

CEATEC[®]
JAPAN

— CPS/IOT EXHIBITION —

Connecting Society, Creating the Future

Join the World's leading edge CPS/IOT Exhibition

CEATEC JAPAN 2017

Exhibition Guide

10.3 Tue ▶ 6 Fri 2017

Makuhari Messe

www.ceatec.com

Sponsors : CEATEC JAPAN Executive Board

JEITA Japan Electronics and Information Technology Industries Association

CIAJ Communications and Information network Association of Japan

CSAJ Computer Software Association of Japan

Connecting Society, Creating the Future

CEATEC JAPAN: A next-generation exhibition showcasing the latest innovations to help create new markets by promoting business and industry partnerships.

The new CEATEC JAPAN

— an exhibition showcasing not only the latest but future technologies and trends to better answer ongoing social issues with high-tech services and the open innovation paradigm.

Looking forward to 2020

— when the world focuses on Japan — CEATEC JAPAN will be at center stage highlighting new innovations that herald the fourth industrial revolution.



Based on the comprehensive range of information and data collected via cyber-physical systems (CPS) and IoT for the feedback of analytical results into the real world, the fusion of CPS and IoT is set to transform society by bringing forth sweeping change to industry and business models of the future via the creation of new value frameworks.

CEATEC JAPAN is a CPS/IoT exhibition designed to link industries together that transcend existing boundaries between diverse industry and business categories. The new markets inspired by CEATEC JAPAN will not only help to enhance society but also create opportunities for industries.

***Started as a
CPS/IoT Exhibition in 2016***



I understand that CEATEC, which has helped to foster the development of Japan's electric appliances, has now undergone a transformation of its own. Instead of home appliances the exhibition is now focused on the solutions IoT can offer to the issues facing society. In this cutting-edge field, CEATEC is to become a magnet for IoT that attracts technologies, people and information from around the world. I have high hopes that it will succeed in this new venture.

CEATEC JAPAN 2016 Opening Reception
Excerpted from the Prime Minister Shinzo Abe's address

Realization of super smart society

2020

Aiming to become the world's
leading health-oriented country

Realization of the
4th industrial revolution

Realization of
tourism-oriented country

2019

Coexistence of people
and robots/AI

Enhance productivity
in service industries

2018

Robot

Big data analysis

User cloud server
for customized
and other services

Elimination
of service divide

2017

Sensor

AI
artificial intelligence

Biotechnology

Materials
Nanotechnology

IoT Town

Real 2020 Showcase (Tentative)

Global Startup Showcase

CEATEC[®]
JAPAN

— CPS/IOT EXHIBITION —

**Japan's first CPS/IoT
Community Gateway**

The Reasons Why People Join Us at CEATEC JAPAN

Key players from different industries who create new markets convene

145,000 people

With the keywords of CPS/IoT, CEATEC brings together around including business leaders, designers, engineers and researchers from a range of areas, not only the IT & electronics industries, but also from agriculture, healthcare, mobility and aerospace etc.

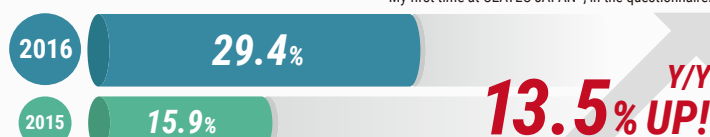


2016 Number of registered visitors



Number of first-time CEATEC JAPAN visitors in 2016*

*Source: Based on the number of visitors who answered in the affirmative to the question, "My first time at CEATEC JAPAN", in the questionnaire.





An Exhibition that Garners Considerable Media Attention

More than 1,500 domestic and international media personnel participated in CEATEC JAPAN each year to gather the latest news on a broad spectrum of industries and disseminate information about the new products and services on display by exhibitors.

CEATEC JAPAN
2016
Tone of the articles

"...with the noticeable participation of different kinds of business, the numbers of exhibitors and associations increased for the first time in four years. Perhaps the trend towards the IoT shift is an opportunity for the struggling Japanese electronics industry to rewind itself"

The Nikkei Shimbun, 10/5

"Transcending the framework of commercial electronics, nextgeneration services converging various technologies played the lead role"

The Yomiuri Shimbun, 10/4

"Although known as the nation's largest commercial electronics fair, it has morphed into a comprehensive IoT exhibition. . . the organizers have made some serious revisions"

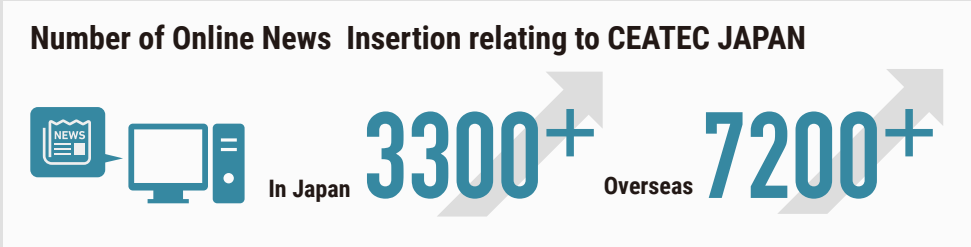
The Asahi Shimbun, 10/4

"This year this commercial electronics fair was reinvented with strengthened exhibits on the latest technologies such as IoT. This brought first-time exhibits from dissimilar businesses such as financial majors as well as repeat exhibits from electronics majors"

The Mainichi Shimbun, 10/5

"Emerging from a 'trade fair' of digital home electronics the emphasis has shifted to center on proposals for a comfortable society linking various devices through the Internet as the Internet of Things (IoT)"

The Sankei Shimbun, 10/5



Four areas that compose CEATEC JAPAN

Housing/Social Systems & Services

Public infrastructure, services
Public systems/services
Environment & Energy related
Agricultural (Equipment, Services)
Financial equipment/systems/services
Construction related, Developers business
Logistics and distribution (Distribution/logistics systems/services, Traceability systems)
REST (leisure, entertainment, sports, tourism)-related
Broadcasting communications business
Others

Automotive, Transportation Equipment, Aerospace

Automobiles, EV, HEV, PHV, FCV, Electric-assisted bicycles, Next-generation vehicles
ITS, Telematics
Navigation
Automotive computers, In-car networking systems
Car AVC products (Car navigation systems, others)
Batteries, Energy systems, Smart mobility social systems, Environment-related technologies
Safety
UAV (unmanned aerial vehicle)
Aerospace, Ships, Railroads
Others

Industrial/Construction Equipment, Machinery

Industrial equipment/Machineries
Construction equipment
Industrial robots
Control technologies, Applied systems
Others

Security related

Cyber security, Defense technologies
Information security, Design and development, Operation management,
Outsourcing services, Consulting
Others

Data Management/Business Network

Cloud computing
Data management
Big data
Network services
Network technologies
M2M related systems and services, M2M device related
PCs, Servers, storage
Signage
Printers, Image scanners, OCRs, Handy terminals
Devices, Software
VR/AR Related
Others

Services, Publishing & Others

Education/academic systems/services
Consulting/Services
Compliance
Trading company
Investing/Funding
Science and technologies, Leading-edge technologies,
Element technologies, Research presentations
Service-based businesses
Cross-sector cooperation, electoral assets,
human resources
Municipal & regional industries
Publication, Books, Magazines, Software, Service
Others

COMMUNITY Area

DEVICES & SOFTWARE Area

CPS/IoT Technology & Software

Passive components
Connecting components
Transducers
Power source
High-frequency parts related
Semiconductor Devices
Display Devices
Batteries

Materials & Electronic Materials related
Devices
Electronic Circuit related
Other solution services
Software
Applications
Content
Others

Services, Publishing & Others

Education/academic systems/services
Consulting/Services
Compliance
Trading company
Investing/Funding
Science and technologies, Leading-edge technologies, Element technologies, Research presentations
Service-based businesses
Cross-sector cooperation, electoral assets, human resources
Municipal & regional industries
Publication, Books, Magazines, Software, Service
Others

Smart House

HEMS, Home solution, related systems
Home security systems
Entertainment related services, systems and equipment
Smart appliances
Video equipment
Audio equipment
Others

Personal, Wearable, Fitness, Healthcare

Mobile phones, Electronic tablet devices, Wearable devices
VR/AR Related
Fitness-related services, Equipment
Healthcare-related services, Equipment
Sports, Toys
Others

Robotics

Personal robot
Others

Services, Publishing & Others

Education/academic systems/services
Consulting/Services
Compliance
Trading company
Investing/Funding
Science and technologies, Leading-edge technologies, Element technologies, Research presentations
Service-based businesses
Cross-sector cooperation, electoral assets, human resources
Municipal & regional industries
Publication, Books, Magazines, Software, Service
Others

HOME & LIFESTYLE Area

THEMED Area

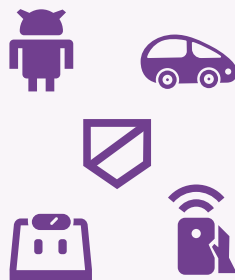
Based on the keywords of CPS and IoT, special exhibit areas* provided by the organizer will highlight new exhibitors including end-user companies as well as a Venture & University area designed to facilitate the support of start-up companies.

*Separate exhibitor application required to participate in these areas.



- AI (artificial intelligence)
- Real 2020 Showcase (Tentative)
- Global Startup Showcase
- Venture & University Area
- Open Stage

• • • etc



Standard Booth

Exhibition booth fee

The fees per Standard Booth space are as follows:

General corporate exhibitors (Standard rate)	¥ 388,800 (incl. tax) / per booth
JEITA, CIAJ, or CSAJ members (Member rate)	¥ 356,400 (incl. tax) / per booth

Booth specifications

Dimensions

3 m (W) x 3 m (D) = 9 m² (Center-to-center dimensions with wall paneling are: 2,970 mm (W) x 2,970 mm (D))

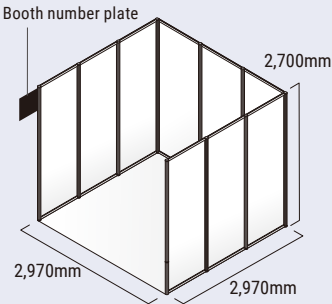
Booth height limitations

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

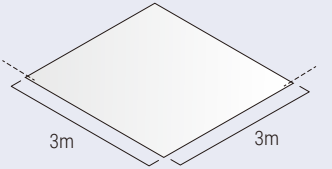
- (1) 1-row/2-row booths : The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 3.6 m.
- (2) 3-row/4-row booths : In the case of booths with 3 rows or 4 rows, the allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 6.0 m.
- (3) 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.

Booth specifications

1-row/2-row Standard Booths (illustration showing one booth)

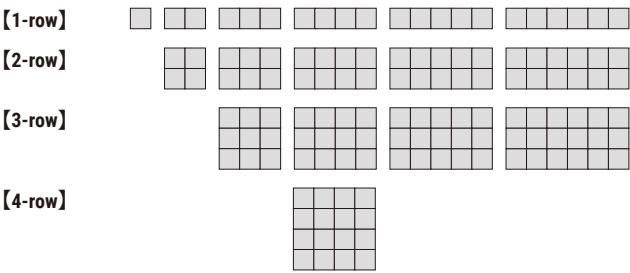


Booth-space only (3 rows or more)



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

Exhibition booth fee

One booth	¥ 183,600 (incl. tax)
Two booths	¥ 367,200 (incl. tax)

*Includes a package of facilities.
*Small package booth exhibitors may apply for up to two booths.

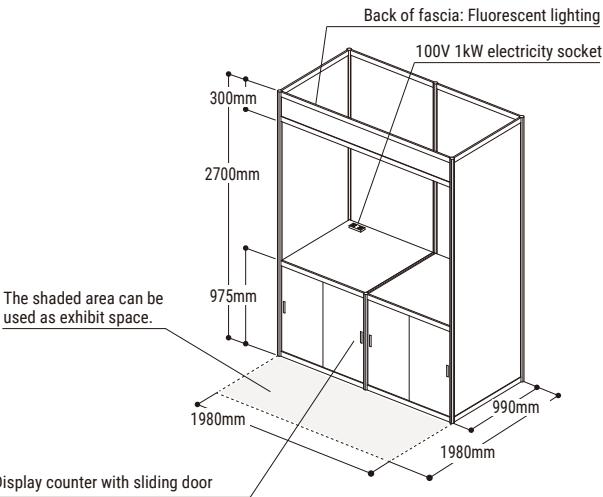
Booth specifications

External dimensions

2.0m (W) x 2,0 (D) =4.0 m²

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)
- Electric consumption fee (Exhibitor can use up to 1kW of power at free of charge)



Venture & University Area

The Venture & University Area will be setup in support of the activities of venture businesses developing and providing parts, technologies and services related to IT and electronics, and university research institutions involved in research into these parts, technologies and services.

Making the best use of the CEATEC JAPAN brand power, its publicity capabilities and ability to bring together customers, we ask the participants to make use of the business opportunities of the Venture & University Area – a place where industry and university research institutions can meet.

Exhibitors Eligible to Participate

- Global start-up companies
- Domestic venture businesses established less than fifteen years ago
- Venture companies with a Japanese-national CEO
- Overseas venture companies planning to enter into the Japanese market
- Overseas venture companies with Japanese corporate investment
- Worldwide universities, academic institutions, and laboratories

Features/Participation Advantages

Excellent Cost Performance

In addition to promoting products at exhibition booths, special presentation island in the venue can be used to introduce technologies in close proximity in adjacent areas.

Efficient, Short-term Exhibiting

Also in this area, exhibitors can choose to participate only for two days out of the four-day exhibition period. And, thanks to special booth packages, the inconvenience of conventional booth setup and disassembly is reduced.

Enhanced Match-making Support and Publicity

CEATEC JAPAN's official website can be used to publicize products and technologies that exhibitors are planning to introduce. Services available online include analyzing and segmenting target audiences and distributing emails to attract such audiences to visit the booth.

Exhibition booth fee

Segment A	Oct. 3 (Tue) – 6 (Fri) for 4 days	¥172,800 (incl. tax)
Segment B	Oct. 3 (Tue) – 4 (Wed) for 2 days	¥81,000 (incl. tax)
Segment C	Oct. 5 (Thu) – 6 (Fri) for 2 days	¥91,800 (incl. tax)

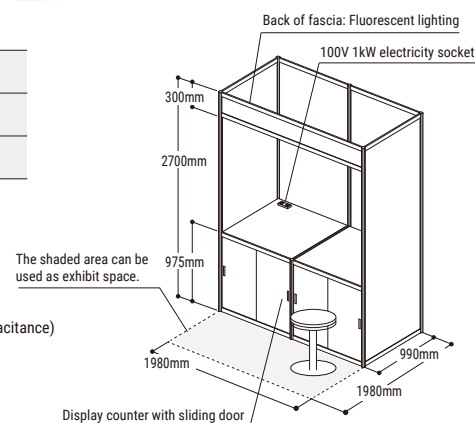
Booth specifications

External dimensions 2.0m (W) x 2.0 (D) = 4.0 m²

Supplied facilities

- Foundation panel, Display counter (975mm high with storage space)
- Fascia for displaying company name (300mm wide)
- Fluorescent light
- Electric power rate (free of charge up to 1kW)
- Folding chair (x1)
- Cutting sheet lettering for company name display
- Electricity socket (single-phase 100V, up to 1kW capacitance)

Others The Management Office will decide upon booth locations in the Venture & University Area and the actual site of this area in the venue. This and all other related matters will be concluded in compliance with the CEATEC JAPAN 2017 Exhibition Regulations.



Pre-packaged Booth Displays with Rental Fixtures Make Exhibiting Easy!

Each exhibitor has the freedom to decide on what kind of booth to use: From creating a uniquely original decorative one to enjoying the convenience of a simple booth using a pre-packaged booth display. Further details are available in the Exhibitor Manual.

Booth Examples

Note: Exhibition booth fee is not included in the booth fees listed here.

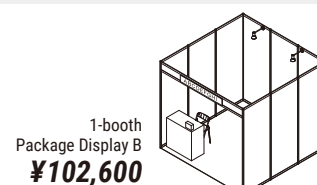


1. Typical total booth fee (reference)

Exhibition booth fee (Standard booth)	¥388,800
Rental facilities (with Package Display B)	¥102,600
Primary power source construction cost + Electric consumption fee	¥10,800
Total	¥502,200 (incl. tax)

Rental facilities (Package Display B) contain the following items:

- Floor carpet (for 1 booth space)
- Tape/grip for carpet (3m)
- Fascia (3m)
- Reception counter (x1)
- Folding chair (x1)
- Company name plate (x1)
- Business card box (x1)
- Spotlight (x2)
- Fluorescent lighting (x2)
- Electricity socket (x1)



●Aforementioned reference booth fee is for minimum unit based on the results from 2016.

●In addition to the reference booth fee listed above, additional fees such as the following may arise:

Expenses relating to producing and supplying the exhibit products, graphic explanation panels, monitors, video equipment, and PC, as well as decoration, freight, labor and management cost.

●When using a total electric capacity of 100V/1.5kW or more at your booth, extra ¥7,560 (incl. tax) per 1.5kW will be charged for installing distribution board, separate from the Primary power source construction cost + Electric consumption fee.

●Please refer to Exhibitor Manual, which is scheduled to be distributed in July, for Package Displays that can be arranged by the CEATEC JAPAN Management Office and content/cost/how to apply for rental facilities/supplies.

CEATEC JAPAN Support Services

A variety of support services designed to answer exhibitor objectives are available. Mix and match these services to your best advantage!

Objectives: Attract new visitors to the booth/ Disseminate the latest information to a worldwide audience.

Required

Start from Here

Free of charge

● Internet Media
The official website that garners 3.87 million yearly pageviews offers real-time information distribution.



● Conference Sponsor

Reference: Refer to section P10

● Various Ad Tools

Reference: Refer to section P11

● CEATEC AWARD and Innovation Award “As Selected by US Journalists”

Free of charge

Award results will be widely distributed through the media, as well as introduced at partner exhibitions around the world.




● Interaction Conferences
Terminals are handed out to audiences at the venue. Real-time information exchange with audiences is possible through conducting questionnaires and viewing reference data.

Objectives: Make optimal use of visitor data/ Provide useful services to clients at the exhibition venue.

Start from Here

Free of charge Note: Charged partially

● DM Invitations & Customer Invitations
DM invitation tickets with letter and VIP customer invitation tickets are presented at free of charge.



● Visitor Data Delivery Service (Barcode System)

Free of charge Note: Charged partially

Visitor registration information read at each booth will be delivered as data.

● Reception Room / Demonstration Room
Booth-linked promotions for visitors, such as events at second floor space in exhibition halls and demonstrations in closed spaces, can be conducted.

● BusinessLink

Free of charge Note: Charged partially

Participation at various events that promote business interaction.

● Business Space

recommend

Free of charge Note: Charged partially

A separate space is made available, which can be used as a free space or a room for important business talks.

● New Technologies & Products Seminar/ Exhibitor Seminar

Free of charge

Seminar rooms for 50 to 100 people with a variety of presentation facilities will be provided.




Objective: Take advantage of the publicity potential offered by the various media sources.

● News Center

Free of charge

News on exhibit content will be gathered by a special team of reporters and widely distributed via the official website.



● Press Conference at the Booth / Press Briefing Room

Free of charge

Press Release Distribution Support
Various press services are offered to appeal proactively to influential media.

● Media Convention

Free of charge

Advance coverage by the key media will take place on Monday, October 2. These reporters interview the booths directly to boost the possibility of article posting.





Objectives: Improve interaction with executives/ Increase visits by VIPs to the booth.

● Opening Reception

recommend

Free of charge

Chance to participate at the reception party where government officials as well as executives from exhibitors and related industries are invited. (limited number of participants)



● Exhibitor VIP Registration

Free of charge

Coming to the venue using a company car is very smooth.

● VIP Tour

Free of charge

A number of VIP and key figures are invited.
A variety of booth observation tours will be conducted.

Objective: Optimize booth arrangements for the four-day period

Event professionals will be available to provide assistance for the various needs of exhibitors with services that include:

- Utility booth storage, courier service, logistics, transport and assembly services, etc.
- Providing information on decorative pre-packaged displays/rental furniture and fixtures, internet connections, temporary telephone lines, antenna installations, HVACs, utilities such as water, air, and gas, etc.
- Providing information on rental meeting rooms, nearby hotels, food & beverage vouchers, catering and food services, packaged lunch service, receptionists, interpreters, booth security staff, booth cleaning staff, etc.

NOTE: Additional exhibitor services will be made available.

For more details, please refer to Exhibitor Manual, which is scheduled to be distributed in July,

Conference Sponsor

Conference sponsorship allows exhibitors to take part only for conferences at CEATEC JAPAN without the need for a booth. The plan provides a space to propose new fields and technologies that can only be conveyed through seminars and lectures.

Sponsor Eligibility CEATEC JAPAN 2017 exhibitors and other companies that conform to the exhibitor qualifications of CEATEC JAPAN 2017 are eligible to become a conference sponsor.

Application Applications are accepted on a first-come-first-served basis during the period stated below. For openings and other questions on Conference Sponsor, please contact the CEATEC JAPAN Management Office.

Space Rental Fee

- ◎ **Gold Conference Sponsor** (Conference Room 201, International Conference Hall, 2nd floor at Makuhari Messe)
Area: 280 sq. m (12.8 x 22.2 m/ 6m ceiling height)
Capacity: 200 (School and theater area at back)
Oct. 4 (Wed) – 6 (Fri) for 3 days, 12 sessions

1 day Sponsor	¥1,080,000/day (incl. tax)	Application period: Feb. 21st (Tue) - Mar. 31st (Fri)
Session Sponsor	¥324,000/session (incl. tax)	Application period: Apr. 3rd (Mon) - Apr. 28th (Fri)

- ◎ **Silver Conference Sponsor** (Conference Room 304, International Conference Hall, 3rd floor at Makuhari Messe)
Area: 190 sq. m (14.4 x 13.2 m/ 3m ceiling height)
Capacity: 100 (School and theater area at back)
Oct. 4 (Wed) – 6 (Fri) for 3 days, 12 sessions

1 day Sponsor	¥756,000/day (incl. tax)	Application period: Feb. 21st (Tue) - Mar. 31st (Fri)
Session Sponsor	¥216,000/session (incl. tax)	Application period: Apr. 3rd (Mon) - Apr. 28th (Fri)

After Friday, April 28, 2017, additional applications are accepted according to seat availability.

Program

When applying, write one of the following codes (e.g. CS G5-1) in the application.

- ◎ **Gold Conference Sponsor** (Conference Room 201, International Conference Hall, 2nd floor at Makuhari Messe)

	Oct. 4 (Wed)	Oct. 5 (Thu)	Oct. 6 (Fri)
1Day (9:00-18:00)	CS G4	CS G5	CS G6
11:00-12:00	CS G4 — 1	CS G5 — 1	CS G6 — 1
12:30-13:30	CS G4 — 2	CS G5 — 2	CS G6 — 2
14:00-15:00	CS G4 — 3	CS G5 — 3	CS G6 — 3
15:30-16:30	CS G4 — 4	CS G5 — 4	CS G6 — 4

- ◎ **Silver Conference Sponsor** (Conference Room 304, International Conference Hall, 3rd floor at Makuhari Messe)

	Oct. 4 (Wed)	Oct. 5 (Thu)	Oct. 6 (Fri)
1Day (9:00-18:00)	CS S4	CS S5	CS S6
11:00-12:00	CS S4 — 1	CS S5 — 1	CS S6 — 1
12:30-13:30	CS S4 — 2	CS S5 — 2	CS S6 — 2
14:00-15:00	CS S4 — 3	CS S5 — 3	CS S6 — 3
15:30-16:30	CS S4 — 4	CS S5 — 4	CS S6 — 4

Standard Installation

Reception	Stand, barcode reader at the front desk
Floor	Platform, podium, microphone
Presentation	Audio equipment, projector (long-focus), screen <small>Note: Exhibitors are asked to bring their own PC</small>
Assistants	Receptionist (x1), equipment operator (x1)

Support Services

Notification on the Official Website Free of charge

Session titles and abstracts will be introduced in the official program on the seminar introductory page, alongside keynote speeches and technical sessions offered during CEATEC JAPAN 2017.

Notification via Mail Magazine Free of charge

Conference notices will be posted on the CEATEC JAPAN Official Mail Magazines, which are delivered to 150,000 registered users*, as well as official Facebook and Twitter pages. *e-mail addresses set for newsletter subscription

Provision of Attendee Data Free of charge

The registered information (e.g. business card info) of session attendees will be made available in CSV format after the session. Such information can be used for future business activities.

Notification via Invitational Ticket Free of charge

Sessions will be introduced as a part of the CEATEC JAPAN official program inside the invitational ticket with a circulation of 700,000. As a Conference Sponsor, the company will receive 100 copies of invitational tickets to the exhibition.

Seat Reservations Free of charge

Session attendees can reserve a seat for Conference Sponsor sessions via online reservation system. It also allows checking seat availability in advance.

Internet Access and Additional Installations/Services Charged Service

LAN cable and network connection can be provided for Internet access during the session. Other services such as simultaneous interpretation and additional facilities can be offered for a fee.



Introduction of special promotional package plans

For added convenience, special promotional package plans are available that can be used together with individual Ad plans.

NOTE: Details such as the pricing of each promotional item are subject to change at a later date. Upon confirmation of the specific items, orders will be accepted online sometime in March 2017.

Promotional Ad Set #1 :Attracting Visitors to Your Booth

Availability
6

This item will help attract more visitors to your booth and increase brand awareness.

● Exterior bowed sign (x1)



● Entrance of central mall hall, ad on glass



● Guide Map Ad (Type A/Type B)

[Type A]
Logo on the relevant booth in the booth guide

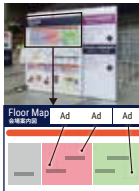


[Type B]
Ad below the booth guide

● Ad in Hanging Sign for Area Indication (x1)



● Company logo sign on guide panel



● Web Banner (Normal banner)



Standard rate ¥982,800
Member rate ¥786,240

Price of a special set plan

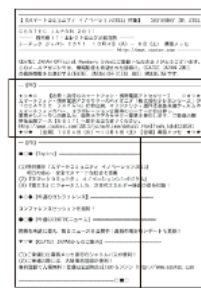
¥540,000
(incl. tax)

Promotional Ad Set #2 :Your Banner on Official Website and Newsletters

Availability
10

This item will enhance the standing of your company with its shareholders, both before and after the exhibition.

● Mail Magazine Text Banner Ad (x2)

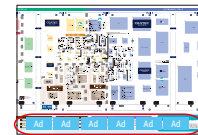


Text banner ad (sample)

150,000 subscribers!

Distributed to visitors!

● Guide Map Ad (Type B)



Spread
Ad below the booth guide

● Web Banner (Normal banner)



More than 3.8 million pageviews!

Standard rate ¥864,000
Member rate ¥691,200

Price of a special set plan

¥432,000
(incl. tax)

Promotional Ad Set #3 :Suspended Signage

Availability
6

This item will help to inexpensively attract visitors to your booth and increase brand awareness.

● Exhibition site second-floor passage banner (2 sides: both right and left)



● Ad in Hanging Sign for Area Indication (x1)



Standard rate ¥594,000
Member rate ¥475,200

Price of a special set plan

¥432,000
(incl. tax)

Individual Ad Plans

CEATEC JAPAN Official Website Web Banner Ad

■ Posting period: Mid-July to Mid-December 2017

■ Browsing results from last year: 844,143 sessions / 3,161,597 PV (7/1-10/31 2016)

Rates (incl. tax)	General Exhibitors (incl. tax)	Member Exhibitors (incl. tax)
Normal banner	¥216,000	¥172,800
Wide banner	¥378,000	¥302,400
Footer banner	¥162,000	¥129,600

Guide Map Ad

Insert ad in the venue map widely distributed at all entrances
(Also planned to be posted on the official website)

Rates (incl. tax)	Ad space	Rates (incl. tax)		Eligible exhibitors
		General Exhibitors	Member Exhibitors	
Type A (Japanese/ English)	Logo on the relevant booth in the booth guide	¥54,000	¥43,200	Exhibitor with at least 9 booth spaces
Type B (Japanese/ English)	Below the booth guide	¥216,000	¥172,800	All exhibitors
Type C	Half-page ad in the article section	¥324,000	¥259,200	All exhibitors
Type D	Full-page ad in the article section	¥540,000	¥432,000	All exhibitors



Mail Magazine Text Banner Ad

■ Distribution: Visitors database; approx. 150,000

■ Format: Text with max. 266 Japanese characters (38 2-byte characters x 7 lines)

Rates (incl. tax)	General Exhibitors (incl. tax)	Member Exhibitors (incl. tax)
	¥216,000 / insertion	¥172,800 / insertion

Venue Ad Spaces

Advertisement spaces are made available within Makuhari Messe and its surrounding areas.

Rates (incl. tax)	Availability	General Exhibitors (incl. tax)	Member Exhibitors (incl. tax)
Pedestrian overpass escalator signboard (two sides)	1	¥486,000	¥388,800
Exterior bowed sign (one sign)	8	¥162,000	¥129,600
Event PR sign	2	¥2,160,000	¥1,728,000
Central Entrance Column sign	1	¥540,000	¥432,000
Central Entrance Sheet sign (One side x 4)	1	¥2,700,000	¥2,160,000
Central Registration Sheet sign	2	¥1,620,000	¥1,296,000
Exhibition site second-floor passage banner (two sides: both right and left)	9	¥432,000	¥345,600
Exhibition site second floor Column sign (four sides x 2)	5	¥1,080,000	¥864,000
Entrance of central mall hall, ad on glass	7	¥108,000	¥86,400
Central mall lounge, ad on glass	4	¥777,600	¥604,800
Exhibition site entrance escalator floor sign	6	¥2,160,000	¥1,728,000
Ad in Hanging Sign for Area Indication (one space)	6 per each area	¥162,000	¥129,600
Company logo sign on guide panel	3	¥64,800	¥51,840
Banner over exhibitor's own booth (one side)		¥1,188,000	¥950,400
Banner over exhibitor's own booth (two sides)		¥1,620,000	¥1,296,000
Banner over exhibitor's own booth (three sides)		¥2,160,000	¥1,728,000
Banner over exhibitor's own booth (four sides)		¥2,700,000	¥2,160,000
International Conference Building, stand banner ad (2 sides x 1)	13	¥172,800	¥138,240
Sponsor lounge in the hall		¥1,036,800	¥1,004,400



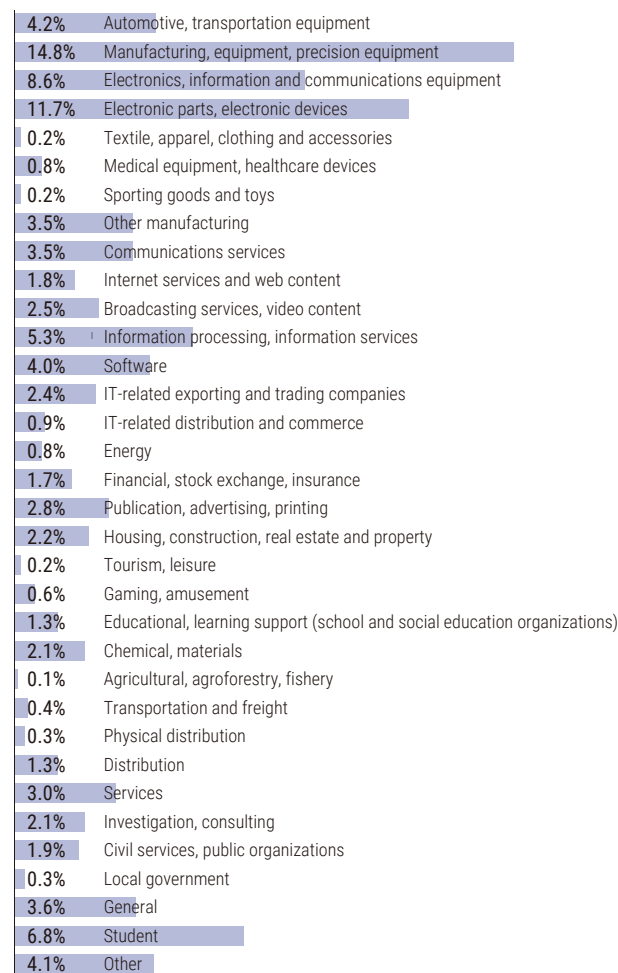
Visitors

Many key figures from various industries convene!

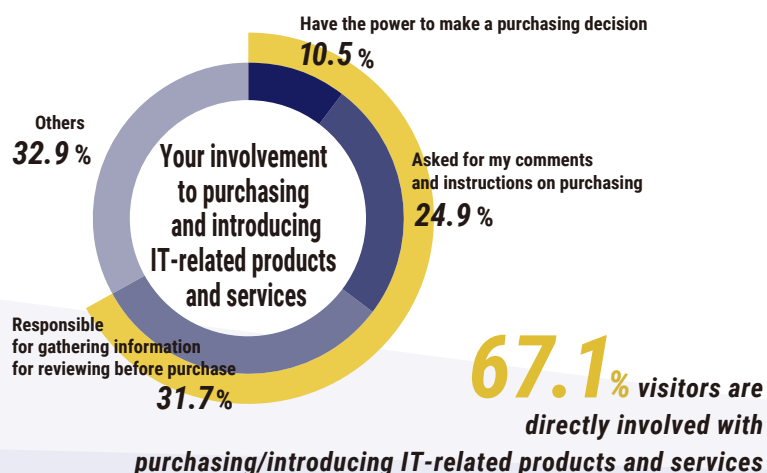
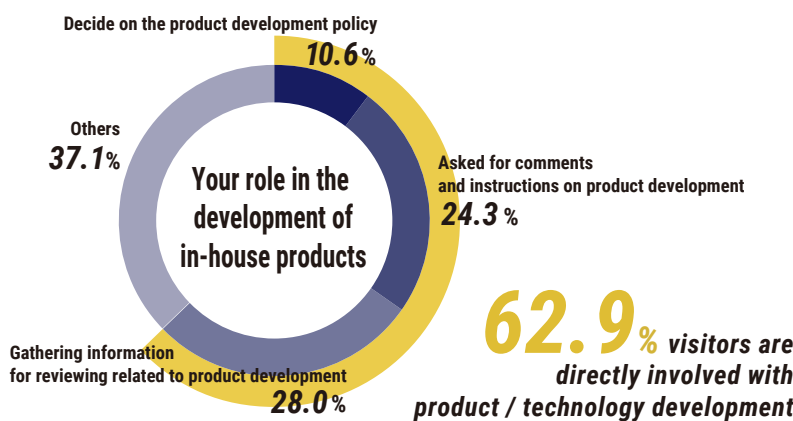
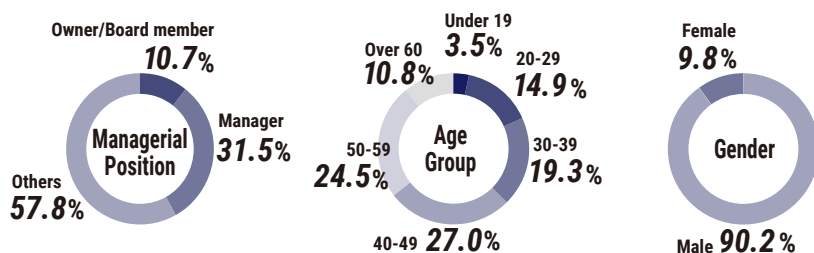
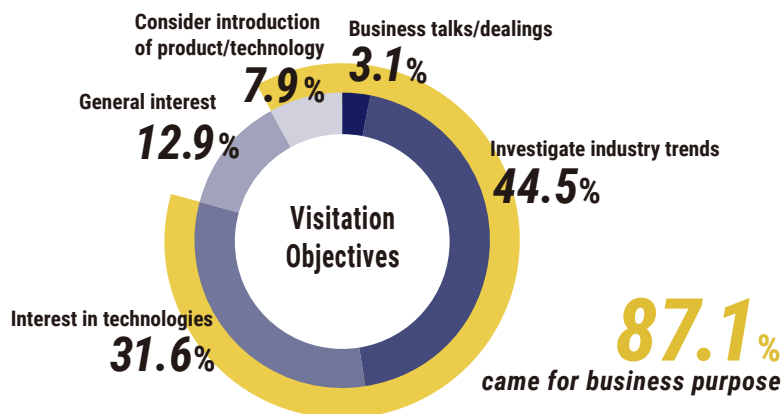
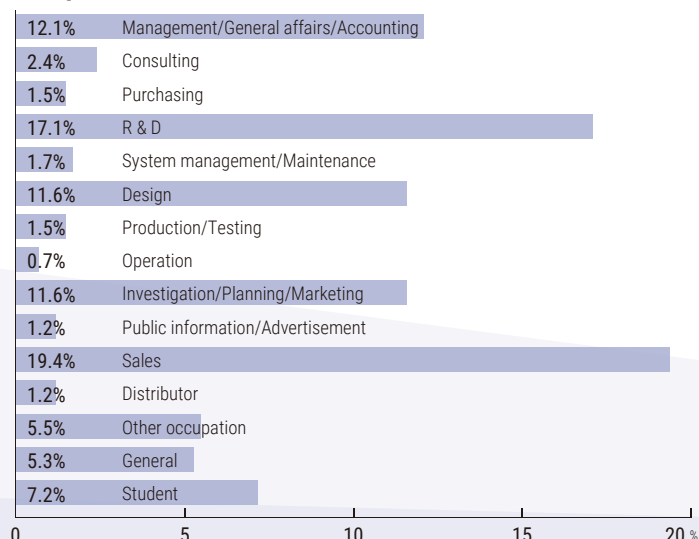
Number of Visitors **145,180** *Total number of registered visitors and registered press (without counting re-entry), and exhibitors.

	4 th (Tue)	5 th (Wed)	6 th (Thu)	7 th (Fri)	Total
Total	31,492	32,866	38,474	42,348	145,180

Industry Type



Occupation



Press

Worldwide coverage from the international TV, newspaper/magazine and web media!

Total number of press/media visitors: **1,573** (94 from overseas)

Aired Broadcast Results in Japan **7** hours **1** minutes **43** seconds

Aired Broadcast Results Overseas **13** hours **35** minutes **5** seconds

Number of Online News Insertion relating to CEATEC JAPAN

In Japan **3,324** | Overseas **7,236**



Number of Domestic Newspaper/Magazine Article Insertion

341

Exhibitor

Exhibits presented by industry leaders from around the world!

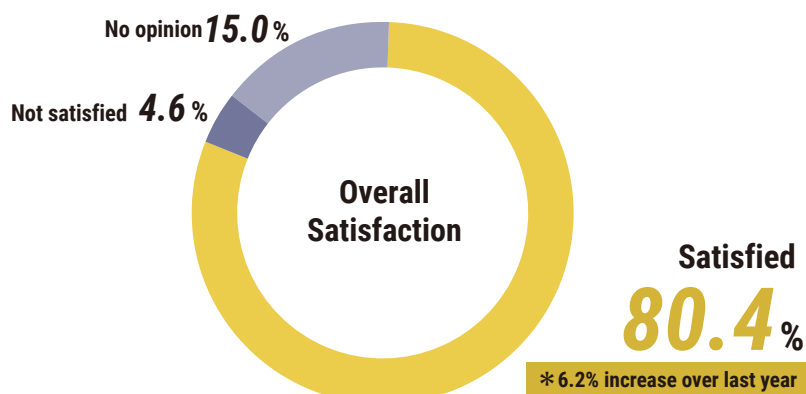
Total number of exhibitors: **648** (195 exhibitors from 24 countries/regions)

Exhibitors from Overseas Included Those from: China, Taiwan, South Korea, Malaysia, India, Hong Kong, Cambodia, Singapore, Thailand, Philippines, Vietnam, Macao, France, UK, Switzerland, Sweden, Spain, Germany, Ireland, Austria, Denmark, Romania, USA, Israel

Exhibition Objectives



010203040506070



CEATEC JAPAN
2016
Exhibitor Messages

"Thanks to the comprehensive support provided by the organizer to exhibitors, problem-free exhibiting was possible even for first-time exhibitors such as ourselves."

Comment by
a first-time, medium-scale exhibitor in the healthcare business.

"This year, more exhibition booths and a larger number of visitors compared to last year left us with the sense of being able to take full advantage of the exhibition to enhance the promotion of our technologies."

Comment by
a small-scale exhibitor in small home-electronics business

"The support was outstanding! Participating in CEATEC JAPAN with its high level of exposure in a wide range of media sources will surely help us in our future endeavors. We will definitely be back next year."

Comment by
an exhibitor in the Venture & University Area.

"Variations in themes and exhibition details created greater excitement and a higher number of visitors, which were extremely beneficial for our needs."

Comment by
a large-scale exhibitor in the components and devices business.

"CEATEC JAPAN" s long history helped to ensure productive exhibiting and peace of mind. We were very satisfied with the meaningful brand promotion provided by this exhibition as it attracted the significant attention of many media sources and government-related parties."

Comment by
a large-scale exhibitor related to the communications equipment business.

Exhibit Outline

Name

CEATEC JAPAN 2017 (Combined Exhibition of Advanced Technologies)

Exhibition Purpose

CEATEC JAPAN looks to a future society suffused with information, ushering in a new industrial revolution driven by data. This international event brings together the people, the ideas and the technologies that will realize this future. Visitors will benefit from new business opportunities and exchange information on the latest trends and developments. CEATEC JAPAN offers innovative new solutions to the issues facing society, contributing to progress at the community level and to improved lifestyles at the individual level.

Duration

October 3 (Tue) – 6 (Fri), 2017; 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

Sponsor

CEATEC JAPAN Executive Board

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

Support

- ▶ Ministry of Internal Affairs and Communications, Japan (MIC), Ministry of Foreign Affairs of Japan (MOFA), Ministry of Health, Labour and Welfare (MHLW), Ministry of Economy, Trade and Industry, Japan (METI), and Ministry of Land, Infrastructure, Transport and Tourism (MLIT) (Expected; listed by date established)
- ▶ 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 National Tourist Organization (JNTO)
- ▶ Chiba Prefectural Government, Chiba Municipal Government
- ▶ Japan Broadcasting Corporation (NHK), The Japan Commercial Broadcasters Association (JBA)
- ▶ KEIDANREN (Japan Business Federation), 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 JAPAN, Delegation of the European Union to Japan, British Embassy Trade & Investment Department, Business France – Embassy of France in Japan, Embassy of the Federal Republic of Germany (expected; no particular order)

Assistance Organizations

- ▶ Telecommunications Carriers Association (TCA), The Telecommunications Association (TTA), Internet Association Japan (IAJapan), The Telecommunication Technology Committee (TTC), JIPDEC, IT Verification Industry Association (IVIA), Association for Computer Skills Promotion (ACSP)
- ▶ Association of Radio Industries and Businesses (ARIB), Radio Engineering & Electronics Association (Reea), Japan Satellite Broadcasting Association (JSBA), Japan Cable and Telecommunications Association (JCTA), Japan Cable Television Engineering Association (JCTEA)
- ▶ Association of Consumer Electronics Marketing in Japan, Electrical Products Association of Japan, Japan Federation of Electronic Parts Distributors & Dealers (JEP), Japan Computer System Seller Association (JCSSA)
- ▶ The Japan Electrical Manufacturers' Association (JEMA), Japan Business Machine and Information System Industries Association (JBMIA), Japan Audio Society (JAS), Japan Association of Medical Devices Industries (Jamdi), Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA), Nippon Electric Control Equipment Industries Association (NECA), Camera & Imaging Products Association (CIPA), Japan Embedded Systems Technology Association (JASA), Japan Electronics Packaging Circuits Association (JPCA)
- ▶ Japan Automobile Manufacturers Association, Inc. (JAMA), ITS Japan, Japan Auto Parts Industries Association (JAPIA)
- ▶ The Federation of Electric Power Companies of Japan, New Energy Foundation (NEF), The Energy Conservation Center, Japan (ECCJ), The Japan Electric Association (JEA), 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) (expected; No particular order)

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 (IIEEJ), Information Processing Society of Japan (IPSJ), The Institute of Electrical Engineers of Japan (IEEJ), The Institute of Electronics, Information and Communication Engineers (IEICE) (expected; No particular order)

Cooperative Entity

- ▶ The Tokyo Organising Committee of the Olympic and Paralympic Games

Global Partners

- ▶ Consumer Technology Association (CTA) / International CES (USA)
- ▶ Messe Berlin / IFA (Germany)
- ▶ Messe München International / electronica (Germany) , electronica & Productronica China (China)
- ▶ Hannover Fairs / CeBIT (Germany)

Asia Partners

- ▶ China Council for the Promotion of International Trade, Electronics & Information Industry Sub-Council (CCPIT ECC)
- ▶ China Electronic Chamber of Commerce (CECC) (expected; Alphabetical order)
- ▶ China International Software & Information Service Center (CiSiS)
- ▶ The Hong Kong Electronic Industries Association (HKEIA)
- ▶ Taiwan External Trade Development Council (TAITRA)

Asia Electronics Exhibition Cooperate Conference (AECEC*) Members

- ▶ China Electronic Appliance Corporation (CEAC)
- ▶ Hong Kong Trade Development Council (HKTDC)
- ▶ Korea Electronics Association (KEA)
- ▶ Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)

* The Asia Electronics Exhibition Cooperate Conference (AECEC) was established in 1997 to encourage mutual promotional cooperation activities among major electronics and IT exhibition organizers in the Asia region.

(expected; Alphabetical order)

Management

CEATEC JAPAN Management Office (Japan Electronics Show Association (JESA))

5F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan

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