

Cutting-Edge IT & Electronics Comprehensive Exhibition

CEATEC[®]
JAPAN

Combined Exhibition of Advanced Technologies

Special Exhibits Geared Toward the Advent of IoT Era

NEXT Innovation Area

Exhibition Guide

2015.10.7^{Wed.} - 10.10^{Sat.}
Makuhari Messe

Sponsors: CEATEC JAPAN Executive Board

JEITA Japan Electronics and Information Technology Industries Association

CIAJ Communications and Information network Association of Japan

CSAJ Computer Software Association of Japan

www.ceatec.com



NEXT Innovation Area

Special Exhibits Geared Toward the Advent of IoT Era

Creating New Markets – Toward Social and Lifestyle Aspirations

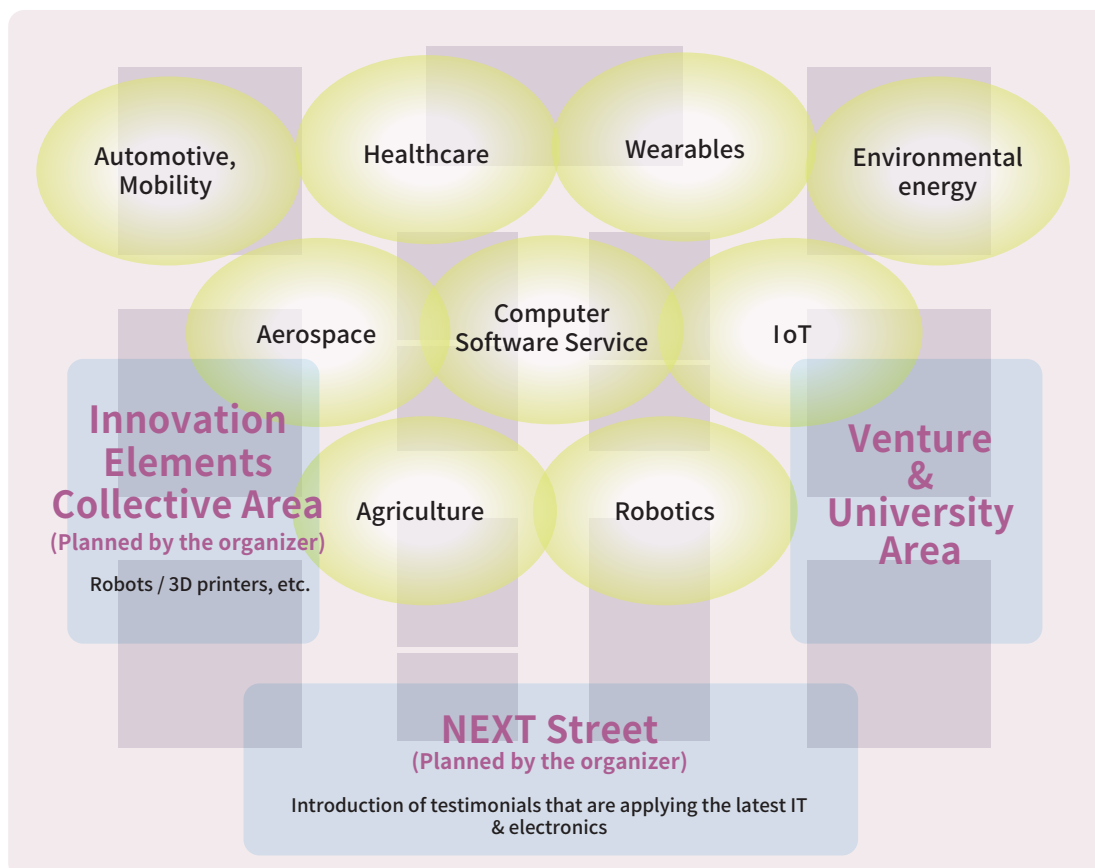
As a symbolic event centered on IT and electronics, gaining attention both from within Japan and internationally, CEATEC JAPAN is an event held that showcases business vitality and direction.

While the exhibition offers an overview of the general society of the near future by highlighting partnerships converging with IT and electronics in the mobility, healthcare, energy, agriculture, and aerospace industries etc, the “NEXT Innovation Area” will put the spotlight on trends into the future and topical themes to present innovation achievements.



Visitors will be able to **feel and experience the coming of Internet of Things (IoT) era** through the Next Innovation Area, which will be composed of the “**Venture & University Area**” — where a **strategic field exhibit area** and **consolidated innovation elements area** will be combined to showcase the findings of university research organizations with presentations of innovative technologies by venture companies, and the “**NEXT Street**” — that will enable hands-on experiences through a collection of cutting-edge IT electronics usage cases (scenes).

The show will offer insight into how **lifestyles** and **society** will have changed in **2020**, and support exhibitors in the challenge of **hands-on experiences** and **materializing dreams**, creating **an event where visitors will be able to feel the future**.



The above diagram is a schematic representation.

NEXT Innovation Area categories to be exhibited

Automotive and Mobility related

EV, HEV, PHV, FCV, Electric-assisted bicycles, Next-generation vehicles / Connected-car related / ITS, Telematics / Navigation / Automotive computers, In-car networking systems / Batteries, Energy systems, Smart mobility social systems, Environment-related technologies / Safety / Other mobility related products and services

Healthcare related

Medical devices for the home / Fitness-related equipment / Remote medical systems, Medical information systems / Health-care equipment, beauty & grooming electronics, healthcare electronics / Other healthcare-related products and services

Environment & Energy related

HEMS / BEMS / FEMS / CEMS / Wireless power supply equipment / system / Renewable energy, New energy / Energy storage (backup for home use), energy saving (energy-saving appliances), energy generation (photovoltaic solar cells, fuel cells for the home), variety of fuels/Green IT (Energy-saving hardware, Energy-saving software, Services), eco-office / Other environment and energy related products and services

IoT

IoT platforms / Software / Communications module / Communications circuit / Communications equipment / Communications technologies / IoT devices/ Sensors /Network technologies/M2M related /Others

Wearable related

Wearable devices/related products/software applications/related parts/related technologies

Robotics related

Humanoid robots, Communication robots, Service robots, Autonomous transportation robots, Lifestyle-support robots, Autonomous mobile robots / Control technologies, Applied systems / Other robotics related products and services

Agriculture

Cloud system for agriculture / Production management system / Artificial light / Sensors, Networks / Remote monitoring, Remote operation, Remote control / Environmental control / Agricultural support system, Robot / Others

Aerospace related

Remote sensing, Positioning system / Aerial photography technology / Communications system / Security system / Observation system / Related software / Others

Computer Software Service related

Cloud computing / Data management / Big data / Network services / Network technologies / Education, academic related systems, services / Public, financial systems, services / Distribution, logistics systems, services, Traceability systems / M2M related systems and services, M2M device related / Software / Applications / Content / Other software and content, related products and services

Participation Regulations

■Booth Fee

Note: Consumption tax rate at the time of the exhibition, which is October 2015, will be applied.

The exhibition fees per one booth space are as follow:

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

■Specifications

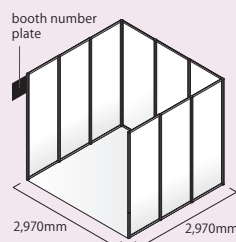
(1) 1 to 18 booth spaces(1- to 4-row booths)

1. Dimensions

External dimensions*: 3.0 m(W) x 3.0 m(D) =9m²
*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.



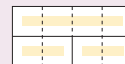
(2) 20 booths or more (Block booths)

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

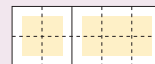
■Number of booths and booth type

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

【1-row booths】



【2-row booths】



【3-row booths】



【4-row booths】



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

■Allocation of booths

The location of an exhibitor's booth(s) will be determined by the exhibition sponsors. It will depend on the exhibition category and the date of the actual application.

■Other details

For other requirements and stipulations, refer to the CEATEC JAPAN 2015 Exhibition Regulations.

EXHIBITION PROFILE

■Name	CEATEC JAPAN 2015 Special Exhibition “NEXT Innovation Area”
■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
■Sponsor	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)

Schedule

● May 29th Fri.	Exhibitor Application deadline
● July Beginning	Exhibitor's Briefing
● July Middle	Start accepting Online Pre-registrations for Admission/ Seat reservations for Key Note and Guest Speeches/ Distribution of Official Press Release
● July 31st Fri.	Exhibitor applicant payment deadline
● August End	Invitations distributed
● September Beginning	Vehicle Entrance Passes and Badges distributed
● Oct. 6th Tue.	2:00p.m.-5:00p.m. Media Convention
★	October 7th Wed. – 10th Sat.

CEATEC JAPAN 2015

Contact/Submit to

CEATEC JAPAN Management Office

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