

# CEATEC<sup>®</sup> J A P A N

## Exhibition Manual

Connecting Society,  
Creating the Future

---

CPS / IOT EXHIBITION

**CEATEC JAPAN 2016**

2016.10.4 **Tue** ▶ 10.7 **Fri** >>> MAKUHARI MESSE

***www.ceatec.com***

Sponsors : CEATEC JAPAN Executive Board



Communications and Information network Association of Japan



Japan Electronics and Information Technology Industries Association



Computer Software Association of Japan

	INDEX	Page	Deadline
<b>01</b> From the Management Office	<b>01-1 Exhibition Outline</b>	001	
	<b>01-2 Safety Measures</b>	1. Basic Policy and Organizational Framework concerning Disaster Prevention and Safety Measures	003
		2. Requests to Exhibitors Concerning Disaster Prevention and Safety Measures <span>Please cooperate</span>	004
		3. Exhibitors' Response to an Emergency <span>Please cooperate</span>	006
		4. Disaster Evacuation Route <span>Please cooperate</span>	007
	<b>01-3 Emergency Conservation Measures</b>	Requests to Help Save Energy <span>Please cooperate</span>	010
	<b>01-4 Personal Information Protection Policy</b>	1. Personal Information Protection Policy of Japan Electronics Show Association	011
		2. Use of Personal Information by Exhibitors <span>Please cooperate</span>	013
	<b>01-5 Applications / Inquiries List</b>	1. Applications <span>Important</span>	015
		2. Payment of Charges <span>Important</span>	016
		3. Inquiries List	017
<b>02</b> Promotion Tool	<b>02-1 How to attract more visitors to your booth / How to distribute your information more broadly</b>	1. Internet Media (Posting Exhibitor Information / Using Various Web Tools) <span>Please cooperate</span>	023
		2. Link to CEATEC JAPAN Featured Sites of Exhibitors <span>Please cooperate</span>	024
		3. Logo Mark and Web banners	025
		4. Official Invitations and Envelopes <span>Free</span>	026
		5. Customer Invitation Ticket <span>Free</span>	027
		6. CEATEC AWARD 2016	028
		7. US Media Panel Innovation Award	032
		8. Open Stage <span>Free</span>	033
		9. Registration for Booth Events <span>Please cooperate</span>	034
		10. Hospitality for Overseas Visitors <span>Please cooperate</span>	035
		11. Information of After CEATEC in Shanghai	036
	<b>02-2 How to distribute your information through the press</b>	1. CEATEC JAPAN News Center <span>Free</span>	037
		2. Press Release Distribution Support Service <span>Free</span>	038
		3. Press Briefing Room <span>Free</span>	039
		4. Media Convention <span>Free</span>	040
		5. Press Conference at the Booth	041
		6. Global Media Monitoring Service <span>Free</span>	042
	<b>02-3 VIP Services and Reception</b>	1. Opening Reception	044
		2. VIP Registration	045
	<b>02-4 How to satisfy your visitors more at the exhibition</b>	1. Visitor Data Delivery Service (Barcode System) <span>Free</span>	046
		2. Business Link <span>Free</span>	048
		3. Business Lounges <span>Free</span>	049
		4. New Technologies and Products Seminar / Exhibitor Seminar <span>Free</span>	050
		5. Reception Room	053
		6. Demonstration Room	054
	<b>02-5 How to advertise effectively</b>	1. Rules for Advertising <span>Please cooperate</span>	055
		2. Web Banner Ad / Mail Magazine Text Banner Ad	056
		3. Guide Map Advertising	058
		4. On-site Ad Signs	059
<b>03</b> Exhibition Venue Regulations	<b>03-1 Exhibition Site</b>	1. Exhibition Site Layout / Visitor Passage	063
		2. Transportation Guide	064
		3. Layout of Makuhari Messe	065
		4. Management Office Facilities	066
	<b>03-2 On-site Management</b>	1. Work Schedule <span>Important</span>	067
		2. Exhibitor / Worker Badge <span>Important</span>	068
		3. On-site Photography <span>Please cooperate</span>	069

		INDEX	Page	Deadline
Exhibition Venue Regulations <b>03</b>	03-3 Load-In & Load-Out	1. Vehicle Stickers	Important 070	
		2. Load-In	Important 071	
		3. Vehicles during the show	072	
		4. Load-Out	073	
		5. Parcel Delivery Service during the Show	074	
	03-4 Waste Disposal	Waste Material Separation	Please cooperate 075	
Booth Regulations <b>04</b>	04-1 Booth Standards	1. Booth Standards	Important 077	
		2. Base Panel Outline	Important 078	
		3. Important Points for Booth Design Safety Measures / Evacuation route / Stage setup / Speaker setup position restrictions / Prohibition of using space outside the booth / Booth space boundaries	Important 079	
		4. Ceiling Structure	080	August 26
		5. Two-Story Booth Structures	081	August 26
		6. Suspended Structure	082	August 26
		7. Universal Design	Please cooperate 083	
	04-2 Booth Display Regulations	1. Display Contractor Registration	Important 084	September 2
		2. Product Liability (PL) Law	Please cooperate 085	
		3. Floor Construction Work	086	September 2
		4. Fireproofing Regulations / Advertising Balloons	Please cooperate 087	
		5. Electrical Power Supply	Important 088	September 9
		6. Green Power Certification System	089	August 26
	04-3 Product Exhibit Regulations	1. Bonded Goods	090	September 2
		2. Display-area Lighting	091	
	04-4 In-Booth Demo Regulations	1. Prohibition Prohibition on Sales / Prohibition of Usage of Space beyond Booth Boundarie / Restriction on Smoke Effects / Illumination/Lighting / Other	Important 092	
		2. Sound Emissions and Copyrights	Please cooperate 093	
		3. Wireless LANs	Please cooperate 094	September 16
		4. UHF-band RFID Product Exhibits / Demonstrations	Please cooperate 095	September 9
	04-5 Booth Management Regulations	1. Hazardous Item Handling	096	September 2
		2. Exhibitor's Utility Booths / Suite Booths	097	August 5
		3. Guidelines for Giving Premiums, etc., to Visitors	098	
		4. Others Exhibits/Demonstrations / Cancellation and Change of Show Duration under Unavoidable Circumstances / Exhibited items for which application for industrial property rights has not been filed / Exhibition Hall Management and Insurance / Paging	100	
Services Related to Booth Operation <b>05</b>	05-1 Transport Service	Transport, Load-in&Load-out Service	102	September 16
	05-2 Rental Fixtures	1. Package Booth Service & Rental Fixtures	103	September 2
		2. PC and Monitor Rental	112	September 16
	05-3 Infrastructure Services	1. Internet Connection	114	September 9
		2. Temporary Telephone Line Service	115	September 2
		3. Antenna Installation	116	September 9
		4. Booth Air Conditioning	117	September 2
		5. Water Supply, Drainage, Compressed Air and Gas	118	September 2
	05-4 Booth Management Services	1. Meeting Room (Rental)	119	September 30
		2. Hotel Reservations	120	September 2
		3. Food / Beverage Tickets	121	August 26
		4. Catering Service	122	September 27
		5. Bento (Box Lunch) Delivery Service	123	September 30
		6. Reception Staff / Non-Technical Interpreter	124	September 16
		7. Booth Security Guard	125	September 16
		8. Booth Cleaning	126	September 16
Exhibition Regulations		127		
Applications		*Download the application from the official website (www.ceatec.com) or use the online application system.		

## From the Management Office

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



## ■Name

### CEATEC JAPAN 2016

(Combined Exhibition of Advanced Technologies)

## ■Objective

### ▶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 4th (Tue.) – 7th (Fri.), 2016, 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

## ■Sponsors

CEATEC JAPAN Executive Board

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

## ■Support

▶Ministry of Internal Affairs and Communications, Japan (MIC),  
Ministry of 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)

○Chiba Prefectural Government, Chiba Municipal Government

○Japan Broadcasting Corporation (NHK),  
The National Association of Commercial Broadcasters in Japan (NAB)

○Nippon Keidanren,

The Japan Chamber of Commerce and Industry (JCCI),  
The Tokyo Chamber of Commerce and Industry,  
The Chiba Chamber of Commerce and Industry

○U.S. Commercial Service,

Delegation of the European Union to Japan,  
British Embassy in Japan,  
Canadian Embassy and Consulates in Japan,  
German Embassy in 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 (JBMA),  
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 Technology Association (CTA) / International CES (USA)
- ▶Messe Berlin / IFA (Germany)
- ▶Messe München International / electronic (Germany),  
electronica & Productronica China (China)
- ▶DeuTsche Messe / 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: contact2016@ceatec.com

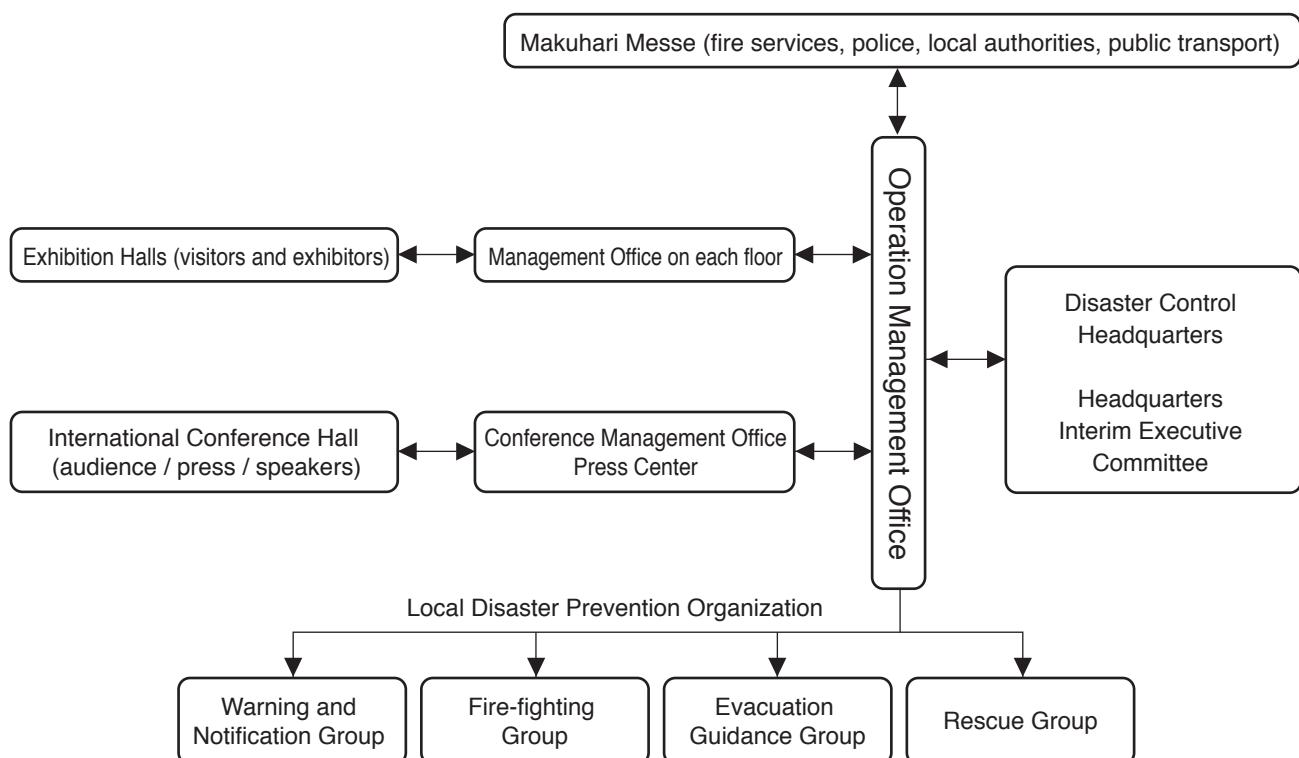
## 1. Basic Policy and Organizational Framework concerning Disaster Prevention and Safety Measures

## ■ Basic Policy

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.

## ■ Organizational Framework



## 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.

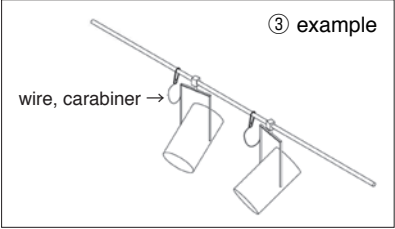
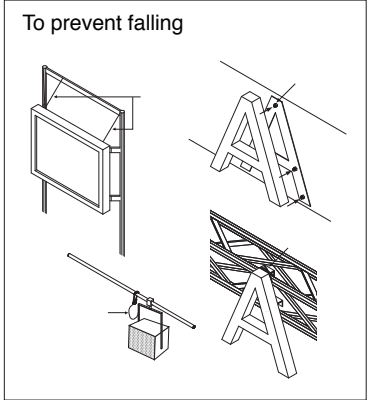
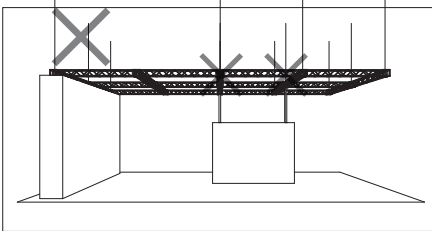
### ■ Advance Preparations

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

<p><b>(1) Registration of Booth Manager and Booth Staff</b></p> <p>*All exhibitors must submit</p>	<p>①Contacting the booth manager</p> <p>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 <b>Friday, September 23</b> via the "<b>Registration of Booth Manager and Booth Staff</b>" &lt;No.5&gt;*. 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.</p> <p>②Number of booth staff</p> <p>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 <b>Friday, September 23</b> via the "<b>Registration of Booth Manager and Booth Staff</b>" &lt;No.5&gt;*. The Management Office will provide this information to public organizations such as the police or fire-fighting services in the event of a disaster.</p> <p>*Download the application from the official website (www.ceatec.com) or use the online application system.</p>
<p><b>(2) Booth disaster prevention and safety measures</b></p>	<p>①Formulate a disaster prevention and safety manual to be used in the management of the booth</p> <p>②Establish an emergency contact network and select contact managers (own company, partner companies, Management Office)</p> <p>③Divide roles among staff members</p> <ul style="list-style-type: none"> <li>•Ensure visitor safety and give evacuation instructions</li> <li>•Ensure the safety and confirm the whereabouts of booth staff</li> <li>•Support rescue activities</li> <li>•Maintain the booth (stop demonstrations, stop transmission of electrical energy, look after exhibit products, etc.)</li> </ul> <p>④Prepare disaster equipment</p> <ul style="list-style-type: none"> <li>•Basic emergency set</li> <li>•Flashlight, etc.</li> </ul> <p>⑤Check the the site</p> <ul style="list-style-type: none"> <li>•Confirm suspected danger spots in the booth</li> <li>•Confirm the closest primary evacuation place (open spaces such as wide aisles and resting place)</li> <li>•Confirm the closest evacuation exit and route</li> <li>•Confirm the location of fire-extinguishers</li> </ul>

### ■ 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.

<b>(1) Electrical work</b>	<p>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.</p> <p>② Do not conceal the temporary distribution board. Also, be sure not to place any packages etc. in front of the temporary distribution board.</p> <p>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.</p> <p>* For more details please refer to page 088</p> <div data-bbox="1026 560 1422 788">  <p>③ example wire, carabiner →</p> </div>
<b>(2) Designing and setting up booths</b>	<p>① 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.</p> <p>② To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.</p> <p>③ 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.</p> <p>④ Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.</p> <p>⑤ 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.</p> <p>* For more details please refer to page 079</p> <div data-bbox="1054 882 1422 1281">  <p>To prevent falling</p> </div>
<b>(3) Two-story structures</b>	<p>① Design secure two-story structures that take into consideration normal time load calculations as well as seismic loads caused by major earthquakes.</p> <p>② 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.</p> <p>③ 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.</p> <p>④ Take thorough measures to prevent erections or independent fixtures installed on the second floor collapsing or falling.</p> <p>* For more details please refer to page 081</p>
<b>(4) Suspended structures</b>	<p>① Use a suspended structure that will prevent damage caused by vibrations during an earthquake.</p> <p>② Do not combine and secure suspended structures and erections that extend upwards from the ground.</p> <p>③ When wiring cables that cross the floor to suspended structures, install them with flexibility to prevent disconnection from vibrations caused by an earthquake.</p> <p>* For more details please refer to page 082</p> <div data-bbox="989 1733 1422 1962">  </div>
<b>(5) Safety while working</b>	<p>① People working in high places must wear a helmet and a safety belt.</p> <p>② When using a stepladder for work, be sure to secure it with an anti-opening bracket.</p> <p>③ When using a rolling tower, be sure to install a handrail and outrigger with a height of at least 900mm around the work floor.</p>

## 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	<ul style="list-style-type: none"> <li>• Prioritize your own safety</li> <li>• Secure the safety of booth visitors and booth staff (guide people to the primary shelter)</li> </ul>
	Straight after	<ul style="list-style-type: none"> <li>• Give booth visitors evacuation instructions in accordance with officials' instructions when evacuation orders appear outside the evacuation hall over the P.A. system</li> <li>• Continue to evacuate all booth staff</li> <li>• Persons in charge of the booth will maintain the booth (stop transmission of electrical energy, look after exhibit products, etc.)</li> </ul>
	After	<ul style="list-style-type: none"> <li>• Support rescue activities as necessary</li> <li>• Confirm the safety of booth staff and identify the status of damage</li> <li>• Make a report to the Management Office</li> </ul>
Fire	When discovered	<ul style="list-style-type: none"> <li>• Ensure people's safety (instruct visitors and exhibitors in the near vicinity to evacuate)</li> <li>• Notify the Management Office</li> </ul>
	During	<ul style="list-style-type: none"> <li>• Conduct initial fire-fighting activities with a fire extinguisher (prior to the Management Office dealing with the problem)</li> </ul>
Suspicious objects	When discovered	<ul style="list-style-type: none"> <li>• Notify the Management Office</li> </ul>
Incidents	During	<ul style="list-style-type: none"> <li>• Ensure people's safety (instruct visitors and exhibitors in the near vicinity to evacuate)</li> <li>• Notify the Management Office</li> </ul>
	After	<ul style="list-style-type: none"> <li>• The victim files a damage report</li> <li>• Police investigate and deal with the problem</li> </ul>
Emergency	During	<ul style="list-style-type: none"> <li>• Check the well-being of people being rescued</li> <li>• If moderate: Lead people to the first-aid center or the closest Management Office location</li> <li>• If serious: Call for an ambulance (if requested by the person concerned or the person accompanying the injured person)</li> </ul> <div> <p>► Primary action: _____</p> <p>Contact the Management Office</p> <p>→ call an ambulance from the Management Office</p> <p>→ the Management Office will guide the ambulance into the grounds</p> </div> <div> <p>► Urgent situations: _____</p> <p>Directly request an ambulance by calling direct from your mobile phone</p> <p>→ notify the Management Office</p> <p>→ the Management Office will guide the ambulance into the grounds</p> </div> <p>* Prioritize the well-being and wishes of the people being rescued</p>

## 4. Disaster Evacuation Route

### ■ Evacuation orders

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 ○○. 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 ○○ measuring at ○○ 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 ○○ measuring at ○○ 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

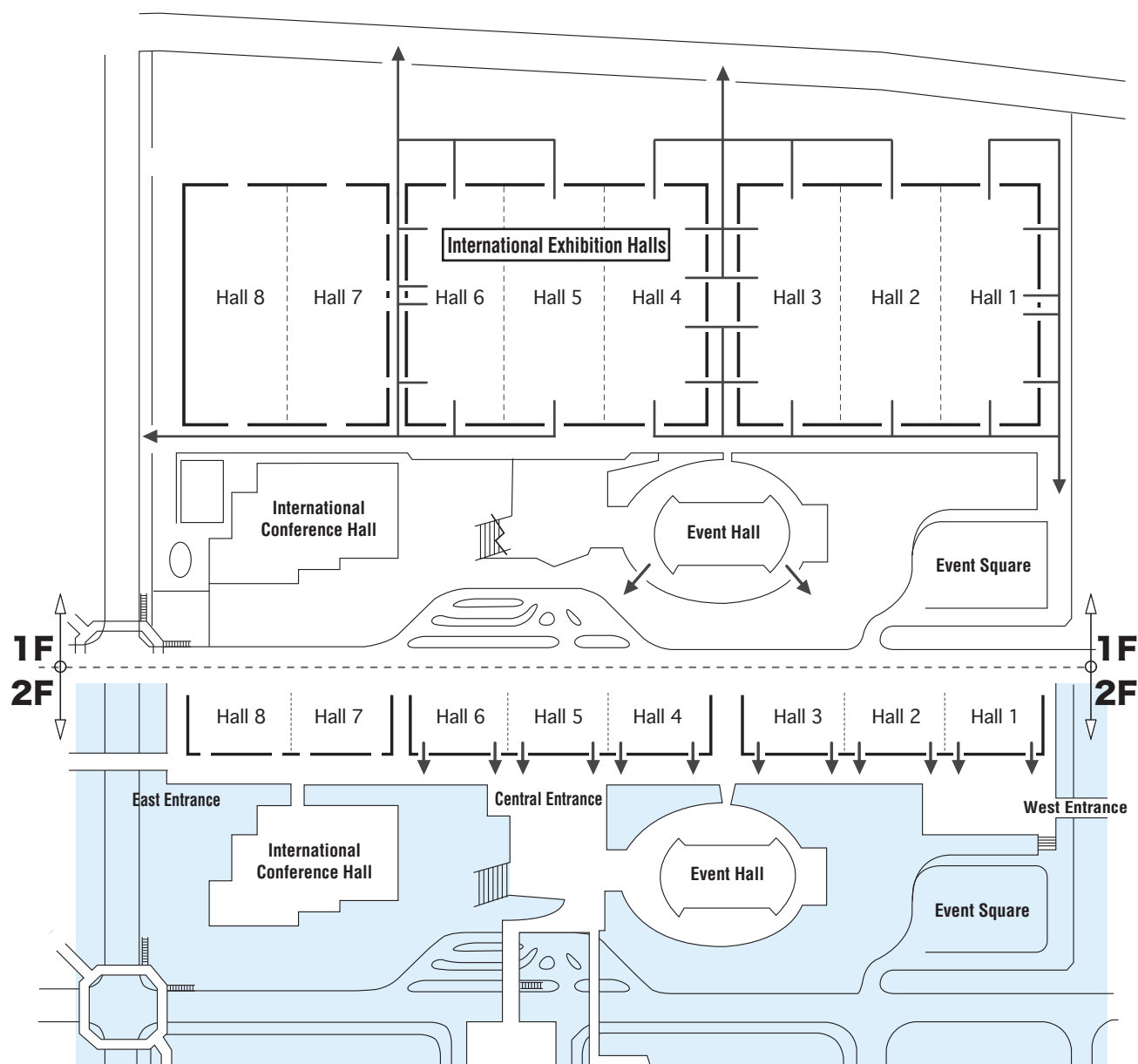
### ■ Evacuation guidance

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.

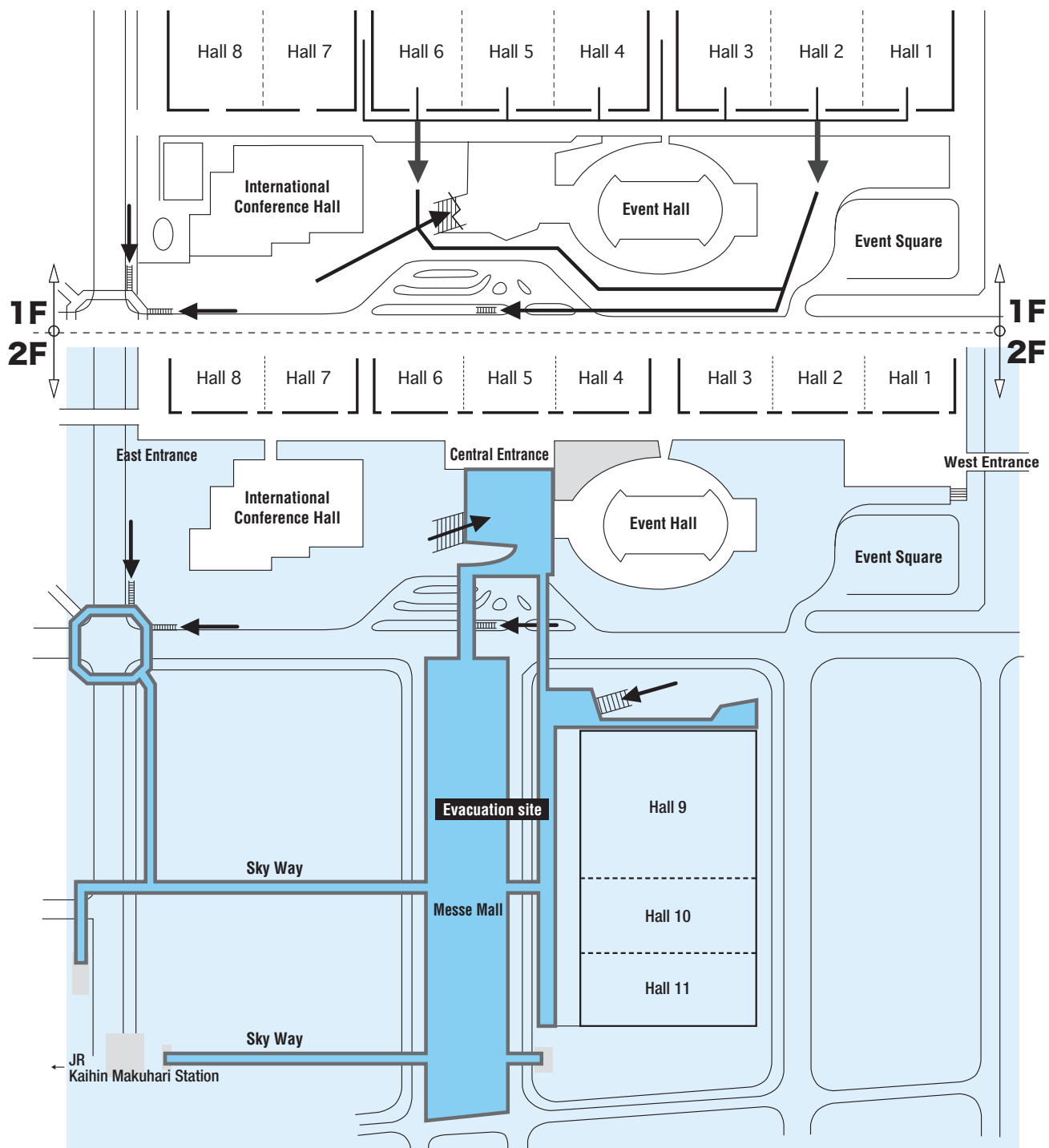




(2) When evacuating after a tsunami warning

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**

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**

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

## 2. Use of Personal Information by Exhibitors

### ■ Use of Personal Information by Exhibitors

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.

- ① Methods 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.
- ③ 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 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.
- ⑦ For, 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.

**■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

Submission required	No.	Application form	Deadline	Related Page		For confirmation		Submit to:		
						online	E-mail / Fax			
	1	Registrating Exhibitor Information to Official Website	Accept anytime	02-1, 1	p.023	<input type="checkbox"/> *Input on the Exhibitor Site				
	2	Application for Official Invitations and Envelopes	Aug. 3	02-1, 4	p.026	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	3	Display Contractor Registration Form	Sep. 2	04-2, 1	p.084	<input type="checkbox"/>	<input type="checkbox"/>	KOGEISHA Co., Ltd.		
	4	Application for Electrical Work	Sep. 9	04-2, 5	p.088	<input type="checkbox"/>	<input type="checkbox"/>	IIDA Electrical Works Co., Ltd.		
	5	Registration of Booth Manager and Number of Booth Staff	Sep. 23	01-2, 2	p.004	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
Submit if applicable	No.	Application form	Deadline	Related Page		For confirmation		Submit to:		
						online	E-mail / Fax			
	6	Registration of Overseas Visitors Correspondence	Accept anytime	02-1, 10	p.035	<input type="checkbox"/> *Input on the Exhibitor Site				
	7	Application for Ceiling Structure	Aug. 26	04-1, 4	p.080	<input type="checkbox"/>	<input type="checkbox"/>	Makuhari Messe Inc.		
	8	Application for Two-Story Booth Structures	Aug. 26	04-1, 5	p.081	<input type="checkbox"/>	<input type="checkbox"/>	Makuhari Messe Inc.		
	9	Application for Suspended Structure	Aug. 26	04-1, 6	p.082	<input type="checkbox"/>	<input type="checkbox"/>	Makuhari Messe Inc.		
	10	Application for Floor Construction Work	Sep. 2	04-2, 3	p.086	<input type="checkbox"/>	<input type="checkbox"/>	KOGEISHA Co., Ltd.		
	11	Foreign-Made Product Exhibition Plan	Sep. 2	04-3, 1	p.090	<input type="checkbox"/>	<input type="checkbox"/>	Ishikawa-Gumi, Ltd.		
	12	Application for Flammable or Hazardous Items	Sep. 2	04-5, 1	p.096	<input type="checkbox"/>	<input type="checkbox"/>	KOGEISHA Co., Ltd.		
	13	Application for Press Conference at the Booth	Sep. 9	02-2, 5	p.041	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	14	Application for UHF-band RFID Product Exhibits / Demonstrations	Sep. 9	04-4, 4	p.095	<input type="checkbox"/>	<input type="checkbox"/>	KOGEISHA Co., Ltd.		
	15	Application for Wireless LAN	Sep. 16	04-4, 3	p.094	<input type="checkbox"/>	<input type="checkbox"/>	Kissei Comtec Co., Ltd.		
	16	Application for Links to CEATEC JAPAN Featured Site on the CEATEC JAPAN Official Website	Accept anytime	02-1, 2	p.024	<input type="checkbox"/> *Input on the Exhibitor Site				
Submit if preferred	No.	Application form	Deadline	Related Page		For confirmation		Submit to:		
						online	E-mail / Fax			
	17	Application for News Center Information Distribution	Accept anytime	02-2, 1	p.037	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	18	Application for Global Media Monitoring	Accept anytime	02-2, 6	p.042	<input type="checkbox"/> *Apply to CEATEC@meltwater.com				
	19	Web Banner Ad / Mail Magazine Text Banner Ad Application Form	Accept anytime	02-5, 2	p.056	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	20	Application for Using the Open Stage	Jul. 22	02-1, 8	p.033	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	21	Application for New Technologies and Products / Exhibitor Seminar	Jul. 22	02-4, 4	p.050	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	22	Application for Reception Room / Demonstration Room	Jul. 29	02-4, 5/6	p.053/054	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	23	Application for Exhibitor's Utility Booths / Suite Booth	Aug. 5	04-5, 2	p.097	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	24	Application for Cetification of Green Power	Aug. 26	04-2, 6	p.089	<input type="checkbox"/> *Apply at https://www.natural-e.co.jp/ssl/apply/spot.html				
	25	Application for Food / Beverage Tickets	Aug. 26	05-4, 3	p.125	<input type="checkbox"/>	<input type="checkbox"/>	Makuhari Messe Inc.		
	26	Application for CEATEC AWARD 2016	Sep. 1	02-1, 6	p.028	<input type="checkbox"/> *Download format from the Exhibitor Site			CEATEC AWARD 2016 Management Office	
	27	Application for Guide Map Advertising	Sep. 2	02-5, 3	p.058	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	28	Application for On-site Ad Sign	Sep. 2	02-5, 4	p.059	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	29	Application for Package Booth Service & Rental Fixtures	Sep. 2	05-2, 1	p.103	<input type="checkbox"/>	<input type="checkbox"/>	KOGEISHA Co., Ltd.		
	30	Application for Temporary Telephone Line	Sep. 2	05-3, 2	p.115	<input type="checkbox"/>	<input type="checkbox"/>	KOGEISHA Co., Ltd.		
	31	Application for Booth Air Conditioning	Sep. 2	05-3, 4	p.117	<input type="checkbox"/>	<input type="checkbox"/>	KOGEISHA Co., Ltd.		
	32	Application for Water Supply, Drainage, Compressed Air and Gas	Sep. 2	05-3, 5	p.118	<input type="checkbox"/>	<input type="checkbox"/>	Three-S Setsubi Kogyo Co., Ltd.		
	33	Applications for Hotel Reservations	Sep. 2	05-4, 2	p.120	<input type="checkbox"/> *Apply at http://biz.knt.co.jp/tour/2016/ceatec/				
	34	Customer invitations	Sep. 9	02-1, 5	p.027	<input type="checkbox"/> *Download format from the Exhibitor Site			Japan Electronics Show Association	
	35	Registration for Opening Reception	Details will be announced soon.							
	36	Application for Media Convention	Sep. 9	02-2, 4	p.040	<input type="checkbox"/> *Download format from the Exhibitor Site			Japan Electronics Show Association	
	37	Application for Internet Connection	Sep. 9	05-3, 1	p.114	<input type="checkbox"/>	<input type="checkbox"/>	Kissei Comtec Co., Ltd.		
	38	Application for Antenna Installation	Sep. 9	05-3, 3	p.116	<input type="checkbox"/>	<input type="checkbox"/>	ASTEC K.K.		
	39	Application for US Media Panel Innovation Award	Sep. 16	02-1, 7	p.032	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	40	Registration for Booth Events	Sep. 16	02-1, 9	p.034	<input type="checkbox"/> *Input on the Exhibitor Site				
	41	Application for After CEATEC in Shanghai	Sep. 16	02-1, 11	p.036	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	42	Application for Press Briefing Room	Sep. 16	02-2, 3	p.039	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	43	Application for Additional Exhibitor / Worker Badges	Sep. 16	03-2, 2	p.068	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	44	Application for Transport, Load-in / Load-out Service	Sep. 16	05-1	p.102	<input type="checkbox"/>	<input type="checkbox"/>	Plus Cargo Service Co., Ltd.		
	45	Application for PC and Monitor Rental	Sep. 16	05-2, 2	p.112	<input type="checkbox"/>	<input type="checkbox"/>	Kissei Comtec Co., Ltd.		
	46	Application for Reception Staff / Non-Technical Interpreter	Sep. 16	05-4, 6	p.124	<input type="checkbox"/>	<input type="checkbox"/>	Ken & Staff Co., Ltd.		
	47	Application for Security Guards at the Booth	Sep. 16	05-4, 7	p.125	<input type="checkbox"/>	<input type="checkbox"/>	TEXS Co., Ltd.		
	48	Application for Booth Cleaning	Sep. 16	05-4, 8	p.126	<input type="checkbox"/>	<input type="checkbox"/>	Chiba-Pref. Bldg. Maintenance Corp.		
	49	VIP Registration	Sep. 23	02-3, 2	p.045	<input type="checkbox"/> *Download format from the Exhibitor Site			Japan Electronics Show Association	
	50	Application for VIP Room	Sep. 23	02-3, 2	p.045	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association		
	51	Application for Visitor Data Delivery Service	Sep. 23	02-4, 1	p.046	<input type="checkbox"/>	<input type="checkbox"/>	Neonet Inc.		
	52	Application for Catering Service	Sep. 27	05-4, 4	p.122	<input type="checkbox"/>	<input type="checkbox"/>	NILAX Inc.		
53	Application for Meeting Room (Rental)	Sep. 30	05-4, 1	p.119	<input type="checkbox"/>	<input type="checkbox"/>	Japan Electronics Show Association			
54	Application for Bento (Box Lunch) Delivery Service	Sep. 30	05-4, 5	p.123	<input type="checkbox"/>	<input type="checkbox"/>	Wako Sangyo Co., Ltd.			



## 2. Payment of Charges

Page	Service details	Where to pay	When to pay
026	Invitations / Envelopes	Japan Electronics Show Association	Mid September after delivery
036	After CEATEC in Shanghai	Japan Electronics Show Association	Late October
046	Visitor Data Delivery Service (Barcode System)	Neonet Inc.	
050	New Technologies and Products Seminar / Exhibitor Seminar	Japan Electronics Show Association	
053	Reception Room	Japan Electronics Show Association	
054	Demonstration Room	Japan Electronics Show Association	
056	Web Banner Ad / Mail Magazine Text Banner Ad	Japan Electronics Show Association	
058	Guide Map Advertising	Japan Electronics Show Association	
059	On-Site Ad Signs	Japan Electronics Show Association	
067	Overtime Work	Japan Electronics Show Association	
068	Additional Exhibitor / Worker Badges	Japan Electronics Show Association	Mid September after delivery
086	Floor Construction Work	Kogeisha Co., Ltd.	Late October
088	Electrical Power Supply	Japan Electronics Show Association	
089	Green Power Certification System	Japan Natural Energy Company Limited	A/N (as needed)
097	Exhibitors' Utility Booths / Suite Booths	Japan Electronics Show Association	Late October
102	Transport, Load-in / Load-out Service	Plus Cargo Service Co., Ltd.	
103	Package Booth Service & Rental Fixtures	Kogeisha Co., Ltd.	
112	PC and Monitor Rental	Kissei Comtec Co., Ltd.	A/N (as needed)
114	Internet Connection	Kissei Comtec Co., Ltd.	
115	Temporary Telephone Line Service	Kogeisha Co., Ltd.	Late October
116	Antenna Installation	ASTEC K.K.	
117	Booth Air Conditioning	Kogeisha Co., Ltd.	
118	Water Supply, Drainage, Compressed Air and Gas	Three-S Setsubi Kogyo Co., Ltd.	
119	Meeting Room (Rental)	Japan Electronics Show Association	
120	Hotel Reservations	Kinki Nippon Tourist Co., Ltd.	A/N (as needed)
121	Food / Beverage Tickets	Makuhari Messe Inc.	
122	Catering Service	NILAX Inc.	
123	Bento (Box Lunch) Delivery Service	Wako Sangyo Co., Ltd.	
124	Reception Staff / Non-technical Interpreter	Ken & Staff Co., Ltd.	Late October
125	Booth Security Guard	TEXS Co., Ltd.	
126	Booth Cleaning	Chiba-Pref. Bldg. Maintenance Corp.	



## 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: exhibitor2016@ceatec.com	Yoshinaga Torikai Nishiyama	---
CEATEC AWARD	CEATEC AWARD Office (PCO Works)	Kanda Urban Building 2F, 2-4-2 Kanda Tsukasamachi, Chiyoda-ku, Tokyo 101-0048 Tel: +81-3-6869-0883 Fax: +81-3-3291-3635 E-mail: award2016@ceatec.com	Sugawara	028
News Center / US Media Panel Innovation Award	CEATEC JAPAN News Center	E-mail: 2016newscenter@mls.ceatec.com	Nakanishi Haga Sato	032 037
Press Releases	Inoue Public Relations, Inc.	2F, Shinjuku Gyoenmae 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	Yoshida	038
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	046
On-Site Ad Sign / Decorations / Floor work / Fireproofing Regulations / 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 Y. Yamada	059,084 086,087 095,096 115,117
Guide Map 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	058
Ceiling Structure / Two-Story Booth Structures / Suspended Structure	Makuhari Messe Inc. Business Operations II	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 Takahashi	080 081 082

**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 Otsuka	088
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	089
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: m_hasegawa@ishikawa-gumi.co.jp	Saito Hasegawa	090
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: ceatec2016@network.kcrent.jp	Amino Aoki	094 112 114
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@toho-ag.co.jp	Shiraishi	100
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	102
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: tsubo@astec-inc.co.jp	Oshima Tsubo	116
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	118

**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.	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: ceatec2016-d3@or.knt.co.jp	Murato Sasaki	120
	<English Contact> Global Business Management Branch, Kinki Nippon Tourist Co., Ltd.	13F, 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: ecc_iod04@or.knt.co.jp	Sugano Miyamoto	
Food/ Beverage Tickets	Makuhari Messe Inc. Business Operations II	2-1, Nakase, Mihama-ku, Chiba-shi 261-0023 Tel: +81-43-296-0525 Fax: +81-43-296-0529	Ticket charge	121
Catering Service	NILAX Inc.	2-1, Nakase, Mihama-ku, Chiba-shi 261-0023 Tel: +81-43-296-0512 Fax: +81-43-296-2003	Kotani	122
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	123
Reception staff and Non-Technical Interpreters	Ken & Staff Co., Ltd.	MST Hills, 4-4-5, 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	124
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	125
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	126

## Promotion Tool

### 02-1 How to attract more visitors to your booth / How to distribute your information more broadly

1. Internet Media (Posting Exhibitor information / Using Various Web Tools)	Please cooperate	023
2. Link to CEATEC JAPAN Featured Sites of Exhibitors	Please cooperate	024
3. Logo Mark and Web banners		025
4. Official Invitations and Envelopes	Free	026
5. Customer Invitation Ticket	Free	027
6. CEATEC AWARD 2016		028
7. US Media Panel Innovation Award		032
8. Open Stage	Free	033
9. Registration for Booth Events	Please cooperate	034
10. Hospitality for Overseas Visitors	Please cooperate	035
11. Information of After CEATEC in Shanghai		036

### 02-2 How to distribute your information through the press

1. CEATEC JAPAN News Center	Free	037
2. Press Release Distribution Support Service	Free	038
3. Press Briefing Room	Free	039
4. Media Convention	Free	040
5. Press Conference at the Booth		041
6. Global Media Monitoring service	Free	042

### 02-3 VIP Services and Reception

1. Opening Reception	044
2. VIP Registration	045

### 02-4 How to satisfy your visitors more at the exhibition

1. Visitor Data Delivery Service (Barcode System)	Free	046
2. Business Link (Events for Promoting Business Exchanges)	Free	048
3. Business Lounges	Free	049
4. New Technologies and Products Seminar / Exhibitor Seminar	Free	050
5. Reception Room		053
6. Use of Demonstration Room		054

### 02-5 How to advertise effectively

1. Rules for Advertising	Please cooperate	055
2. Web Banner Ad / Mail Magazine Text Banner Ad		056
3. Guide Map Advertising		058
4. On-site Ad Signs		059

02

# Services and tools that meet your needs

## Internet Media

▶▶ 02-1 1,2,9,10



image

You can enter information about your exhibits and press releases in the dedicated exhibitor site on the CEATEC JAPAN official website.

Your company information will also be shared through our social media accounts including Facebook and Twitter.

## Official Invitations

▶▶ 02-1 4



Invitation tickets are useful for attracting potential visitors to your booth. You can distribute these tickets as widely as you like.

<DM invitation ticket>  
20-page booklet (210 mm x 105 mm, being designed)  
Front cover: Invitation ticket  
Back cover: Questionnaire for registration

## Invitation Cards for VIP Customers ▶▶ 02-1 5



image

We provide invitation cards for your important customers. These cards will help you strengthen business relationships with them. They can also enjoy a special lounge and other priority services in the exhibition center (registration required).

## CEATEC AWARD 2016/ US Media Panel Innovation Award ▶▶ 02-1 6,7



We will confer this award for technology and products that are deemed highly innovative and influential in the market. The CEATEC AWARD has two categories: the Prize of the Minister of Economy, Trade and Industry, and the Prize of the Minister of Internal Affairs and Communications. Winners of the award will be announced on the CEATEC JAPAN official website and in other overseas exhibitions even after CEATEC JAPAN 2016 ends.

## Open Stage

▶▶ 02-1 8



We will arrange an open stage in the exhibition site, where exhibitors can give a presentation under any of the 13 designated categories.

## CEATEC JAPAN News Center ▶▶ 02-2 1



The CEATEC JAPAN press team will visit exhibitors for interviews and help them to introduce their exhibits to influential media and press companies both in Japan and overseas. You can distribute information about your products and services more broadly through CEATEC news articles posted on our official website.

## Press Release Distribution Support Service ▶▶ 02-2 2



Exhibitors can post their press releases on our official website any number of times.

The same information will be introduced at the CEATEC JAPAN press conference and press kits can be distributed at the press center. We help exhibitors to publish exhibition information and conduct public relations to grow their business.

## Press Briefing Room ▶▶ 02-2 3



You can announce your products and services in the press briefing room adjacent to the press center.



## Media Convention

▶▶ 02-2 4



The media convention in 2013 gained large popularity among many media companies. This year, we will hold a media convention from 2 pm to 5 pm on Monday, October 3, the day before the official opening of CEATEC JAPAN 2016. Media reporters will visit your booth directly to cover your products and services. This is a good opportunity to increase your exposure in the media.

## Press Conference at the Booth ▶▶ 02-2 5



You can hold press conferences at your own booth during CEATEC JAPAN 2016, which can further increase your exposure in the media.

## Global Media Monitoring

▶▶ 02-2 6



During CEATEC JAPAN 2016, we offer services to monitor, collect, and quantitatively and qualitatively analyze news about your company and, if necessary, about your competitors on the Internet (230,000 media, social network services, and blogs across the world).

\*Certain services are charged.

## Barcode System for Visitor Registration ▶▶ 02-4 1



This is a data management service that gathers and stores business information about visitors by scanning barcodes printed on their badges. This system allows you to obtain and process visitor attributes and wish lists without exchanging business cards, thus eliminating data entry.

## Business Area

▶▶ 02-4 3



Exhibitors can use the business area for holding meetings with visitors (free of charge).

## New Technology and Products Seminar ▶▶ 02-4 4



At a seminar room with a capacity of 50 attendants, you can announce your new technology and products. This service includes prior online reservation and delivery of data on attendants.

\*This service is offered on the first-come-first-serve basis.

## Promotion Tools

▶▶ 02-5



Various promotion tools are available for effective public relations and attracting visitors to booths. These include web banners, mail magazine banners, guide map ads, and on-site ad signs.

## 1. Internet Media (Posting Exhibitor Information/Using Various Web Tools)

CEATEC JAPAN has its Official Website, which provides information on exhibitors, conferences, access, and related industries.

■Registration of exhibitor information **Required**

The dedicated Exhibitor Site is on the Official Website, through which exhibitors can receive support and enter their own exhibition information. The information will be immediately reflected on the respective exhibitor information pages on the Official Website.

All data entered by exhibitors can be searched on the Official Website's free word search database. The more information that is entered, the greater the chance of attracting visitors. Inputting information is therefore a valuable way for exhibitors to promote their activities. Please enter your information by the end of July. You can change the information later at any time.

## ■Functions of Dedicated Exhibitor Site

## ① Inputting exhibitor information

Exhibitor information, exhibit information (names, descriptions, photos of products), CEATEC JAPAN featured Sites, in-booth event information, contact information.

\*Based on the application, the Management Office fills in the basic information such as the website and exhibition area of the exhibitor. Contact the Management Office if you want to modify the information.

## ② Inputting texts for press releases

## ③ Uploading applications

## ④ Downloading materials

## ■How to Access the dedicated Exhibitor Site

The Management Office issues a unique ID and password to each exhibitor. Click the banner on the Official Website and enter the ID and password to log-in the dedicated Exhibitor Site.

## ■CEATEC JAPAN Official Website

CEATEC JAPAN Official Website provides users and media both in Japan and overseas with various information, including exhibition information from exhibitors and the Management Office, news and reports from the News Center, and industry information from host organizations and media partners.



&lt;Sample&gt;

## ■Official Accounts on Facebook and Twitter

CEATEC JAPAN has its official accounts on Facebook and Twitter.

In CEATEC JAPAN 2016, the information conveyed through these two forms of media are highly appreciated by many users. Specifically, information on the exhibition and events is continuously updated until the opening day, and ongoing events at the venue are reported in real time during the exhibition.



CEATEC JAPAN official account on Twitter  
<https://twitter.com/#!/ceatec>



CEATEC JAPAN official page on Facebook  
<http://www.facebook.com/CEATEC.JAPAN>

## 2. Link to CEATEC JAPAN Featured Sites of Exhibitors

If an exhibitor creates a website featuring CEATEC JAPAN 2016, the CEATEC JAPAN Official Website will put a link to the site.

The combination of this link service and Dedicated Exhibitor Site will greatly help publicize information effectively.

Note that this link service is limited to a website featuring CEATEC JAPAN 2016.

## ■How to register

Log in to the dedicated exhibitor site and register your special website in the **Application for Links to CEATEC JAPAN Featured Site on the CEATEC JAPAN Official Website <No.16>** in the online application system.

\*See P.023 for details of the dedicated exhibitor site.

## ■Display of Link

Top page of the CEATEC JAPAN official website, links page for special websites, and the information page for each exhibitor

\*If too many exhibitors apply for this link service, the links on the front page will be displayed in random order.



Image of the front page



## ■Posting Period

The information will appear soon after the exhibitor enters the information until the closing day of the CEATEC JAPAN 2016 official website.



## 3. Logo Marks and Web Banners

Logo marks and web banners of CEATEC JAPAN are available. Exhibitors can use them for their promotional materials related to CEATEC JAPAN, including brochures, advertising materials, websites, booth decoration, presentation materials, and videos.

## ■ How to Obtain

Please download the PDF files or AI data from the dedicated exhibitor site.

Color (DIC435 CMYK90% + M80% + Y20% + K60%)

Color Guideline		please follow the color guideline, when you use CEATEC Logo in your advertisement or other print materials.	
Color ink specification	DIC 435	CMYK	C90% + M80% + Y20% + K60%
<b>■ Official logo of the exhibition</b>			
- Pattern A  			
- Pattern B  			
- Pattern C  			
<b>■ Official name of the exhibition</b>			
シーテックジャパン 2016		CEATEC JAPAN 2016	
			
<b>■ 2016 Exhibition Theme</b>			
つながる社会、共創する未来		Connecting Society, Creating the Future	
			
<b>■ Official Website</b>			
<b><a href="http://www.ceatec.com">www.ceatec.com</a></b>			

## 4. Official Invitations and Envelopes

## ■ Invitations (free of charge up to the prescribed number)

Invitations in Japanese and English are available free of charge in accordance with the number of booth spaces you have (see below). Please specify your preferred quantity in accordance with your booth space.

Number of booth spaces	Maximum number of free
1 to 3	1,000
4 to 8	2,500
9 to 12	4,000
15 to 20	6,000
Every 5 booth spaces after 20	+1,200

Exhibitors are required to apply for invitation tickets even though they are free of charge.

Exhibitors with 2 booth spaces can apply for free invitations up to 1,000.  
Exhibitors can freely decide the ratio of language used:  
for example 800 Japanese versions + 200 English versions.



## &lt;DM invitation ticket&gt;

20-page booklet (210 mm x 105 mm; being designed)

Front cover: Invitation ticket

Back cover: Questionnaire for registration

If you want more, additional invitations are available for ¥300 each (excluding tax).

\* All visitors must register for entrance. Please inform invitation receivers about this requirement.

**The invitation ticket format is DM type invitation, in which a leaflet and an invitation card are combined. Please use this to attract more visitors.**

## ■ Envelopes (available for a charge)

Envelopes for sending invitations are available for ¥20 each (excluding tax).

## ① Specifications

Material: Oriented polypropylene (OPP)

Size: 120mm (H) x 235mm (W)  
with a 30mm flap

Front: Matted white + black ink

Rear: Transparent with no color

## ② Caution

OPP film is not suitable for direct printing. Please use address labels.  
You can use markers and stamps on the matted white surface, but it will take longer for the ink to dry.



Envelope

## ■ How to apply

**You must apply even for free invitations.**

Fill in “**Application for Invitations and Envelopes**” <No.2>\* and submit it to the Japan Electronics Show Association by **Wednesday, August 3**. Although applications will be accepted after the deadline, delivery will be delayed.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

## ■ Delivery

Delivery of invitations and envelopes will start on **Wednesday, August 17**.

## 5. Customer Invitation Ticket

If you register the information of your guests, we will issue customer invitation tickets with each guest's name on, which allow them to enter the premises. The customer invitation tickets offer several privileges which your valuable customers will appreciate. The tickets are an effective B-to-B tool to impress your important or potential customers, please use them for your important customers.

### ■ Valid period

Tuesday, October 4 to Friday, October 7 (Four days)

### ■ Exclusive services for holders of customer invitation tickets (free of charge)

① The Business Area in the Customer Lounge is available.

\*Food and drink.

\*Internet access (public wireless LAN is planned)

\*Exhibitors can use this area for meetings with ticket holders.

\*The location is shown on the ticket.

② Right to attend any conferences held at CEATEC JAPAN 2016 (except for some sessions)

Some services may not be available due to capacity.

### ■ Registration

Download the Excel file **<No.34>** from the dedicated Exhibitor Site, enter the necessary information, and submit it to the Japan Electronics Show Association by **Friday, September 9. It will take about one week to issue tickets because of printing and registration.** Delivery of tickets will be delayed if registration is after Friday, September 9.

The information provided by exhibitors will not be used for any purpose except for issuing customer invitation tickets.

### ■ Number of tickets (free of charge)

50 tickets Max for each exhibitor

### ■ Process

① Exhibitors register the information of customers they wish to invite (deadline: September 9).

\*Download the Excel file from the dedicated Exhibitor Site, enter the necessary information, and submit it to the Management Office.



② The Management Office sends personalized customer invitation tickets to the exhibitors.



③ Exhibitors (or their sales staff, etc.) distribute the tickets to customers.



④ Your target customers visit CEATEC JAPAN 2016.

### ■ Delivery

CEATEC JAPAN will deliver the tickets to exhibitors from early September. It will take about one week to print and register tickets before issuance. Please allow for this time when deciding when to send tickets to customers.

## 6. CEATEC AWARD 2016

CEATEC AWARD recognizes excellent technologies, products, and services from among a large number of exhibits at CEATEC JAPAN 2016. Based on academic, technological, promising, and marketable criteria, the CEATEC AWARD 2016 Review Panel will review entry exhibits and confer the award on innovative and sophisticated ones.



Exhibitors who wish to apply for this award must download the **Application for CEATEC AWARD 2016 <No.26>**, fill in the necessary information, and submit it by **5:00 p.m. Thursday, September 1**, to the CEATEC AWARD 2016 Management Office at ILCC.

■ **Category** \*Ministry Awards are listed in order of establishment of respective ministries.

**(1) Minister of Internal Affairs and Communications (MIC) Award: 1 item (pending)**

Among exhibits that are shown at CEATEC JAPAN 2016 and submitted for the CEATEC JAPAN AWARD 2016, the CEATEC AWARD MIC Award will be presented to a networking product, technology, system, service, or a supporting element technology, part, or device. The winner is expected to contribute to fundamental information and communication network technologies for various IoT services or advanced systems.

**(2) Minister of Economy, Trade and Industry (METI) Award: 1 item (pending)**

Among exhibits that are shown at CEATEC JAPAN 2016 and submitted for the CEATEC JAPAN AWARD 2016, the CEATEC AWARD METI Award will be presented to an innovative and marketable IT and electronics product, system, service, or a supporting element technology, part, or device. The winner is expected to help create new values, innovate lifestyles, manufacturing, and businesses, and to help solve problems in life and society.

**(3) Category Awards**

Among exhibits that are shown at CEATEC JAPAN 2016 and submitted for the CEATEC JAPAN AWARD 2016, Grand Prix (1 item) and Semi-Grand Prix (1 to 2 items) will be selected and awarded in the following categories.

① Life and Home Innovation Category

Applicable exhibits: Innovative products, services, contents, or their technology and concept that connect things and information and contribute to the creation of a rich and comfortable life and home, in terms of individual lifestyles such as entertainment, health care, energy management, and home

② Town Life and Society Innovation Category

Applicable exhibits: Innovative products, services, systems, or their technology and concept that use networks for managing mobility, logistics, commerce, public systems, energy, and town environment, or creating new business styles, solving problems, and creating a safe, comfortable, optimized, advanced town and society

③ Technology and Software Innovation Category

Applicable exhibits: Advanced element technologies, parts, device products, materials, software, and technology development concept that achieve CPS/IoT and help the development of new products and technologies and the innovation of various industries

④ Green Innovation Category

Applicable exhibits: IT and electronics devices, software programs, solutions, and concepts that help to achieve CPS/IoT, reduce environmental burden and conserve energy through reducing CO<sub>2</sub> emissions and power consumption

**(4) Review Panel's Special Award**

The Review Panel's Special Award will be presented upon the recommendations of the Panel.

## ■Announcement and Award Ceremony

### (1) MIC Award and METI Award Announcement and Award Ceremony

Date: **(Tue.) 4th October, 10:10~**

Venue: Open stage in the exhibition site of CEATEC JAPAN 2016 (planned)

### (2) Category Awards

- ①Announcement of category award exhibits that passed the primary review

Date: **(Mon.) 3rd October**

Venue: CEATEC JAPAN 2016 press conference  
(Makuhari Messe)

Method: Outline of the category award exhibits that passed the primary review is announced and a list of the applicants is distributed to the press.

- ②Announcement of the Grand Prix and Semi-Grand Prix for each category and the Review Panel's Special Award

Date: **(Wed.) 5th October**

Method: Press release, CEATEC JAPAN official website, posted at the entrance to the venue

- ③Award ceremony for the Grand Prix and Semi-Grand Prix for each category and the Review Panel's Special Award

Date: **(Thu.) 6th October**

Venue: In the exhibition site of CEATEC JAPAN 2016



## ■Advantages of entering

### (1) Greater exposure in the media

- The list of applicants is distributed to the press to encourage their reporting.
- The award results are widely publicized.
- Follow-up reporting during the exhibition is expected.

### (2) Attracting visitors

- The results are posted on the Website.
- The results are posted at the Central Entrance.
- The Award Plates are displayed in the booth (the plates are presented by the Review Panel).

### (3) Advertising overseas

Award winners will be introduced at the CEATEC booth in AEES 2016 and CES 2017, and at various press conferences held by CEATEC. (Details will be announced separately.)

### (4) Sales and advertising

CEATEC logos may be used in the sales and promotion tools, and advertisements of award winning products.





## ■Reviewers and Schedule

### (1) CEATEC AWARD 2016 Review Panel (Expected members)

- ① Academic experts (Listed in random order)
  - The Institute of Electronics, Information and Communication Engineers
  - Japan Society of Applied Physics
  - The Institute of Image Information and Television Engineers
  - Information Processing Society of Japan
  - Institute of Electrical Engineers of Japan
- ② Mass media  
(Listed in random order)
  - Japan Broadcasting Corporation
  - Nikkei Inc.
  - Nikkei Business Publications, Inc.
  - ITmedia, Inc.
- ③ Minister Award review observer  
(Listed by date established.)
  - Ministry of Internal Affairs and Communications, Japan
  - Ministry of Economy, Trade and Industry, Japan



### (2) Minister Award review / Category awards primary review: (Tue.) 20th September

Application forms will be sent to each member of the panel. After reviewing the documents, a Minister Award review meeting and primary review meeting will be held to select MIC Award, METI Award and exhibits to be considered for a category award at the venue.

\*Review Panel members may contact the person in charge of the exhibit during the review period to confirm the detailed content of the said exhibit.

- ① Considerations when reviewing the MIC Award
  - Products, systems, services, technologies that provide new added value and a better communication environment, and contribute to the production of a smart life, homes, towns, and society
  - Technology and new services, such as big data and artificial intelligence, which use networks and help to transform society and industry
  - Network technology, products, systems, and services that are used for building homes, towns, and societies that are less susceptible to natural disasters
- ② Considerations when reviewing the METI Award
  - Products, services and contents, and their supporting technologies that create new values in life, homes, towns, society, and business and enhance CPS/IoT society
  - Innovative products and their supporting technologies that help to solve issues in life and society, as well as to optimize and advance life and society, in the fields of mobility, medical care, health care, disaster prevention, safety, and infrastructure
  - Products and their supporting technologies that influence global markets, such as new manufacturing, and creating new services across industries
- ③ Evaluation points: Exhibits will be marked on novelty, marketability, environment and safety. CEATEC AWARDS 2016

### (3) Reviewing exhibits for a category award at the venue: (Tue.) 4th October

At the Makuhari Messe CEATEC JAPAN 2016 venue

The time schedule for the review of selected products at the venue will be notified later.

### (4) Category Award Grand Prix, Semi-Grand Prix final review: (Tue.) 4th October

After the venue review, the Category Award Grand Prix, Semi-Grand Prix, and the Review Panel's Special Award will be selected by the Review Panel.

---

**■Application**

**(1) Applications must be received no later than 5:00 p.m. JST on September 1 (Thu.).**

**(2) Application method**

- Please submit the application form to the Management Office by post or e-mail after filling in requirements per product and project, and attaching documents showing images, photos, and technically detailed information on the entry exhibit which give the most definite image possible of the exhibit. The maximum size of the document is 10 A4 pages.
- There are no limits on the number of applications.
- Applicants must be exhibitors at CEATEC JAPAN 2016.

**(3) Send to**

CEATEC AWARD Management Office at PCO Works (Person in charge: Sugawara)

E-mail: [award2016@ceatec.com](mailto:award2016@ceatec.com)

Kanda Urban Building 2F, 2-4-2 Kanda Tsukasamachi, Chiyoda-ku, Tokyo 101-0048

Tel: +81-3-6869-0883

Fax: +81-3-3291-3635

**(4) Notes**

- The category award exhibits that pass the primary review will be announced at the press conference on October 3 (Mon.). The outline described in the application form and the attached images or photos will be distributed. If you do not want this, please clearly state so on the application form; in which case only your company name will be announced.
- Entry exhibits must not infringe other patents or be in dispute.
- The application will be rejected if malicious intention or misstatements are found.
- The information contained in your application will be handled with great care.

## 7. US Media Panel Innovation Award

An independent advisory panel of US journalists in the fields of IT and home electronics review and commend significant products, technologies, and services at CEATEC JAPAN 2016, based on their innovativeness and potential influence on the US market. The announcement of winners and the award ceremony will be held during CEATEC JAPAN 2016, and the ceremony will be broadcast worldwide.

Exhibitors who wish to apply for this award must download the **Application for US Media Panel Innovation Award <No.39>\***, fill in the necessary information, and submit it by **Friday, September 16**, to the Japan Electronics Show Association (in English or Japanese).

\*Download the application from the official website (www.ceatec.com) or use the online application system.

## ■ Entry Prerequisites

Products, technologies, and services that will be exhibited at CEATEC JAPAN 2016 and meet the criteria of the US Media Panel Innovation Award. Multiple entries are possible.

## ■ Applicable Field (tentative)

Home, Electronic Components, Digital Imaging, Software, Computing and Networking, Mobile Technology, Transportation, Health and Household, Smart Community Industrial Design

## ■ Review

The inspection and evaluation of items will be conducted on October 3, the day before the start of the show (only at accessible booths) and on October 4, the first day of the show. Of the items evaluated, the most influential and innovative product, technology, or service will receive the award.

## ■ Criteria

- Influential products that may have a major impact on or are relevant to the US market
- Unique and innovative products that answer growing needs
- Products offering user-friendly, simplified operation
- Uniquely designed or particularly attractive products
- Products with technologies that improve energy efficiency or use alternative energy sources

## ■ Media Coverage

The prior notice and images of the ceremony will be announced worldwide by Business Wire (in English, Chinese, and Japanese). Details of the awards will also be available through the media to which each judge belongs. The Management Office will also encourage prominent media organizations to report on the awarded products.





## 8. Open Stage

There is an open stage in the exhibition site of CEATEC JAPAN 2016. Although all exhibitors can present their exhibits, the presentation theme must be related to one of the 13 categories below.

To order this service, please fill in **the Application for Using the Open Stage <No. 20>\*** and submit it to the Japan Electronics Show Association by **Friday, July 22**. Applications are accepted from **10:00 a.m. on Tuesday, July 14** (first come, first served).

\* After adjusting the applications, we will let you know the final time slot for your presentation.

\* Download the application from the official website (www.ceatec.com) or use the online application system.

### ■Details

Please inform us of the category, desired time slot, and content of your presentation. After adjusting all applications, we will let you know the final time slot for your presentation. (Note that your preferred time may not be possible.)

1. Presentation theme: Must be related to one of the 13 categories below.

Public Infrastructure & Constriction, Mobility, Government, Agriculture, Energy, Manufacturing & Production, Industrial Safety, Distribution & Logistics, Tourism, Financial, Smart Houses, Medical & Healthcare, Academic Services

2. Available time slots: 10:40 to 16:55 on October 4-7 (15 minutes for each slot)

Code number				
	October 4	October 5	October 6	October 7
10:40-55		5-A		7-A
11:00-15		5-B		
11:20-35		5-C		
11:40-55		5-D		
12:00-15				
12:20-35				
12:40-55	4-G	5-G		7-G
13:00-15		5-H	6-H	
13:20-35				
13:40-55				
14:00-15				
14:20-35		5-L	6-L	
14:40-55				7-M
15:00-15			6-N	7-N
15:20-35			6-O	7-O
15:40-55			6-P	7-P
16:00-15			6-Q	
16:20-35			6-R	7-R
16:40-55				7-S

3. Location: Exhibition area of CEATEC JAPAN 2016 (theater type, 200 seats)

4. Fee: Free of charge

\* The exhibitor can designate up to two consecutive or separate time slots.

5. Equipment

Speaker's podium, microphone, PA equipment, projector and screen

\* Presenters should keep to their allotted time; presentations are exhibitors' own responsibility.

\* Bring your own PC, if necessary. PCs can be rented for a fee.



## 9. Registration for Booth Events

If you are planning to hold your own events at your booth, please let us know. The Management Office will announce these events on the official website. The registered data will also be publicized together with the official events at press briefings and other opportunities.

### ■How to register

Log in to the dedicated exhibitor site and register your booth events in the exhibitor information.

\* See P.023 for details of the dedicated exhibitor site.

### ■Posting place

Booth events pages and the information page of each exhibitor on the CEATEC JAPAN official website

### ■Deadline

N/A: If you register by September 16 (Fri), we will announce these booth events at the press briefing on October 3 (Mon).

## 10.Hospitality for Overseas Visitors

CEATEC JAPAN has adopted various international strategies to announce the latest findings, trends, and activities worldwide, and in 2015 we received over 2,000 visitors from overseas. The Management Office has been actively forging close relations with overseas media and embassies in Japan, so we expect to have many overseas visitors again this year. We ask all exhibitors to assist in creating a good environment for international visitors.

## ■ Requests to exhibitors

① Post Exhibitor information in English on the CEATEC JAPAN Official Website

② Provide and distribute English-language press releases

③ Make English-language materials available

④ Assign staff that can communicate with overseas visitors

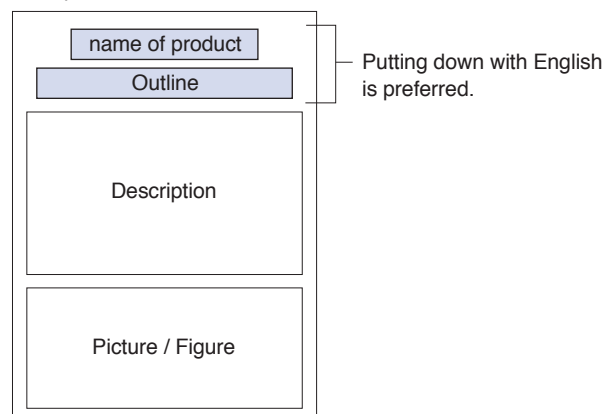
\*When translators are assigned at booth, please make the staff to wear badge or arm band to be found easily by overseas visitors.

⑤ Use different languages and international symbols in notices and panels at exhibition booths

More visitors from overseas probably understand English rather than Japanese. So we recommend that the name and outline of exhibits is described in English as well as Japanese. In addition, a lot of visitors will come from Asian countries and regions. Therefore, multilingual signage or print material would be effective and appreciated.



example of materials



## ■ Friendliness to overseas visitors registration

CEATEC JAPAN provides overseas visitors with information on booths that have arranged English language materials and interpreters. If you will be providing such services for overseas visitors, log in to the dedicated exhibitor site and register your hospitality for overseas visitors in the **Registration of Overseas Visitors Correspondence <No.6>** in the online application system.

\* See P.023 for details of the dedicated exhibitor site.

We will introduce your information together with your booth data on our official website and e-zines for overseas.

## 11.Information of After CEATEC in Shanghai

We will run the CEATEC JAPAN booth at the Asia Electronics Exhibition in Shanghai 2016 (AEES 2016), which is an Asian partner exhibition of CEATEC JAPAN.

Exhibitors of CEATEC JAPAN 2016 can distribute catalogs or give a seminar.

To apply for this plan, please fill in **the Application for After CEATEC in Shanghai <No. 41>\*** and submit it to the Japan Electronics Show Association by **Friday, September 16**.

\* Download the application from the official website (www.ceatec.com) or use the online application system.

**Asia Electronics Exhibition in Shanghai 2016 (AEES 2016)**  
**Co-held with: China Electronics Fair/IC China**

- Date: November 8-10, 2016
- Venue: Building N2 at the Shanghai New International Expo Centre (Co-held exhibitions at Buildings 1 to 5)
- Organizers: China Electronic Appliance Corporation (CEAC)  
Hong Kong Trade Development Council (HKTDC)  
Japan Electronics and Information Technology Industries Association (JEITA)  
Korea Electronics Association (KEA)  
Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)
- Estimated scale: 1,300 exhibitors (including co-held exhibitions) and 50,000 visitors

### ■ Permitted demonstrations at AEES 2016

- (1) Distributing catalogs at the booth \* Send us your catalogs. We will distribute them on your behalf.
- (2) Holding a presentation at the seminar space

### ■ Fee

Catalog: ¥54,000 for each company (including tax), up to two kinds of catalog, up to 250 copies for each catalog  
Seminar: ¥54,000 for each company (including tax)  
Catalog and seminar: ¥86,400 (including tax)

\* Seminar equipment: Speaker's podium, microphone, PA equipment, projector and screen

\* Bring your own PC, if necessary. PCs can be rented for a fee.

### ■ Related expenses

The following expenses are to be borne by participants:

- Expenses for shipping catalogs (to the designated address in Shanghai)
- Expenses for preparing materials and travel expenses of speakers and other personnel for the seminar

\* Details will be notified after applying.

### ■ Others

Catalogs of participants will also be introduced at the AEES press conference together with the CEATEC AWARD winner products.

## 1. CEATEC JAPAN News Center

CEATEC JAPAN has a News Center with its own planning, reporting, and editing teams. The News Center distributes various news, primarily about the exhibits, to prospective visitors, industry people, the press, and the public. At the request of exhibitors, the News Center will assist their public relations activities by reporting on their key products, technologies, or services and distributing information about them, or encouraging the mass media to cover them.

### Information Distributed by the News Center

Reports compiled at the News Center are posted on the CEATEC JAPAN Official Website as CEATEC NEWS, an exclusive news media of CEATEC JAPAN. Those that are edited into press releases are distributed to the mass media worldwide via the Press Release Distribution Service.

In addition, reports are distributed via CEATEC JAPAN E-mail News to prospective visitors and industry people. The Center will also encourage electronic and print media both in Japan and overseas to cover the news.

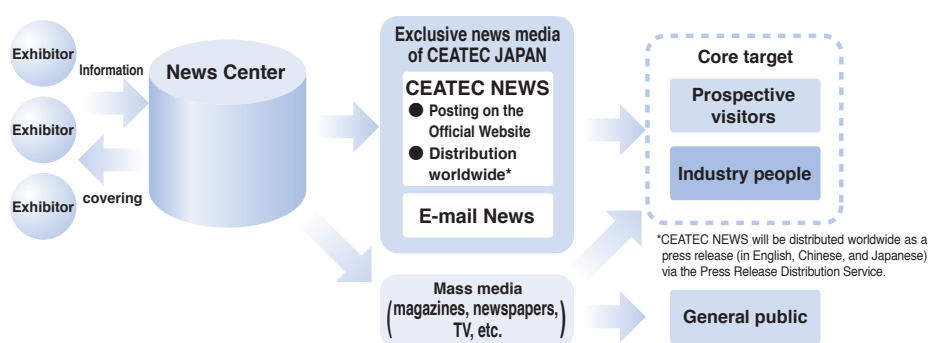


Image of CEATEC NEWS on the Website

### Reporting and Planning by the News Center

Professional writers will meet with and interview exhibitors, and then write articles.

At the exhibitor's request, they will make suggestions on appropriate styles to attract potential customers and prospective visitors, as well as on the selection of themes to attract the mass media.

### How to Use the News Center

Early exposure to the media is the most effective means to increase the number of visitors to the booth. The News Center has excellent links with various mass media including TV stations. The earlier exhibitors provide information, the more opportunities the News Center will have to convey it to various media.

**Please contact the News Center soon to seize the opportunity to increase your exposure in the media.**

### Contact

Please fill in the **Application for News Center Information Distribution <No.17>\*** and submit it to the Japan Electronics Show Association. The Center also accepts information via e-mail.

E-mail address: [2016newscenter@mls.ceatec.com](mailto:2016newscenter@mls.ceatec.com)

In the e-mail, please specify the exhibitor, products or technologies to be promoted (with a brief description), and the person in charge.

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

**The News Center is available free of charge. Please feel free to contact the Center.**

## 2. Press Release Distribution Support Service

CEATEC JAPAN supports media exposure through the following methods.

### ■ Press release posting on the CEATEC JAPAN Official Website

Exhibitors' press releases can be posted on the CEATEC JAPAN Official Website by inputting into the CEATEC JAPAN 2016 Exclusive Exhibitor Site.

### ■ Press release to be distributed at the CEATEC JAPAN 2016 press briefing (October 3)

A press conference will be held on October 3 (Mon.). In addition to an outline of the exhibition and keynote speeches, exhibitors' press releases will be announced at the press briefing.

Please submit your press releases in advance so that these can be distributed at the press conference.

Distributing press releases will give exhibitors the opportunity to get their information into the newspapers and also entice the press to their booths. We would appreciate exhibitors' cooperation.

#### ① Format:

No particular format; the content should be ready to hand out to the mass media.

Press releases should include

- Exhibiting company's name
- Exhibition area
- Booth number
- Contact Information for inquiries

#### ② Number of copies (as a guide)

- Japanese: 250 copies
- English: 50 copies

#### ③ Submission deadline

Submit press releases to Inoue Public Relations, Inc. by Tuesday, September 27.

### ■ Press release posting at the CEATEC JAPAN Press Center

At the Press Center, the Management Office offers various services and distributes news to the media. The press release and press kit of your main exhibits (products and technologies) will also be distributed.

#### ① Format:

No particular format requirements. Exhibitors can use their own press releases and press kits. Promotional videos and CD-ROMs and other giveaways in addition to press releases can also be placed.

#### ② Number of Copies to submit

- Japanese: 100 copies
- English: 20 copies

#### ③ Content

Press releases should include

- Exhibiting company's name
- Exhibition area
- Booth number
- Contact Information for inquiries

#### ④ Submission Deadline and Address

Submit press releases to Inoue Public Relations, Inc. by Tuesday, September 27.

Press releases and press kits can be brought directly to the Press Center from October 3 (Monday) onwards.

Inoue Public Relations, Inc. Persons in charge: Yoshida  
2F, Shinjुकugyoenmae Annex, 4-34 Yotsuya, Shinjuku-ku, Tokyo 160-0004  
Tel: +81-3-5269-2301 Fax: +81-3-5269-2305 E-mail: ceaec@inoue-pr.com

### 3. Press Briefing Room

Press briefing rooms will be set up in the International Conference Hall for exhibitors to use for product announcements and press conferences from the day before the opening day to the final day of the exhibition. The product announcements and press conferences will draw attention to your products and thus make your exhibition more effective.

Exhibitors who wish to use the press briefing rooms are requested to submit the **Application for Press Briefing Room <No.42>\*** to the Japan Electronics Show Association (JESA) by **Friday, September 16.**

**Applications will be accepted from 10:00 a.m. on Thursday, July 14.** Reservation times will be allocated on a first-come-first-served basis.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

#### ■ Open

Monday, October 3, 10:00 a.m. – 12:30 p.m. \*There is no time slot on and after 1:00 p.m. on October 3.

Tuesday, October 4 – Friday, October 7 10:00 a.m. – 4:30 p.m.

#### ■ Location

1. On-site special Press Center at the International Conference Hall, 2nd Floor  
(capacity: 50 people, chairs with desks are provided)
2. Room No. 201 at the International Conference Hall, 2nd Floor \*Only on Tuesday, October 3.  
(capacity: 120 people, tables and chairs are provided)

#### ■ Fee

Free of charge

#### ■ Equipment

Speaker's podium, microphone, PA equipment, projector and screen

\*If a PC is necessary, please bring your own. PCs can be rented (for a fee) if necessary.

#### ■ Reservations

**Applications will be accepted from 10:00 a.m. on Thursday, July 14.** Reservation times will be allocated on a first-come-first-served basis.

#### ■ Timetable (code)

		10:00~10:30	11:00~11:30	12:00~12:30	13:00~13:30	14:00~14:30	15:00~15:30	16:00~16:30
October 3 (Monday) *The day before the exhibition	On-site special Press Center (capacity: 50 people)	P-01	P-02	P-03				
	Room No. 201 (capacity: 120 people)	C-01	C-02	C-03				
October 4 (Tuesday)	On-site special Press Center (capacity: 50 people)	P-04	P-05	P-06	P-07	P-08	P-09	P-10
October 5 (Wednesday)	On-site special Press Center (capacity: 50 people)	P-11	P-12	P-13	P-14	P-15	P-16	P-17
October 6 (Thursday)	On-site special Press Center (capacity: 50 people)	P-18	P-19	P-20	P-21	P-22	P-23	P-24
October 7 (Friday)	On-site special Press Center (capacity: 50 people)	P-25	P-26	P-27	P-28	P-29	P-30	P-31

#### ■ Correspondence with the press and media

The timetable of the press briefing rooms will be informed to registered press members and be posted in the on-site special Press Center during the exhibition period. However, exhibitors are requested to send invitations to the press and media.

#### ■ To make announcements more effective

Please use our free support service efficiently to make your product announcements and press conferences at the press briefing room more effective. This service will distribute various information from the News Center, post product and release information on the official website, and distribute such information through the Press release distribution service and on-site Press Center.



## 4. Media Convention

CEATEC JAPAN will pre-open for the press at 2:00 p.m. on the day before the opening day.

Media reporters will visit your exhibition booth to cover your products and services. This is a good opportunity for you to increase the exposure in the media and make your exhibition more effective.

Exhibitors who wish to use this service must download the **Application for Media Convention <No.36>\***, fill in the necessary information, and submit it to the Japan Electronics Show Association (JESA) by **Friday, September 9**.

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

### ■Schedule

Monday, October 3, 2:00 p.m. – 5:00 p.m.

### ■Location

Your exhibition booth (if it is available)

### ■Fee

Free of charge

### ■Note

- 1.Exhibitors must have completed the booth set-up before the above starting time (October 3, 2:00 p.m.).  
Applicants can work after 10:00 p.m. on Sunday, October 2 without charge.
- 2.Media reporters will freely visit your booths, not guided.  
We will distribute the information on applicants to the press. However, this does not guarantee that press reporters will visit your booth.
- 3.During the pre-opening time, press conferences at your booths or meeting rooms or other attempts to keep the press around you are prohibited.
- 4.Do not leave materials and waste in aisles during the Media Convention (2:00 p.m. – 5:00 p.m.)

### ■Information to the press

We will announce this service in the press release on July 21.

The detailed information on booths which are ready for reporting will be introduced by Website from late September.

We await your application.

## 5. Press Conference at the Booth

Exhibitors who plan to hold a press conference at their own booth for new products or other purposes on October 4 (Tue.) are required to fill in the **Application for Press Conference at the Booth <No.13>\*** and submit it by **Friday, September 9**, to the Japan Electronics Show Association. If a release date is specified, the information will be kept confidential and not revealed to third parties until that date.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

### ■ Allowable Number of Press Conferences

One press conference per time slot (first come, first served)

### ■ Time and Date

	Application code
Time slot	October 4
10:00~10:45	A
11:00~11:45	B
12:00~12:45	C
13:00~13:45	D
14:00~14:45	E
15:00~15:45	F
16:00~16:45	G

### ■ Inviting the Press

- ① It is the responsibility of the exhibitor to inform the press of holding a press conference at the booth.
- ② In order to enter the venue, all press staff are required to wear a press badge issued by CEATEC JAPAN.  
The exhibitor should ask them to register on the CEATEC JAPAN Official Website in advance or at the Press Center on the day.

### ■ Support by Management Office

- ① After the release date, your information will be posted on the Official Website in late September, and press conferences at booths will be announced at the CEATEC JAPAN press briefing, which will be held in Makuhari Messe on Monday, October 3.
- ② We will make sure that information about press conferences at booths is available at the Press Center.

## 6. Global Media Monitoring Service

Exhibitors can access news analysis software free of charge for a week. This software package, Online Media Monitoring, is provided by Meltwater Group headquartered in San Francisco, USA. This service enables you to monitor in real time how your company's information appears in various online media both in Japan and overseas. This service will help you analyze the effectiveness of your public relations and collect relevant information.

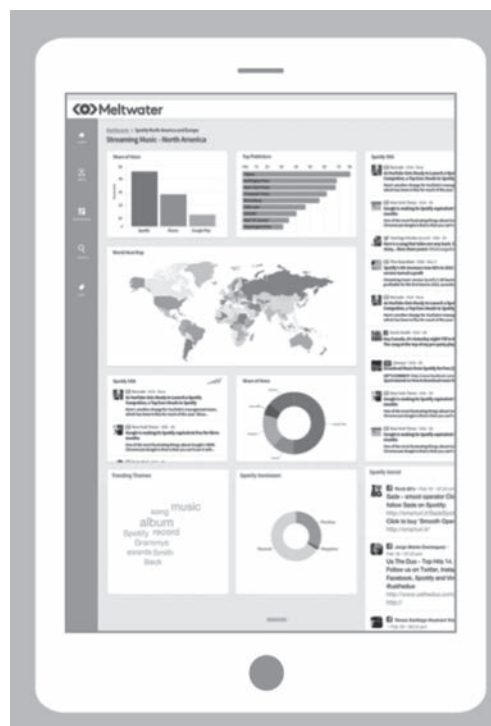
### ■Online Media Monitoring

This service monitors more than 230,000 online news media, Twitter, YouTube, Facebook, and blogs (including those overseas) and offers CEATEC JAPAN exhibitors real-time business information every day.

#### Advantages of trying Meltwater News Online Media Monitoring:

1. You can view news articles and social media postings in real time.
2. You can clip useful information before, during, and after CEATEC JAPAN 2016.
3. You can view overseas news in real time.

Although the services available during the free trial are limited to certain product modules due to technical restrictions and data-processing costs, Meltwater offers total support. The contents of services can be tailored to each exhibitor's needs, which can be confirmed on a demonstration screen. Please feel free to ask Meltwater for details of the free trial. Paid services offering more sophisticated functions are also available.



### ■How to apply

1. Please inform Meltwater of your company name and person in charge.  
Email: CEATEC@meltwater.com
2. Meltwater will contact the person with further details.
3. Meltwater will help you to choose keywords and other settings and provide full support during the trial period.

#### Contact

Telephone: 03-6415-3911 (person in charge: Ishigaki)

Email: CEATEC@meltwater.com

## Meltwater's new service platform will help you become media-intelligent

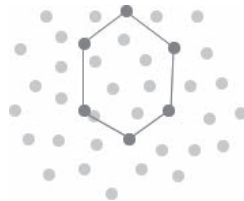
### LISTEN

Cutting through the noise, the service will scan billions of editorial, blog, and social media conversations and extract information relevant to your company.



### UNDERSTAND

The service delivers the latest information by gaining strategic insights on the performance, trends, and patterns in markets.



### ENGAGE

The service enables you to make contact with key influencers across the boundaries of online mass media and social media.



### BENCHMARK

The service measures the performance of your company against competitors by comparing brands.



**The service will help you find the meaning in billions of editorial, blog, and social media conversations to understand what is important.**

### Meltwater monitors all editorial, blog, and social media.

You can gain access to conversations in 205 countries, and over 50 languages.



- News from 30 billion articles, growing at a rate of one billion per month
- Social activity from Twitter, Facebook, and YouTube
- Blog articles and comments from over 30 million blogs
- Premium content that supplies data from Lexis Nexis, TVEyes broadcasts, NLA eClips, Post Media, and other premium channels (e.g. AP, Tribune)
- RSS access to view your editorial subscriptions and other custom feeds

### Meltwater builds powerful searches to find what is important.

You can find all relevant conversations using search tools that examine real-time and historical content.

- Define topical keyword searches within a simple drag-and-drop interface.
- Apply advanced search logic using complex Boolean queries.
- Use content filters to focus on the data from specific geographies, sources, languages, and publications with reach metrics within a defined range.
- Refine your searches using trending keyword suggestions identified by Meltwater's sophisticated natural language processing algorithms.
- Build smarter media lists based on an influencer's editorial interests and style – not just beat or publication.



### The service enables you to track the story through media monitoring anytime, anywhere.

You can keep on top of the dialog in real time from your desktop, mobile device, or email.

- Enjoy everything at a glance within the redesigned web interface that can be accessed in 13 different languages.
- Review, curate, and share content when you are on the move using the new mobile app, built for iOS and Android devices.
- Schedule reports to be mailed to your inbox and those of your key stakeholders.

## 1. Opening Reception

The Opening Reception will be held in Tokyo on the day before the opening. This will be a good opportunity for effective communications between the representatives of exhibiting companies and industries, and the press. Please register attendees in advance.

### ■ Time

Monday, October 3, 6:30 p.m. – 8:00 p.m.

### ■ Location

Aoi function room

Place Hotel Tokyo

1-1-1 Marunouchi, Chiyoda-ku, Tokyo

### ■ Guest Registration

Details of how to register your guests will be announced later.

## 2. VIP Registration

Following VIP services are available for executives (directors and above) from exhibiting companies who visit the site by car. Please fill in VIP Registration or fill in the data in an designated excel format **<No.49>** and submit it to Japan Electronics Show Association by **Friday, September 23**. The excel format can be downloaded at Download Corner on the Exclusive Exhibitor Site.

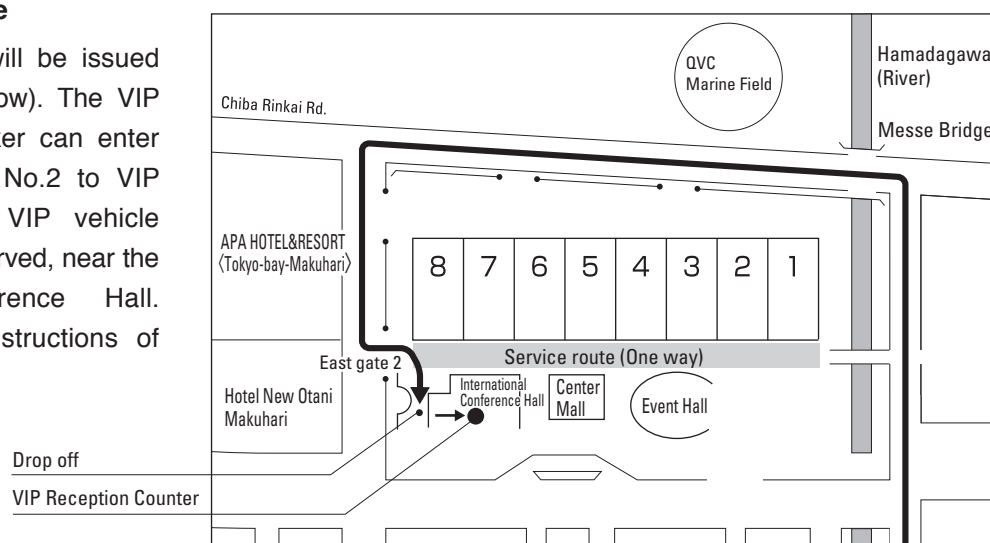
### ■ Vehicle sticker

VIP vehicle sticker will be distributed around **Monday, September 26**.

\*This sticker is valid only for VIP visit, not allowed to use any other purpose, such as commuting between your office and Makuhari Messe.

### ■ VIP car escort service

VIP Vehicle sticker will be issued (valid through the show). The VIP vehicle with the sticker can enter from the East Gate No.2 to VIP Reception Counter. VIP vehicle parking lot will be reserved, near the International Conference Hall. Please follow the instructions of show staff.



### ■ VIP Reception Counter

The VIP Reception Counter will be set up on the first floor of the International Conference Hall to welcome and provide services to special VIP guests. When a registered VIP visits the site, please be sure to check in at the VIP reception desk located on the first floor of the International Conference Hall.

### ■ VIP Room

VIP Room will be set up in the International Conference Hall. Exhibitors who wish to use the room, are required to submit **Application for VIP Room <No.50>\*** to Japan Electronics Show Association by **Friday, September 23**. Applications are acceptable even after the deadline if there is a vacancy.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

### ■ Room charge

¥5,400 per hour per room (drink service and tax included).

### ■ Hours

From 1 to 2 hours at a time, between 9:00 a.m. and 5:00 p.m. from Tuesday, October 4 to Friday, October 7.

### ■ Facilities (the room charge includes the following)

Reception set, dining table (in 3 rooms only), exhibition information

1 soft drink for each guest (coffee, tea, orange juice, cola, oolong tea and beer (small bottles))

\*Meal services (Shokado Bento box lunch) are available for an additional fee of ¥3,240 (tax included) per box lunch.



## 1. Visitor Data Delivery Service (Barcode System)

CEATEC JAPAN uses an entrance registration system for visitors with their prior consent.

All visitors are required to carry an entry pass with a barcode. So exhibitors can gather data about visitors by reading the barcode, and then receive visitors' business card information and survey data later. This digitized data can be obtained by downloading or via a sales management system.

We offer a service package consisting of one barcode reader and its basic system free of charge if you order this service in advance (some of the data acquisition methods will be charged separately). Please use this service and make your sales activities more effective.

Although this service is free, an application is required. If you wish to order this service, please fill in the Application for **Visitors' Data Delivery Service <No.51>\*** and submit it to Neonet Inc. by **5 p.m. on Friday, September 23.**

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

### ■ Advantages of implementing the barcode system

During the exhibition	<ul style="list-style-type: none"> <li>● Easily record visitors</li> <li>● Acquire more detailed information in addition to business cards</li> <li>● Collect information from visitors carrying no business cards</li> <li>● Save time and cost of collecting business cards and entering the data</li> </ul>
After the exhibition	<ul style="list-style-type: none"> <li>● Use data as a business promotion tool for direct mail and email Deliver within one week after the exhibition</li> <li>● Use data to compile survey data and conduct marketing analysis</li> <li>● Share information across the company</li> </ul>

### ■ Service fees

Basic service		
	Delivery service (downloading)	Free
	Barcode reader (1 unit)	Free
	Data creation (Deliver within one week after the exhibition)	Free
Optional services (including tax)		
1	Additional barcode reader: 1 unit	¥16,200
2	Barcode seal for questionnaire (50 pieces on 1 sheet/ID)	¥1,080

**■ Date and item**

①Date: Within one week after the exhibition

②Item

Information on visitors' business cards (excluding URL) + Entrance Survey Data + Request code table<sup>Note 3</sup>

Note 3: The request code table will be provided free of charge.

By reading a specific barcode on the request code table, you can record additional information about a visitor, such as the purpose of visit and the name of the attendant.

③Delivery: Download from the website

**■ Note on the service****1. Digitization and characters**

①Characters for digitization are limited to those in the Japanese Industrial Standards (JIS) Classes 1 and 2. Therefore, Japanese and English characters are applicable, but Chinese, Hangul, Arabic characters, and other special characters cannot be converted into data.

②A piece of information comprises a visitor's name and at least one contact information.

Contact information includes visitor's address, telephone number, fax number, email address, and so on.

③Unreadable handwritten characters will be replaced with "■" in the data. (Cases (2) and (3) would be rare.)

\*Note that although we ask all visitors to register their authentic personal information, there are a few cases of falsification.

**2. Note on the use of acquired personal information and the barcode system****2-1 Handling of the barcode system and personal information acquired at the exhibition**

①You may not sell or transfer any personal information acquired at the exhibition.

②You may not use the acquired personal information outside your company unless you have obtained permission from the person.

③You must ask for the individual's permission when you acquire his/her personal information. If he/she refuses to provide his/her personal information to a third party, or if he/she refuses to be contacted by the third party, then you must stop using it immediately.

④You must take precautionary measures not to lose or leak personal information acquired at the exhibition.

⑤If you acquire faulty personal information by any means, you should delete it and not use it.

⑥Your handling of personal information should be compliant with the Personal Information Protection Act of 2005.

**2-2 Notes on use of the barcode system**

①The memory of a barcode reader depends on batteries. If a barcode reader is left for a long time without batteries, or if it is subjected to strong impact such as falling and dropping, then data stored in the memory may be lost. Please handle it with great care.

If your barcode reader indicates low voltage or no power, if it has been subjected to strong impact or if it may have been damaged by liquid, contact our staff immediately. We are not liable for your data loss from memory and other damage thereof due to the occurrence of a malfunction in your barcode reader.

②Once you have borrowed a barcode reader, you must maintain the equipment in good condition throughout the entire session of CEATEC JAPAN 2016. If you lose it, or if it is stolen, then you will be liable to compensate us for the equipment. We cannot retrieve lost data. So please make sure to keep your barcode reader secure.

**3. Payment**

①You will receive an invoice from Neonet Inc. after the delivery of visitors' data. (The invoice will be sent to the person in charge listed on the application form.)

②Please transfer your payment to the bank account indicated in the invoice. The payment is due on the last day of the following month.

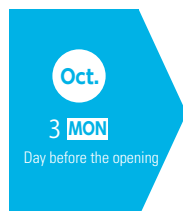
**■ Declaration on the handling of personal information**

Legislation to protect personal information was enacted in Japan in April 2005. CEATEC JAPAN endeavors to ensure that personal information, including that of visitors, is acquired and handled appropriately in compliance with the law. We also ask that exhibitors, whether using the barcode system or not, acquire and handle personal information about booth visitors in an appropriate manner. Exhibitors using the barcode system will be asked to sign a written declaration concerning the handling of personal information.

The barcode system will not be available to exhibitors who do not sign the declaration.

## 2. Business Link (Events for Promoting Business Exchanges)

With the keywords of “business opportunity creation,” “technology and information exchange,” “proposals for social issue solutions,” and “discovering companies and industrial activity,” the period between the day before the exhibition, October 3 (Monday) and October 7 (Friday) will be positioned as CEATEC Week, during which many events are planned to promote business exchange (Business Links) with executives from Japan and around the world, engineers, and persons involved in government etc.



- Press Conference & Media Convention



- CEATEC JAPAN Reception (Opening Eve Ceremony)



- Opening Reception / VIP Visitation
- Announcement & Award Ceremony of CEATEC AWARD Ministerial Awards

- Guest and Keynote Speeches
- IoT-related Sessions
- Open Innovation Event



- Announcement & Award Ceremony of CEATEC AWARD Category Awards
- Announcement & Award Ceremony of Innovation Awards “As Selected by US Journalists”



- IoT-related Sessions
- Engineer Sessions
- Engineers Interaction Event

## ■ Events (scheduled)

October 4 (Tue)	Executive communication
October 5 (Wed) to 7 (Fri)	Matching event linked with the IoT promotion consortium Cross-industrial business exchange event Business exchange event for young engineers

## ■ Measures to activate business exchange (scheduled)

Use of the hall map/website	Displays IoT applications or model visiting courses
Indication on the ticket	Indicates the attribute of the visitor

### 3. Business Lounges

Business lounges will be set up in exhibition halls for exhibitors to hold meetings at the exhibition. These lounges can also be used for meetings with guests or business negotiations.

#### ■ Outline

① **Available**

At 10:00 a.m. to 5:00 p.m. from Tuesday, October 4 to Friday, October 7

② **Location**

In the exhibition site, etc.

③ **Fees**

Free of charge (an exclusive lounge for exhibitors)

#### ■ How to use

The details of its usage and location will be announced in late September.



Image

## 4. New Technologies and Products Seminar / Exhibitor Seminar

Seminar rooms will be set up in the exhibition venue, which exhibitors can use to announce new technologies and products, or to provide a more detailed explanation that is not possible at the booth.

For new technology and product seminars, the Management Office will help the exhibitor to invite attendees and provide the press with relevant information.

To use a seminar room, please fill in the **Application for New Technology and Product Seminar / Exhibitor Seminar <No.21>\*** and submit it by **Friday, July 22**, to the Japan Electronics Show Association. Applications are accepted from **10:00 a.m. on Thursday, July 14 (first come, first served)**. Applications will be accepted after July 22 if there are vacant rooms. Please ask us about the availability.

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

### ■Schedule and Fee

- ①New Technology and Product Seminar: **free (up to 1 session)** \*For the first announcement only  
¥54,000 for the second and subsequent sessions (incl. tax)

\*These seminars will be announced to the press as “New technologies and products first disclosed at CEATEC JAPAN 2016.” Before applying, please make sure that the contents of your seminar match this description.

	October 4	October 5	October 6	October 7
11:00~12:00	NW-01	NW-05	NW-09	NW-13
12:30~13:30	NW-02	NW-06	NW-10	NW-14
14:00~15:00	NW-03	NW-07	NW-11	NW-15
15:30~16:30	NW-04	NW-08	NW-12	NW-16

- ②Exhibitor Seminar: ¥54,000 per session (incl. tax)

	October 4	October 5	October 6	October 7
11:00~12:00		ES-05	ES-09	ES-13
12:30~13:30		ES-06	ES-10	ES-14
14:00~15:00		ES-07	ES-11	ES-15
15:30~16:30		ES-08	ES-12	ES-16

### ■Application

**Applications are accepted from 10:00 a.m. on Thursday, July 14 (first come, first served).**

### ■Location and Capacity

In exhibition halls or other buildings (capacity: 50 attendees each)

### ■Furniture and Fixtures

Rostrum, PC projector, screen, PA equipment including microphones and speakers, laser pointer, reception table, lecture chairs

\*Exhibitors should bring their own PC for presentation.

\*Other equipment is available (for a fee).

## ■ Attendance

① Attendance fee: free

② Promotion

The Management Office promotes seminars via the following methods to help attract attendees:

- Posting the seminar information on the CEATEC JAPAN Official Website
- Announcing the seminar program to the press

③ Pre-registration

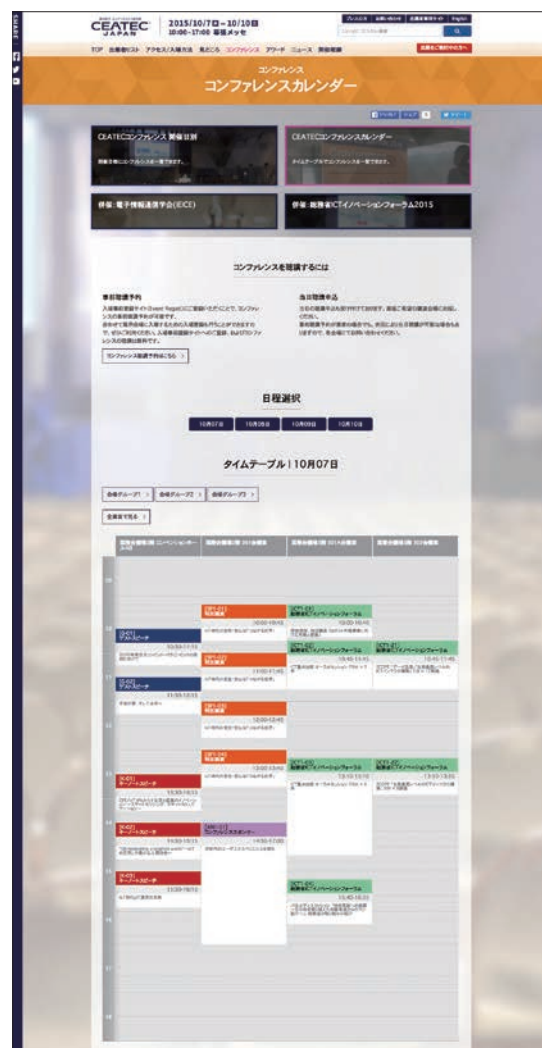
Each seminar has a capacity of 50 attendees. Excluding the exhibitor's invitation quota, the Management Office will invite the public via the CEATEC JAPAN Official Website to pre-register for the seminar.

④ On-site Application

If seats are still available, applications may be accepted on the day of the seminar.

⑤ Attendee Data

Within the scope of the Privacy Policy, the Management Office will disclose the attendee data and attributes to the exhibitor after the exhibition.





### ■ Interaction Conference Service

The interaction conference service is a novel support service that connects a lecturer and attendees via terminals to maximize the interaction and real-time characteristics, as well as the efficiency of the seminar. The exhibitor lends a terminal (iPad) to each attendee and asks them to input their profile and answer questions and questionnaires. Attendees can use the terminal to view the information uploaded by the exhibitor. After the end of the seminar, we retrieve the attendee profile, comments, and other data, and distribute them to the exhibitor.



#### Advantages

We utilize the IoT to connect lecturers and attendees via terminals.

**This is the latest version of an IoT seminar, which are expanding in the US and Europe. This is a new service in Japan.**

- Attendees can actively participate in a seminar by using a terminal (according to surveys in the US and Europe, the number of passive attendees fell from 47% to 6%, communication increased by 68%, and understanding improved by 65%).
- Lecturers' performance improves dramatically with the help of terminals and apps.
- The first experience of an IoT-based seminar will greatly impress attendees.
- Attendees will gain a positive image of lecturers as being "leading-edge," "ground-breaking," and "visionary".

#### (1) Facilities, devices, services

- Terminal (iPad: up to 50 units)
- Software (real-time solution for business events: for up to 50 attendees)
- Infrastructure (server, network, AP for Wi-Fi)
- Operation and support by the interaction conference service manager and support staff

#### (2) Fee

103,680 yen for one session (including tax) \* Please contact us about seminars lasting one hour or longer.

#### (3) Flow

- Before:
- The operation company explains the details of this service.
  - The exhibitor prepares the contents for the seminar.

On the day of the seminar: - The operation manager and staff prepare and distribute terminals, help attendees use the terminals, and gather the terminals at the end of the seminar.

After: - Various data including attendee profile and comments are retrieved from the terminals and distributed to the exhibitor.

#### (4) Advantages

##### Detailed attendee profile

You can customize data to be input by attendees and obtain more information than on a business card. Attendees are asked to input their profile during the seminar, and you can use the data for sales or marketing later.

##### Paperless

All references are uploaded to terminals. There is no need to prepare hardcopy handouts. You can provide colorful, comprehensible data while eliminating printing costs. If any attendee wants data, you can send them later.

##### Voting/Q&A session

Depending on the contents of the seminar, the lecturer can ask for Yes/No responses or ask questions via the terminal. The lecturer can immediately check the answers and share the results with the attendees. This interactivity makes seminars more effective.

##### Questionnaire

Questionnaire surveys can be carried out on terminals, instead of handouts or email. An on-the-spot questionnaire increases the response rate. Since the results are digital, you can process and analyze them easily.

## 5. Reception Room

Reception rooms will be set up on the 2F Central Mall in the International Exhibition Halls for exhibitors to use for product introductions to visitors such as business entertaining, business meeting, workshop and event. Exhibitors who wish to use the reception rooms are requested to submit the **Application for Reception Room / Demonstration Room <No.22>\*** to the Japan Electronics Show Association (JESA) by **Friday, July 29**. Applications will be accepted from **10:00 a.m. on Thursday, July 14** on a first-come-first-served basis. Please note product displays and demonstrations are prohibited.

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

### ① Room Specifications

62m<sup>2</sup> (4.9m × 12.7m)

Electricity socket (single-phase 100V・200V, triple-phase 200V)

\*Electricity consumption fee (¥3,240) and electric power installation fee (¥7,560) will be invoiced separately.  
Counter tables, counter chairs

### ② Location

Central Mall 2F Proseminum Decks (Hall 3,6)

### ③ Room Charge

¥1,620,000 (tax included)

### ④ Open

Load-in period: Tuesday, October 4 – Friday, October 7

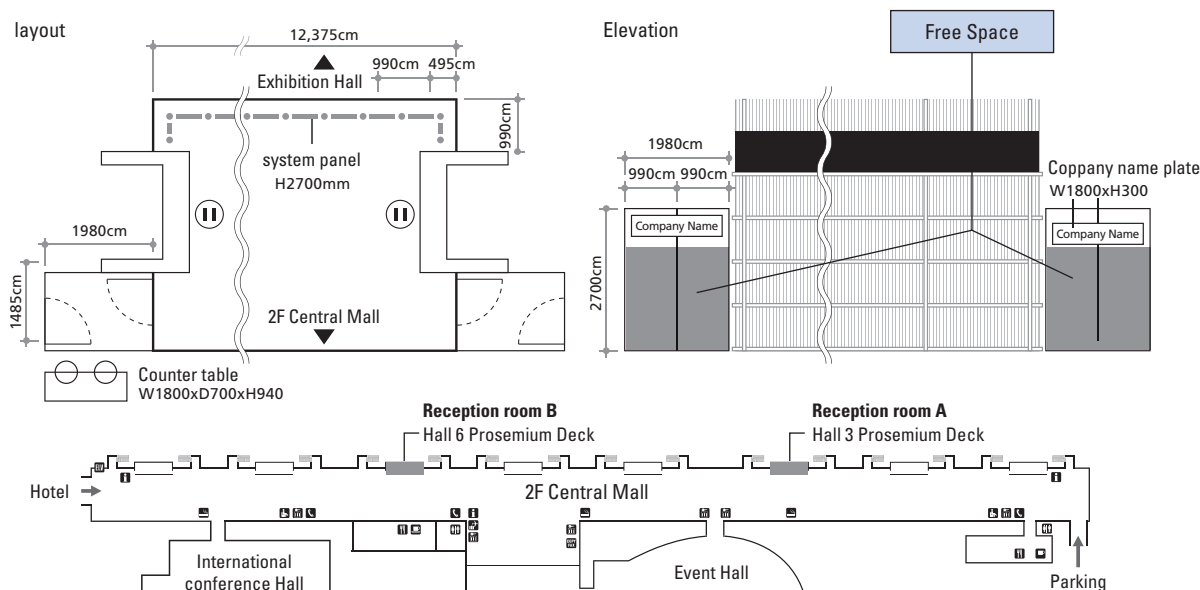
Show period: Sunday, October 2 – Monday, October 3

### ⑤ Use

Restricted to product introductions to visitors such as business entertaining, business meeting, workshop and event

### ⑥ Note

- Product displays and /or demonstrations are prohibited.
- Walls will be installed with system panels in the exhibition halls; however, printing of company names or logos in the exhibition hall except on the 2F aisle and on glass area are prohibited.
- Indoor fixtures must be prepared individually and the installation of fixtures other than those provided by the Management Secretariat (e.g. counter tables and chairs) outside of the rooms is prohibited.
- Concerning electricity use, enter the capacity in accordance to the "Application for Electrical Power Supply". (see page 092.)



Location Image



## 6. Use of Demonstration Room

Demonstration rooms will be set up for exhibitors to promote their products in an audiovisual environment that encourages better communication with customers. Exhibitors who wish to use the Demonstration rooms are requested to submit the Application for **Reception Room/Demonstration Room <No.22>\*** to the Japan Electronics Show Association by **Friday, July 29**. Applications will be accepted from **10:00 a.m. on Thursday, July 14** on a first-come-first-served basis. Demonstration Rooms are intended to let visitors experience audio and visual technologies and products, and are therefore limited to use for demonstrations. These rooms may not be used to exhibit products other than those used in demonstrations.

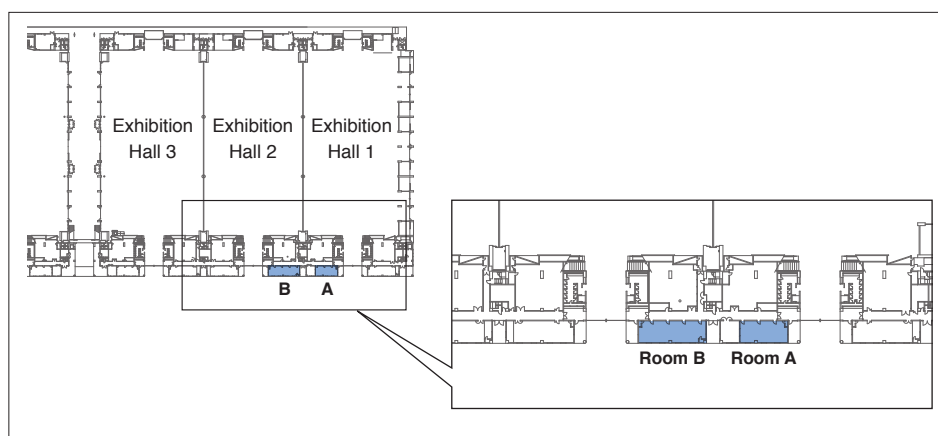
\*Download the application from the official website ([www.ceatec.com](http://www.ceatec.com)) or use the online application system.

### ■ Location

Two rooms (A and B)  
on the 1st floor  
of the Exhibition Hall 1 to 2

### ■ Open

10:00 a.m. – 5:00 p.m.,  
Tuesday 4 –  
Friday 7 October



Exhibition Hall 1 to 3

### ■ Room Charge

Room	Location	Area(m <sup>2</sup> )	Height(m)	Room charge (tax included)
Room A	1st Floor of Exhibition Hall 1 Free Conference Room	82	2.6	¥1,080,000
Room B	1st Floor of Exhibition Hall 2 Free Conference Room	116	2.6	¥1,620,000

### ■ Schedule

September 2 (Fri): Registration of a display contractor (Application Form No.3)

September 9 (Fri): Application for electric power supply (Application Form No.4)

October 2 (Sun): Work starts at 9:00 a.m.

### ■ Notes

- ① Demonstration Rooms are limited to use for demonstrations of sound and image. Products other than those used in demonstrations may not be exhibited.
- ② After applying to use a Demonstration Room, please submit your floor plan for review and confirmation by the Management Office.
- ③ Fittings and other equipment to be installed in Demonstration Rooms should be prepared by the exhibitor.
- ④ Electricity construction (after the setup of distribution boards) should be carried out by the applying exhibitor.
- ⑤ Power consumption fees will be paid by the exhibitor. Please submit your construction diagram and capacitance to the Management Office in advance. (Power consumption: ¥3,240 / 1kW)
- ⑥ Demonstration Room door locking will be handled by the Management Office, so please contact the office to lock and unlock these doors.

## 1. Rules for Advertising

CEATEC JAPAN has the following criteria, with which all advertisements must comply in order to appear in the media offered by CEATEC JAPAN.

### ■ Rules for Advertising

- ① Advertisements cannot be published if they breach or are in danger of breaching laws (including the Law for Preventing Unjustifiable Extra or Unexpected Benefit and Misleading Representation; Unfair Competition Prevention Act; Personal Information Protection Law; and other industrial laws); government ordinances; ministerial ordinances; treaties; and fair competition rules.
- ② We refuse to publish advertisements that we believe correspond to any of the following.
  - Advertisements that fail to clarify who is responsible for their production
  - Advertisements with unclear content and objectives
  - Advertisements with false or exaggerated content that may be misconceived or misconstrued
  - Advertisements that breach or are in danger of breaching laws, ordinances or treaties
  - Advertisements we believe could damage the association or the reputation of the association
  - Advertisements that may encroach on someone's rights, or may be discriminatory or slanderous
  - Advertisements we believe are offensive to public order and morals
  - Advertisements that will or may deceive or cause concern to people who see them
  - Advertisements that affirm or glamorize violence, crime or gambling
  - Advertisements that use someone's trademark or copyright without permission
  - Advertisement that will or may defame or ostracize people
  - Advertisements that interfere with the smooth operation of this association
  - Other advertisements we believe are inappropriate

## 2. Web Banner Ad/Mail Magazine Text Banner Ad

Effective ad tools are available to disseminate your information before, during, and after the exhibition.

### ■Web Banner Ad

The CEATEC Official Website provides exhibition information and the latest information from exhibitors, host organizations, and media partners, and thus attracts a huge number of users and media both in Japan and overseas before, during, and after the show.

The CEATEC Official Website recorded accesses equivalent to 100 thousand sessions\* last year.

\*A session is defined as a series of clicks by a single visitor from the start of access to the end.

To apply, fill in the **Web Banner Ad/Mail Magazine Text Banner Ad Application Form <No.19>** and send it to Japan Electronics Show Association.

#### (1)Method of displaying ads

Ads randomly appear in the banner space on the top page of the CEATEC Official Website.

#### (2)Posting time

July 21 (Thursday) to December 16 (Friday) 2016

#### (3)Rate for ads

	Size (pixels)	Rate (incl. tax)	
		Standard	Member
Normal banner(①)	H65×W310	¥216,000	¥172,800
Wide banner(②)	H65×W950	¥378,000	¥302,400
Footer banner(③)	H200×W310	¥162,000	¥129,600

#### (4)Ad Submission

##### - Where to submit

Japan Electronics Show Association

##### - Data format

File size: Max. 150 KB

File type: GIF, JPEG, PNG

\*Contact the Management Office for submission in a different format.

\*Banners are displayed on both the Japanese site and the global site. It is recommended that a single banner be produced in both Japanese and English, or two banners (one in Japanese and the other in English).

##### - How to submit

Please email uncompressed data.

Specify the links to your English and Japanese websites.

Send to: exhibitor2016@ceatec.com



Image of Official Website

\*Details of the Website design are subject to change.



## ■Mail Magazine Text Banner Ad

CEATEC JAPAN issues the CEATEC JAPAN Mail Magazine to previous visitors and provides them with a wide range of information about the coming show. This magazine promotes pre-registration, increases page views of the Official Website, and raises the level of expectation for this year's show. Exhibitors can post a text banner ad in this mail magazine.

To apply, fill in the **Web Banner Ad/Mail Magazine Text Banner Ad Application Form <No.19>** and send it to Japan Electronics Show Association.

### (1)Distribution

It will be distributed to previous visitors who requested upcoming information (approx. 200,000 visitors).

\*Pre-registered visitors for CEATEC JAPAN 2016 will be added promptly.

### (2)Issue schedule

Every Wednesday from August 3

Up to three banner ads will be accepted for every issue on a first come, first serve basis.

Issue date		
August 3 (Wed)	September 7 (Wed)	October 3 (Mon)
August 24 (Wed)	September 14 (Wed)	October 4 (Tue)
August 31 (Wed)	September 21 (Wed)	October 5 (Wed)
	September 28 (Wed)	October 6 (Thu)

### (3)Format

Maximum 266 Japanese (2-byte) characters (38 characters × 7 lines), text data only

\*Content must be related to your exhibit at CEATEC JAPAN 2016.

Exhibitor's name and booth number should be included.

### (4)Rate (Incl. tax)

Standard	Member
¥216,000	¥172,800

### (5)Ad Submission

#### 1. Deadline

Tuesday of the week of the desired distribution

#### 2. Where to submit

Japan Electronics Show Association

#### 3. Data format

Text file

#### 4. How to submit

Email to: exhibitor2016@ceatec.com

【『スマートコミュニティ イノベーション2011』特集】 September 30, 2011

CEATEC JAPAN 2011

—— 最先端IT・エレクトロニクス総合展 ——

シテック ジャパン 2011 10月4日(火)～8日(土) 募集メッセージ

<http://www.ceatec.com>

CEATEC JAPAN Official Members Siteにご登録いただきありがとうございます。  
このメールマガジンでは、情報配信を希望された皆様へ、CEATEC JAPAN 2011  
の最新情報をお送りするCEATEC JAPAN OFFICIAL MAIL MAGAZINEです。

— 【PR】 —

★☆☆ 【必見！先行のスマートフォン・携帯端末アクセサリ】 ☆☆☆  
スマートフォン・携帯端末アクセサリのバイブリア「株式会社テレセンス」が  
「CEATEC JAPAN」に出展。オリジナルの液晶保護フィルムや  
スマートフォンカバー、コラボレーション企画等のコーナーが目白押し。  
業界ナンバーワンの商品力、販売力でアクセサリ業界を牽引します。ご来場の際、  
弊社出展ブース【5B37】へ是非お立ち寄りください。  
[http://www.ceatec.com/2011/ja/outline/detail.html?esh\\_id=E110191](http://www.ceatec.com/2011/ja/outline/detail.html?esh_id=E110191)

★☆☆ 【会場】10月4日(火)～10月8日(土) 【会場】募集メッセージ ☆☆☆

— 【PR】 —

■□■ 【Topics】

(1)特別展示『スマートコミュニティ イノベーション2011』  
明日の安心・安全でスマートな社会を提案

(2)『スマートコミュニティ イノベーションシンポジウム』  
(3)『富士通』にフォーカスした、次世代エネルギー社会の姿を討論！

◆◆◆ 【今週のコンファレンス】

コンファレンスセッションを追加！

●●● 【今週のCEATECニュース】

開幕をあとに控え、毎日ニュースを公開中！最新市場分析レポートも更新！

▼▼▼ 【CEATEC JAPANからのご案内】

(1)ご来場には募集メッセージ直行のチャトルバスが便利！  
(2)ご来場の際には、入場事前登録が便利！  
事前登録で入場無料！登録は公式サイトから>>> <http://www.ceatec.com>

Text banner ad (sample)



### 3. Guide Map Advertising

Advertisements can be posted on the guide map for CEATEC JAPAN 2016.

The guide map contains a booth map and a list of exhibitors, and is distributed at the exhibition.

To apply, fill in the **Application for Guide Map Advertising <No.27>** and send it to Japan Electronics Show Association by **September 2 (Fri)**. Registration starts at **10:00 am on July 14 (Thu)** on a first-come-first-serve basis.

#### ■ Guide map specifications

12- to 16-page A4 full-color brochure

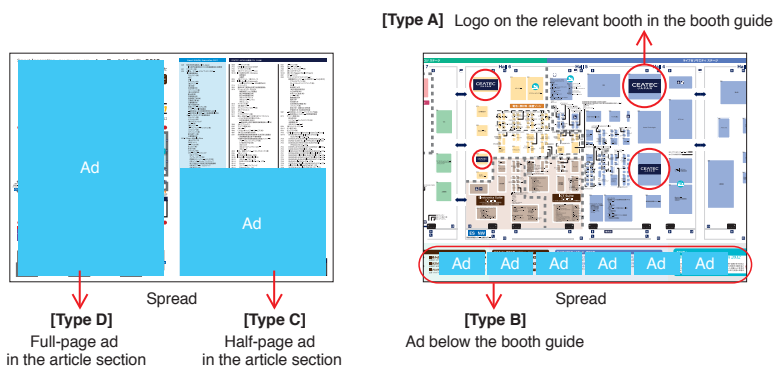
#### ■ Issue date

October 4 (Tuesday)

#### ■ Availability

At counters at the entrance

#### ■ Ad information and rate



	Ad space	Rate (incl. tax)		Eligible exhibitors	Size	Placement
		Standard	Member			
Type A (Japanese/English)	Logo on the relevant booth in the booth guide	¥54,000	¥43,200	Exhibitor with at least 9 booth spaces	To be adjusted depending on the booth area and logo shape	Text of the booth name will be replaced by the company's logo.
Type B (Japanese/English)	Below the booth guide	¥216,000	¥172,800	All exhibitors	50 mm (W) × 20 mm (H)	Decided by Management Office
Type C	Half-page ad in the article section	¥324,000	¥259,200	All exhibitors	210 mm (W) × 140 mm (H) (A5)	Decided by Management Office
Type D	Full-page ad in the article section	¥540,000	¥432,000	All exhibitors	210 mm (W) × 297 mm (H) (A4) 216 mm (W) × 303 mm (H) (Including register marks)	Decided by Management Office

#### ■ Ad Submission

##### 1. Deadline

September 9 (Friday)

##### 2. Where to submit

Eikosha Corporation

##### 3. Data format

Complete data to be formatted using Adobe Illustrator (must be outlined)

Ads of Type A and B will be placed on both Japanese and English version maps. Thus, it is recommended that a single data file be produced in both Japanese and English, or two different data files be produced, one in Japanese and the other in English.

##### 4. Note

Advertising below the booth guide must be relevant to CEATEC JAPAN 2016.

## 4. On-site Ad Signs

CEATEC JAPAN offers various ad spaces both inside and outside the venue so that exhibitors can effectively increase their publicity and draw visitors to their booth. Don't hesitate to take advantage of this ideal advertising opportunity.

To apply, fill in the **Application for On-site Ad sign <No.28>** and send it to Japan Electronics Show Association by **September 2 (Fri)**. The registration starts at **10:00 am on July 14 (Thu)** on a first-come-first-serve basis.

## ■ Sign Placement

\*The sign locations may be changed because of the situation in other exhibition halls.

**6** Central Entrance  
Sheet sign (One side x 4)



**7** Central Registration  
Sheet sign



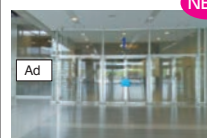
**8** Exhibition site second-floor  
passage banner  
(two sides: both right and left)



**9** Exhibition site second-floor  
column sign (four sides x 2)



**10** Entrance of central mall hall  
Ad on glass **NEW**



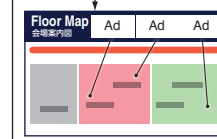
**11** Central mall lounge  
Ad on glass **NEW**



**12** Under the escalator in the hall  
Floor sign (Hall 1-6)



**13** Company logo sign  
on the guide panel

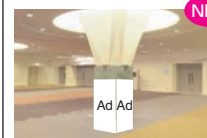


Banner over exhibitor's own booth



**14** one side  
**15** two sides  
**16** three sides  
**17** four sides

**18** International Conference  
Building, stand banner ad  
(2 sides x 1) **NEW**



**19** Sponsor lounge in the hall **NEW**



**1** Kaihin Makuhari Station  
arch signboard (two sides)



**2** Pedestrian overpass escalator  
signboard (two sides)



**3** Exterior bowed sign



**4** Event PR sign



**5** Central Entrance  
Column sign



### ■ Rate

	No. of available spaces	Size (W × H)	Standard (incl. tax)	Member (incl. tax)
1 Kaihin Makuhari Station arch signboard (two sides)	4	850mm×500mm	¥216,000	¥172,800
2 Pedestrian overpass escalator signboard (two sides)	1	930mm×600mm	¥486,000	¥388,800
3 Exterior bowed sign (one sign)	8	900mm×1,500mm	¥162,000	¥129,600
4 Event PR sign	2	6,750mm×3,300mm	¥2,160,000	¥1,728,000
5 Central Entrance Column sign	1	1,900mm×2,400mm	¥540,000	¥432,000
6 Central Entrance Sheet sign (One side × 4)	1	(7,020mm+5,200mm)×2,100mm×1/2	¥2,700,000	¥2,160,000
7 Central Registration Sheet sign	2	4,587mm×3,755mm×1/2	¥1,620,000	¥1,296,000
8 Exhibition site second-floor passage banner (two sides: both right and left)	9	2,400mm×600mm	¥432,000	¥345,600
9 Exhibition site second floor Column sign (four sides × 2)	5	950mm×1,400mm	¥1,080,000	¥864,000
10 Entrance of central mall hall, ad on glass	7	2,140mm×950mm	¥108,000	¥86,400
11 Central mall lounge, ad on glass	4	7,900mm×2,500mm	¥777,600	¥604,800
12 Exhibition site entrance escalator floor sign	6	4,500mm×9,000mm	¥2,160,000	¥1,728,000
13 Company logo sign on guide panel	3	300mm×250mm	¥64,800	¥51,840
14 Banner over exhibitor's own booth (one side)		5,400mm×3,600mm	¥1,188,000	¥950,400
15 Banner over exhibitor's own booth (two sides)		5,400mm×3,600mm	¥1,620,000	¥1,296,000
16 Banner over exhibitor's own booth (three sides)		5,400mm×3,600mm	¥2,160,000	¥1,728,000
17 Banner over exhibitor's own booth (four sides)		5,400mm×3,600mm	¥2,700,000	¥2,160,000
18 International Conference Building, stand banner ad (2 sides × 1)	13	7,900mm×2,500mm	¥172,800	¥138,240
19 Sponsor lounge in the hall			¥1,036,800	¥1,004,400

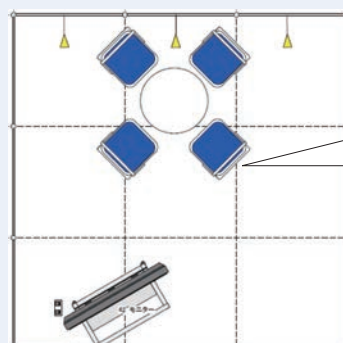
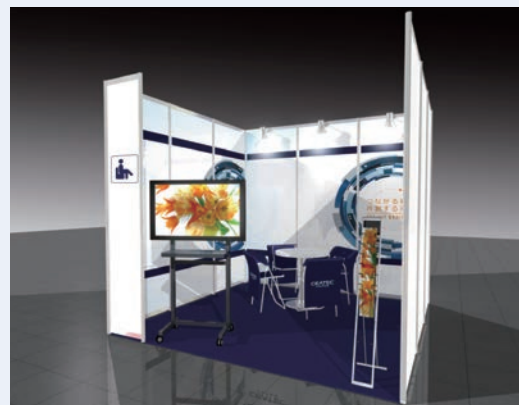
### NEW 19 Sponsor Lounge in the Hall

We will offer a vacant booth space as a lounge for business talk. You can place all ads on the wall, chair POP, and the monitor and set various leaflets in the stand. You can fill this space with information about your company and use it for business discussions.

#### <Facilities>

- Floor carpet
- Lighting: 3
- Outlet: 1
- 42-inch monitors with cables
- Lounge set: 1  
(1 table and 4 chairs with POP)
- Catalog stand

\*For the location and other details of the sponsor lounge, contact the Management Office.



Chairs with POP



**■Ad Submission**

1. **Deadline:** September 9 (Friday)
2. **Where to submit:** Kogeisha Co., Ltd.  
Contact: Kodai, Yamada  
6-17-5 Hongo, Bunkyo-ku, Tokyo 113-0033, Japan  
Tel: +81-3-5684-7343 Fax: +81-3-5684-7337 E-mail: ceatec@kogeisha.co.jp
3. **How to submit:** CD-R or other digital media
4. **Data format:** Adobe Illustrator CS6 or earlier versions (Please submit color data.)
5. **Hall and booth numbers must be noted on all ad signs.**

---

**■Ad sign production**

An ad sign production outsourcing service is available (charged). Please contact the Management Office for details.

---

**■Banners over exhibitor's own booth**




1. Banners over the exhibitor's own booth will be installed by the Management Office before the exhibitor starts set-up. The bottom of the banner will be 8.5 meters above the floor. However, some installation sites are not available due to Exhibition venue regulations. Please contact the Management Office for more details.
2. Note that banners may be in contact with the suspension trusses. In such a case, additional work including adjustments is not allowed. Please consult Kogeisha in advance regarding proper installation. Any customization on site will be charged.
3. Although banners will be suspended from the desired points, they may be slightly offset depending on the configuration of the suspension base.

## Exhibition Venue Regulations



### 03-1 Exhibition Site

1. Exhibition Site Layout / Visitor Passage	063
2. Transportation Guide	064
3. Layout of Makuhari Messe	065
4. Management Office Facilities	066

### 03-2 On-site Management

1. Work Schedule	 067
2. Exhibitor / Worker Badge	 068
3. On-site Photography	 069

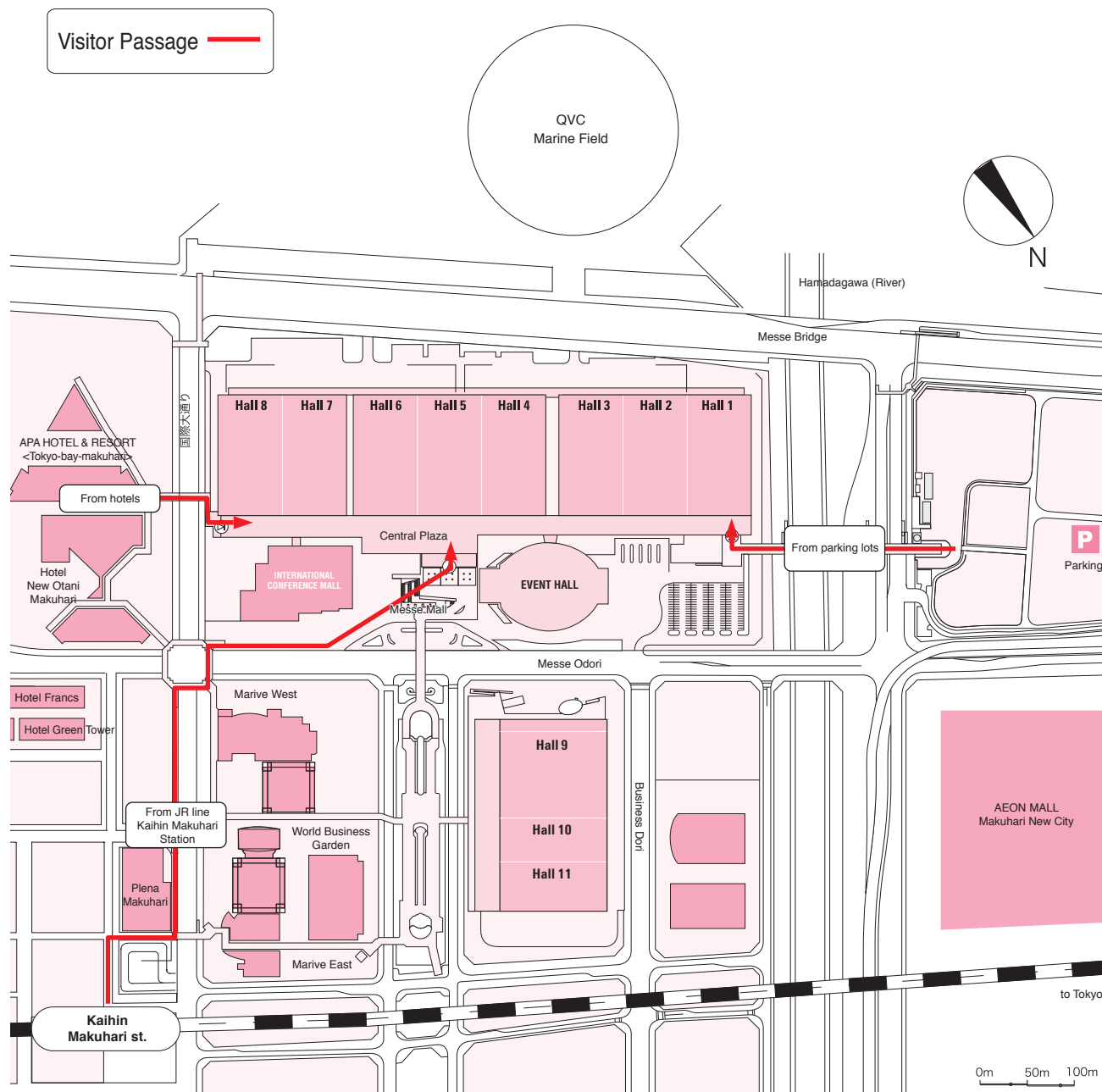
### 03-3 Load-In & Load-Out

1. Vehicle Stickers	070
2. Load-In	 071
3. Vehicles during the show	072
4. Load-Out	 073
5. Parcel Delivery Service during the Show	074

### 03-4 Waste Disposal

Waste Material Separation	 075
---------------------------	---

## 1. Exhibition Site Layout / Visitor Passage

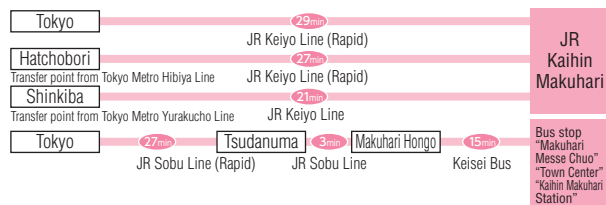




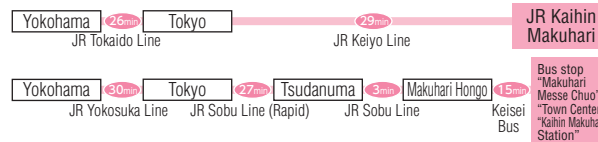
## 2. Transportation Guide

## ■ By Train

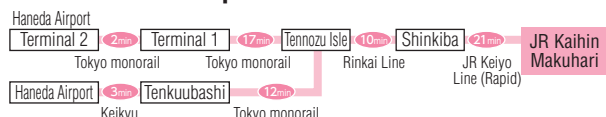
## ① From Tokyo



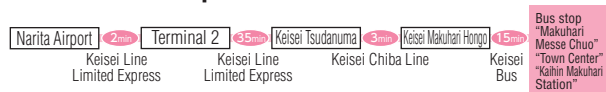
## ② From Yokohama Districts



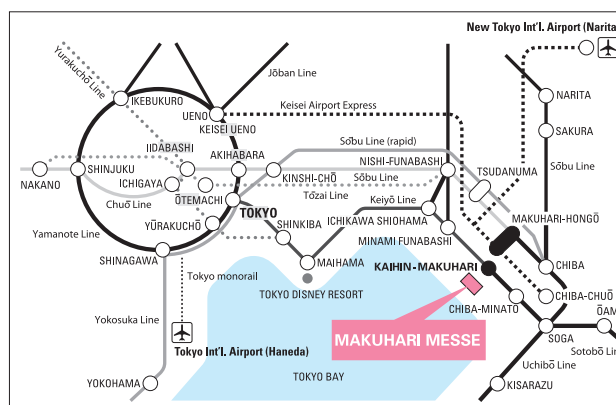
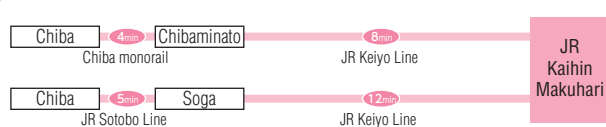
## ③ From Haneda Airport



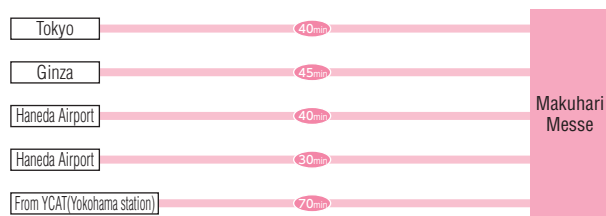
## ④ From Narita Airport



## ⑤ From Chiba Station



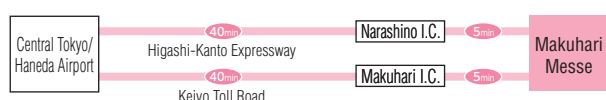
## ■ By highway bus



\* Extra buses to Shibuya and Shinjuku, and regular buses to JR Tsudanuma Station are planned.

## ■ By Car

## ① From Central Tokyo



## ② From Narita Airport

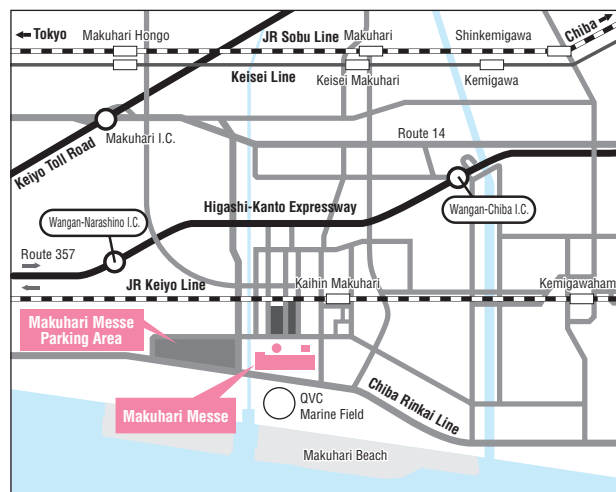


## ③ Makuhari Messe Parking

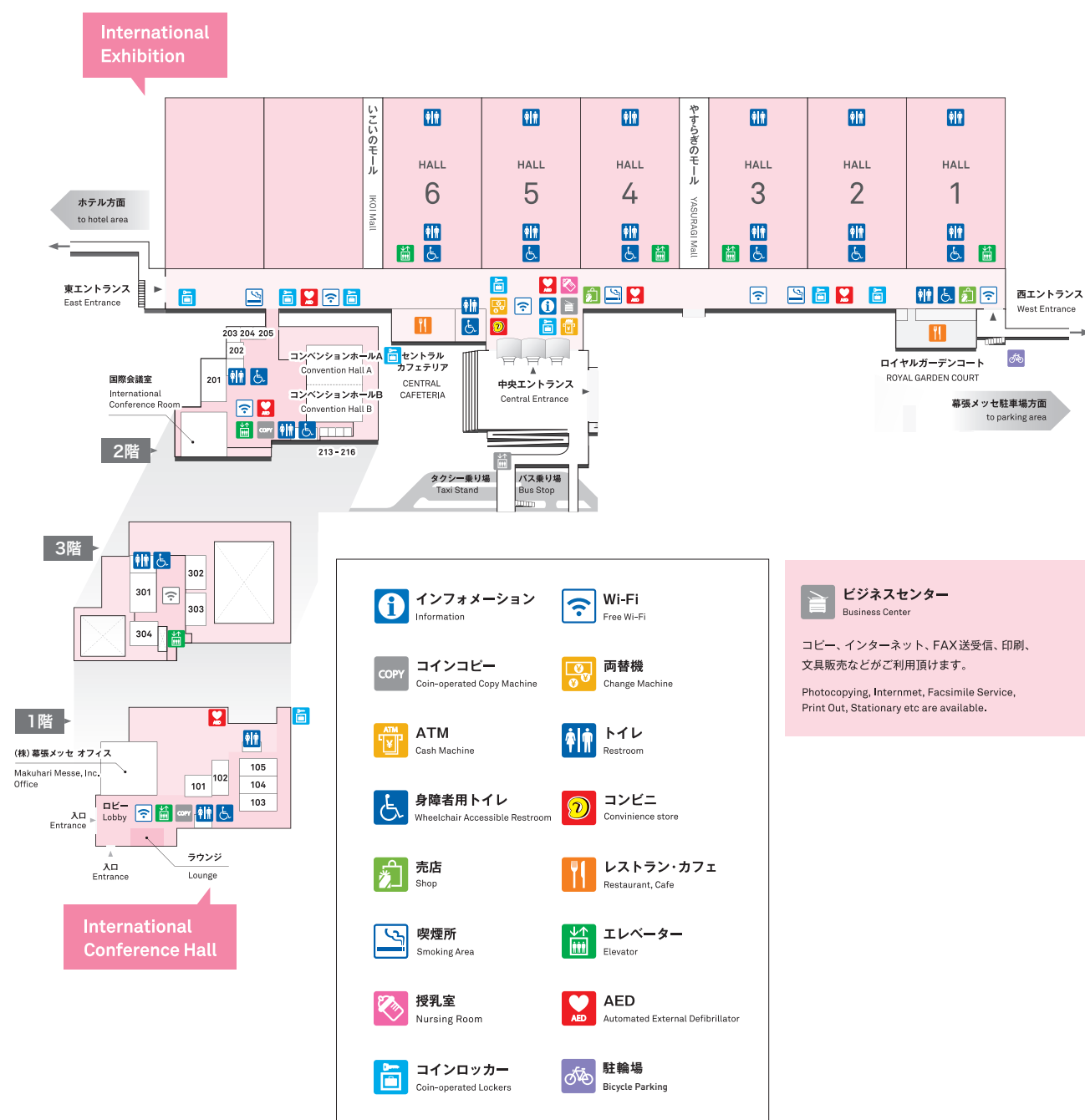
Hours: 8:00 a.m. to 11:00 p.m.  
(Latest entrance: 9:00 p.m.)

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

\* For the latest information, visit <https://www.m-messe.co.jp/access/>.



## 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 Exhibition 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 049) Free
- (2) Meeting Room (Rental) (see page 119) 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 074) Charged  
This counter accepts parcels for shipment during the exhibition period.
- (2) Customer Lounge (see page 027) 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 039) Free
- (4) VIP Room (see page 045) Charged
- (5) New Technologies and New Product Seminar Room / Exhibitor Seminar Room (see page 050) 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		
Sep. 30 (Fri.)							Load-in: Block booth exhibitors only (20-booth or more)											
Oct. 1 (Sat.)		Load-in: All exhibitors																
Oct. 2 (Sun.)		Load-in: All exhibitors															*	
Oct. 3 (Mon.)	*	Load-in: All exhibitors										Press Briefing, Media convention						
Oct. 4 (Tue.)			Prep.	Exhibition open							Prep.							
Oct. 5 (Wed.)			Prep.	Exhibition open							Prep.							
Oct. 6 (Thu.)			Prep.	Exhibition open							Prep.							
Oct. 7 (Fri.)			Prep.	Exhibition open							Load-out (exhibit dismantling)							

\* No charge for exhibitors who have applied for the Media Convention.

☐ **Regular working hours**

8:00 a.m. – 6:00 p.m.

\*noon – 6:00 p.m. on Friday, September 30

☐ **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 10:00 p.m. (Oct. 2) to 8:00 a.m. (Oct. 3), overtime work for the media convention is free of charge.

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

Block booth (more than 20 booths): Friday, September 30 noon – Monday, October 3, (4 days)

1 - 18 booths: Saturday, October 1 8:00 a.m. – Monday, October 3, (3 days)

## \*Load-out period (exhibit dismantling): From 5:00 p.m. to 11:00 p.m. on Friday, October 7.

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 (Sept. 30 – Oct. 3)	Exhibition period (Oct. 4 – 7 Up to 5:00 p.m. on October 7)	Load-out period (After 5:00 p.m. on October 7)
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.43>\*** to the Japan Electronics Show Association by **Friday, September 16**. Exhibitor and worker badges can be purchased at the exhibition venue.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

## Fees (including tax)

	Application received by Sept. 16	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 3. 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 3.

## - During the exhibition period (October 4 to 7)

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 3 and 4. Please register early (Sept.30 to Oct.2) if possible.

### 3. On-site Photography

#### ■ 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.

#### ■ 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.

#### ■ 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.

#### ■ 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.

#### ■ 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 September 30, only block exhibitors (20 booths or more) may bring vehicles on-site (See page 071)

\*Vehicles may drive directly into the show site only on September 30.

\*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: Tuesday, October 4 to Thursday, October 6

Number distributed: 1 sticker per exhibitor

\*Vehicles entering the show site on Friday, October 7 (last day of the show) should use the Load-out Vehicle Pass

### ■ Priority Load-out Vehicle Sticker

Valid date: Friday, October 7 (1 day only)

Number distributed: 1 sticker per exhibitor

\*Only vehicles with this pass may enter the Makuhari Messe premises directly on October 7.

### ■ Product Load-out Vehicle Stickers

Valid date: Load-out day (October 7) 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.

\*Although courier drivers can enter the premises for load-out after receiving an entrance ticket, vehicles with stickers are given priority to enter the premises.

### ■ Notes on Vehicle Stickers

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

② See pages 071 to 073 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 068)

## 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 September 30, only block exhibitors (20 booths or more) may bring vehicles on-site (See page 070)
- 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.

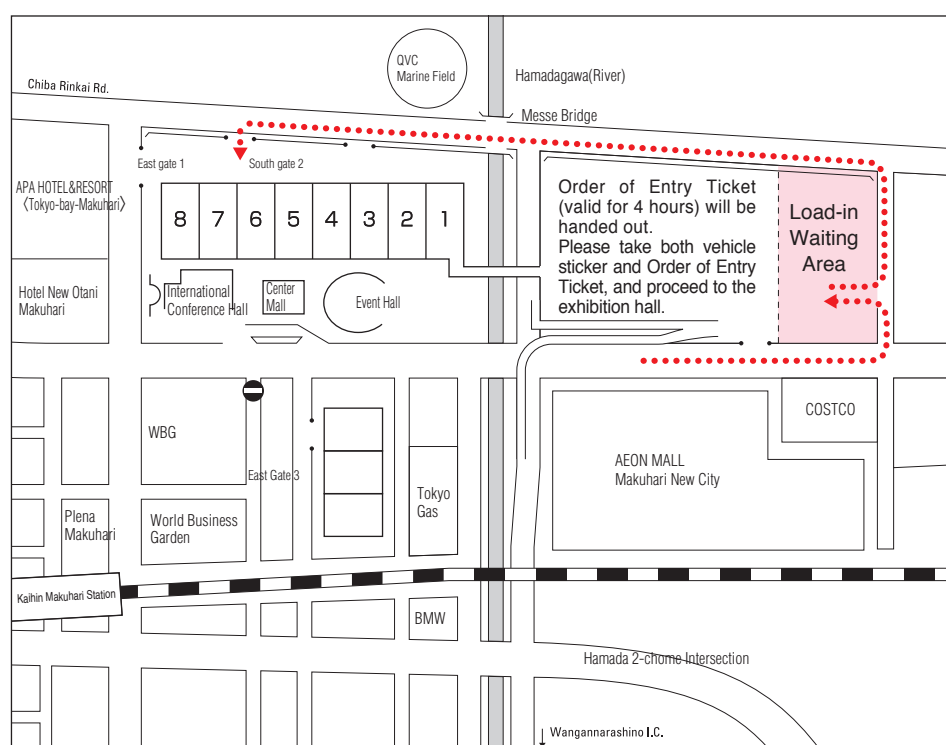
A fee of ¥10,000 (tax included) will be charged for tickets lost on the show premises.

The Order of Entry Ticket is valid only one time.

## Load-in Route



## ■ Load-in Route



## 3. Vehicles during the show

## ■ Exhibitor Vehicles during the show

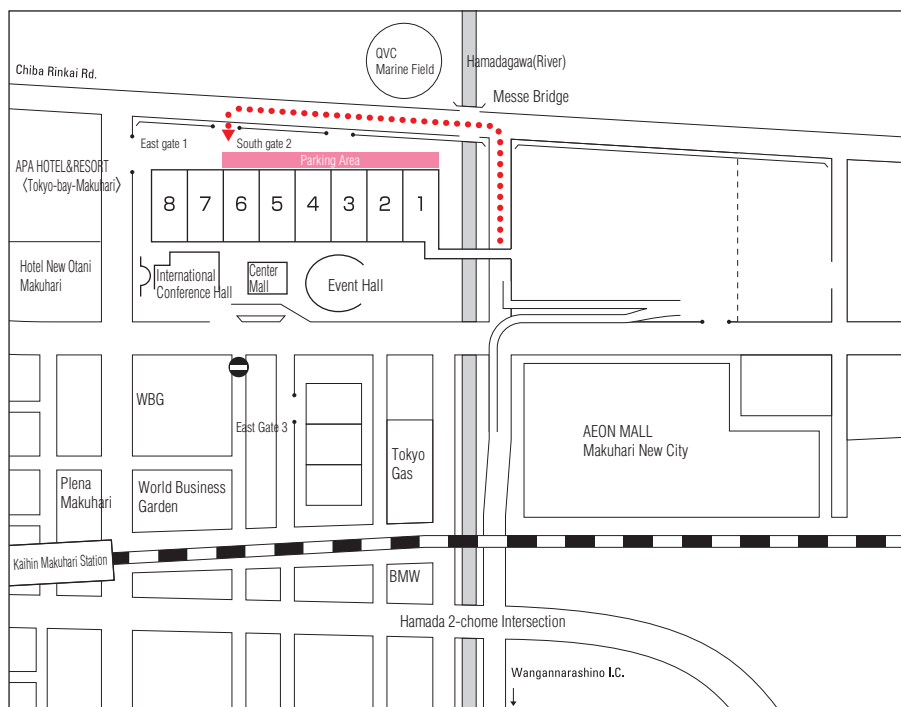
The **"Exhibitor's Vehicles Sticker"** (one per exhibitor) allows the free parking of one vehicle at Makuhari Messe during the show period, **between 8:00 a.m. and 6:00 p.m. from Tuesday, October 4 to Thursday, October 6.**

\*This sticker is not valid for load-out purposes on **Friday, October 7.**

\*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.

\*No extra vehicle stickers will be issued, nor will stickers be re-issued if lost.



## 4. 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 **Friday, October 7**.
- 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 Friday, October 7**. In addition, please note that if load-out and booth removal are not completed by **11:00 p.m. on October 7**, you will be charged an extra space usage fee.

## ■ Waste Disposal

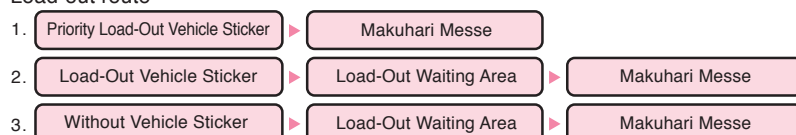
- ① During the load-out period, removing certain types of waste, such as bulky-waste materials, carpeting and production sheets is the responsibility of each exhibitor.
- ② Exhibitors will be invoiced separately for the removal of any such materials left on the premises.
- ③ A recyclable materials disposal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

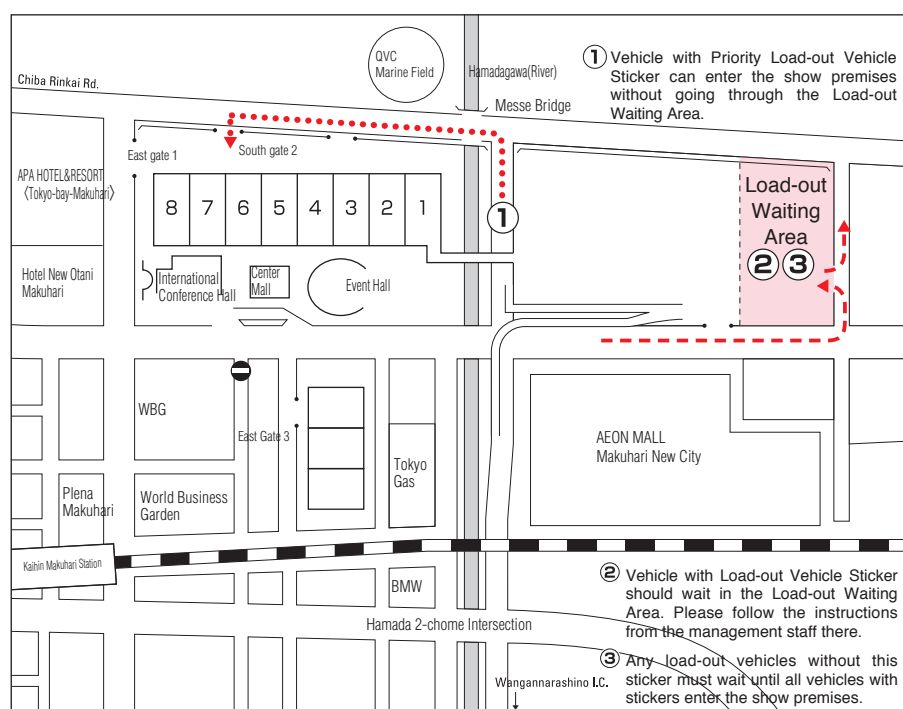
\*Load-out Waiting Area may be subject to change depending on the number of issued Vehicle Stickers.

## Load-out route



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

## ■ Load-out Route



## 5. Parcel Delivery Service during the Show

## ■ 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 Sept. 30 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 2016 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

A shipping counter will be set up 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 the courier company, it cannot be used to send shipments from this counter.

Contact

Plus Cargo Service Co., Ltd.  
 Person in charge: Inoue  
 TEL: +81-3-5492-7803

\*See also 05-1 "Transport, Load-in & Load-out Service."

## ■ 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.

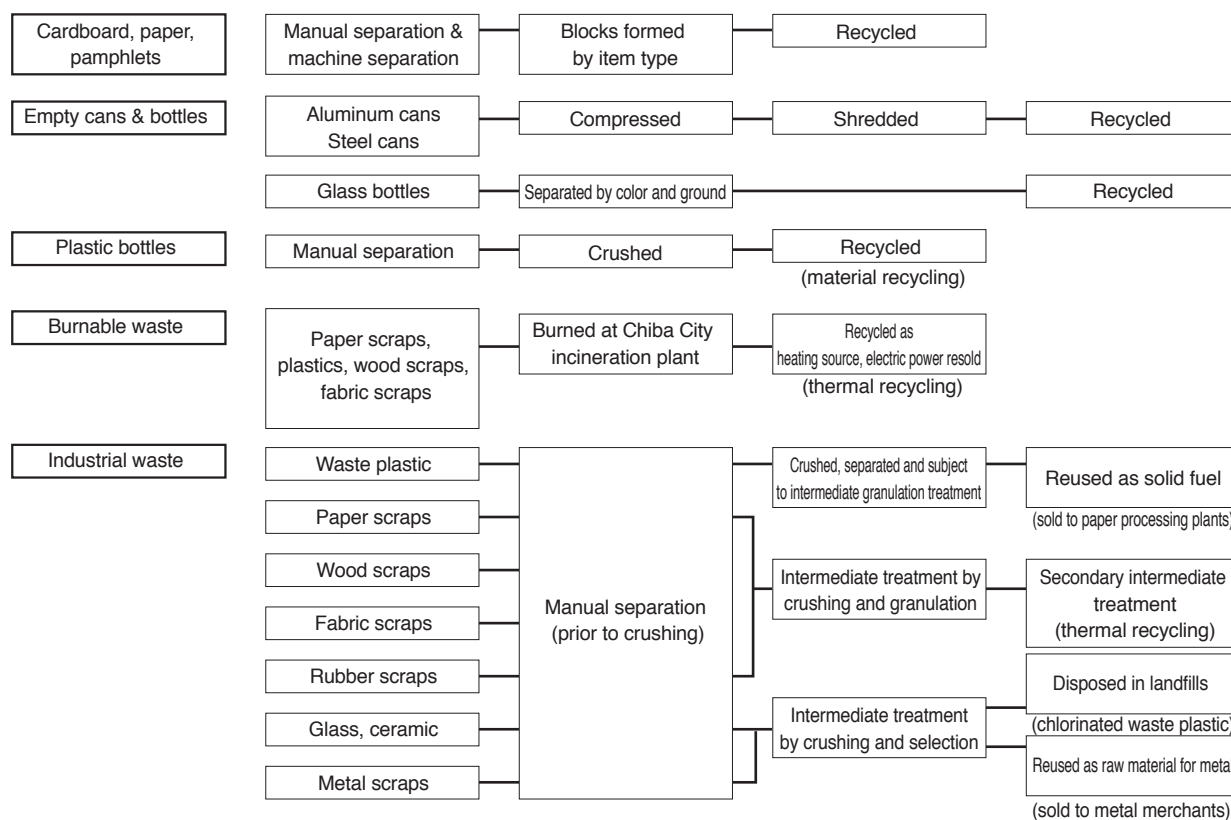
We ask for your cooperation, especially with regard to bringing in and taking out large quantities of waste.

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.



## Booth Regulations

### 04-1 Booth Standards

1. Booth Standards	Important	077
2. Base Panel Outline	Important	078
3. Important Points for Booth Design Safety Measures / Evacuation route / Stage setup / Speaker setup position restrictions / Prohibition of using space outside the booth / Booth space boundaries	Important	079
4. Ceiling Structure		080
5. Two-Story Booth Structures		081
6. Suspended Structure		082
7. Universal Design	Please cooperate	083

### 04-2 Booth Display Regulations

1. Display Contractor Registration	Important	084
2. Product Liability (PL) Law	Please cooperate	085
3. Floor Construction Work		086
4. Fireproofing Regulations / Advertising Balloons	Please cooperate	087
5. Electrical Power Supply	Important	088
6. Green Power Certification System		089

### 04-3 Product Exhibit Regulations

1. Bonded Goods		090
2. Display-area Lighting		091

### 04-4 In-Booth Demo Regulations

1. Prohibition Prohibition on Sales / Prohibition of Usage of Space beyond Booth Boundaries / Restriction on Smoke Effects / Illumination/Lighting / Other	Important	092
2. Sound Emissions and Copyrights	Please cooperate	093
3. Wireless LANs	Please cooperate	094
4. UHF-band RFID Product Exhibits / Demonstrations	Please cooperate	095

### 04-5 Booth Management Regulations

1. Hazardous Item Handling		096
2. Exhibitor's Utility Booths / Suite Booths		097
3. Guidelines for Giving Premiums, etc., to Visitors		098
4. Others Exhibits/Demonstrations / Cancellation and Change of Show Duration under Unavoidable Circumstances / Exhibited items for which application for industrial property rights has not been filed / Exhibition Hall Management and Insurance / Paging		100

## 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>

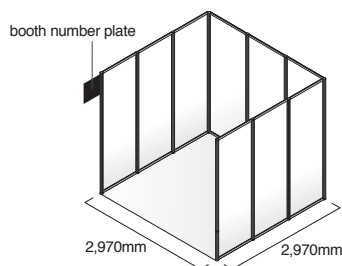
\*Internal dimensions with wall paneling are 2,970 mm(W) x 2,970 mm(D)

## 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.

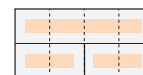


## (2) 20 booths or more (Block booths)

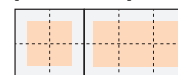
The standard for block booths is: 1 booth space = 9m<sup>2</sup>. The floor will be marked in an area equal to (W:D) 2:1 or 1:1 based on the total floor space reserved (9m<sup>2</sup> x no. of booth spaces). The actual dimensions will be provided to exhibitors at booth allocation. Please be sure to take 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

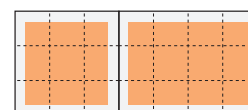
## [1-row booths]



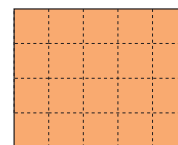
## [2-row booths]



## [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.

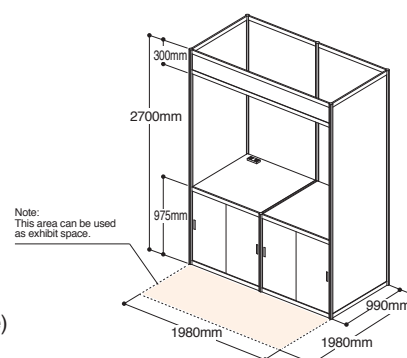
## (4) Specifications

## 1. Booth specifications

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

## 2. Supplied facilities

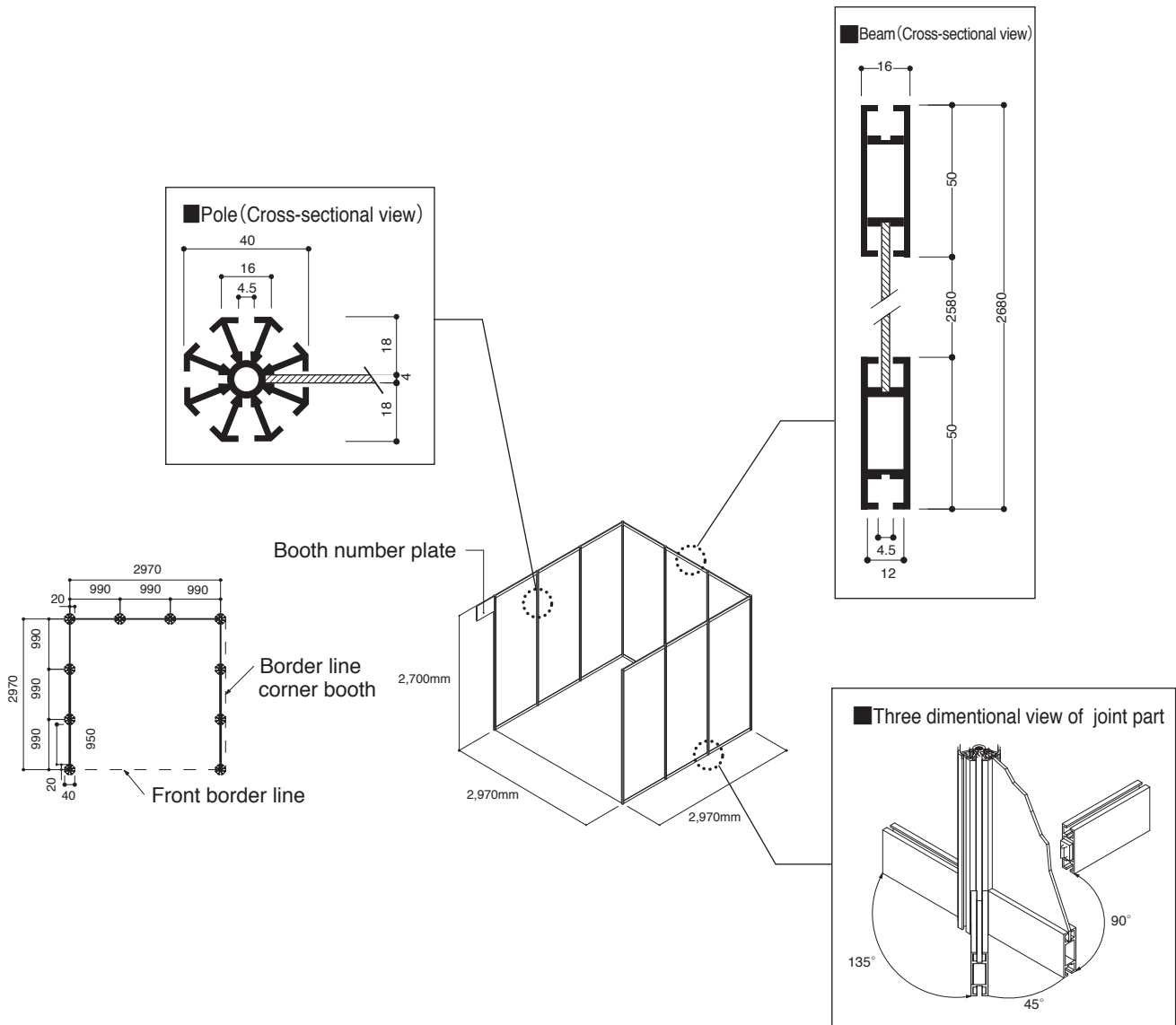
- Foundation panel
- Display counter (975mm high with storage space)
- Fascia (300mm width)
- Cutting sheet lettering for company name display
- Fluorescent light
- Electricity socket (single-phase 100V, up to 1kw output and power rate)



## 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.

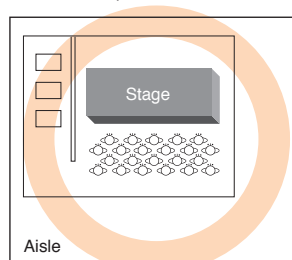
#### 2. Evacuation route Important

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.

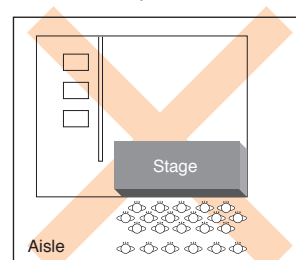
#### 3. Stage setup Important

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

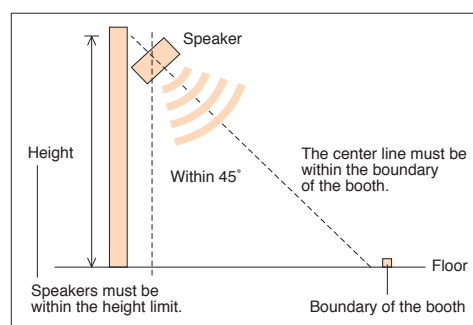
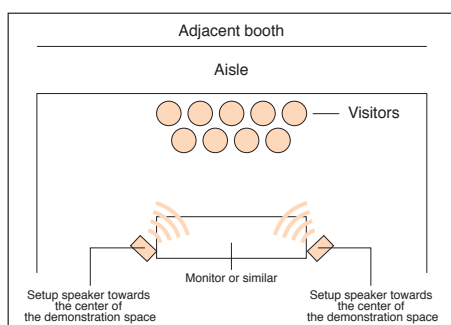


Unsuitable example



#### 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.7>\*** and both top and elevated view booth drawings to Makuhari Messe by **Friday, August 26**. If the preparation of drawings misses the deadline, the exhibitor should submit No.7 alone by Friday, August 26 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.8>**\* together with a construction plan to Makuhari Messe by **Friday, August 26**. If the preparation of drawings misses the deadline, the exhibitor should submit No.8 alone by Friday, August 26 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.

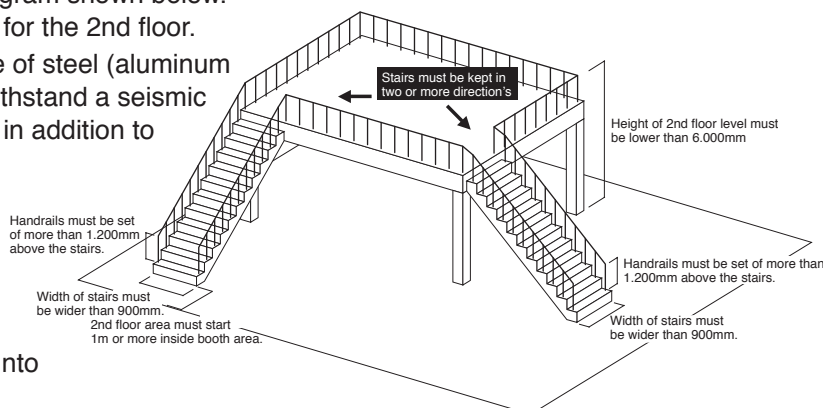
Note that a ceiling cannot be installed for the 2nd floor.

- 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.9>**\* together with a statement of total weight, top and elevated view drawing to Makuhari Messe by **Friday, August 26**. If the preparation of drawings misses the deadline, the exhibitor should submit No.9 alone by Friday, August 26 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

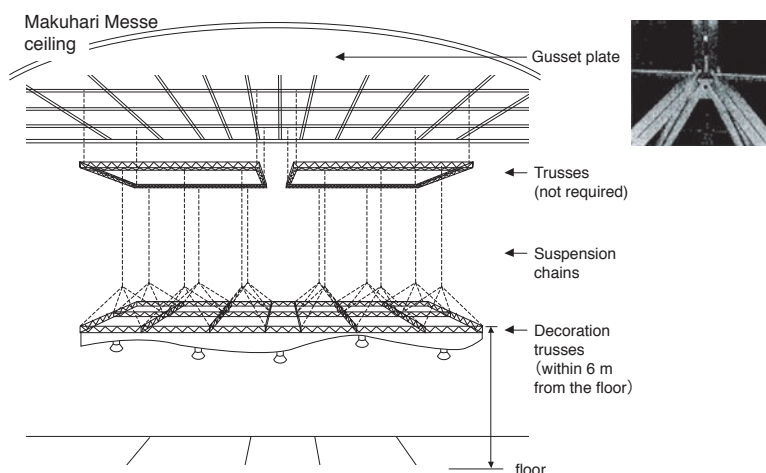
The weight limit of gusset plates for a single suspended structure is 450kg. Exhibitors are required to submit the construction plan and a statement of total weight that specify the weight of each gusset plate. Construction plan which all suspension weight divided by the number of suspension base point 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. Exhibitors must pay costs even if the Management Office requests a change.

### ■ 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 2**.

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 103) 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

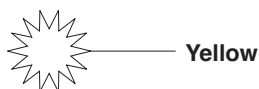
The Management Office recommends that exhibitors take the following measures related to Japan's Product Liability (PL) Law.

### ■ 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

(Red)

(Black)

Ground (White)

Ground (Yellow)

Japanese (Black)

English (Red)



### ■ 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.10>\*** and 1 copy of the floor plan must be submitted to Kogeisha Co., Ltd. by **Friday, September 2.**

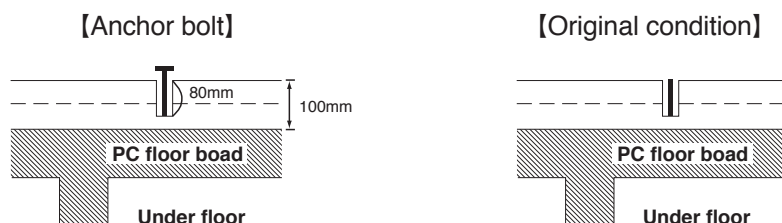
\*Download the application from the official website ([www.ceatec.com](http://www.ceatec.com)) or use the online application system.

#### ■ 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, exhibitors 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

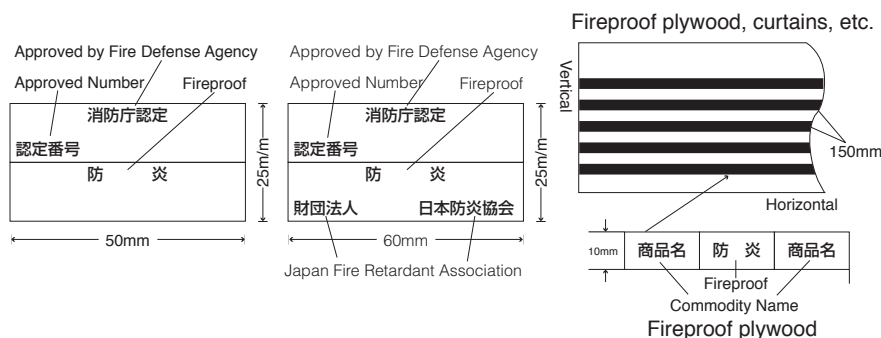
## ■ Fireproofing Regulations

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.

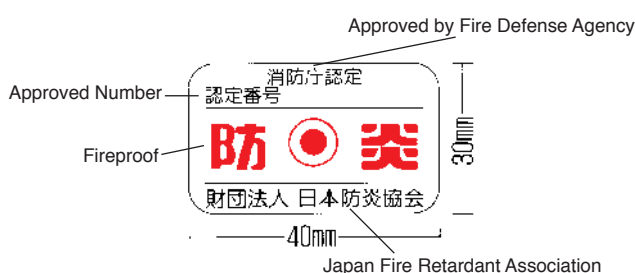
## ● Fireproof plywood

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 077).
- 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 Work <No.4>\*** by **Friday, September 9**, 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.

The Management Office will install the total switch based on the data. Exhibitors are required to correctly enter data, which cannot be changed later. 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 Electrical Work, and 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 1
	18 booths or less	1:00 p.m. on October 2

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

② Termination of power	5:15 p.m. on October 7
------------------------	------------------------

### ■ 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 26**. 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 2016", 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.11>\*** and submit it to Ishikawa-Gumi Ltd. by **Friday, September 2**. 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: [m\\_hasegawa@ishikawa-gumi.co.jp](mailto:m_hasegawa@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 3.

\*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

If you intend to install audio equipment in your booth, inform your neighboring exhibitors in advance and agree on the volume to avoid any trouble. If you plan to perform presentations using audio equipment, inform your neighboring exhibitors in advance and agree on the volume and schedule. Turn off audio equipment immediately in case an emergency is announced.

#### ① Volume limit

Max. 80 dB

#### 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.

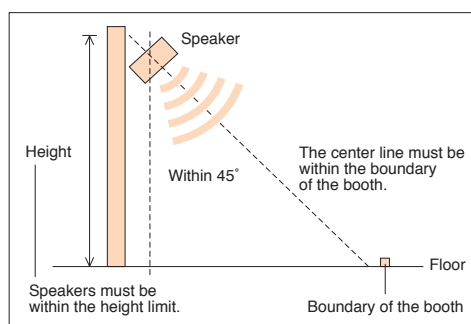
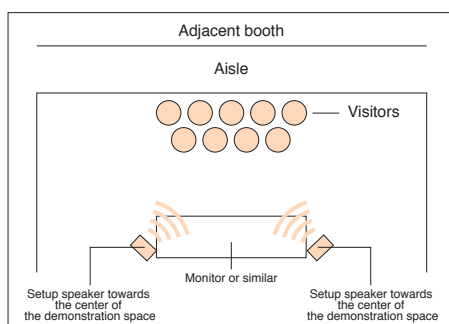
- After three warnings, the exhibitor will not be allowed to use sound equipment during the next morning.

#### 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.15>\*** to Kissei Comtec Co., Ltd. by **Friday, September 16.**

\*Download the application from the official website (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.37> should be submitted separately. (see page 114)

\*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 Wireless LAN devices and Internet connection must be arranged by exhibitors.
- ③ Do not use wireless LAN for any purpose other than product demonstration to minimize radio wave interference.
- ④ The wireless LAN may slow down or become disconnected for some reason. Exhibitors should consider this possibility when preparing their product demonstrations and related documents.
- ⑤ The 5 GHz band (W53/W56 of IEEE802.11a) is less congested. We recommend that exhibitors use devices compliant with the IEEE802.11a/n standards and avoid 2.4 GHz devices (compliant with the IEEE802.11b/g standards).
- ⑥ If neighboring booths plan to use the same channel, the Management Office will ask either or all to use different channels. For this reason, the Management Office does not guarantee that every exhibitor can use the channel specified in the application.
- ⑦ We recommend using Internet access services, not mobile routers.
- ⑧ 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.
- ⑨ 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.14>\*** and submit it with a booth floor plan showing the location and broadcast direction of read/write (R/W) equipment by **Friday, September 9**, 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.12>\*** to Kogeisha Co., Ltd. by **Friday, September 2**, along with two copies of a full description of the demonstration. The Japan Electronics Show Association will apply on behalf of exhibitors, and exhibitors can bring permitted materials onto the site.

\*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 / Suite 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 / Suite Booths <No.23>\*** to the Japan Electronics Show Association by **Friday, August 5**. 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 area if an exhibitor is exhibiting in multiple areas).

\*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 (Utility Booth): ¥216,000 per booth (including tax)
- For public use, including exhibition and demonstration (Suite Booth):  
 ¥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 108).

### ■Location:

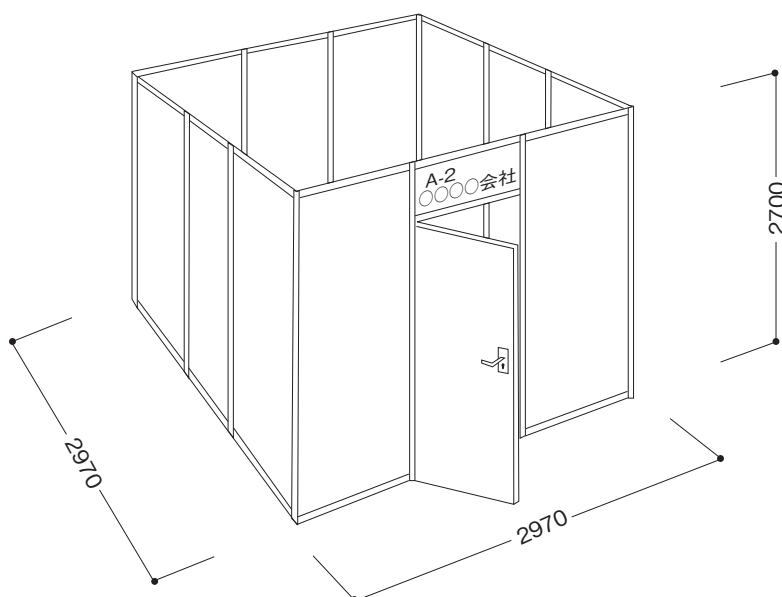
Storage spaces will be provided close to booths. The Organizing Committee will decide the final allocation. Because of space availability, storage may be set up outdoors. The final layout plan will be distributed via E-mail in late August or early September.

### ■Duration of Usage:

October 2 to October 7

### ■Distribution of Door Key:

A door key to the storage unit will be distributed from October 2. 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 7. 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 2016 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 2016 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 2016 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 2016 and who allow CEATEC JAPAN 2016 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 2016 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@toho-ag.co.jp](mailto:chiba@toho-ag.co.jp)

**■Paging**

Paging is not available during the following periods: October 3: from 1:00 p.m. to 5:00 p.m. October 4 to 7: from 10:00 a.m. to 5:00 p.m.

## Services Related to Booth Operation

### 05-1 Transport Service

Transport, Load-in&Load-out Service	102
-------------------------------------	-----

### 05-2 Rental Fixtures

1. Package Booth Service & Rental Fixtures	103
2. PC and Monitor Rental	112

### 05-3 Infrastructure Services

1. Internet Connection	114
2. Temporary Telephone Line Service	115
3. Antenna Installation	116
4. Booth Air Conditioning	117
5. Water Supply, Drainage, Compressed Air and Gas	118

### 05-4 Booth Management Services

1. Meeting Room (Rental)	119
2. Hotel Reservations	120
3. Food / Beverage Tickets	121
4. Catering Service	122
5. Bento (Box Lunch) Delivery Service	123
6. Reception Staff / Non-Technical Interpreter	124
7. Booth Security Guard	125
8. Booth Cleaning	126

## Transport, Load-in&amp;Load-out Service

In addition to the parcel delivery service, domestic cargo service is available as outlined below. Exhibitors who wish to use this service are required to submit the **Application for Transport, Load-in/Load-out Service <No.44>\*** to Plus Cargo Service by **Friday, September 16**.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

\* For the parcel delivery service, see Section 03-3. 5.

### Domestic Cargo System



### Fees

#### ① Fees for delivery to or pick up from Makuhari Messe.

\*tax included.

Region	~ 2kg	~ 5kg	~ 10kg	~ 20kg	every additional 10kg
Hokkaido	¥1,800	¥2,000	¥2,250	¥2,500	¥1,200
Tohoku	¥1,400	¥1,600	¥1,800	¥2,050	¥1,000
Kanto/Koshin-Etsu	¥1,350	¥1,550	¥1,750	¥1,950	¥800
Chubu/Hokuriku	¥1,400	¥1,600	¥1,800	¥2,050	¥900
Kinki	¥1,500	¥1,700	¥1,900	¥2,100	¥1,000
Chugoku	¥1,600	¥1,800	¥2,000	¥2,250	¥1,100
Shikoku	¥1,700	¥1,900	¥2,150	¥2,350	¥1,100
Kyushu	¥1,800	¥2,000	¥2,250	¥2,500	¥1,200
Okinawa	¥2,450	¥3,050	¥4,100	¥5,150	¥1,400

② Empty container storage fee (freight-in, storage and delivery to exhibition): ¥500 (tax included) per box.  
The sum of the three sides of the box should be less than 185cm.

③ Insurance: Exhibitors shipping via the event shipping service in ① above are requested to take out comprehensive event insurance. The insurance fee is ¥15 per ¥10,000 assessed value.

④ Rental forklift and driver:

	Fees (tax included)
Driver	¥3,780 / hour
2.5t Forklift	¥16,200 / 30-min    ¥8,100 / every additional 30-min
6.0t Forklift	Please inquire of Plus Cargo Service

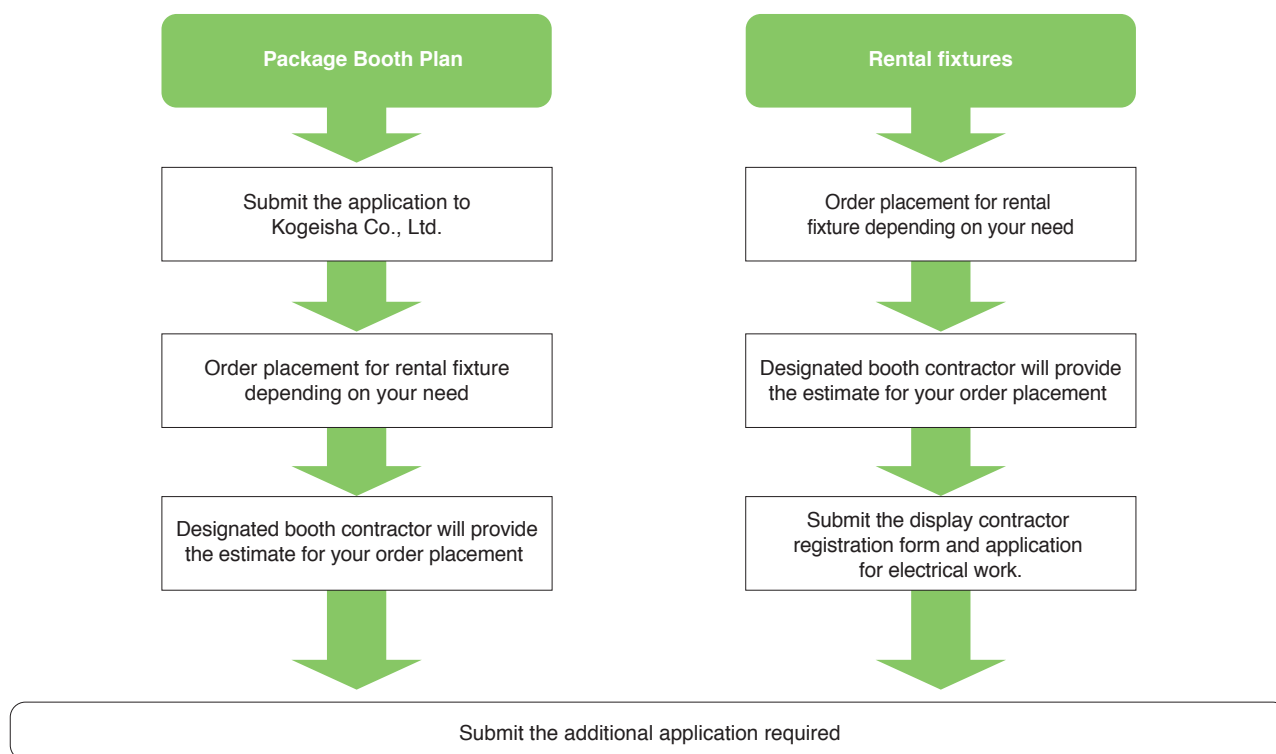


## 1. Package Booth Service & Rental Fixtures

The Management Office will make the following package displays and booth fittings available for exhibitors. To rent this equipment, fill in the **Application for Package Booth Service / Rental Fixtures <No.29>\*** and submit it by **Friday, September 2** to Kogeisha Co., Ltd.

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

### ■Flow of application



\*Kogeisha will submit the application for electrical work and the display contractor registration on behalf of exhibitors who apply for the package booth plan. Note that the package booth plan does not include the cost of electrical work and electricity rates.

#### Reference

Electric work: ¥7,560 per 1 kW (including tax)

Electric rate: ¥3,240 per 1 kW (including tax)

\* For the details about electric work, see Page 092.

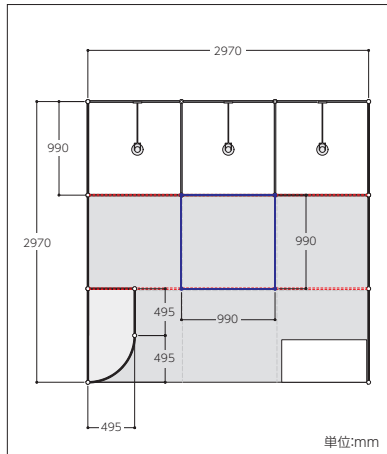
Package plans can be tailored and other arrangements are available. Feel free to ask us.

Kogeisha Co., Ltd.  
 Person in charge: Y. 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](mailto:ceatec@kogeisha.co.jp)

## 05-2 Rental Fixtures | 1. Package Booth Service & Rental Fixtures

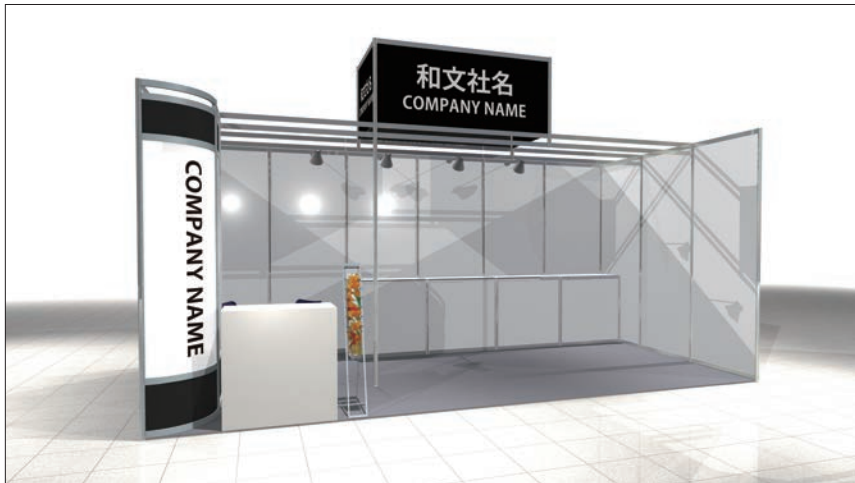
① **Package Booth Plan A (Standard)** Colors for background and lettering are selectable.

### 1-Booth Package



Item	
Floor carpet	1 booth
Edge stopper	3 m
Display table (with sliding door)	3
Company name	3 sides
Company name (incl. fluorescent light)	1
Reception desk	1
Folding chair	1
Business card box	1
Arm spotlight	3
Socket	1
<b>¥245,160 (incl. tax)</b>	

### 2-Booth Package



Item	
Floor carpet	2 booths
Edge stopper	6 m
Display table (with sliding door)	4
Company name	3 sides
Company name (incl. fluorescent light)	1
Reception desk	1
Folding chair	3
Round table (dia.: 600 mm)	1
Business card box	1
Arm spotlight	6
Socket	2
<b>¥352,080 (incl. tax)</b>	

### 3-Booth Package



Item	
Floor carpet	3 booths
Edge stopper	9 m
Display table (with sliding door)	5
Wall panel (W 990 mm)	3
Wall panel (W 495 mm)	1
Accordion door	1
Company name	3 sides
Company name (incl. fluorescent light)	2
PDP (42 inch)	1
Meeting set	1
Reception desk	1
Folding chair	1
Catalog stand	1
Business card box	1
Arm spotlight	7
Socket	2
<b>¥624,240 (incl. tax)</b>	

\*The package booth plans above do not include costs related to electrical work and electricity rates.

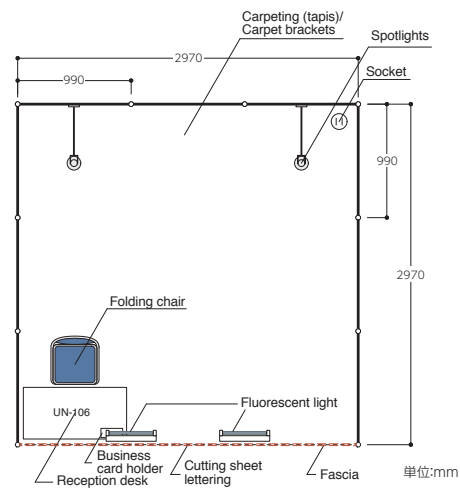
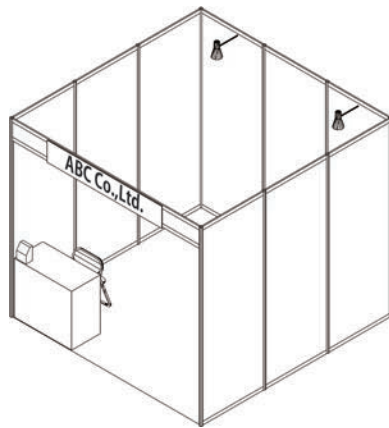
\*For colored wall panels, ¥64,800, ¥86,400, and ¥108,000 will be additionally charged for 1-booth, 2-booth, and 3-booth plans, respectively.

\*If a booth is located at a corner, no wall panel will be installed facing the visitor passage; only a fascia will be set up. Contact the Management Office to set up wall panels (at no additional cost).

\*Cutting sheet lettering for corporate logos will be charged separately.

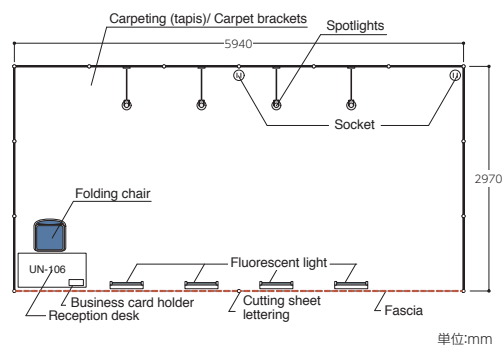
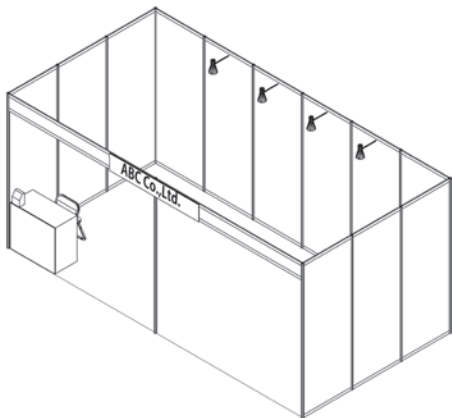
## ② Package Booth Plan B (Basic)

## 1-Booth Package



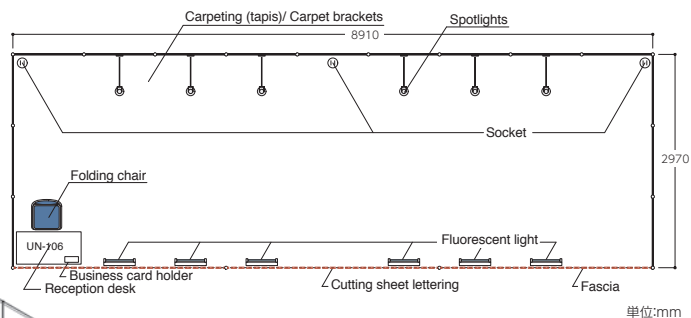
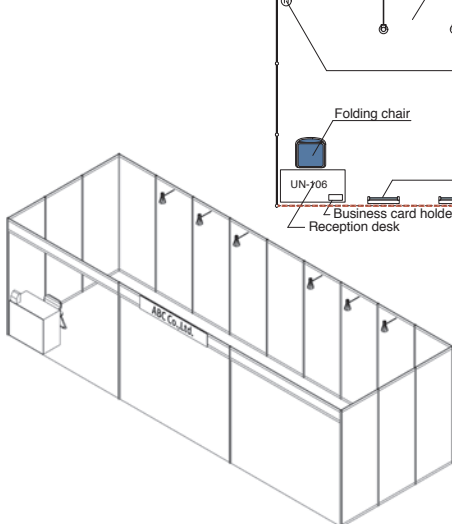
Item	
Floor carpet	1 booth
Edge stopper	3m
fascia	3m
Reception desk	1
Folding chair	1
Cutting sheet lettering	1
Business card box	1
Arm spotlight	2
Fluorescent light	2
Socket	1
<b>¥102,600 (incl. tax)</b>	

## 2-Booth Package



Item	
Floor carpet	2 booth
Edge stopper	6m
fascia	6m
Reception desk	1
Folding chair	1
Cutting sheet lettering	1
Business card box	1
Arm spotlight	4
Fluorescent light	4
Socket	2
<b>¥147,960 (incl. tax)</b>	

## 3-Booth Package



Item	
Floor carpet	3 booth
Edge stopper	9m
fascia	9m
Reception desk	1
Folding chair	1
Cutting sheet lettering	1
Business card box	1
Arm spotlight	6
Fluorescent light	6
Socket	3
<b>¥204,120 (incl. tax)</b>	

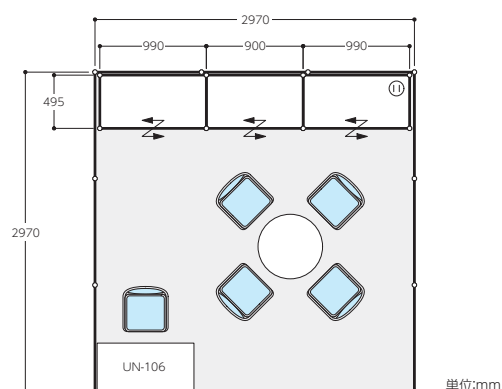
\*The above package booth plan does not include costs related to electrical facility construction or electricity consumption.

\*If a booth is located at the corner, no wall panel will be set up facing the visitor passage and only a fascia will be set up. Contact the Management Office to set up wall panels. (No additional cost is required)

\*The cutting sheet lettering for the corporate logo will be charged separately.

### ③ Package Booth Plan C (Business Meeting Package)

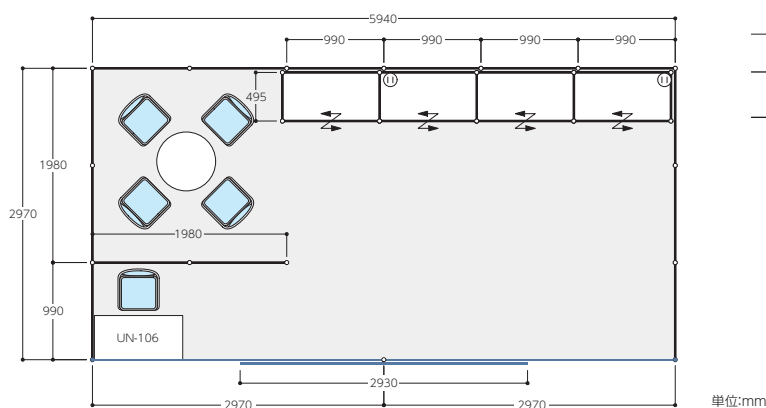
#### 1-Booth Package



Item	
Floor carpet	1 booth
Edge stopper	3 m
Wall color sheet	1 booth
Display table (with sliding door)	3
Illuminating fascia (company name color: black)	1
Reception desk	1
Folding chair	5
Business card box	1
Round table (dia.: 600 mm)	1
Arm spotlight	2
Socket	1

**¥216,000 (incl. tax)**

#### 2-Booth Package



Item	
Floor carpet	2 booths
Edge stopper	6 m
Wall color sheet	2 booths
Wall panel (W 990 mm)	2
Display table (with sliding door)	4
Illuminating fascia (company name color: black)	1
Reception desk	1
Folding chair	5
Business card box	1
Round table (dia.: 600 mm)	1
Arm spotlight	4
Socket	2

**¥356,400 (incl. tax)**

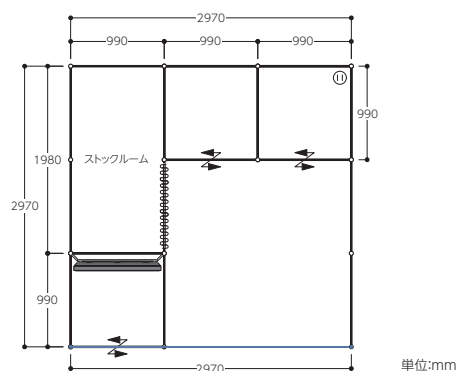
\*The above package booth plan does not include costs related to electrical facility construction or electricity consumption.

•If a booth is located at a corner, no wall panel will be set up facing the visitor passage and only a fascia will be set up. To set up wall panels, contact the Management Office. No additional cost is required.

•Cutting sheet lettering for corporate logos will be charged separately.

#### ④Package Booth Plan D (monitor + stock space)

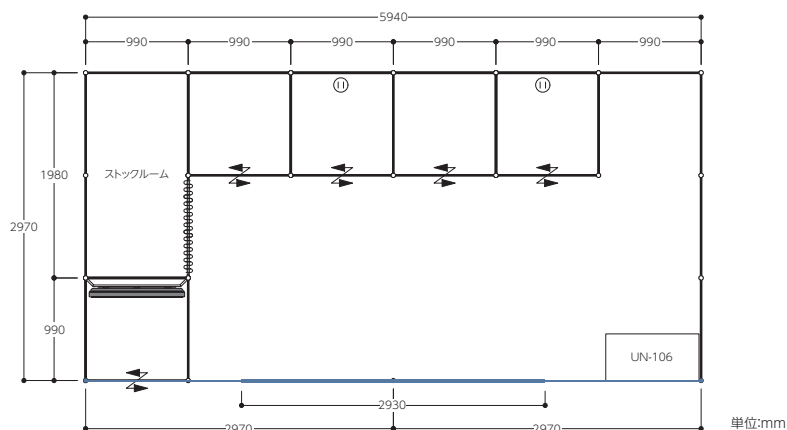
##### 1-Booth Package



Item	
Floor carpet	1 booth
Edge stopper	3 m
Wall color sheet	1 booth
Wall panel (W 990 mm)	2
Accordion door	1
Display table (with sliding door)	3
Illuminating fascia (company name color: black)	1
FPD (32 inch)	1
Arm spotlight	2
Socket	2

**¥367,200 (incl. tax)**

##### 2-Booth Package



Item	
Floor carpet	2 booths
Edge stopper	6 m
Wall color sheet	2 booths
Wall panel (W 990 mm)	2
Accordion door	1
Display table (with sliding door)	5
Illuminating fascia (company name color: black)	1
Reception desk	1
FPD (32 inch)	1
Arm spotlight	4
Socket	3

**¥496,800 (incl. tax)**

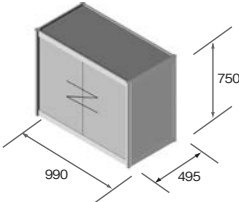
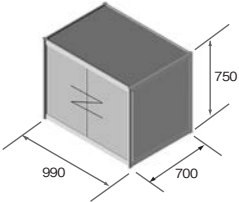
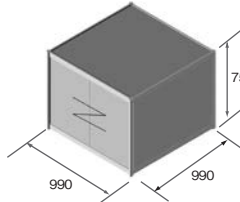
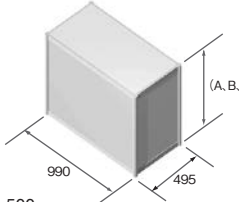
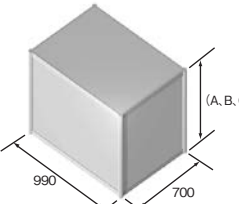
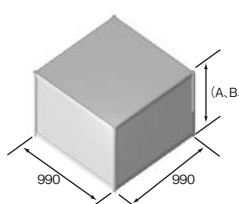
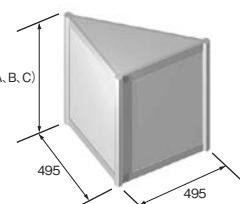
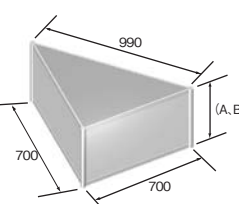
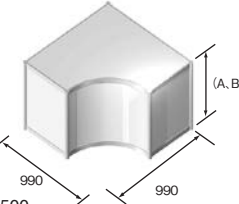
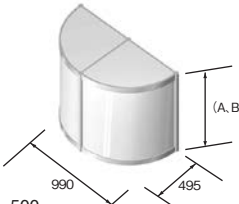
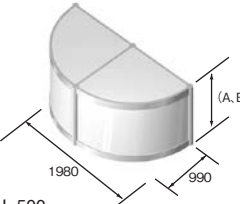

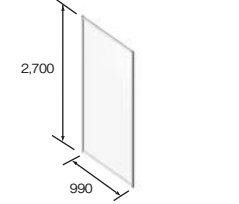
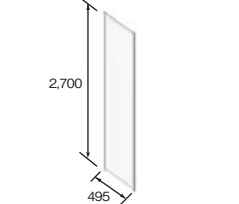

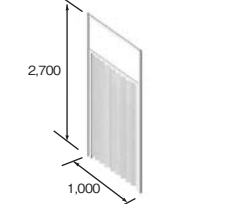
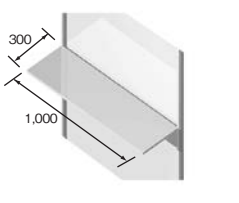
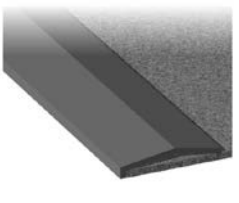
\*The above package booth plan does not include costs related to electrical facility construction or electricity consumption.

- If a booth is located at a corner, no wall panel will be set up facing the visitor passage and only a fascia will be set up. To set up wall panels, contact the Management Office. No additional cost is required.
- Cutting sheet lettering for corporate logos will be charged separately.

### ■ Standard Booth Options

Standard package booths are assembled based on each exhibitor's selection of components from the following Standard List of Optional Fixtures/Furniture.

(\*Prices include tax)

<b>1 Display counter (with storage space)</b>  <b>¥20,520</b>	<b>2 Display counter (with storage space)</b>  <b>¥21,600</b>	<b>3 Display counter (with storage space)</b>  <b>¥27,000</b>	<b>4 Display counter</b>  A:H=500 B:H=750 C:H=900 <b>¥14,040</b>
<b>5 Display counter</b>  A:H=500 B:H=750 C:H=900 <b>¥16,200</b>	<b>6 Display counter</b>  A:H=500 B:H=750 C:H=900 <b>¥21,600</b>	<b>7 Display counter</b>  A:H=500 B:H=750 C:H=900 <b>¥9,720</b>	<b>8 Display counter</b>  A:H=500 B:H=750 C:H=900 <b>¥14,040</b>
<b>9 Display counter</b>  A:H=500 B:H=750 C:H=900 <b>¥24,840</b>	<b>10 Display counter</b>  A:H=500 B:H=750 C:H=900 <b>¥30,240</b>	<b>11 Display counter</b>  A:H=500 B:H=750 C:H=900 <b>¥35,640</b>	<b>12 Fascia</b>  <b>¥4,320/m</b>
<b>13 Wall panel</b>  <b>¥10,800</b>	<b>14 Wall Panel</b>  <b>¥6,480</b>	<b>15 Door with lock</b>  <b>¥27,000</b>	<b>16 Accordion door</b>  <b>¥21,600</b>
<b>17 Shelf</b>  <b>¥4,320</b>	<b>18 Wall coloring</b> <p>For samples of the floor carpet and wall color, refer to No.36 and select the color you want.</p> <p><b>¥64,800/1booth</b>  <b>¥86,400/2booths</b>  <b>¥108,000/3booths</b></p>		<b>19 Floor carpet</b> <p><b>¥19,440/booth</b></p>
			<b>20 Brackets for capeting</b>  <b>¥648/m</b>

\*When providing equipment which has various types, indicate the type (A to D) such as height and color in the Applications. (ex. 4-A)



(\*Prices include tax)

<b>21 Cut out lettering</b> H50 ¥1,188 H90 ¥1,404 H150 ¥2,160 H200 ¥2,310 H300 ¥3,456  The above price is for the specified typefaces. The prices for your logos and/or special typefaces are available on your request.	<b>22 Explanatory panel</b>  *The price is charge according to the volume and the specifications of manuscripts. W1,200 x H900 (300 letters) <b>¥54,000~</b> W 900 x H600 (250 letters) <b>¥43,200~</b> W 600 x H500 (150 letters) <b>¥37,800~</b>	<b>23 Reception desk</b>  W900 x D450 x H800 <b>¥8,640</b>	<b>24 Reception set</b>  <b>¥15,660/set</b>
<b>25 Meeting set</b>   A:White B:Blue <b>¥18,144/set</b>	<b>26 Meeting set</b>   A:Beige B:Brown <b>¥36,720/set</b>	<b>27 Meeting set</b>  <b>¥23,328/set</b>	<b>28 System counter</b>  W600 x D600 x H1,020 <b>¥12,960</b>
<b>29 Folding chair</b>  <b>¥648</b>	<b>30 Counter chairs</b>  A:H500 B:H600 C:H700 <b>¥3,240/chair</b>	<b>31 Counter chairs</b>  A:H=500 B:H=750 C:H=900 <b>¥3,780/chair</b>	<b>32 Stacking chair</b>  A:Blue B:White C:Silver <b>¥3,240</b>
<b>33 Tables</b>  A:W1800 x D600 x H730 B:W1500 x D600 x H730 C:W1200 x D600 x H730 <b>¥3,780/ table</b>	<b>34 Table / white top</b>  A:W800 x D450 x H600 <b>¥2,160</b> B:W600 x D600 x H600 <b>¥3,240</b> C:φ750 x H600 <b>¥4,320</b>	<b>35 Unit counter</b>  A:W1200 x D600 x H800 <b>¥12,960</b> B:W1500 x D600 x H800 <b>¥14,040</b>	<b>36 Island counter</b>  External size:W1500 x D600 x H920 Internal size:W1450 x D530 x H290 with light & lock <b>¥25,920</b>
<b>37 High Shelf (mirror surface)</b>  W1200 x D450 x H1500 <b>¥21,600</b>	<b>38 Shelf (table type)</b>  W600 x D310 x H400 <b>¥8,640</b>	<b>39 Display Stand</b>  A:Natural C:Black B:White D:Gray W465 x D465 x H970 <b>¥8,640</b>	<b>40 Display Stand</b>  A:Natural C:Black B:White D:Gray W910 x D465 x H970 <b>¥17,280</b>

\*When providing equipment which has various types, indicate the type (A to D) such as height and color in the Applications. (ex. 4-A)












(\*Prices include tax)

<b>41 Multipurpose box</b>  W900 x D600 x H740 <b>¥6,480</b>	<b>42 Garbage box</b>  A: White B: Blue <b>¥648</b>	<b>43 Sign stand</b>  <b>¥4,320</b>	<b>44 Sign stand</b>  Panel mounting plate: 250 mm x 250 mm (Panel must be larger than 250 mm x 250 mm.) *Panel not provided *Mounting: Woodscrews or two-sided tape *Panel angle adjustable H900 to 1250 <b>¥2,700</b>
<b>45 Rack</b>  W900 x D450 x H1800 <b>¥7,020</b>	<b>46 Fire extinguisher</b>  Type 10 <b>¥4,320</b>	<b>47 Refrigerator</b>  *Size (m/m) : A: Large: 170ℓ B: Medium: 100~106ℓ C: Small: 70~74ℓ <b>¥21,600</b> <b>¥19,440</b> <b>¥16,200</b>	<b>48 Coffee maker</b>  200 cups <b>¥35,856</b>
<b>49 White cloth</b>  H1000 x W2000 <b>¥1,620/sheet</b>	<b>50 Catalogue stand</b>  A: A4 paper ; 12 stages B: Desktop type <b>¥5,940</b> <b>¥1,620</b>	<b>51 Business card holder</b>  <b>¥4,320</b>	<b>52 Business card holder</b>  <b>¥1,620</b>
<b>53 Potted plants</b>  Large: H1700 Medium: H 700 Small: H 300 Flower: H 300 <b>¥3,780</b> <b>¥2,700</b> <b>¥1,296</b> <b>¥1,080</b>	<b>54 DVD Player</b>  <b>¥21,600</b>	<b>55 FAX</b>  <b>¥21,600</b>	<b>56 Arm spotlight (Fluorescent sphere)</b>  Power consumption 22W <b>¥3,780/light</b>
<b>57 Spotlight (Fluorescent sphere)</b>  Power consumption 22W <b>¥3,780</b>	<b>58 Arm spotlight (LED)</b>  Power consumption 12W <b>¥4,320</b>	<b>59 Spotlight (LED)</b>  Power consumption 12W <b>¥3,780</b>	<b>60 Rectangular spotlight (LED)</b>  Power consumption 100W <b>¥8,640</b>

\*The actual lighting fixtures may differ slightly from the pictures shown.

When providing equipment which has various types, indicate the type (A to D) such as height and color in the Applications. (ex. 4-A)

(\*Prices include tax)

61 Halogen spotlight	62 Dichroic halogen lamp	63 Fluorescent light	64 Power socket 100V(E)
			
Halogen bulb (300W) <b>¥7,560</b>	100 W/lamp <b>¥6,480</b>	40w / light <b>¥3,780</b>	Ground with two prongs <b>¥3,780</b>
65 Unit display stand (A, B, C)	66 Display stand	67 Display stand	68 Single hanger rack
			
S-75A: W600 x D600 x H600 <b>¥3,240</b> S-75B: W750 x D750 x H750 <b>¥4,320</b> S-75C: W900 x D900 x H600 <b>¥4,400</b>	S-71: W900 x D900 x H700 to 1050 <b>¥8,640</b> S-70: W1,200 x D900 x H700 to 1050 <b>¥10,800</b> (Shelf: white veneer; chrome plating)	W900 x D900 x H700 to 1050 (Shelf: white veneer; chrome plating) <b>¥11,880</b>	Including 10 hangers <b>¥3,888</b>
69 Water server			
			
Includes 3 gallons of water (11.4ℓ) <b>¥15,984</b>			

\*When providing equipment of various types, provide information (A to D) such as height and color in the Application. (ex. 4-A)

\*If chain hooks are necessary for panel installation, please contact us.

We offer various other rental fixtures; visit the following website for details.

<http://www.hiratsuka-lease.co.jp>

Please indicate the product number in No.29.

## 2. PC and Monitor Rental

Exhibitors who require PC rental, are requested to submit the **Application for PC and Monitor Rental <No.45>\*** to Kissei Comtec by **Friday, September 16**. Due to a rush of applications for PC rentals immediately before the show, we may not be able to meet all requests. Please submit your application as early as possible.

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

## ■ Dates:

Delivery: 10:00 a.m. – Noon on October 3 (Mon)

Pick-up: 5:00 p.m. – 7:00 p.m. on October 7 (Fri)

\*Please note that the picking-up service is done in order, so you may need to wait.

\*Separate fee estimates will be provided for exhibitors requiring a rental PC(s) delivery at a time other than that specified above.

## ■ Rental Fees

\*The following rental prices are special prices effective during the show (incl. delivery and tax). Unpacking, setup and re-packing are not included.

\* Rental users are requested to keep the packing materials during the exhibition.

\*Optional paid services are available, including network cable-laying and setup inside booths, unpacking and setting up fittings, and taking down and repacking fittings. Contact the Kissei Comtec Sales Dept. for more details.

\*In addition to the below, PCs, peripheral equipment, network equipment and other equipment are available for rent during the show.

\* Rental users are requested to keep the packing materials during the exhibition.

## ① Package Plan (PC rental with popular software installation and Windows Update)

No.	Presentation Plan	Fee (incl. tax)	OS	Notes
1	Toshiba Dynabook B551 (1366×768)	¥12,420	Windows7-Pro 32bit	Microsoft Office 2013 Standard Edition including PowerPoint is installed. Contact us if you prefer Office 2007, 2010, or 2016.
2	HP ProDesk 600 G1 SF (does not include monitor)	¥13,500	Windows7-Pro 32bit	
No.	Internet connection Plan	Fee (incl. tax)	OS	Notes
3	Toshiba Dynabook B551 (1366×768)	¥12,420	Windows7-Pro 32bit	NOD32 and the latest version of the Windows update software are installed for security.
4	HP ProDesk 600 G1 SF (does not include monitor)	¥13,500	Windows7-Pro 32bit	
No.	All in One Plan	Fee (incl. tax)	OS	Notes
5	Toshiba Dynabook B551 (1366×768)	¥16,200	Windows7-Pro 32bit	Microsoft Office 2013 Standard Edition, NOD32, and the latest version of the Windows update software are installed. Contact us if you prefer Office 2007, 2010, or 2016.
6	HP ProDesk 600 G1 SF (does not include monitor)	¥17,280	Windows7-Pro 32bit	

## ② Laptop PC

No.	Items	Fee (incl. tax)	RAM	CPU	Graphic/VRAM/output-terminal	Drive	OS
7	Dell Latitude E6520 (1600×900)	¥9,720	4GB	Core i7 2.7GHz	NVIDIA NVS 4200M VGA+HDMI(video output only)	DVDSuperMulti	Win7-Pro 32bit
8	Dell Latitude E6510 (English) (1600×900)	¥9,180	4GB	Core i7 2.66GHz	onboard graphics VGA+DisplayPort	DVDSuperMulti	Win7-Pro 32bit
9	Lenovo ThinkPad T540p 20BF-AOXTJP (1920×1080)	¥11,880	8GB	Core i7 2.7GHz	NVIDIA GeForce GT 730M VGA+MiniDisplayPort	DVDSuperMulti	Win8.1u-Pro 64bit or Win7-Pro 64bit
10	Toshiba dynabook B551 (1366×768)	¥8,640	2GB	Core i5 2.3G	onboard graphics VGA	DVDSuperMulti	Win7-Pro 32bit
11	HP ProBook 450 G1 (1366×768)	¥10,260	4GB	Core i5 2.5G	onboard graphics/HDMI-VGA (No screw holes for the port)	DVDSuperMulti	Win8.1u-Pro 64bit or Win7-Pro 32bit/64bit
12	Apple MacBook Pro MD103J/A (1440×900)	¥16,200	4GB	Core i7 2.3G	GeForce GT 650M Thunderbolt	DVDSuperMulti	OS X (10.8)
13	Expansion Memory 1024MB	¥540					
14	Expansion Memory 2048MB	¥756					
15	Security cable	¥3,240					

\*The theft of laptop PCs has been on the increase at the exhibition. We recommend using security cables during opening hours and locking the PC in a cabinet during closing hours.

## ③ Desktop PC

No.	Items	Fee (incl. tax)	RAM	CPU	Graphic/VRAM/output-terminal	Drive	OS
16	HP ProDesk 600 G1 SF	¥9,720	4GB	Core i5 3.3GHz	Onboard graphics VGA+DisplayPort×2	DVDSuperMulti	Win7-Pro 32bit
17	HP EliteDesk 800 G1 SF/CT	¥11,880	16GB	Core i7 3.4GHz	Onboard graphics VGA+DisplayPort×2	DVDSuperMulti	Win8.1u-Pro 64bit or Win7-Pro 32bit/64bit
18	Dell Optiplex 980SFF (English)	¥9,720	4GB	Core i7-860 2.8GHz	Radeon HD 3450 256MB VGA+DVI	DVDSuperMulti	Win7-Pro 32bit

## 05-2 Rental Fixtures | 2. PC and Monitor Rental

### ④ Software Rental (Microsoft Office, Security Software)

No.	Items	Fee (incl. tax)	Notes
19	MS Office2007/2010/2013 Professional Plus	¥2,700	Japanese/English (Windows only) Installation fee will be charged.
20	MS Office2007/2010/2013 Standard	¥2,160	Japanese/English (Windows only) Installation fee will be charged.
21	Canon IT Solutions Nod32 AntiVirus	Free	Japanese/English (Windows only) Installation fee will be charged.
22	Symantec EndpointProtection	¥540	Japanese/English (Windows or Mac OS) Installation fee will be charged.
23	Software installation fee per unit	¥2,160	Charged for installing each software program
24	Flash Erase*1 (data erasure software from Ultra-X)	¥540	Necessary for each PC

\*1 Data erasure process takes about 2 hours.

### ⑤ LCD Monitor

No.	Items	Fee (incl. tax)	Notes
25	24"TFT Mitsubishi MDT241WG and others	¥15,120	WUXGA 24" (1920×1200)
26	23.6"TFT widescreen LCD display iiyama ProLite E2473HS-2 others	¥7,884	FHD 23.6" (1920×1080)
27	19"TFT NEC Mitsubishi 194LM and others	¥5,616	SXGA 19" (1280×1024)
28	17"TFT SHARP, Samsung740N PLUS others	¥4,968	SXGA 17" (1280×1024)
29	Wall mount bracket (For 15"~24", VESA standard)	¥1,404	Fee for removing monitor pedestal: ¥2,000

### ⑥ Touch screen

No.	Items	Fee (incl. tax)	Notes
30	Eizo Multitouch 23" FlexScan T2381W_B	¥11,556	FHD 23.0"(1920×1080), Windows8,7 compatible

### ⑦ iPad/iPhone

No.	Items	Fee (incl. tax)	Notes
31	Apple iPad Air2 MGLW2J/A Wifi 16GB Silver	¥7,020	Wi-Fi model [IEEE802.11a/b/g/n]
32	Apple iPad Air2 MGH72J/A 16GB Silver WiFi+Cellular (SIM-free) *2	¥9,936	Wi-Fi + Cellular model [IEEE802.11a/b/g/n]
33	Apple iPhone6 16GB Silver SIM-free *2	¥8,964	Wi-Fi SIM-free model [IEEE802.11a/b/g/n/ac]

\*2 SIM card is not included. Please contact us.

### ⑧ Printer

No.	Items	Fee (incl. tax)	Notes
34	Canon PIXUS iP100 (inkjet)	¥8,856	A4, ink included
35	Canon PIXUS iP4830 (inkjet)	¥12,744	A4, ink included
36	Canon Satera LBP3000B (black & white laser)	¥13,824	A4, toner included
37	Canon Satera LBP8630 (black & white laser)	¥39,960	A3 (network capable), recycled toner included
38	Canon LBP 5910*3 (color laser)	¥129,600	A3 (network capable), installation and dismantlement work fee included

\*3 No additional fee for up to 500 sheets. Thereafter, ¥23 per sheet will be added.

### ⑨ Network Equipment

No.	Items	Fee (incl. tax)	Notes
39	Elecom EHB-UG2A08 (hub)	¥2,808	10/100/1000M 8-port switching hub, loop prevention function
40	Buffalo LSW2-GT-16NSRR (hub)	¥4,104	10/100/1000M 16-port switching hub
41	Yamaha NVR500 (router)	¥6,588	FTTH/ADSL broadband router

### ⑩ Useware

No.	Items	Fee (incl. tax)	Notes
42	Windows Update	¥2,160	Important updates only
43	Network wiring work, setting, etc.	Ask	Network construction work in your booth
44	Unpacking, installation, and dismantling work	Ask	
45	Installation fee for application software	From ¥2,160	For commercial and free software

## 1. Internet Connection

Exhibitors who require Internet connection should submit the **Application for Internet Connection <No.37>\*** to Kissei Comtec by **Friday, September 9.**

\*Download the application from the official website (www.ceatec.com) or use the online application system.

### ■Internet connection \*This service shares a 1-Gbps line. The speed of connection is not guaranteed.

#### ①100-Mbps connection with one private IP address: ¥86,400 (including tax)

- This service includes the wiring up to the exhibitor's booth, a terminating device with seven LAN ports, and the provider charge. Expenses for wiring after the terminating device and the connection and setting of devices are not included.
- The private IP address will be given automatically by DHCP.

#### ②100-Mbps connection with one global IP address: ¥97,200 (including tax)

#### ③100-Mbps connection with five global IP addresses: ¥118,800 (including tax)

#### ④100-Mbps connection with 13 global IP addresses: ¥172,800 (including tax)

- Please apply in advance to disclose the address of a terminal in your booth on the Internet.
- This service includes the wiring up to the exhibitor's booth, a terminating device with seven LAN ports, and the provider charge. Expenses for wiring after the terminating device and the connection and setting of devices are not included.
- The global IP addresses can be set at the same number of terminals. Prepare a router separately for a private IP address.
- A notice on the IP addresses will be sent at least one week before the exhibition starts.

### ■LAN connection between booths: (up to 50 m) / ¥21,600

- This is a service for connecting LAN cables between booths.
- If you require connect your neighbors stand which is using wired cable we wire the cable with RJ45 terminated connector.
- If the wired cable require 50metre more cost will be charge double.
- For the connection longer than 100 m, please consult with the Management Office.

### ■Notes

- This service depends on the best-effort connection offered by the communication carrier and the provider. For this reason, the Management Office does not guarantee the speed of connection and do not compensate any failure of the line and problems concerning the connection. For the details, see the terms and conditions shown on the website of the communication carrier and the provider (in Japanese).

**NTT East** <https://www.ntt-east.co.jp/tariff/pdf/e08.pdf>

**ARTERIA Networks** <https://www.marubeni-access.com/ja/support/download/files/internet.v.1.7.8.pdf>

- Routing service is available. Note that we may not be able to satisfy exhibitor's all requirements.
- The Management Office will use VLAN as a security measure to control communications among exhibitors.
- Exhibitors are required to take necessary security measures such as updating their Windows OS and installing antivirus software.
- If an exhibitor fails to take appropriate security measures on its equipment and causes network failure or any other problem, the Management Office will demand the exhibitor to bear all restoration expenses.
- To protect from viruses, the Management Office will monitor the network. If any in-booth PC is suspected to be infected with viruses, the Management Office will cut off the connection of the booth in question from the network, consult with the exhibitor, and take necessary countermeasures.
- Exhibitors are required to set aside one socket for a switching hub.

### ■Payment

After receiving your application, Kissei Comtec will issue the invoice. Please pay the fee to the bank account shown on the invoice by September 23. Note that connection work will start only after the payment is confirmed.

### ■Other Exclusive dedicated line service option

Exhibitors whose require exclusive dedicated line service we can suggest NTT East 's "FLET'S HIKARI NEXT "service. Please ask and place order to KisseiComtec Co.,Ltd. by **Friday August 26.**

Depending on your requirement and whether the order is made after the deadline, it may not be possible to meet all exhibitor requirements.

Kissei Comtec Co., Ltd.  
 Person in charge: Mr.Amino  
 Otsuka S&S Bldg. 3-32-1, Minami-Otsuka,  
 Toshima-ku, Tokyo 170-0005  
 Tel: +81-3-5843-0318 Fax: +81-3-5979-6335  
 E-mail: ceatec2016@network.kcrent.jp

### ■Usage Period

3:00 pm on Sunday, Oct 2 to 5:00 pm on Friday Oct 7

Up to the configuration work in the venue official connection time may delay.

## 2. Temporary Telephone Line Service

Exhibitors who require temporary telephone or fax lines are required to submit the **Application for Telephone Line <No.30>\*** to Kogeisha Co., Ltd. by **Friday, September 2**.

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

### ■ Usage Period

9:00 a.m. on Monday, Oct. 3 to 5:00 p.m. on Friday, Oct. 7

### ■ Fees (including both basic and telephone call charge of ¥5,000) per Line

Line type	Fee
Analog	¥32,400 (tax included)

\* Prepaid call charge of ¥5,000 is included. You will be invoiced separately if you exceed this amount.

### ■ Telephone

Exhibitors applying for analog lines will receive an NTT telephone for in-booth usage free of charge. If a telephone is not required, the modular terminal can be used as an outlet.

### ■ International Calls

Exhibitors using analog lines may make international calls through their preferred international carrier. Note that international calls may be expensive.

### 3. Antenna Installation

Exhibitors requiring a radio/television antenna for demonstration purposes should submit the **Application for Antenna Installation <No.38>\*** to Astec K.K. by **Friday, September 9.**

Terminal output is planned to be greater than 70 dB.

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

#### ■ Antenna Types

- ① Terrestrial Digital Television Antenna  
¥129,600 (tax included)
- ② BS / CS 110° Antenna  
¥129,600 (tax included)
- ③ CS Digital Antenna (SKY PerfecTV)  
¥162,000 (tax included)
- ④ FM Antenna  
¥91,800 (tax included)
- ⑤ AM Antenna  
¥91,800 (tax included)



## 4. Booth Air Conditioning

Exhibitors who require air conditioning in their booth should submit the **Application for Booth Air Conditioning <No.31>\***, specifying the location of preference, to Kogeisha Co., Ltd. by **Friday, September 2**.

It is the exhibitor's responsibility to indicate the necessary volume of electrical power supply on the Application for Electrical Work in order to secure the necessary electrical power supply for air conditioners. The power supply capacity can be calculated on the basis of 1 KVA of triple-phase 200-V electricity per horsepower.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

### ■ Service Contents

There are two choices of air conditioning package lease; 10-horsepower cooling water systems and 5-horsepower cooling water systems. Details are as follows:

① Installation location

Units will be installed in the requested location in your booth

② Ventilation

Ventilation will be fixed through the front of the package. Exhibitors requiring an air duct(s) will be charged additional fees.

③ Capacity

The capacity of air conditioning is approximately 80m<sup>2</sup> per unit at 10-hp and approximately 33m<sup>2</sup> per unit at 5-hp.

④ Water-cooling air-conditioning construction work

Price: ¥324,000 (tax included) per package (¥162,000 per additional unit)

⑤ Air conditioner package lease:

10-hp package ¥205,200 (tax included)

5-hp package ¥162,000 (tax included)

### ■ Prohibition of air-cooling air-conditioning

The use of air-cooling air-conditioning is prohibited to prevent excessive heat discharge, which would raise the overall temperature in the halls. Exhibitors are required to use water-cooled air-conditioning systems. However, if the nature of an exhibit or presentation requires air-cooled air conditioning, the Management Office might permit the use of wall-installed air conditioning units of less than 1 hp.

## 5. Water Supply, Drainage, Compressed Air and Gas

Exhibitors who require water, air and/or gas supply are required to submit the **Application for Water Supply, Drainage, Compressed Air and Gas <No.32>\***, specifying the installation location, to Three-S Setsubi Kogyo by **Friday, September 2**.

Primary line construction is performed to supply water, water drainage and compressed air to booths. Construction inside booths is Secondary Construction and is performed for a fee to be paid by the exhibitor.

\*Download the application from the official website (www.ceatec.com) or use the online application system.

### ■ Water Supply and Drainage

- Supply pipe diameters: 13mm $\phi$ , 20mm $\phi$
- Drainage pipe diameters: 40mm $\phi$ , 50mm $\phi$
- Water pressure: 0.18 Mpa–0.2 Mpa

\*Contact the Management Office if other specifications are required.

〈Prices (incl. tax)〉

- |                                       |                             |                                     |
|---------------------------------------|-----------------------------|-------------------------------------|
| • <b>Construction on 1 location:</b>  | <b>¥64,800</b>              | *Pipe-laying inside booths is extra |
| • <b>Maintenance during the show:</b> | <b>¥5,400</b>               |                                     |
| • <b>Water consumption fee:</b>       | <b>¥972 / m<sup>3</sup></b> |                                     |

### ■ Compressed Air

- Piping apertures: 1/2", 3/8", 1/4"
- Pressure: 0.7 Mpa

\*Contact the Management Office if other specifications are required.

〈Prices (incl. tax)〉

- |                                       |                |                                     |
|---------------------------------------|----------------|-------------------------------------|
| • <b>Construction on 1 location:</b>  | <b>¥75,600</b> | *Pipe-laying inside booths is extra |
| • <b>Maintenance during the show:</b> | <b>¥5,400</b>  |                                     |

## 1. Meeting Room (Rental)

Meeting rooms will be set up for exhibitors to hold meetings at the exhibition.

Exhibitors who wish to use the meeting rooms are requested to submit the **Application for Meeting Room <No.53>\*** to the Japan Electronics Show Association (JESA) by **Friday, September 30**. Reservation times will be limited to two time-blocks per company, and will be allocated on a first-come-first-served basis. Applications will be accepted on a first-come-first-served basis from 10:00 on **Thursday, July 14**. If necessary, please ask JESA about the availability of rooms.

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

### ■ Outline

#### ① Available

Monday, October 3 – Friday, October 7 9:00 a.m.– 4:45 p.m.

#### ② Location

Exhibitors will be informed later.

#### ③ Room Charge

¥10,800 per 45 minutes (including tax)

\*Additional equipment and drinks will be charged.

#### ④ Layout

Rectangular, capacity: 30 seats



### ■ Hours

	Time							
	A	B	C	D	E	F	G	H
	9:00   9:45	10:00   10:45	11:00   11:45	12:00   12:45	13:00   13:45	14:00   14:45	15:00   15:45	16:00   16:45
October 3 (Mon)	1-A	1-B	1-C	1-D	1-E	1-F	1-G	1-H
October 4 (Tue)	2-A	2-B	2-C	2-D	2-E	2-F	2-G	2-H
October 5 (Wed)	3-A	3-B	3-C	3-D	3-E	3-F	3-G	3-H
October 6 (Thu)	4-A	4-B	4-C	4-D	4-E	4-F	4-G	4-H
October 7 (Fri)	5-A	5-B	5-C	5-D	5-E	5-F	5-G	5-H

## 2. Hotel Reservations

Rooms in the following hotels are available at a special rate from Saturday, October 1 to Friday, October 7.

The number of visitors to Japan has been increasing recently. You should reserve your hotel early.

-We have arranged hotels that are in walking distance to the event venue.

-We can arrange both individual and group bookings.

-You can reserve accommodation before deciding who will stay. Please contact us.

Hotel	Room type	Special rate (including service charge and tax)		Location/Transportation
		Per Person	With breakfast	
<b>APA Hotel &amp; Resort</b> (Tokyo-bay-makuhari) 2-3, Hibino, Mihama-ku, Chiba-shi TEL:043-296-1111 FAX:043-296-0977	10/1 Single	¥16,200	¥18,360	9 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 2 min. on foot to Makuhari Messe Hotel parking: ¥1,000/overnight (until 5:00 p.m. of the second day)
	10/1 Twin	¥10,260	¥12,420	
	10/2,3 Single	¥10,800	¥12,960	
	10/2,3 Twin	¥8,100	¥10,260	
	10/4-7 Single	¥12,420	¥14,580	
	10/4-7 Twin	¥8,640	¥10,800	
<b>Hotel Green Tower</b> 2-10-3, Hibino, Mihama-ku, Chiba-shi TEL:043-296-1122 FAX:043-296-1125	Single	¥11,000	¥12,500	1 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 4 min. on foot to Makuhari Messe Hotel parking: ¥1,000/overnight
<b>Hotel New Otani Makuhari</b> 2-2, Hibino, Mihama-ku, Chiba-shi TEL:043-297-7777 FAX:043-297-7788	Single	¥20,520	¥21,600	5 min. on foot from Kaihin Makuhari Station (JR Keiyo line) 2 min. on foot to Makuhari Messe Hotel parking: free of charge for lodger * Twin rooms are available from October 5 to 9.
<b>Hotel New Tsukamoto</b> 7-1, Chibako, Chuo-ku, Chiba-shi TEL:043-243-1111 FAX:043-242-1250	Single		¥7,560	2 min. on foot from Chiba Minato Station (JR Keiyo line) 9 min. via JR line and 8 min. on foot to Makuhari Messe Hotel parking: free of charge for lodger (for first 30)
<b>Famy Inn Makuhari</b> 1-33-3, Makuhari Hongo, Hanamigawa-ku, Chiba-shi TEL:043-271-5555 FAX:043-271-5772	Single		¥9,180	5 min. from Makuhari-hongo (JR Sobu/Keisei line) Shuttle bus to Makuhari Messe Hotel parking: free of charge for lodger (for first 40)

(As of May 24, 2016)

The number of rooms at the special rate is limited. Early reservation is recommended.

\*Parking fees are subject to change without notice. Parking space cannot be reserved.

\*All rooms are equipped with a bathroom.

### Room Rate:

Room rates are per person per room including service charge and tax.

### Reservation

1. Rooms can be reserved at the dedicated website (<http://biz.knt.co.jp/tour/2016/ceatec>).
2. This special offer is valid until **Friday, September 2**. After this date, contact respective hotels.
3. The room charge must be paid by bank transfer or credit card by the date specified.

### Cancellation and changes

1. Reservations can be cancelled at any time by paying the specified cancellation fee.
2. If you change or cancel a reservation (guest's name, room type, etc.), please inform us via e-mail immediately (not by telephone).

#### Contact:

Person in charge: Sugano, Miyamoto

Global Business Management Branch, Kinki Nippon Tourist Co., Ltd.

TEL: +81-3-6891-9354 FAX: +81-3-6891-9412

E-mail: [ecc\\_i043@or.knt.co.jp](mailto:ecc_i043@or.knt.co.jp)

Business hours: 9:30 a.m. to 6:00 p.m. (every day except Saturday, Sunday, national holidays)

\*If your email about cancellation or change does not reach us within our business hours, it will be treated as the next business day.

### 3. Food / Beverage Tickets

Makuhari Subcenter Food/Beverage Tickets will be sold. Exhibitors who require Food/Beverage Tickets, are required to submit the **Application for Food/Beverage Tickets <No.25>\*** to Makuhari Messe by **Friday, August 26** or purchase them on site.

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

#### ■About the Food and Beverage Tickets

- ① These tickets are valid until Thursday, December 31, 2016.
- ② Tickets are issued in ¥1,000 unit (three ¥250 tickets, two ¥100 tickets and one ¥50 ticket each).
- ③ They are redeemable at restaurants and cafeterias on the exhibition site, as well as at restaurants in Makuhari Techno Garden, Mitsui Outlet Park Makuhari, World Business Garden (WBG), Plena Makuhari, Messe Amuse Mall, APA HOTEL & RESORT TOKYO BAY MAKUHARI, Hotel New Otani Makuhari, Hotel Green Tower Makuhari, Hotel Francs, The Manhattan, Hotel Springs, Su:k Kaihin Makuhari and aune Makuhari.  
For more details, please see the web site: [http://www.m-messe.co.jp/docs/newcityguide/meal\\_ticket\\_shoplist.pdf](http://www.m-messe.co.jp/docs/newcityguide/meal_ticket_shoplist.pdf)
- ④ No change will be returned on food and beverage tickets, and the user must pay any amount over the ticket value in cash.

#### ■How to Order

- ① Purchasing in advance of the show (Tickets will be mailed following bank transfer confirmation).  
To purchase food and beverage tickets in advance, exhibitors should submit the application. Tickets, a temporary receipt and a refund application form will be mailed following bank transfer confirmation. Applications will be invalid if transfers are not confirmed by **Friday, September 16**, after which tickets must be purchased on-site (cash only).
- ② On-site (Cash only)  
Food and beverage tickets can be purchased (cash only) from Tuesday, October 4 to Friday, October 7 at the following locations:  
• Makuhari Messe Inc. (International Conference Hall, 1F): 9:00 a.m. – 5:00 p.m.

#### ■Refund Policy

After the show, the full amount paid for on-site food and beverage tickets will be refundable if the exhibitor submits the temporary receipt, a refund application form and the unused tickets to Makuhari Messe Inc. within 2 weeks after the closing the show.

A receipt will be issued, and the total amount will be deposited into a bank account designated by the exhibitor. However, there are no refunds after the receipt issued.

Refunds cannot be made in cash.

## 4. Catering Service

To enhance hospitality services to visitors, CEATEC JAPAN is expanding catering services inside booths. Exhibitors can order beverages and light snacks to be brought to their booths at specific times as amenities for business meetings, important customers and visitors.

To use these services, fill in the **Application for Catering Service <No.52>\*** and submit it by **Tuesday, September 27**, to Nilax Inc.

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

## ■ Menu

Menu	Unit	Unit price (tax included)
Hot coffee (units of 10 cups)	Paper cup	¥200
	Cup	¥330
Iced coffee (units of 10 glasses)	Paper cup	¥200
	Cup	¥330
Tea (units of 10 cups)	Paper cup	¥200
	Cup	¥330
Iced tea (units of 10 glasses)	Paper cup	¥200
	Cup	¥330
Oolong tea (units of 10 cups)	Paper cup	¥200
	Cup	¥330
Orange juice (units of 10 glasses)	Paper cup	¥200
	Cup	¥330
Evian (bottled water)	330-ml	¥150
	500-ml	¥200
Wine (bottled)	Red	¥3,200
	White	¥3,200
Canned beer	350-ml	¥450
Pastry platter (for approx. 10 persons)		¥3,000
Sandwich platter (for approx. 10 persons)		¥3,000
Sandwich box (1 box/person)		¥500



## 5. Bento (Box Lunch) Delivery Service

Lunch box/beverage delivery services to your booth will be available during the exhibition period. Exhibitors who request this service should submit the **Application for Bento (Box Lunch) Delivery Service <No.54>**\* to Wako Sangyo Co., Ltd. by **Friday, September 30**.

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

### ■Daily lunch (Bento) special

	Oct. 4	Oct. 5	Oct. 6	Oct. 7
¥800	 Nishoku Bento (minced meat)	 Western Bento	 Karaage Bento (deep-fried chicken)	 Japanese Bento
¥950	 Fried Bento	 Cutlets Bento (Pork cutlets)	 Chinese Bento	 Japanese Bento
¥1,150	 Grilled Fish Bento	 Joy of Chicken Bento	 Makunouchi Bento (fish, meat, and vegetables)	 Chinese Bento

\*All bento boxes come with a can of Japanese tea.

Lunch delivery service is available during the load-in period. Please contact us.

### ■Delivery time

Lunch/beverages will be delivered by 11:45 a.m. to your booth.

### ■How to pay

We accept cash or bank transfer.



## 6. Reception Staff/Non-Technical Interpreter

Exhibitors who require booth attendees/interpreters should submit the **Application for Reception Staff/Non-Technical Interpreter <No.46>\*** to Ken & Staff Co., Ltd. by **Friday, September 16.**

\*Download the application from the official website (www.ceatec.com) or use the online application system.

## ■ Rates

## ① Booth receptionist:

1 day (max. 8 hours)	¥17,786 (tax included)
----------------------	------------------------

## ② Interpreting

General Interpreting (Japanese–English)

1 day (max. 8 hours)	¥33,112 (tax included)
----------------------	------------------------

Business Meeting Interpreting (Japanese–English)

1 day (max. 8 hours)	¥63,405 (tax included)
----------------------	------------------------

\*The above prices assume eight (8) hours or less of work. Overtime fees that will be charged for work surpassing eight (8) hours are ¥2,200 per hour for Reception Desk Staffing, ¥4,400 per hour for interpreting and ¥8,800 per hour for business meeting interpreting. Meals, transportation and consumption tax are included in these fees.

\*Estimates will be provided for interpreting services in languages other than English.

## 7. Booth Security Guard

Exhibitors who need booth security guards during the load-in and show periods should submit the **Application for Booth Security Guard <No.47>\*** to TEXS Co., Ltd. by **Friday, September 16.**

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

### ■Night watch

Example: From 6:00 p.m. to 9:00 a.m.
--------------------------------------

1 watch area	¥99,336 (tax included)
--------------	------------------------

\*The above amount applies to one watch area. It includes staff cost (including backup staff cost), their transportation and meal expenses, and 8% consumption tax.

\*We will check the size and configuration of the booth and the objects and items to watch and then consult with the exhibitor about the necessary number of staff.

\*Estimates can be provided for other time periods and day shifts. Please note that the rate and number of necessary staff for night shifts and day shifts are different.

## 8. Booth Cleaning

Exhibitors requiring booth-cleaning services must submit the **Application for Booth Cleaning <No.48>\*** to Chiba-Pref. Bldg. Maintenance Corp. by **Friday, September 16**.

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

### ■Details

#### ①Cleaning Charge

¥3,240 (tax included) per booth (9m<sup>2</sup>)

Specify the number of booths to be cleaned in the application form.

#### ②Cleaning Hours

Every evening during the four days from October 3 to October 6

#### ③Cleaning method

Vacuuming or mopping the booth floor (cleaning of display counters, showcases and products not included)

## Exhibition Regulations

---

## 1. Exhibitor Eligibility / Booth Details

### 1-1. Exhibitor eligibility

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

- IT & electronics equipment related
- Electronic parts, devices, materials, raw-materials, and apparatus related
- Broadcasting and information/communications related
- Software and contents related
- Automotive, mobility related
- Public infrastructure related
- Healthcare related
- Energy related
- Financial related
- Agricultural and forestry related
- Machinery manufacturing related
- Construction and developers
- Trading related
- Distribution and logistics related
- Apparel related
- Sporting related
- Tourism related
- Service related
- Newspapers, magazines and other publishing, media companies
- Educational and research institutes, other-related companies
- Government organization, administrative corporations, public interest corporations, nonprofit public and industry organizations, public service-related companies
- Members of the three sponsors (CIAJ, JEITA, and CSAJ) are also eligible to participate.
- Other companies approved by the Organizing Committee (refer to section 9-3 Organizing Committee)

(1) Advertising companies and other related agencies are not allowed to represent any company that exhibits products even if said products are included in the aforementioned list of eligible businesses or products.

(2) The CEATEC JAPAN Organizing Committee (see section 9-3: Organizing Committee) reserves the right to refuse applications from companies that have violated regulations at a previous show or whose activities may be considered detrimental to visitors and/or other exhibitors regardless of in prior to or after holding an exhibitor contract. In such case, paid booth fees will be refunded. (see section 5-3: Exhibit application and contract agreement)

### 1-2. Exhibit area

- CEATEC JAPAN is composed of the following areas.
  - Community area
  - Town area
  - Home area
  - CPS/IoT Technology & Software area
- Exhibitor may exhibit in an area that is most suitable, or in

multiple areas. Application/contract is required for each area if exhibiting in multiple areas.

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

## 2. Booth Fees, Standards, Specifications, and Description

### 2-1. Standard Booth

#### (1) Booth Fee

The exhibition fees per standard booth space are as follow:

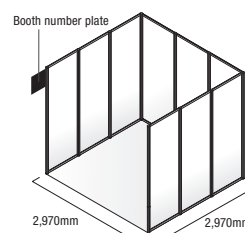
General corporate exhibitors (standard rate)	<b>¥388,800</b> (including consumption tax)
CIAJ, JEITA, and CSAJ members (member rate)	<b>¥356,400</b> (including consumption tax)

#### (2) 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) 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.

#### (4) Booth height limitations

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

##### 1.1-row booths (booths 1, 2, 3, 4, 5, 6)

The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 3.6 m.

##### 2.2-row booths (booths 4, 6, 8, 10, 12)

The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 3.6 m.

##### 3.3-row/4-row booths (booths 9, 12, 15, 16, 18)

In the case of booths with 3 rows or 4 rows, the allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 6.0 m.

Note: 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.

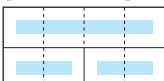
## CEATEC JAPAN Participation Regulations

### 4.20 or more booth spaces

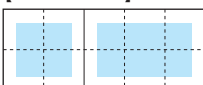
The height limit is 6 m. Suspended structures less than 6.0 m high is permitted for block booths. The Building frame of the venue must be checked for the installation points for suspended structures.

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

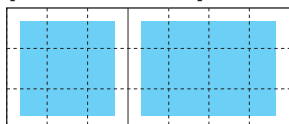
#### 【1-row booths】



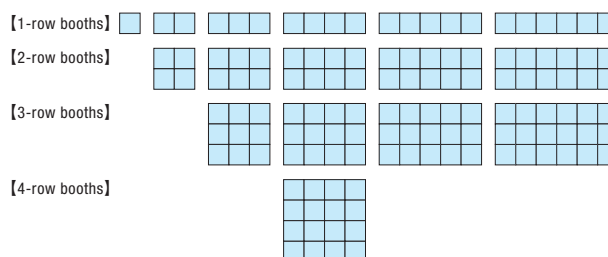
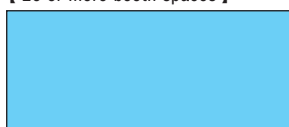
#### 【2-row booths】



#### 【3-row / 4-row booths】



#### 【20 or more booth spaces】



- (1) Exhibitors in rows may have booths of other exhibitors on one or three sides.
- (2) Shared exhibit and/or industry organizational exhibits may apply for more than 100 booths.
- (3) After the deadline for applications, the Organizing Committee will determine the layout of the show site. If the total space applied for exceeds the capacity of the site, the Organizing Committee reserves the right to determine an impartial method to reduce the number of booths applied for by exhibitors. The kind understanding of exhibitors on this matter is greatly appreciated.

## 2-2. Small Package Booth

### (1) Booth Fee\*

One booth	¥183,600 (including consumption tax)
Two booths	¥367,200 (including consumption tax)

\*Includes a package of facilities.

\*Small package booth exhibitors may apply for up to two booths.

### (2) Specifications

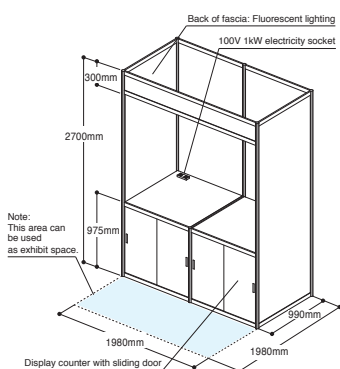
#### 1. Booth specifications

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 capacity\*)

\*Electric power rate will be charged separately.



## 4. Allocation of Booths

### (1) Allocation of booths

Exhibitors can select booth positions from specified locations on the booth allocation diagram, which is decided by the Organizing Committee. Selections will be allocated on a first-come-first-served basis. Booth allocation diagrams for selecting booth positions will be sent in order to exhibitors from the management office starting the middle of June (planned).

\*Precautions for selecting booth positions

- Zoning will be carried out based on the state of exhibitor applications. Zones will be determined by the Organizing Committee.
- The booth allocation diagram might be altered even after booth positions have been decided. In this case, booths might be repositioned.

### (2) Spare booth spaces

If booth spaces remain available on Tuesday, May 31st the remaining spaces will be placed on the floor as spare booths. Exhibitors submitting applications after Wednesday, June 1st must select booths from the spare booths specified on the booth allocation diagram after booth positions have been confirmed for exhibitors who applied before the cutoff date. Spare booths will be allocated on a first-come-first-served basis.

### (3) Fixed booth spaces

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

1. Booths for Japan-related associations
2. Booths for overseas cooperative organizations
- (4) Utility booths will be setup in spare open spaces after the booth lot drawing is completed. However, exhibitors should be aware that further changes in booth allocation may occur due to exhibitor cancellations, reduction in booth spaces, etc.
- (5) The position of entry ways and the use of block booths by exhibitors may be adjusted by the Organizing Committee in consideration of overall visitor flow.
- (6) Changes to requested exhibition areas will not be accepted after reception of exhibitor applications.

## 2-3. Booth description

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

## 3. Number of Booth and Booth Type

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

## 5. Exhibit Applications and Contract Details

### 5-1. Expenses included in the booth fee

#### (1) Badges

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

#### (2) Invitations

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

Note: For additional invitations, refer to section 5-2. Expenses other than booth fee.

#### (3) Customer Invitation Ticket (Comes with envelope for direct-mail use)

Maximum number of invitation tickets will be 50 per exhibitor (booth). Details on customer invitation service will be announced in the Exhibitor Manual, which will be distributed at a later date.

#### (4) Official Website

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

### 5-2. Expenses other than booth fee

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

Electric power installation, single-phase 100V or 200V	¥7,560/kW (including consumption tax)
Electric power installation fee, three-phase 200V	¥7,560/kW (including consumption tax)
Electricity consumption fee	¥3,240/kW (including consumption tax)
Overtime working hours fee	¥10,800/hour (including consumption tax)
Extra exhibitor badges (for those exceeding 15 per booth)	¥1,500/badge (including consumption tax)
Extra worker badges (for those exceeding 5 per booth)	¥500/badge (including consumption tax)
Extra invitation (In excess of the number of aforementioned free invitations)	¥324/invitation (not including consumption tax)
Envelope (for sending customer invitation tickets)	¥22/envelope (not including consumption tax)

#### (2) Utility booth/Suite booth (Separate application required)

When using the space for storage, backyard and internally (Utility booth)	<b>¥216,000/booth</b> (including consumption tax)
When using the space for for visitors such as to exhibit products (Suite booth)	CIAJ, JEITA, and CSAJ members <b>¥356,400</b> (including consumption tax) General corporate exhibitors <b>¥388,800</b> (including consumption tax)

Utility booths are available for variety of use such as lounge, storage, staff backyard etc. (If the space is used to display products, the fee will be different as it will be considered as Suite Booth). Owing to space limitations, there may be a maximum availability per exhibitor (or per area if an exhibitor is exhibiting in multiple areas). Apply for the utility booth supplied in the Exhibition Guide, which will be distributed at a later date.

- Specifications 2,970 mm (W) x 2,970 mm (D) x 2,700 mm (H)
- Fixtures per utility booth Two fluorescent lights, one electrical outlet with 800 w output

#### 3. Locations

Utility booths will be located in the exhibition hall area near the booths, as determined by the Organizing Committee. Because exhibition space is limited, some utility booths may have to be located outside of the exhibition halls.

#### (3) Others

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

### 5-3. Exhibit application and contract agreement

To apply for exhibition space, fill in the information required on the Exhibition Application and Contract Form, and submit the form to Japan Electronics Show Association, which is the CEATEC JAPAN Management Office (hereinafter may be referred to as JESA or the Association). The Association will confirm its receipt of the application by e-mail. The receipt date stated in this confirmation e-mail is regarded as a contract date, and exhibitors are liable for the participation fee.

#### (1) Send applications to

##### CEATEC JAPAN Management Office

(Japan Electronics Show Association [JESA])  
5F Ote Center Bldg., 1-1-3 Otemachi, Chiyoda-ku, Tokyo 100-0004  
TEL: +81-3-6212-5233 FAX: +81-3-6212-5226  
E-mail: contact2016@ceatec.com

#### (2) Start of acceptance of applications

**Monday, February 22nd, 2016 10:00a.m. (JST)**

NOTE: Application will not be accepted before the stated date/time.

#### (2) Start of acceptance of applications

**Application deadline: Tuesday, May 31st, 2016**

Applications will be accepted until all available booth spaces are taken after June 1st 2016.

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

#### (4) Submitting a company profile

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

#### (5) Joint exhibitors with two or more

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



### (6) Refusal of application

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

### 5-4. Payment of booth fees

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

Booth fee payment deadline	July 29th (Friday)
----------------------------	--------------------

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

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

After June 1, 2016	100% of booth fee
--------------------	-------------------

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

## 6. Important Exhibit Details and Prohibitions

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

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

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

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

### 6-3. Prohibited activities

The following activities are considered as prohibited:

#### (1) Exhibit space transfer

Subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors.

#### (2) Directing visitors to other venues

Directing CEATEC JAPAN visitors to simultaneous product or technology exhibits off-site is prohibited.

#### (3) Engaging in sales activities

Selling products other than publications and software on-site during the show is prohibited. Exhibitors who wish to sell publications or software are required to submit details and seek approval from the Association when applying for the exhibition.

#### (4) Inappropriate behavior

Aggressively attempting to attract visitors to view demonstrations while standing outside of booths or in aisles is prohibited. Persistent sales approaches and/or techniques considered to be excessive are also prohibited.

#### (5) Exhibiting for the purpose of obtaining personal information

It is prohibited to use booths for the primary purpose of collecting personal information on visitors, rather than to display or to conduct PR of products and services. Furthermore, all exhibitors are requested to abide by the stipulations in Japan's personal information protection legislation. Details on the collection and handling of personal information will be available in the Exhibition Manual.

## 6-4. Responsibilities of exhibitors

#### (1) Prompt fee payment

Exhibitors must pay all exhibition fees and expenses invoiced by The Association and bear responsibility until all payments are complete.

#### (2) Obeying the law

Exhibitors must abide strictly by the laws and regulations of Japan.

#### (3) Liability for damage, management of exhibited items, and insurance.

1. The sponsors (CEATEC JAPAN Executive Board comprised of CIAJ, JEITA, and CSAJ), the Organizing Committee and the Association will make every effort to ensure the security of exhibits during the show period, for example, by implementing security guard patrols.

However, CEATEC JAPAN sponsors, the Organizing Committee, and/or the Association cannot assume responsibility for damages from natural disaster, fire, theft, loss of property or other occurrences beyond its control and recommends that exhibitors take steps of their own.

2. Exhibitors shall be liable for any fatalities or injuries occurring to visitors, other exhibitors or third parties as well as damage to items at the exhibition site. CEATEC JAPAN sponsors, the Organizing Committee, and/or the Association shall bear no responsibility whatsoever in such circumstances.

3. A booth manager, whose responsibility is to supervise all activities that take place in the exhibitor's booth, must be confirmed with the Association prior to the start of the exhibition.

4. Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.

5. The Association will make every effort to provide effective management, enhanced safety, and maintenance of order

at the venue as well as ensure the safety of exhibition visitors. Any act by an exhibitor(s) that is considered detrimental to the aforementioned may lead to the termination of that exhibitor's demonstration. Exhibitors shall be liable for any accidents that may occur during exhibitor demonstrations, and CEATEC JAPAN sponsors and/or the Executive Committee and/or Association shall bear no responsibility whatsoever in such circumstances. In the event of an accident, the exhibitor is required to take appropriate action and report it immediately to the Association.

### (4) Complying with the exhibition schedule

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

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

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

## 6-6. News gathering and filming

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

## 6-7. Dealing with disputes between exhibitors

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

## 7. Booth Setup

### 7-1. Booth designing

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

#### (1) Safety Measures

1. To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
2. When installing exhibition panels (OCTANORM), take measures to prevent them falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.
3. Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.
4. When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures.

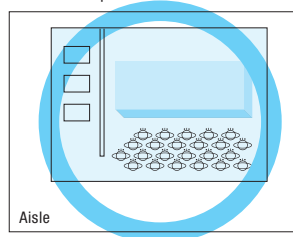
#### (2) Maintaining visitor flow lines of adjacent exhibitors

When designing block booth, be sure to keep 1/3 (one-third) of the side adjacent to the aisle open to allow for an evacuation route.

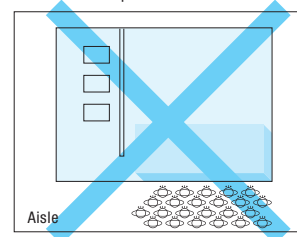
#### (3) Installing stage and video equipment

When setting up video equipment or a stage for a production presentation or similar demonstration in a booth, please ensure that there is plenty of room for visitors, so that they do not block the aisles. Furthermore, depending on the height of the stage and the video equipment to be installed, please take sufficient care of the visitors viewing angle and make sure there is an appropriate viewing distance. The organizer will check the booths and if any discrepancies are noted, may ask for modifications to be made.

Suitable example

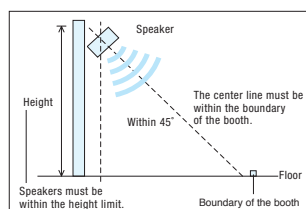
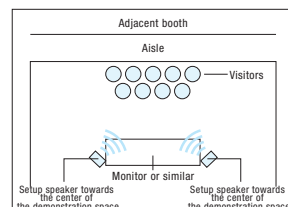


Unsuitable example



#### (4) Speaker setup position restrictions

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



### (5) Prohibition of using space other than within the booth

1. Visitors must not be allowed to block aisles around the booth. When setting up a stage or similar demonstration, ensure that the booth can accommodate a large number of visitors, if expected.
2. Calling out to visitors from outside of the booth, having visitors fill out questionnaires outside of the booth, or similar activities are prohibited.
3. Presentation acts using the aisles around the booth or outside the booth is prohibited. Furthermore, product exhibits, fixtures, catalogs, equipment, plants, packaging materials and visitor waiting lines cannot be placed in aisles around the booth or behind the booth.
4. Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.

### (6) Booth space boundaries

Regarding a block of booths (20 booths or more), please be sure to take into account when constructing the booth space to make it clear to visitors where the aisles and boundaries are, by installing carpets and the like.

## 7-2. Ceiling installation

Installing a ceiling on the booth is only permitted when products and/or demonstrations need to be shielded from light or insulated from sound. The ceiling must be made of a fireproof blacked-out curtain, which is the only material permitted under local fire department restrictions. Direct sunshine will be blocked out within the exhibit halls but there still may be some reflections cast from the indirect and ceiling lighting.

Exhibitors who wish to set up ceiling structures, without regard to the size or area, are required to submit an application form sent with the Exhibit Manual together with top and elevated view booth drawings. Observe the following guidelines for the design and construction of a ceiling structure.

### (1) Structure

1. Any double layer structure is prohibited.
2. All the decorating materials must be fire-resistant processed and attached the fire-resistant indications.
3. Exhibitors are required to submit both top (designated ceiling area and its size) and elevated view (designated ceiling area and surrounding wall, etc.) booth drawings. They must show that the ceiling are fire-resistant processed.

### (2) Fire Safety Equipment

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

## 7-3. Two-floor construction

A two-floor construction is defined as a layered structure with flow lines for the traffic of people on the upper floor with an overall height exceeding 2.1 meters from the surface floor. However, even when the height does not reach 2.1 meters, the structure is considered to be a two-floor construction if the base floor is used as an aisle, product exhibit, waiting room, etc.

Please note that approval from the local fire department is required for the construction of a two-floor structure. Exhibitors who wish to set up a two-floor booth structures are required to submit an application form sent with the Exhibit Manual together with a construction plan. Observe the following guidelines for the design and construction of a two-floor structure.

### (1) Booth requirements for construction

Exhibitors using more than a block of booths (20 or more booth spaces) are allowed to construct a two-floor structure.

### (2) 2nd floor floorage

The upper limit of floorage for the 2nd floor shall be a half of the exhibit area (a maximum of 500 square meters including the slope area).

### (3) Height of the 2nd floor structure

The maximum height of exhibited products and fixtures is 6 meters so this height should also be maintained for items on the 2nd floor.

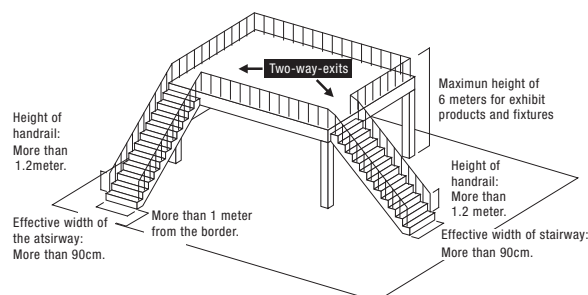
### (4) Use of the 2nd floor structure

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

### (5) Design

When designing the 2nd floor structure, calculate the load of the 2nd floor (including an estimate of maximum load capacity) using the diagram shown below. Note that a ceiling cannot be installed for the 2nd floor.

1. Design a safe structure that is made of steel (aluminum truss is also acceptable) and can withstand a seismic load caused by a major earthquake in addition to the above described load.
2. While the Association may request materials showing your structural calculations; setting the design conditions is the responsibility of exhibitors, so be sure to take safety aspects fully into consideration when doing so.
3. Make sure to fill in Structural designer in the Application for Two-Story Booth Structures.
4. At least two stairways, each at least 90 cm wide, need to be installed.



### (6) Fire prevention and evacuation installations, etc.

The following fire-prevention measures must be taken for a two-story structure.

1. Automatic smoke alarms and fire extinguishing equipment are mandatory for a two-story structure. Fire extinguishers (type 10 or larger) must be installed on the 2nd floor.
2. Before installing a fire alarm or smoke alarm, notification of its placement and operation test results must be submitted to

JESA. Smoke alarms for domestic use are not acceptable.

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. We recommend contacting the control office at your earliest convenience, as other fire safety equipment may be required for installation.
5. Plywood, fiberglass materials, carpets, curtains, tablecloths, coverings, and banners for the exhibit must all have fire-proof 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.

## 7-4. Ceiling-suspension configuration

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

### (1) Booth requirements for usage

Exhibitors using more than a block booth (20 or more booth spaces) are allowed to use the suspension configuration.

### (2) Space restrictions

Space is restricted to within the perpendicular line from the booth's internal surface. But even if the suspension configuration meets this restriction, if its location interferes with the deluge gun in the exhibit hall, the suspended item will have to be repositioned.

### (3) Suspension base restriction

As a rule, suspension base should be done on gusset plates. If the use of other locations (e.g. beams, etc.), please contact the Association at early stage. Depending on the weight, construction plan may be asked to change.

### (4) Load (weight) limitation

The gusset plate for a single suspension must weigh less than 450 kg. Exhibitors are required to submit the construction plan and a statement of total weight that specify the weight of each gusset plate. Construction plan which all suspension weight divided by the number of suspension base point cannot be accepted.

### (5) Height limitation

Fixtures (e.g. metal and/or wooden structures, signage, lighting, speakers, banners, cloth materials) must be less than 6 meters in height. However, trusses for the suspension configuration such as chain motor boxes are not applicable for the height limitation but they should be installed in areas that will not disturb the view of surrounding exhibitors. And for safety reasons, the chain for suspending truss must be installed within a meter above the truss fixture.

### (6) Other limitations / considerations

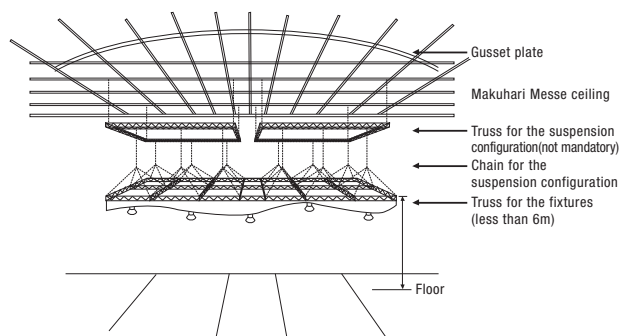
1. Design ornamental trusses to have a combined structure that is not separated in pieces.
2. Design suspended trusses to prevent impact from hori-

zontal vibrations caused by an earthquake and secure as much distance as possible between installed trusses.

3. Ornamental trusses and decorations built from the ground must be designed so that they are not secured by being tied with material such as wire.

In regard to the wiring of cables that cross the floor to the ornamental truss, design it so that it can prevent disconnection from horizontal vibrations caused by an earthquake and can be installed flexibly.

4. When installing monitors, speaker channel letterings, and/or lightings on ornamental trusses, take measures such as securing with bolts or wires to prevent from falling.
5. Only use unobtrusive colors such as black and gray for components such as trusses.
6. Exhibitors that install suspended trusses shall assume full responsibility for accidents that occur during the construction of the suspended structure or are caused by the suspended structure during the exhibition period.



## 7-5. Floor Construction Work

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

### (1) Floor Construction Work

1. Exhibitors are required to contact the Management Office in each hall before commencing the work and inform the number of anchor bolts to be affixed.

\*In case there is no need of anchor bolts, exhibitors are required to submit the cancellation

2. Concrete nails and jackhammering are prohibited. No construction may be carried out on pit covers or pit interiors on the floors.
3. To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
4. Carpeting a booth, exhibitions are required to use double-faced tape. Use of glue is prohibited.

### (2) Restoration to original condition

Floor construction work is permitted on the condition that all flooring will be restored to its original state after the show. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the floor is not restored to its original condition after the final floor inspection, or the restoration is incomplete, the Association will complete the restoration work and charge the total amount of expenses to the exhibitor after the show.



### (3) Floor restoration expenses

When bolting down an anchor bolt, a cooperative fee for the restoration of floor surfaces of ¥1,080 per bolt (including consumption tax) will be charged to the exhibitor, regardless of the size of the bolt.

## 7-6. Fire prevention regulations

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

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

## 8. Exhibited Items and Management

### 8-1. Counterfeit or imitation products are strictly prohibited

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

### 8-2. Comparison displays

As a general rule, exhibitors are requested to limit product comparisons (see guidelines below) to demonstrations between products and/or technologies of their own company or group companies. Exhibitors who plan to compare their products or technologies with those of other companies should first obtain advance permission from the other company and such comparisons

must not infringe upon the property rights of that company. When the Association and/or Organizing Committee determine that the following guidelines on comparison displays have not been observed, they reserve the right to terminate the display or order that corrective measures be taken with all costs incurred by the exhibitor. If said corrective measures are determined to be insufficient, the exhibitor may be barred from future participation in CEATEC JAPAN.

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

### 8-3. Suitable displays

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

#### (1) Safety and precaution signage

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

#### (2) Displays should reflect real-life situations

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

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

### 8-4. Display-area lighting

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

### 8-5. Restrictions on audio volume

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

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

○Maximum 80dB

- (1) The values above are to be measured two meters away from the booth border line.
- (2) The peak value, which is measured by devices meeting the JIS C1509 standard, is used for assessment.
- (3) The Association staff will periodically measure volume levels during the exhibition, however, it is required that exhibitors also measure volume levels before and during the exhibition. Decibel meters are available from the Association, so please do not hesitate to ask for one.
- (4) If volume levels are determined to exceed the aforementioned limits, the exhibitor will be advised for improvement and required to follow the instructions. Even if the audio level is within the aforementioned limits, the exhibitor will be advised to modify their audio equipment accordingly if the sound coming from the booth is determined to be bothersome to surrounding exhibitors and visitors. Such exhibitor will be penalized with the following if the exhibitor makes no improvements.  
-When the exhibitor is advised for improvements for the third time: Ban the use of audio equipment from the morning of

the following exhibition day.

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

### 8-6. Demonstration regulations

#### (1) Copyright procedures

For exhibits and demonstrations featuring musical performances, audiovisual presentations, etc., copyright procedures must be processed (not necessary for copyrights owned by your company and already processed). For more information concerning the necessary procedures for obtaining permission from copyright holders, contact the Japanese Society for Rights of Authors, Composers and Publishers (JASRAC)

#### (2) Illumination/Lighting

Nothing may be directly attached, nor may lights be shone directly onto the walls, floors or ceiling of Makuhari Messe. When strong lighting equipment such as LEDs are used in displays and/or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths. If any problems occur in line with lighting, The Association will request immediate countermeasures.

#### (3) Smoke machines

The use of smoke machines (including alcohol, oil or petroleum smoke machines, and dry ice machines) is not permitted.

#### (4) Miscellaneous

If the exhibit planned incorporates any of the items listed below, please take the necessary steps to ensure that the exhibit will not affect the surrounding booths and/or exhibition visitors in any way.

① Hot air ② Gas ③ Strong smells or fragrances ④ Vibrations

### 8-7. Handling of hazardous items

#### (1) Prohibited activities

1. Smoking
2. Use of open flame (including pyrotechnic devices, exposed electro-thermal devices, etc.).
3. Use of liquefied petroleum gas or any other inflammable gas in the venue.
4. Use of flammable substances such as gasoline, kerosene, machine oil, heavy oils, etc., in the venue.
5. Use of hazardous items such as explosives, large amounts of matches or disposable lighters, etc., in the venue.

#### (2) Exemptions for prohibited activities

Excluding smoking, exemptions for prohibited activities and/or the use of some of the aforementioned substances may be granted by local fire safety authorities if it is determined that only minimal amounts of substances will be used or that the activities are necessary to enhance the exhibit. For exhibitors seeking exemptions, please fill in the relevant items on the "Hazardous Materials Usage Application" in the Exhibition Manual and submit the form together with two declaration copies explaining the nature of the performance or exhibit. The Association will submit all applications to the fire safety authorities at a single time, and only the items granted exemptions will be allowed to be used in the venue.

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

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

If an exhibitor violates these Regulations or if there is a discrepancy in interpretation or the application of these Regulations, the following measures will be taken. Please note that the interpretation of the Regulations as defined in the original Japanese language documentation will take precedence.

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

### 9-2. Others

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

### 9-3. Organizing Committee

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