiment result to CEATEC JAPAN. Domestic fire alarms cannot be accepted.
- ③ Depending on the structure or size, evacuation exits and leading light for emergency may be necessary.

## 5. Two-Story Booth Structures

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. The exhibitor must obtain permission of the local fire department. Exhibitors who wish to set up two-story booth structures are required to submit the **Application for Two-Story Booth Structures <No.9>**\* together with a construction plan to Makuhari Messe by **Friday, August 28**. If the preparation of drawings misses the deadline, the exhibitor should submit No.9 alone by Friday, August 28 to let Makuhari Messe know that the booth will have a two-story structure.

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

### Instructions and regulations of two-story booth structures

#### ■ 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.

#### ■ 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).

#### ■ 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.

#### ■ Use of the 2nd floor structure

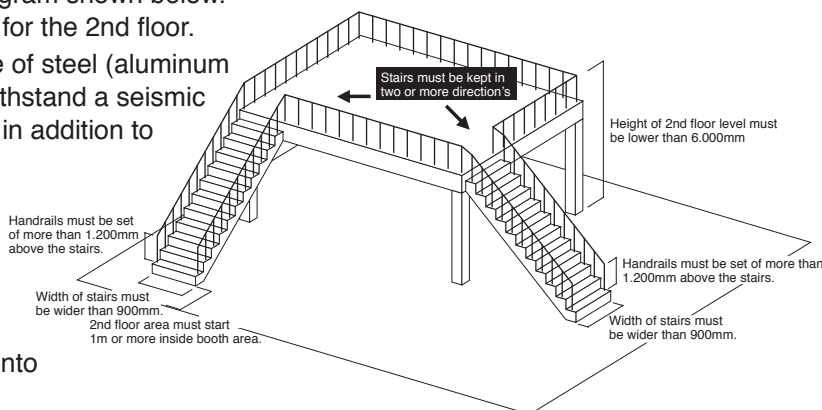
The 2nd floor structure can be used as a product exhibition area, a business meeting room, a waiting room, an operations room, etc. This structure must also be set back at least 1 meter from the border of the aisle and booth. Demonstrations from the 2nd floor to visitors on the 1st floor are prohibited.

#### ■ 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 Management Office 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.



#### ■ 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) must be installed on the 2nd floor.
- ② Before installing a fire alarm or smoke alarm, notification of its placement and operation test results must be submitted to the Management Office. Smoke alarms for domestic use are not acceptable.
- ③ There must be at least one fire alarm (smoke alarm) per 150 m<sup>2</sup> 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.
- ④ For the 2nd floor with an area of more than 200 m<sup>2</sup>, 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. For making arrangements, please contact Makuhari Messe by the beginning of August at the latest.
- ⑤ Plywood, fiberglass materials, carpets, curtains, tablecloths, coverings, and banners for the exhibit must all have fireproof labeling; usage without labeling is strictly prohibited.
- ⑥ For the 2nd floor with an area of 100 m<sup>2</sup> or more, a certified fire prevention officer must be stationed on-site.

## 6. Suspended Structure

A suspended structure is a building frame used to suspend decorations from the ceiling of exhibit booth.

Exhibitors, who wish to set up suspended structures, are required to submit **Application for Suspended Structure <No.10>**\* together with a statement of total weight, top and elevated view drawing to Makuhari Messe by **Friday, August 28**. If the preparation of drawings misses the deadline, the exhibitor should submit No.10 alone by Friday, August 28 to let Makuhari Messe know that the booth will have a suspended structure.

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

### ■ Eligible Booths

Only those exhibitors who have 20 or more booth space are allowed to install an on-site suspended structure.

### ■ Width Restriction

The width of suspended structure is limited to a perpendicular line from the interior edge of the booth. However, even within this restriction, the exhibitor might be requested to change the location of a suspended structure depending on the proximity and location of water discharge guns for firefighting purpose.

### ■ Suspension Base Restriction

As a rule, suspension should be done on gusset plates. If the use of other hanging place (beams, etc.), please contact Makuhari Messe by the beginning of August. Depending on the weight, construction plan might be required to change.

### ■ Weight Restriction

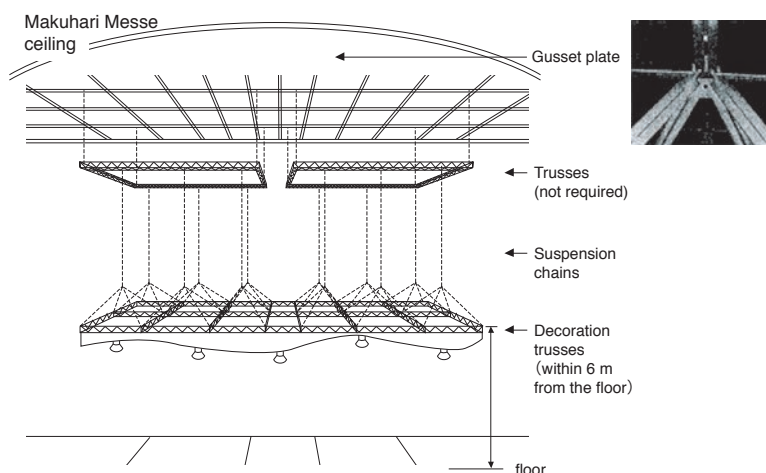
The weight limit of gusset plates for a single suspended structure is 450kg. Exhibitors are required to submit the construction plan and a statement of total weight that specify the weight of each gusset plate. Construction plan which all suspension weight divided by the number of suspension base point can not accepted

### ■ Height Restriction

Objects regarded as decorations (such as metallic and wooden objects, signs, lighting fixtures, speakers, banners, and fabrics) should be no higher than 6m, same as the height restriction. Trusses for suspended structures and chain motor boxes are not subject to this restriction but should be positioned so as not to obstruct the view of other exhibitors. For safety, chains suspending decoration trusses should be fixed to the truss joints within approximately 1m above the decoration truss.

### ■ Other Restrictions and Precautions

- 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 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 PDPs and speaker channel lettering and lighting for ornamental trusses, take measures to prevent them falling such as securing them with bolts and wires.
- 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. Universal Design

In order to provide services of a consistently high quality in line with the standards of the exhibition, CEATEC JAPAN has worked hard to raise overall satisfaction levels by seeking opinions and receiving requests from visitors. As we look ahead to the exhibition's role as a comprehensive forum worthy of participation from a diverse range of sectors, we will also strive to find ways of attracting numerous visitors. Please keep the following points in mind when considering booth design and operation. We would be grateful for your understanding and cooperation.

### ■ Requests to exhibitors for universal design

- ① Booth layout, furniture, and fixtures
  - Spacious layout and flow lines for visitors in wheelchairs
  - Accessible booth without steps or slopes which may hinder visitors
  - Arrangement of exhibits, panels, and signs
  - Good visibility of signs and panels
  - Multi-lingual panels for exhibits
- ② Service manner
  - Multi-lingual guide staff
  - Staff training on how to serve handicapped visitors
  - Audio equipment with appropriate volume and direction
- ③ Providing information in universal design
  - Diverse means of providing information
  - Multi-lingual leaflets

Exhibitors are asked to help make all visitors feel welcomed.



## 1. Display Contractor Registration

### ■ Display Contractor Registration

When hiring a display contractor or setting up your own booth, you should submit the **Display Contractor Registration Form <No3>\*** to Kogeisha Co., Ltd. by **Friday, September 4.**

Display contractors are required to be completely familiar with the contents of the Exhibition Manual and regulations.

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

Exhibitors who have ordered a Package Booth Plan (page 107) are not required to submit this registration, because this application is submitted by the contractors in charge.

Exhibitors who plan to set up their booth by themselves are required to fill in their own information in the column of Display Contractor.

## 2. Product Liability (PL) Law

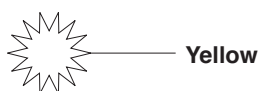
The Management Office recommends that exhibitors take the following measures related to Japan's Product Liability (PL) Law.

### ■Safety/Alarm Indications

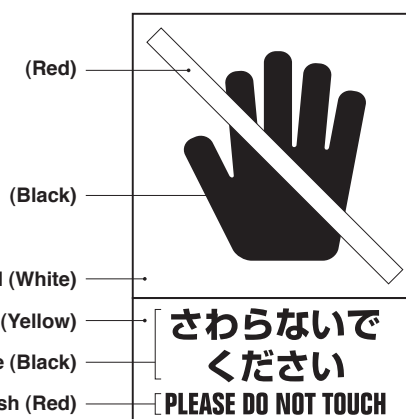
Exhibitors are strongly recommended to ensure the complete safety of their booths and provide adequate safety indications/alarm indications related to displays. Exhibitors can download the PDF file of safety/alarm indications from the Exhibitor Site.

Color # for Safety /  
alarm indication

Red	DIC 157
Yellow	DIC 165
Black	K 100 %



Yellow



### ■Actual Usage Environment

Exhibits should be displayed in the same environment as that in which the exhibited products will be actually used. When designing and producing the booth, care should be taken to avoid giving visitors false expectations and/or generating misunderstandings regarding quality. If the exhibition environment is to be different from the actual usage environment, the exhibitor should clearly indicate this fact.

### 3. Floor Construction Work

For exhibitors who require floor construction work, the **Application for Floor Construction Work <No.11>\*** and 1 copy of the floor plan must be submitted to Kogeisha Co., Ltd. by **Friday, September 4.**

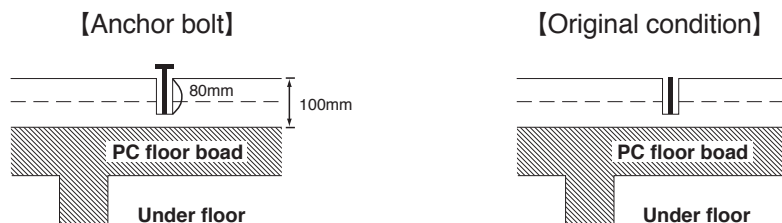
\*Download the application from the official website ([www.ceatec.com](http://www.ceatec.com)) or use the online application system.

#### ■ 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.

#### ■ 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 Management Office will complete the restoration work and charge the total amount of expenses to the exhibitor after the show.



#### ■ Floor restoration expenses

Exhibitors are required to pay the floor restoration fees regardless of the size of anchor bolts used.

¥1,080 (tax included) per anchor bolt

## 4. Fireproofing Regulations / Advertising Balloons

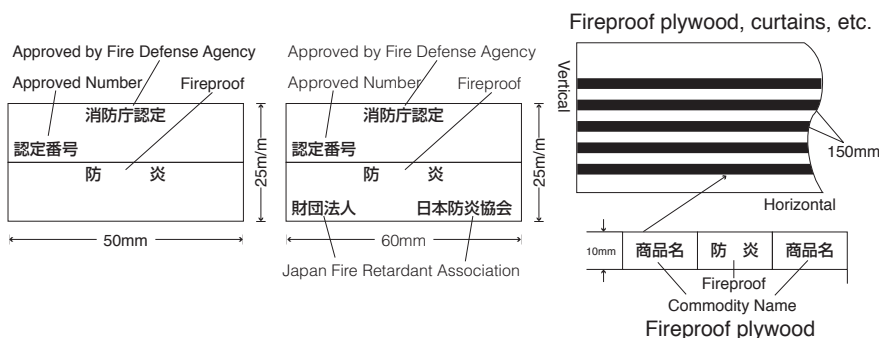
## ■ Fireproofing Regulations

Inspections by the local fire department will be carried out during the display construction work, during the show, or after its completion. Any work not in accordance with the below regulations may be suspended, or the structure(s) in question removed. Exhibitors are required to follow the instructions below.

- ① Any type of material, whether cloth or paper, affixed to plywood for display purposes should be fireproof.
- ② Materials such as display mountings, artificial flowers, draperies, drop curtains, display plywood, fiberboard, fiber blinds, blackout curtains, carpeting or other flammable materials must be fireproof.  
Please attach a Fireproof tag to each of these materials in an easily visible location.
- ③ Avoid using paper flowers, urethane, acetate, polyester, nylon or other materials that are difficult to fireproof.
- ④ The use of plastic foam is prohibited. Please substitute Styrofoam or similar materials.
- ⑤ Fireproof labeling requirements are shown below.

## ● Fireproof plywood

The background should be white. The Kanji characters 防災 (Fireproof) should be printed in red, and all other characters and horizontal lines should be in black. The fireproof indication located on the reverse side of fireproof plywood is shown below. Characters and lines should be red on this indication.



## ● Fireproof carpet

The background should be white. The Kanji characters 防災 (Fireproof) should be printed in red, and all other characters and horizontal lines should be in black.



## ■ Advertising balloons

- ① Floating objects such as advertising balloons can be set up under the restriction of Booth Standards and Height regulations (see page 081).
- ② Only helium gas is permitted for use. Compressed gas cylinders are not allowed to be stored in the exhibition premises.

Contact: Kogeisha Co., Ltd.  
Person in charge: Yamada, Kodai  
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

## 5. Electrical Power Supply

## ■ Electrical power supply application

If electrical power is required inside a booth, the exhibitor must submit to IIDA Electrical Works Co., Ltd. the **Application for Electrical Power Supply <No.4>\*** by **Friday, September 4**, with voltage/phase requirements clearly indicated. If a compressor is used, the exhibitor is requested to fill in the necessary requirements on the Form, and to soundproof the compressor area so as to avoid inconveniencing other exhibitors.

Exhibitors must indicate the work and capacity required for their booths on the **Electrical Power Source Installation Diagram <No.5>\***, and submit it to IIDA Electrical Works Co., Ltd. by **Friday, September 11**. This diagram is required to obtain permission for construction from the local fire department and is also used as a final check of power capacity. The capacity required (watts) should be rounded up to the nearest thousand. Please state in kilowatts. (Example: 1.4 kW → 2 kW) Please ensure it is filled out correctly and submitted before the deadline.

Exhibitors who have ordered the package displays are not required to submit the Application for Power Supply, the Electrical Power Work On-site Diagram or the Display Contractor Registration because these applications are submitted by the contractors in charge. However, please note that the fee for package displays does not include the fee for electrical facility construction and electricity consumption.

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

## ■ Electrical facility (construction)

The Management Office will provide electrical facility construction services according to the fees listed below and based on the contents of the **Application for Electrical Power Supply**. One circuit breaker will be prepared for the booths of exhibitors submitting this form. For safety reasons, the outlet should not be decorated or covered in any way.

Single-phase	100 V 50 Hz	¥7,560 (tax included)	per 1 kW
Single-phase	200 V 50 Hz	¥7,560 (tax included)	per 1 kW
Triple-phase	200 V 50 Hz	¥7,560 (tax included)	per 1 kW

## ■ Electricity consumption fee

Exhibitors will be charged a basic fee of ¥3,240 (tax included) per 1 kW ordered.

## ■ Electrical construction work in booth

Exhibitors must carry out electrical construction work, such as distribution boards, lights, fluorescent lights, and sockets, after the circuit breaker has been installed by the Management Office. For the safety of the booth during the exhibition period, exhibitors must take measures such as keeping an engineer at the booth at all times. Earth-leakage circuit breakers must be equipped with the distribution boards in the booth.

## ■ Electrical work in booths

## ① Power transmission to booths

Block booth with 20 booths spaces and more	1:00 p.m. on October 4
18 booths or less	1:00 p.m. on October 5

※However, transmission may be delayed depending on the progress of work in neighboring booths.

## ② Termination of power

5:15 p.m. on October 10

## ■ Other Considerations

## ① Protective equipment (backup)

The Management Office cannot be responsible for any damage to exhibits caused by accidental power failure or voltage drops. For exhibits requiring constant voltage and/or frequency (the voltage in each booth will be 100V ±5%), exhibitors are required to install necessary back-up equipment (power supply stabilizing units, etc.).

## ② Electrician licensing

Contractors carrying out electrical work in booths must carry their licenses with them at all times. Unlicensed workers or those who fail to carry their licenses will be ordered to stop work.

## ③ Observing electrical standards

Electrical work in each booth must be carried out in accordance with electrical standards (internal electrical regulations).

## 6. Green Power Certification System

You can publicize your CO<sub>2</sub> reduction measures / contribution to environmental protection at your exhibition. If you wish to participate in this program, please apply to Japan Natural Energy Company Limited (<http://www.natural-e.co.jp/apply/spot.php>) by **Friday, August 28**. The issues of prevention of global warming, environmental protection, and CSR are becoming more and more important these days and natural energy has an important role to play. It is very difficult for companies to own power generation equipment based on natural energy sources. However, there is a system in which you can entrust power generation based on natural energy sources to someone else and can receive "Certification of Green Power" for environmental added value created by that power generation. Please utilize this program to publicize your CO<sub>2</sub> reduction measures / environmental protection measures at your exhibition booth.

### ■What is Green Power ?

It means power generated by natural energy resources such as sunlight, wind, biomass.

### ■How does Certification of Green Power work ?

Certification of Green Power is a certificate for environmental added value (CO<sub>2</sub> emission reductions, reduction of fossil fuels) of power generated by natural energy sources. Electricity you use through purchasing Certification of Green Power will be considered electricity derived from natural energy sources.



### ■Contracts and Fees regarding the use of Certification of Green Power

Term of Contract: From the delivery start date to the end of CEATEC JAPAN

Contracted Amount: 1,000kWh unit

Unit Price: From 10,000 yen per 1,000kWh plus certification issuance fee of 5,000 yen (including tax)

How to calculate usage fees: The amount of electricity used (kW) × Hours of Use(h)

Here are the standards for the hours of use

Less than 18 booths	50 hours
More than 20 booths	60 hours

Example of Calculation:

When the estimated amount of electricity used is 10kW and the number of booths is 6

**10kW × 50h = 500kWh**

Contract Amount: 10,000 yen ~ Certification Issuance Fees: 5,000 yen Total: 15,000 yen ~

### ■Issuance of Certification of Green Power

We will issue a Certification of Green Power approximately a few weeks after contracting. We will provide you with Green Power mark data upon contracting. You can publicize your usage of green power by indicating the marks below on materials distributed at your booth or your website.



Provided by Japan  
Natural Energy  
Company Limited.

Example 1: ●●kWh of electricity used at this booth uses green electricity based on Natural Energy power.

Example 2: As we exhibit at "CEATEC JAPAN 2015", we are promoting the use of natural energy sources by purchasing ○○kWh of Green Power to be used at our booth.

### ■After application, you will have to contract with Japan Natural Energy Company Limited first, then a Certification of Green Power will be issued after your payment confirmed.

Japan Natural Energy Company Limited  
11F, Sumitomo-seimei Gotanda Bldg., 5-1-11, Osaki, Shinagawa-ku, Tokyo  
Tel: +81-3-5437-3561 Fax: +81-3-5437-3562  
<http://www.natural-e.co.jp>

## 1. Bonded Goods

### ■ Bonded Exhibition

For exhibitors planning to bring foreign-made goods and/or exhibition materials to CEATEC JAPAN, the Management Office will apply to Japanese customs authorities for approval of the show as a bonded exhibition.

With this authorization, foreign-made goods (goods manufactured and/or assembled outside of Japan, for which import and customs procedures have not been completed) can be brought to the show site under bonded status.

### ■ Bonded Exhibition Goods

- ① Because bonded exhibition goods will be treated as pre-import goods, they will be under the management of the customs authorities of Japan. As such, methods of transporting and handling said goods must be approved in advance by customs authorities.
- ② Catalogs, pamphlets and other goods that will be distributed to visitors or are considered consumables and thus excluded from bonded status. Exhibitors planning to bring in such goods must receive import approval before delivering said goods to the exhibition site.

### ■ How to Apply

- ① Exhibitors planning to bring in bonded exhibition goods are required to fill in the necessary information on the **Foreign-Made Product Exhibition Plan <No.12>\*** and submit it to Ishikawa-Gumi Ltd. by **Friday, September 4**. This form refers to planning documents for bonded exhibitions to be submitted to the Yokohama Customs Office, so changes to exhibited items will be permitted during the show.
- ② The Management Office has authorized Ishikawa-Gumi, Ltd. to make all customs and transport arrangements for bonded items. For more details about bonded items, please contact Ishikawa-Gumi directly.

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

**Contact:**

Ishikawa-Gumi, Ltd.

Person in charge: Mr. Saito, Ms. Hasegawa at International Dept.  
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](mailto:igl-exhi@ishikawa-gumi.co.jp)

## 2. Display-area Lighting

### ■ Display-area Lighting (planned)

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.

### ■ Lighting adjustment plans

Lighting adjustment plans are to be implemented from 8:00 p.m. to 5:00 p.m. on October 6.

\*Adjustment may need more time depending on conditions.



## 1. Prohibition

### ■ Prohibition on Sales

No exhibit materials may be sold during the exhibition period for any reason. Exceptions include products exhibited in the Service and Software category, and related products. Exceptions also include merchandise sold by the Management Office and those sold in the special area with sales concessions.

### ■ Prohibition of Usage of Space beyond Booth Boundaries

- ① Exhibitors are responsible for controlling crowds around their booths, which might block walkways in public spaces. If a stage is set up in a booth, the exhibitor must ensure that the booth layout makes it possible to bring all visitors inside the boundaries of the booth.
- ② Inviting visitors into booths and/or conducting surveys in walkways in public spaces is strictly prohibited.
- ③ Exhibits, decorations, fixtures, plants and packaging materials should not be left outside of booths.
- ④ Directly lighting walkways, walls, ceilings, etc., of Makuhari Messe is strictly prohibited.

Improvements will be requested to ensure that all booths conform to regulations. Failure to conform may result in the withdrawal of exhibiting privileges.

### ■ Restriction on Smoke Effects

Smoke effects (including dry ice, carbon dioxide gas, etc.) are not permitted.

### ■ 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 Management Office will request immediate countermeasures.

### ■ Other

Please take preventive measures to avoid the generation of the following during demonstrations. Please be considerate of other exhibitors and visitors.

- ① Hot air
- ② Gases
- ③ Odors
- ④ Vibration

## 2. Sound Emissions and Copyrights

■ Sound Volume **Important**

When using AV equipment for a demonstration or explanation in a booth, exhibitors are requested to follow the instructions below in order to maintain a comfortable environment for visitors.

## ① Volume limit

- Hall 1~3: less than 85 decibels
- Hall 4~6: less than 75 decibels

## ② Volume measurement

- Volume is measured at a point 2 m from the boundary of the booth.
- The peak value, which is measured by devices meeting the JIS C1509 standard, is used for assessment.
- The Management Office may measure volume levels at any time during the show. We recommend that exhibitors measure their volume levels before and during the show. Measuring devices are available at the Office.

## ③ Breach of restriction

The Management Office will issue a warning to exhibitors violating the sound level restriction or whose deep noises annoy others. Failure to conform may result in the following penalty.

Even if exhibitors are complying with the rule, if a complaint is received, the Management Office may ask the exhibitors to reduce the sound level to ensure a comfortable environment for others.

Such exhibitor will be penalized with the following if the exhibitor makes no improvements.

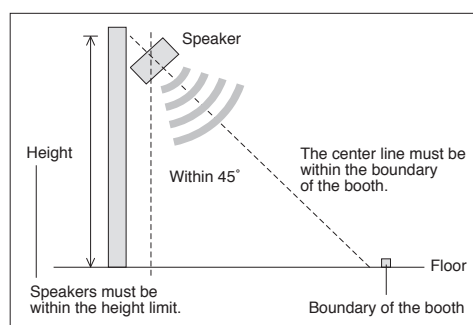
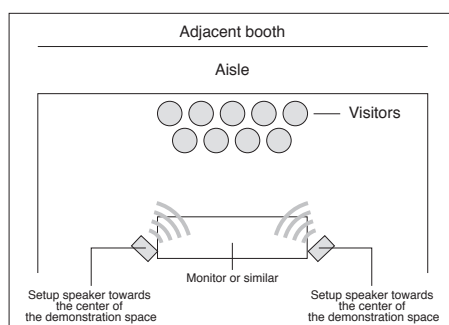
- After three warnings, the exhibitor will not be allowed to use sound equipment during the next morning.

## ④ Person in charge

A person in charge of AV equipment must be stationed at the booth at all times and operate the equipment in accordance with the regulations.

## ⑤ Restrictions on speaker position

The positioning of speakers and other audio equipment towards adjacent booths is not permitted. Make sure that audio equipment faces either into the booth or towards the center of the stage. Also, when setting up speakers on a wall or stand, the center line of speakers must not exceed 45° from the vertical, and must not cross the boundary of the booth.



## ■ Copyrights

Exhibitors playing music or replaying recorded audio or video material must pay royalties on said material (unless the exhibitor owns the rights or has made separate arrangements for payment of royalties). Royalties are payable to the Japanese Society for the Rights of Authors, Composers and Publishers (JASRAC), which handles royalties in Japan. Please contact JASRAC at the following address for details on arrangements and royalty calculation methods:

Japanese Society for the Rights of Authors,  
Composers and Publishers (JASRAC)  
Tokyo Event & Concert Division  
10fl. Nihon Seimei Shinjuku Nishiguchi Bldg.  
1-17-1, Nishi Shinjuku, Shinjuku-ku,  
Tokyo 160-0023  
Tel: +81-3-5321-9881 Fax: +81-3-3345-5760

### 3. Wireless LANs

The increasing use of wireless LANs for demonstrations and the like in recent years has caused interference with adjacent booths. This Section is designed to avoid communication problems due to channel interference and/or SSIDs in neighboring booths by adjusting channels in advance.

Exhibitors planning to connect wireless LANs in their booths are required to submit an **Application for Wireless LAN <No.16>\*** to Kissei Comtec Co., Ltd. by **Friday, September 18.**

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

\*This application is only to apply for a wireless LAN in your booth, not including Internet connection order placement. If you wish to use the Internet, the Application for Internet Connection <No.45> should be submitted separately. (see page 118)

\*This application does not include wireless LAN channel adjustment of wireless microphone. Wireless microphone adjustment should be arranged among the exhibitors involved.

\*Please note that this submission does not guarantee that communication will be possible within your booth.

\*Getting nearby booth and wireless LAN entangled is numerous every year. Therefore, please do not use wireless LAN excluding the demonstration.

#### ■ Before sending the application

- ① Exhibitors planning to use equipment compatible to IEEE 802.11 a/an, IEEE 802.11 b/g/n standards are required to submit the application.
- ② Exhibitors planning to connect wireless LANs and AP(access point) in booth are required to submit the application.
- ③ Exhibitor's booth number should be included in SSID to be confirmed condition of wireless communication during the show.
- ④ Exhibitor's are responsible for making arrangements for equipment and Internet connections.
- ⑤ If neighboring booths plan to use same channel, the Management Office will ask one or both to use different channels. For this reason, the Management Office cannot guarantee that every exhibitor will be able to use the channel it specifies in the application.
- ⑥ Use of IEEE 802.11 a/an is recommended to avoid crossed line as IEEE 802.11 b/g/n are likely to be busy.
- ⑦ If applying more than one channel, the Management Office may limit the number of channels depending on circumstances.
- ⑧ Wireless LAN standards limit the number of channels available, and channels will be awarded on a first-come-first-served basis. Exhibitors submitting the application after the submission deadline might refrain the use of or not be able to use a wireless LAN.
- ⑨ The establishment of communication is not guaranteed. The connection of wireless LAN may not be established in some cases, depending on your wireless communication environment.
- ⑩ Information on wireless LAN channels will be provided to exhibitors one week before the exhibition begins.

#### 4. UHF-band RFID Product Exhibits / Demonstrations

Multiple exhibitors will make use of wireless transmissions during the show. Owing to the limited channels available for RFID in the UHF band, in particular, it is possible that signal interference will occur. The Management Office wants to know in advance which booths will feature exhibits and demonstrations of UHF-band RFID and, to avoid high interference levels that cannot be ignored, assign demonstration times and UHF channels accordingly.

If you are planning to exhibit or demonstrate products that use UHF-band RFID, please fill in the **Application for UHF-band RFID Exhibit/Demonstration <No.15>\*** and submit it with a booth floor plan showing the location and broadcast direction of read/write (R/W) equipment by **Friday, September 11**, to Kogeisha Co., Ltd.

Based on this information, the Management Office will allocate UHF channels and demonstration times. In addition, actual conditions will be monitored on the opening day of the show. If interference levels are low, demonstration schedule restrictions might be removed. The understanding and support of exhibitors is requested in this matter.

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

##### ■Affected Exhibitors

Exhibitors planning to exhibit and/or demonstrate RFID R/W equipment using the UHF band (900MHz)

##### ■How to Apply

Submit the application form with a booth floor plan showing the location and broadcast direction of R/W equipment to the Management Office by fax.

\*Booth floor plans will be used only by the Management Office and will not be shared with any third parties.

##### ■Schedule after Applying

The Management Office will inform you of the channels and demonstration times allocated to your booth. Please plan to implement demonstrations according to this schedule.

## 1. Hazardous Item Handling

### ■ The Fire Prevention Law Prohibits the Following Activities on the Exhibition Site

- ① Smoking
- ② Live flames (spark-producing items, exposed elements, etc.)
- ③ Liquefied petroleum gas (LPG) or other flammable/pressurized gases
- ④ Hazardous objects (gasoline, kerosene, other oils, etc.)
- ⑤ Hazardous materials (explosives, matches or disposable lighters in large quantities, etc.)

### ■ Exceptions

If any of the above (except smoking) is necessary for an exhibitor to execute a product/technology demonstration, permission to bring the material onto the site may be obtained from the local fire department. The exhibitor should submit the **Application for Flammable or Hazardous Items <No.13>\*** to Kogeisha Co., Ltd. by **Friday, September 4**, along with two copies of a full description of the demonstration.

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

### ■ Smoking

Smoking is permitted only in specially designated Smoking Areas.

### ■ Live Flames

The following should be strictly observed when using live flames:

- ① Minimize the size and quantity of on-site equipment to the extent possible and use devices of the same type.
- ② Protect the surrounding area with fireproof materials.
- ③ Monitor conditions closely and provide adequate fire safety equipment.
- ④ Set up at least one fire extinguisher (Type 10 and above)
- ⑤ Appoint responsible personnel.
- ⑥ Live flames must be at least 5 m away from fire exits, hazardous materials and other flammable materials.

### ■ Liquefied Petroleum Gas (LPG) or Pressurized Gas

The following rules should be strictly observed when using LPG and other pressurized gases (oxygen, hydrogen, nitrogen, carbon dioxide, argon gas, etc.):

- ① After installation, test all containers for leaks, and if necessary display a "Caution: Do Not Use Near Flammables" sign on them.
- ② Use pressurized gases under the lowest possible pressure, and handle containers carefully. Bringing flammable gas cylinders (except cartridge types) onto the exhibition site is prohibited.
- ③ To prevent gas leakage, use a complete connector for all connecting parts and monitor continuously with a gas leak detector.

### ■ Hazardous Materials

- ① Bring only one day's supply or less onto the show site.
- ② Do not replenish supplies during show hours.
- ③ Provide adequate fire safety measures and handle materials carefully at all times.
- ④ Place hazardous materials at least 6 m away and other materials at least 3 m away from fire escapes.
- ⑤ At least one Type 10 fire extinguisher must be readily available.
- ⑥ Place hazardous materials 5 m away from areas where open flames are used.
- ⑦ Appoint personnel to monitor safety.

## 2. Exhibitor's Utility Booths

The Management Office will provide exhibitors with utility booths to be used as storage space, exhibitor staff rooms or business meeting space. If any product is exhibited in the utility booth, different fee will be applied. Exhibitors who wish to use the utility booth are requested to submit the **Application for Exhibitor's Utility Booths <No.25>\*** to the Japan Electronics Show Association by **Friday, August 7**. Applications will be also accepted after the deadline. However, the location may be away from your booth. Owing to space limitations, there may be a maximum availability per exhibitor (or per stage if an exhibitor is exhibiting in multiple stages).

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

### ■Dimensions:

2,970mm (w) × 2,970mm (d) × 2,700 mm (h)

### ■Price:

- Only for internal use, such as a warehouse and a waiting room: ¥216,000 per booth (including tax)
- For public use, including exhibition and demonstration:
  - ¥388,800 per booth (including tax) for general exhibitors
  - ¥356,400 per booth (including tax) for corporate members of the three sponsor organizations

### ■Equipment Provided in the Above Price:

One key, Two fluorescent lights and one outlet (total capacity: up to 800 W). Exhibitors requiring other equipment should apply for rental fixtures (see page 107).

### ■Location:

Storage spaces will be provided close to booths. The Organizing Committee will decide the final allocation. Because of space availability, storage may be set up outdoors. The final layout plan will be distributed via E-mail in late August.

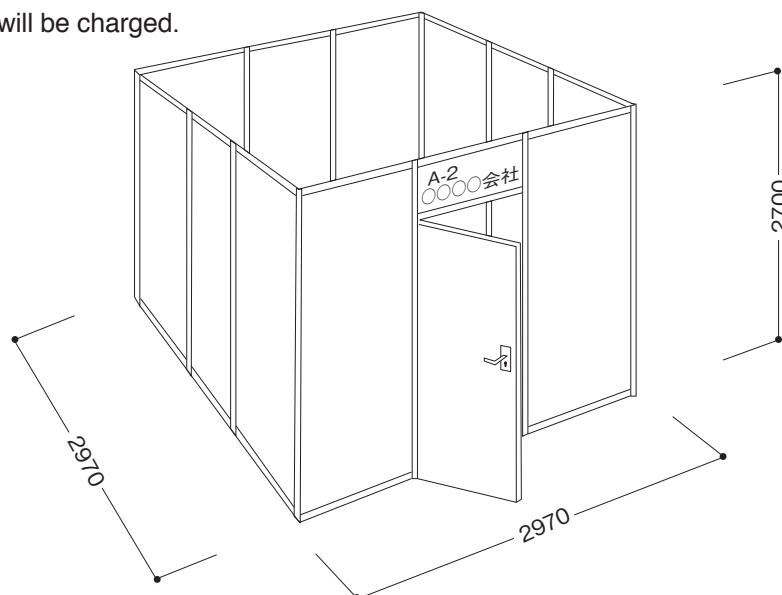
### ■Duration of Usage:

October 5 to October 10

### ■Distribution of Door Key:

A door key to the storage unit will be distributed from October 5. Exhibitors are requested to present a business card at the Hall Management Office to receive the key. Please return the key to the Hall Management Office by 7:00 p.m. on October 10.

If a door key is lost, an extra ¥5,400 will be charged.



## 3. Guidelines for Giving Premiums, etc., to Visitors

Premiums and other goods for visitors should be distributed in line with Japan Fair Trade Commission rules according to the maximum price and total number of the goods to be distributed. Please refer to the following guidelines and, if you plan to distribute premiums, do so in compliance with the Act Against Unjustifiable Premiums and Misleading Representations.

#### ■ Designation of Premiums

In general, premiums are defined as small gifts, free samples, prizes, etc. However, under the Act Against Unjustifiable Premiums and Misleading Representations, premiums are:

Premium goods include small gifts, freebies, or prizes. Under the Undue Premiums Law, however, a premium is defined as goods, money, or other economic gain offered by an entrepreneur to attract customers in connection with goods or services provided. The stipulations of the Undue Premiums Law apply to such premiums.

Premiums distributed to visitors at trade fairs shall be considered a means of attracting customers.

#### ■ Maximum Value of Premiums

Maximum values are set for premiums allowed under the Act Against Unjustifiable Premiums and Misleading Representations. If premiums surpassing maximum values are distributed, the Japan Fair Trade Commission may restrict or order the cessation of such distribution.

##### ① General prizes

"Prizes" are defined as premiums awarded to users of products and services in lotteries or other games of chance or skill. Such premiums are designated as "general prizes" unless the lottery or game of chance in question is implemented by multiple companies as a shared prize.

Examples: \*Prizes awarded through lotteries or games in booths

\*Prizes awarded for solving puzzles or correctly answering quiz questions

\*Prizes awarded to winners of physical or sports competitions

Maximum values of general prizes are detailed in the chart.

Maximum value of premiums
20 times the value of the transaction less than ¥5,000

Because the price to enter CEATEC JAPAN 2015 is ¥1,000 for visitors who do not pre-register, please note that the maximum value of general prizes as defined above is as follows.

Maximum value
Equivalent to ¥20,000 (CEATEC JAPAN 2015 entrance fee ¥1,000 × 20)

## ② Free-to-all premium

In the case of trade shows, unlike general prizes, free-to-all premiums are defined as goods or money distributed freely to all visitors. Premiums distributed to all visitors who order goods or services or to all visitors to a booth are considered free-to-all premiums.

Maximum values of free-to-all premiums are detailed in the chart.

Maximum value:	
Transaction price	Maximum premium price
Less than ¥1,000	¥200
¥1,000 or more	2/10 the transaction price

Because the price to enter CEATEC JAPAN 2015 is ¥1,000 for visitors who do not pre-register, please note that the maximum value of general prizes as defined above is as follows.

Maximum value of free-to-all premium:
¥200

\*However, samples and other goods/services for publicity purposes, coupons for products offered by exhibitors and other related items recognized as complying with accepted business practices, even if they fall under the designation of premiums, will not be subject to restrictions on free-to-all premiums and may be distributed at the show site.

Examples: \*Product samples distributed in booths

\*Novelties such as ballpoint pens and calendars imprinted with the exhibiting company's name and/or logo for the purpose of publicity

\*Coupons for products offered by the exhibitor

## ③ Open prizes

Programs that are widely publicized in newspapers or magazines, or on television or websites, which do not have any conditions on purchasing products or services, and which can be applied for via postcard, fax, websites or email and result in prizes being awarded by a lottery among the applications, are not subject to restrictions on premiums. These programs are designated as "open prizes."

Exhibitors who provide such open prizes irrespective of their presence at CEATEC JAPAN 2015 and who allow CEATEC JAPAN 2015 visitors to submit applications at their booths are not subject to restrictions under the Act Against Unjustifiable Premiums and Misleading Representations.

However, lottery drawings held only for CEATEC JAPAN 2015 visitors will be subject to the aforementioned restrictions on general prizes.

The above contents related to the Act Against Unjustifiable Premiums and Misleading Representations have been set forth by the CEATEC JAPAN Organizing Committee following confirmation from specialists. These contents might be changed as directed by the Japan Fair Trade Commission. For further information on the Act Against Unjustifiable Premiums and Misleading Representations, please visit the official website of the Japan Fair Trade Commission (<http://www.jftc.go.jp/>).



**■Exhibits/Demonstrations**

The organizer 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 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 organizer.

**■Cancellation and Change of Show Duration under Unavoidable Circumstances**

- 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.

**■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 was 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.

Please visit the following website for more information (Japanese only).

<http://www.jpo.go.jp/toiawase/toiawase1.htm#ippan>

**■Exhibition Hall Management and Insurance**

- ① The sponsors (CEATEC JAPAN Organizing Committee comprising CIAJ, JEITA, and CSAJ) and the Management Office will make every effort to ensure the security of exhibits during the show period, for example, by implementing security guard patrols. However, the management 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 persons as well as damage to items at the exhibition site. CEATEC JAPAN sponsors and/or the organizing committee 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 organizer prior to the start of the exhibition.
- ④ Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.

Details for insurance, please contact Toho Agency Co., Ltd.

Toho Agency Co., Ltd.      Contact: Ms.Ogawa  
5F Nippon Koa Bldg. 8-4, Chiba-minato, Chuo-ku, Chiba, 260-0026  
Tel: +81-43-246-1441   Fax: +81-43-246-9704   E-mail: [chiba-a@toho-ag.co.jp](mailto:chiba-a@toho-ag.co.jp)

**■Paging**

Paging is not available during the following periods: October 6: from 3:00 p.m. to 5:00 p.m. October 7 to 10: from 10:00 a.m. to 5:00 p.m.