

23:35:60  
Business Strategy  
Innovation  
Branding  
Strategy  
Marketing  
Research  
Plan  
Business  
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## Global Startup Showcase

# CEATEC JAPAN 2017

## Global Startup Showcase

CEATEC  
JAPAN  
CPS/INT EXHIBITION

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### Global Startup Showcase Overview

CEATEC JAPAN 2017 will feature a new area targeting overseas startup companies and entrepreneurs. It will provide participants with opportunities to enter the Japanese market, link up with existing companies, and discover new partners.

NOTE: English will be the common language used in the Global Startup Showcase area.

#### ■ Qualified Participants

##### ○ Startups

Startup companies established within the last 15 years that offer technologies and services required for building a “super-smart society service platform” are entitled to participate.

##### ○ Venture Capital Firms/Accelerators

Accelerators and venture capital firms that support startups developing technologies and services required for building a “super-smart society service platform” are also qualified to participate.

#### ■ Cooperation

TBD





## ■ Composition

Global Startup Showcase is configured around five functions.

### ☐ For Startups

This area is used by the participating startups to demonstrate their products and services.

### ☐ For Venture Capital Firms & Accelerators

This is the exhibit area used mainly by venture capital firms and accelerators.

### ☐ Pitch

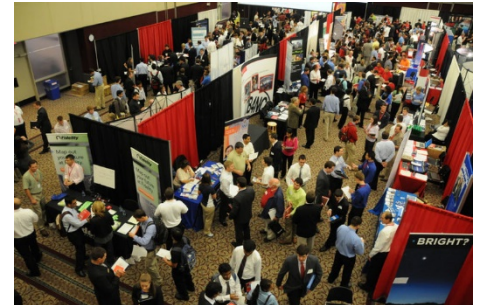
A "pitch" area can accommodate an audience of about 30 (investors, media, industry reps, etc.) for presentations, Q&A sessions, etc. (There will be several of these in the area.)

### ☐ Networking Area

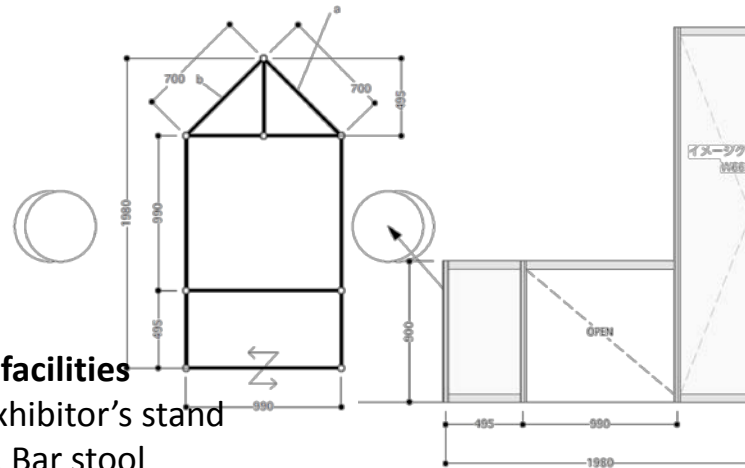
This area can be used to foster networking among participants and CEATEC JAPAN exhibitors.

### ☐ Meeting

A meeting room that can be used for private gatherings will be available.



## Startup Type A



### Supplied facilities

System exhibitor's stand

Spotlight, Bar stool

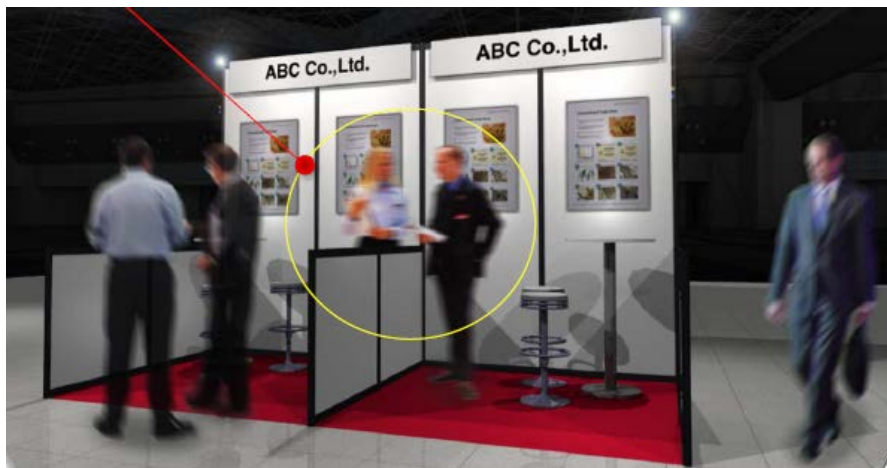
Power socket (single-phase 100V, up to 500W )

Power consumption-fee (free of charge up to 500kW )

**40% discount**  
from regular small booth

**Special Price**  
**108,000JPY**

## Startup Type B

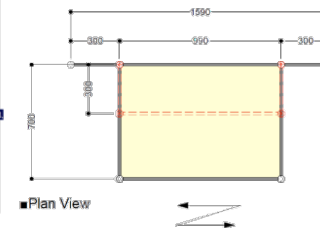
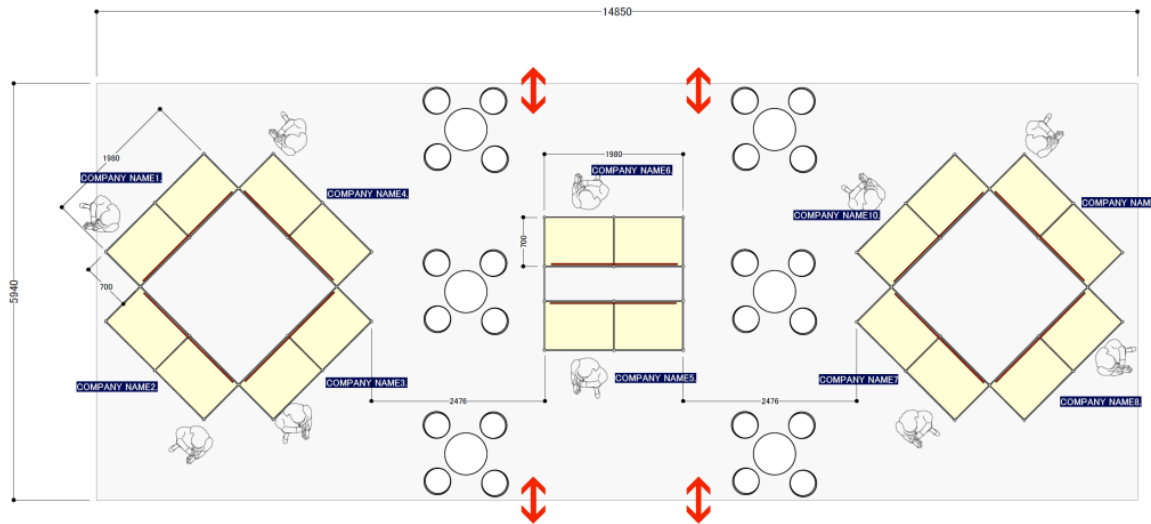


### Supplied facilities

- System panel black wall
- High round table
- Company name fascia
- Cut-out sheet lettering for company name
- Fluorescent lighting
- Power socket (single-phase 100V, up to 1kW )
- Power consumption-fee (free of charge up to 1kW )

**Special Price**  
**108,000JPY**

# Participation: Venture Capital Firms & Accelerators



**61% discount**

**Special Price  
2,160,000JPY**

## Kiosk booth (10) + Special PR Tool

- Exhibit Space (90m<sup>2</sup>) + 10 Kiosk booths
- Web Banner Ad
- Floor map Ad
- Mail Magazine Ad

### Example

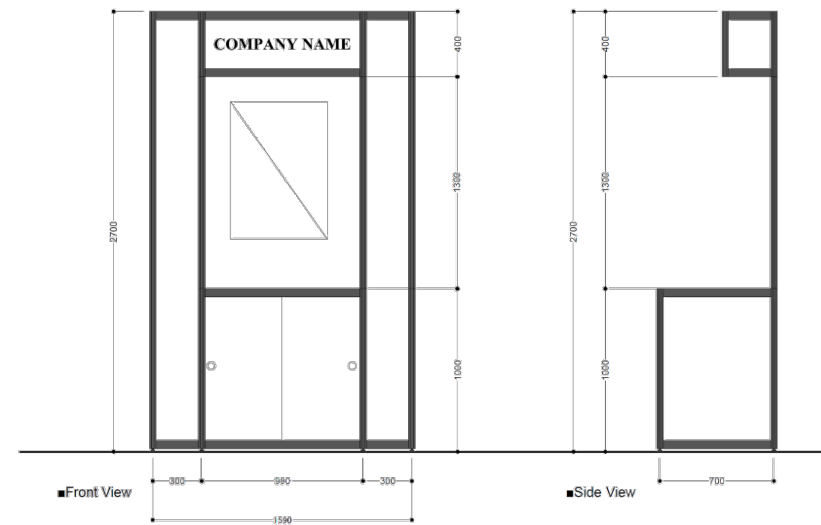
Space Fee 10 booths @388,800/booth = 3,880,000JPY

Unit @ 86,400 = 864,000JPY (incl. consumption tax)

Web Banner Ad 378,000JPY

Floor Map Ad 216,00 JPY

Mail Magazine Ad 216,000 JPY



# Participation (Sponsors/Crowdfunding)

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## Sponsors

- Sponsors are companies that will provide goods and use branding space as a branding opportunity targeting visitors and related personnel who gather in the Global Startup Showcase area.

## Crowdfunding

- There will be Global Startup Showcase crowdfunding campaign.



# Outline of CEATEC JAPAN 2017

CEATEC  
JAPAN  
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## What is CEATEC JAPAN

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.

### Result of CEATEC JAPAN (2016)

Number of Visitors : 145,180  
Total number of press/media visitors : 1,573  
Exhibitors : 648  
Exhibitors from Overseas : 195  
(24 Countries/Region)  
Total number of conference sessions : 147  
Total number of attendances : 25,968

### CEATEC JAPAN Sponsor

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

### CEATEC JAPAN 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 E-mail: contact2017@ceatec.com

### CEATEC JAPAN 2017 Exhibit Outline

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

Support : 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),  
Ministry of Land, Infrastructure, Transport and Tourism (MLIT)  
(Expected; listed by date established)