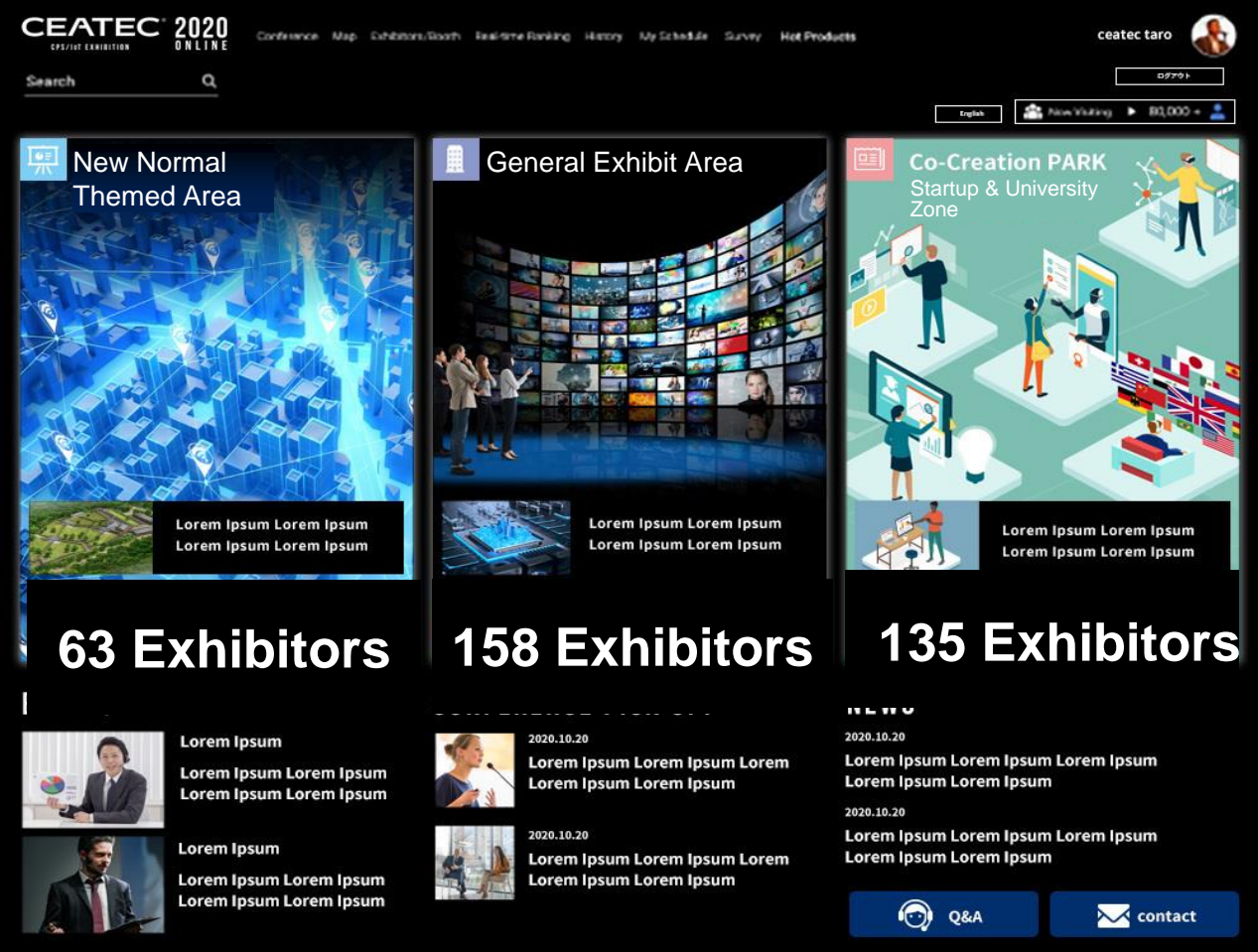




CEATEC 2021 ONLINE

# 1. CEATEC 2021 ONLINE Concept & Exhibition Outline

REAL-time Communications through ONLINE



**Total No. of Exhibitors: 356\***

The number includes the total number of exhibitors from abroad.

**Exhibitors from Abroad: 71 from 20 Countries/Regions**

**No. of New Exhibitors: 164**

**Ratio of New Exhibitors: 46%**

## CEATEC 2020 ONLINE Results

October 20 (Tue): 31,461

October 21 (Wed): 39,588

October 22 (Thu): 31,459

October 23 (Fri): 28,153

**CEATEC 2020 ONLINE**  
**Total Number of Visitors**

**130,661**

**Reference:**

Number of  
pre-registered  
visitors

Approx.  
100,000

■ **Archival period: Oct. 24 (Sat) ~ Dec. 31 (Thu)**

■ **No. of visitors during the archival period: 25,939**

■ **Total no. of visitors: 156,600**

■ **No. of conference sessions: 81**

■ **No. of conference attendees: 120,847**

# Concept

## Toward a “ new style of online exhibition ” that incorporates the advantages of physical exhibition

Innovative exhibition that seamlessly integrates the advantages of both Cyber (online) and Physical (Makuhari Messe), focusing on life after COVID-19.

- Cyber Physical Exhibition with / after COVID-19 -

No need to worry about the weather/ getting infected

No need to travel

No boundaries, no time constraints

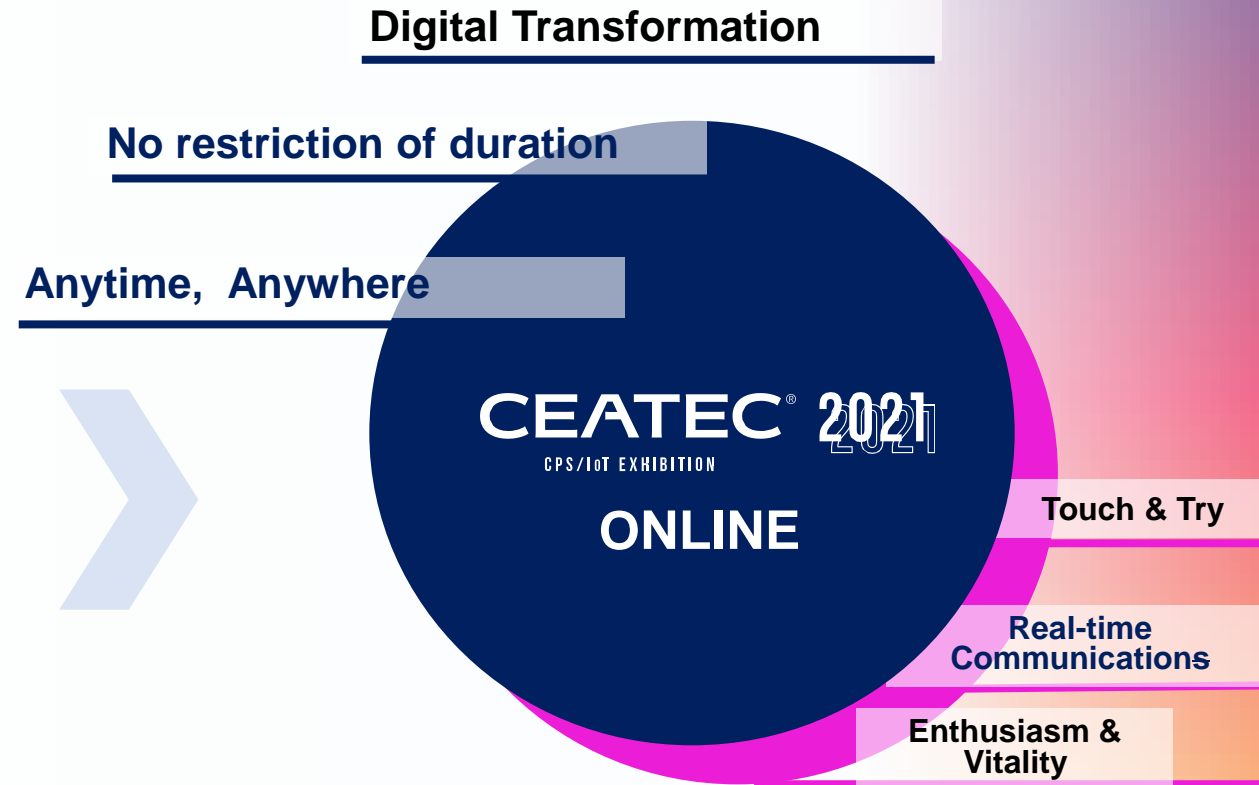
**ONLINE**

**Makuhari**

Touch & Try

Real-time communication

Enthusiasm & Vitality



**Exhibition Theme: *Connecting Society, Co-Creating the Future.***

**Slogan: *CEATEC – Toward Society 5.0 with the New Normal***

### **Pre-Event**

**9/9～9/30**

Streaming of various sessions as a pre-event to encourage visitors for pre-registration

- Carbon Neutral
- 5G
- Mobility
- Super City/ Smart City

### **Opening Day**

**10/15**

Streaming of opening messages & keynote speeches

- Message from the sponsors
- Message from guests
- Opening keynote speeches

### **Media Day**

**10/18**

A day that is newly setup exclusively for the media to deliver new information

### **Main Event**

**10/19～10/22**

- Release of exhibitor information
- Latest industry trends
- Introduction of the latest technologies and innovations
- Latest global trends

### **After Event**

**Until the end of Nov**

CEATEC AWARDS – Session for award-winning companies

(Archival period)



**Carbon neutral** (green x digital)  
カーボンニュートラル (グリーン×デジタル)



**5G** Mobile Communication System  
**5G** 移动通信システム



**Mobility** (Connected car/Flying car)  
モビリティ (コネクテッドカー / エアーモビリティ)



**Super City/Smart City**  
スーパーシティ / スマートシティ



CEATEC 2021 ONLINE



## 2. CEATEC 2021 ONLINE Features

...  
REAL-time Communications through ONLINE



**The reasons why so many front-runners  
who will lead the future through co-creation  
are participating in CEATEC:**

- 1. CEATEC is a future-oriented “comprehensive exhibition”**
- 2. CEATEC provides an opportunity for co-creation**
- 3. CEATEC is a place where the executives also gather**
- 4. CEATEC widely delivers information throughout the world.**

## 1. CEATEC is a future-oriented “comprehensive exhibition”

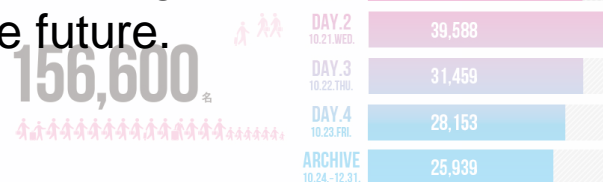
As a "comprehensive exhibition of Society 5.0" covering a wide range of industries and sectors, CEATEC showcases exhibitors' visions and new business models in interdisciplinary areas for the future society using advanced technologies.

## 2. CEATEC provides an opportunity for co-creation

From the electronic components and devices that will support the future society of Society 5.0 to the products and services that utilize these components and devices will gather under one roof. It is an environment that facilitates the creation of new connections and businesses not only with visitors but also with other exhibitors.

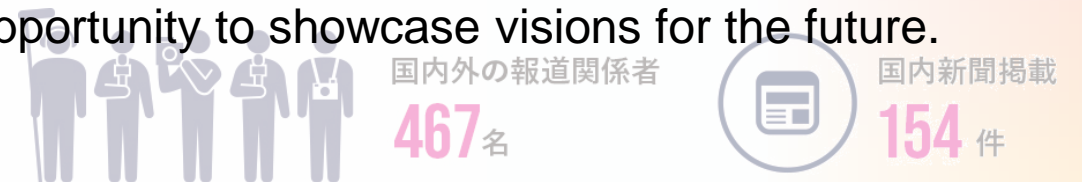
## 3. CEATEC is a place where the executives also gather

More than 100,000 visitors from most of industries in Japan will gather. The advantage of CEATEC is that it attracts not only government officials, top executives of companies and organizations, but also students who will lead the future.



## 4. CEATEC widely delivers information throughout the world.

CEATEC is an event that attracts many journalists from world over, including broadcasters and newspapers, and is used not only for the announcement of new services and products, but also as an opportunity to showcase visions for the future.







New Normal

Digital Transformation

Anytime, Anywhere

**ONLINE event enables visitors and exhibitors to , , ,**

- 1. Achieve real-time communication**
- 2. Reach out to worldwide target audiences**
- 3. Provide quick and efficient follow-up**

## 1. Real-time Communication

Functions such as **live streaming** and **real-time chat** will be offered to enable **real-time** communication between exhibitors and visitors.



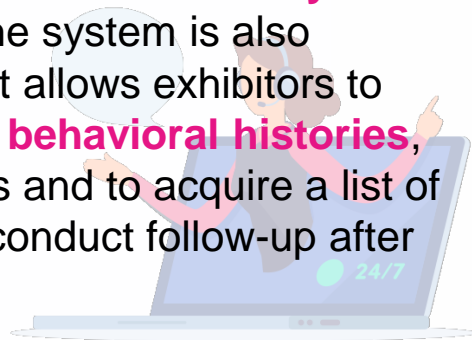
## 2. Approaches Targeting Across Japan and Abroad

It is possible to approach targets who were interested in attending CEATEC – like those who couldn't attend in the past for reasons of distance, or those from other countries. Also, in addition to past visitors of up to 260,000, through our sponsors and partners we **will proactively attract domestic and international stakeholders** who have not been able to come to the event in the past.



## 3. Offering Efficient and Quick Follow-up

List of visitors to your booth can be **obtained at any time** from a dedicated page. Because the system is also equipped with a report function that allows exhibitors to confirm each visitor's **viewing** and **behavioral histories**, it can be used as a tool for analysis and to acquire a list of potential customers, as well as to conduct follow-up after the event.





# **CEATEC<sup>®</sup> 2021 ONLINE**

CPS/IOT EXHIBITION

## **Realization of Co-creation in Online Exhibition**

### **CEATEC 2021 ONLINE**

- 1. Provides certain opportunities to accelerate co-creation**
- 2. Enables co-creation among startups in Japan even with overseas startups**
- 3. Allows key players from around the world to deliver messages for the future**
- 4. Provides new tools to accelerate co-creation**

# 1. Provides certain opportunities to accelerate co-creation

## Society 5.0 Area

### **Carbon Neutral**

Green innovation through digital

### **Super City / Smart City**

### **DX (Digital Transformation)**

Innovative services through DX



**Technologies and services that will become the new social infrastructure of the Society 5.0 era, as well as the measures taken by companies, organizations, and local governments will be introduced.**

**Build an ecosystem that transcends the barriers between industries and competitors from the perspective of solving social issues.**

## 2. Enables co-creation among startups in Japan even with overseas startups

### Co-Creation PARK

**Accept applications from startups around the world for solutions to Japan's social issues**



**Facilitate connections between overseas startups and Japanese companies**

**Many of pitch events from overseas will take place during the event.**

### 3. Allows key players from around the world to deliver messages for the future

## Conferences

### 2020 Results

#### Conferences

CHANNEL 1: Keynote sessions by industry leaders

CHANNEL 2: Sessions on the New Normal

CHANNEL 3: Lectures and events by the experts in industries and sectors

CHANNEL 4: Seminars by exhibitors

CHANNEL 5: Pitches by startups at Co-Creation PARK

**+80** sessions

Total number of conference attendees: **120,847**

Many of conferences are scheduled to be held while inviting executives from leading global companies across industries and countries.

# CEATEC<sup>®</sup> 2021 ONLINE

CPS/IOT EXHIBITION

## 4. Provides new tools to accelerate co-creation

- (1) Mainly improve the UI of the Exhibitor Console as a tool for managing own site and contents for visitors.
- (2) Visualize the gathering status and reactions of visitors in real time.
- (3) Enrich functions of booth that provide business opportunities.



# (1) Mainly improve the UI of the Exhibitor Console as a tool for managing own site and contents for visitors.



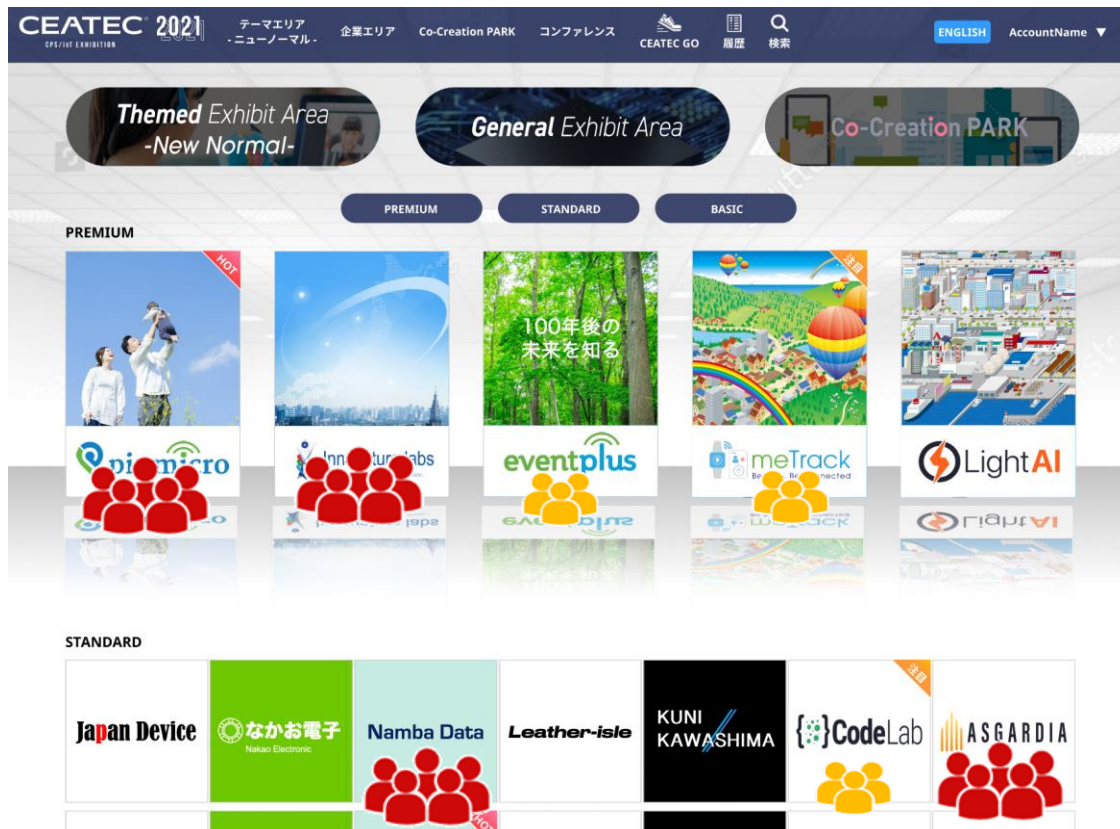
Setup &  
Management

Booth Creation  
Function

Visitor  
Management

## (2) Visualize the gathering status and reactions of visitors in real time.

Display real-time admission status, including visitor enthusiasm and reaction to various events

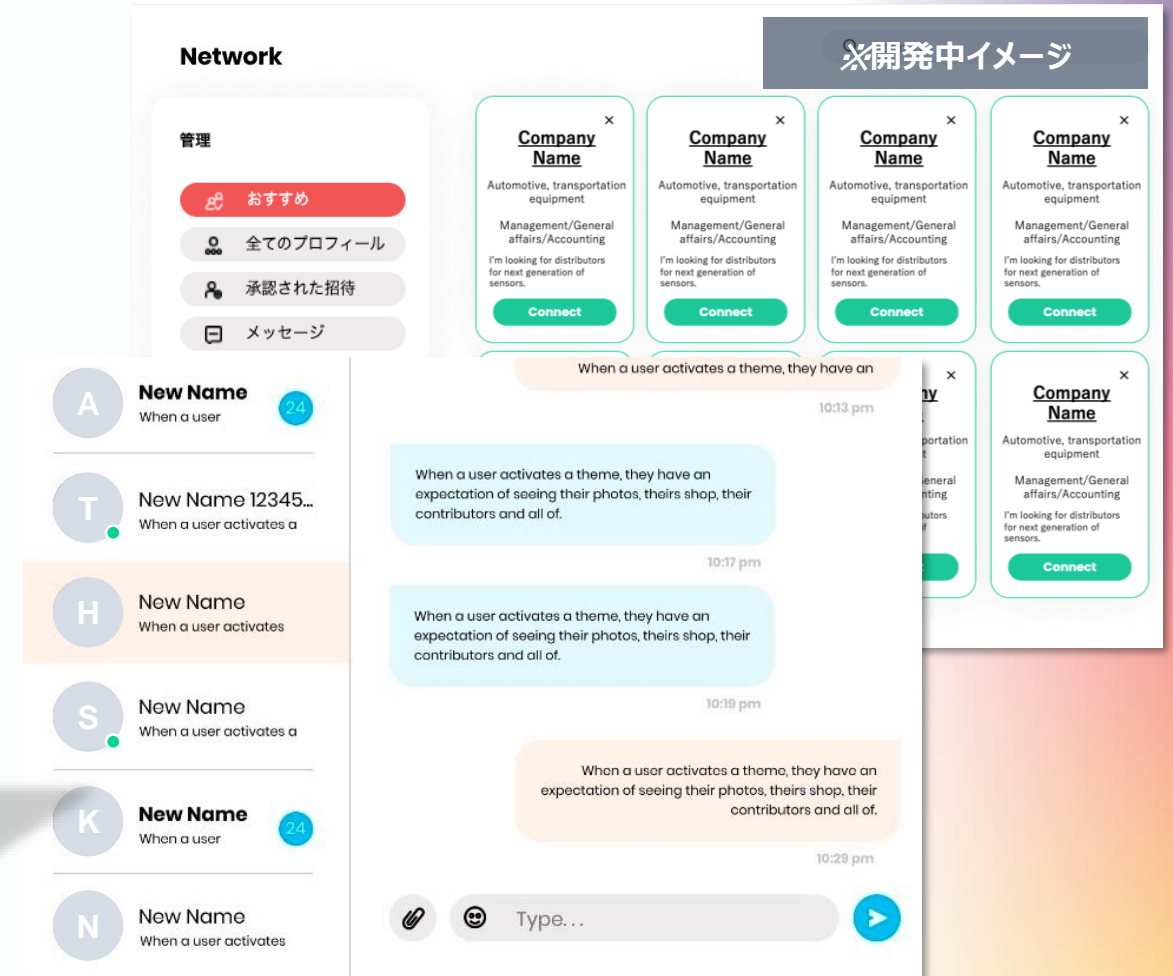
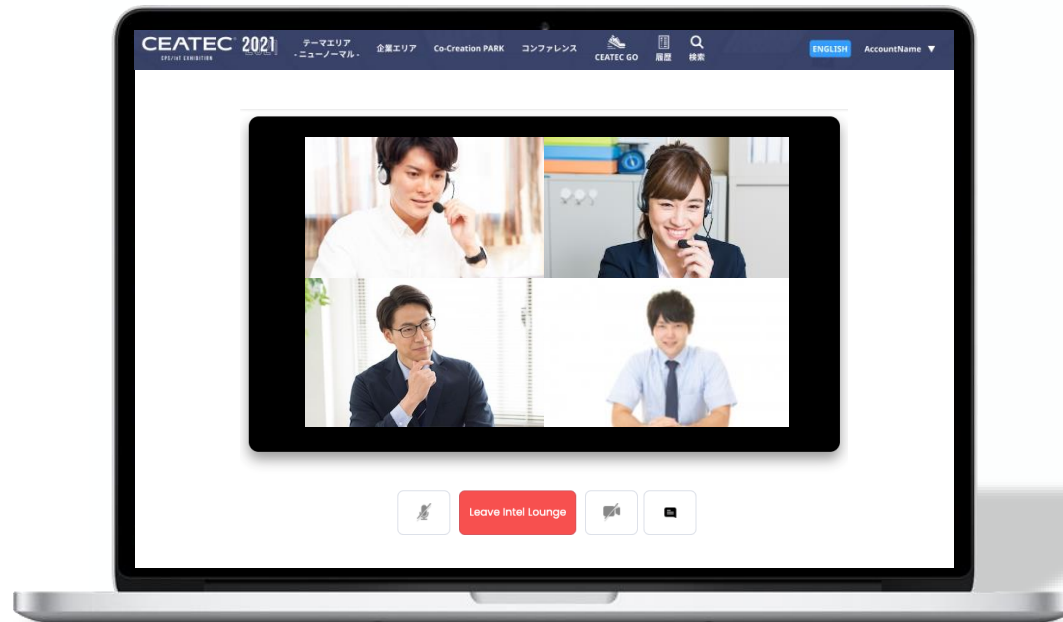


Add a new feature that allows viewers to post emotions and reactions to presentations and lectures.

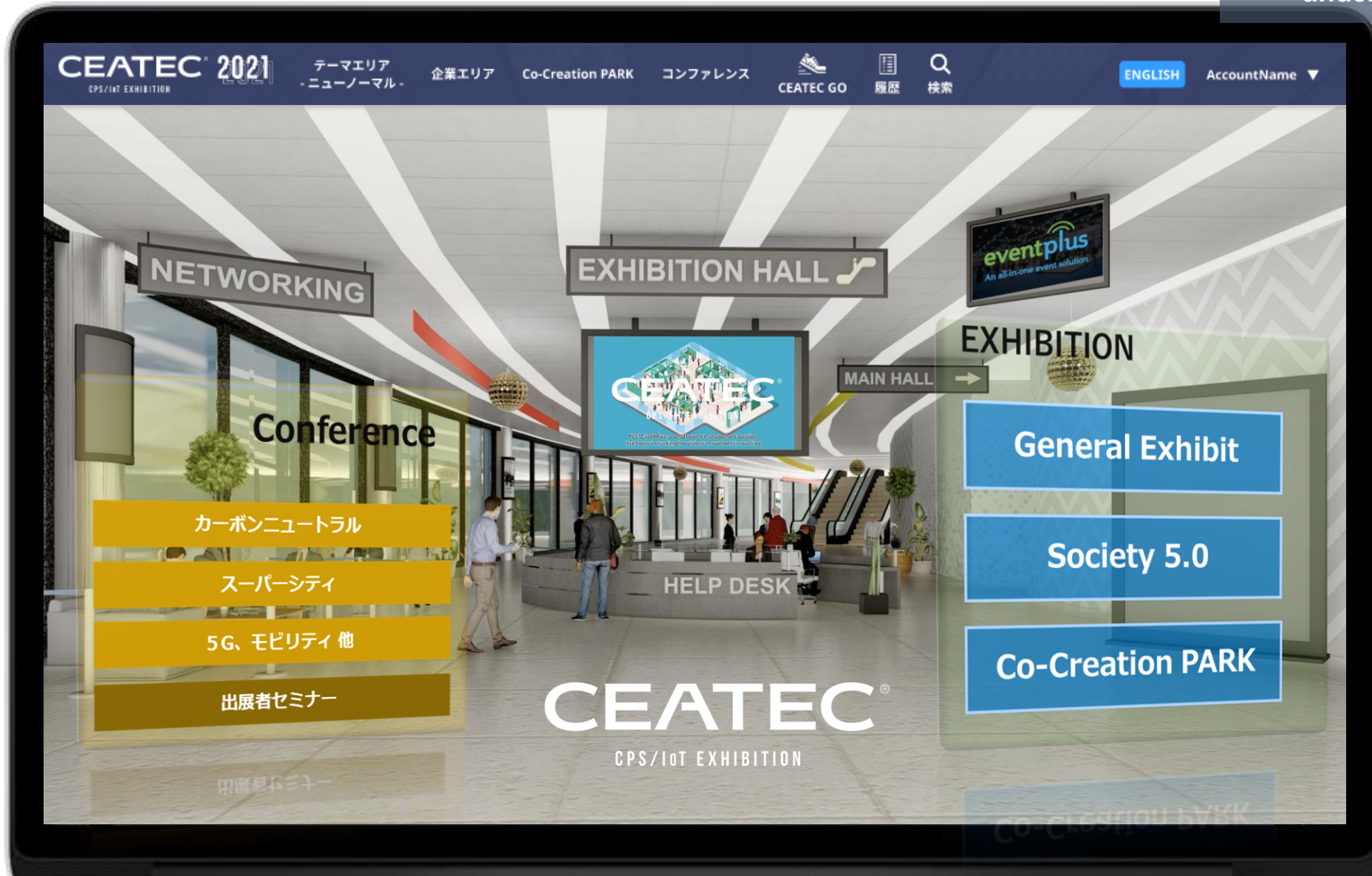


### (3) Enrich functions of booth that provide business opportunities.

- Video Chat for inquiries
- Business Matching







# Admission Registration/Login

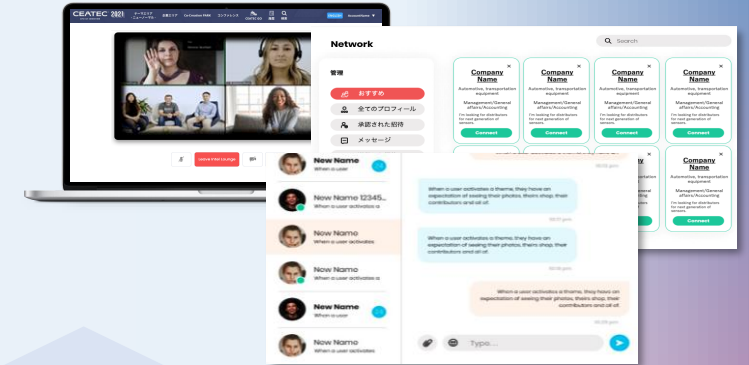


## COMMUNICATIONS

Chat, Video Chat

Business Matching

Presentation

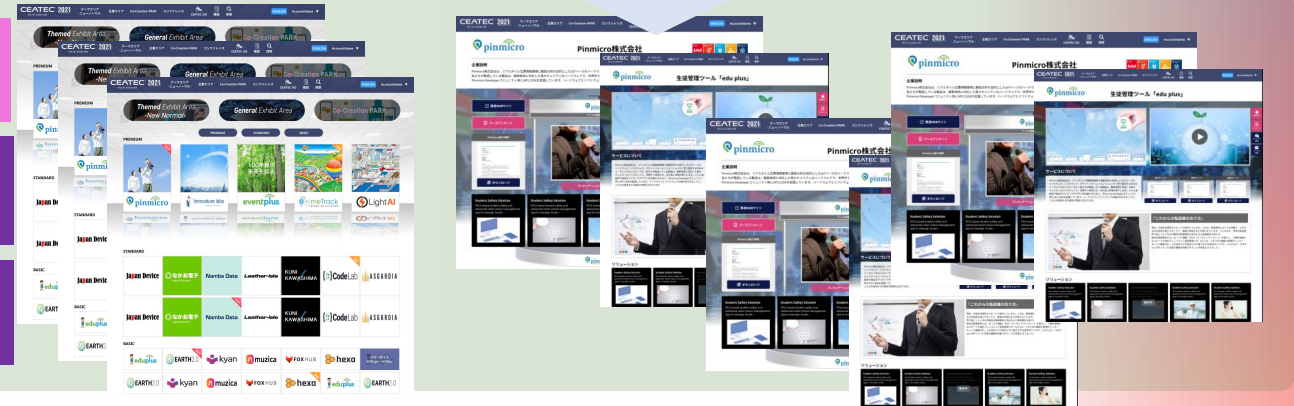


## EXHIBITS

General Exhibit Area

Society 5.0

Co-Creation PARK



## CONFERENCES

Carbon Neutral

Super City

5G, Mobility, Others

Exhibitors' Seminars

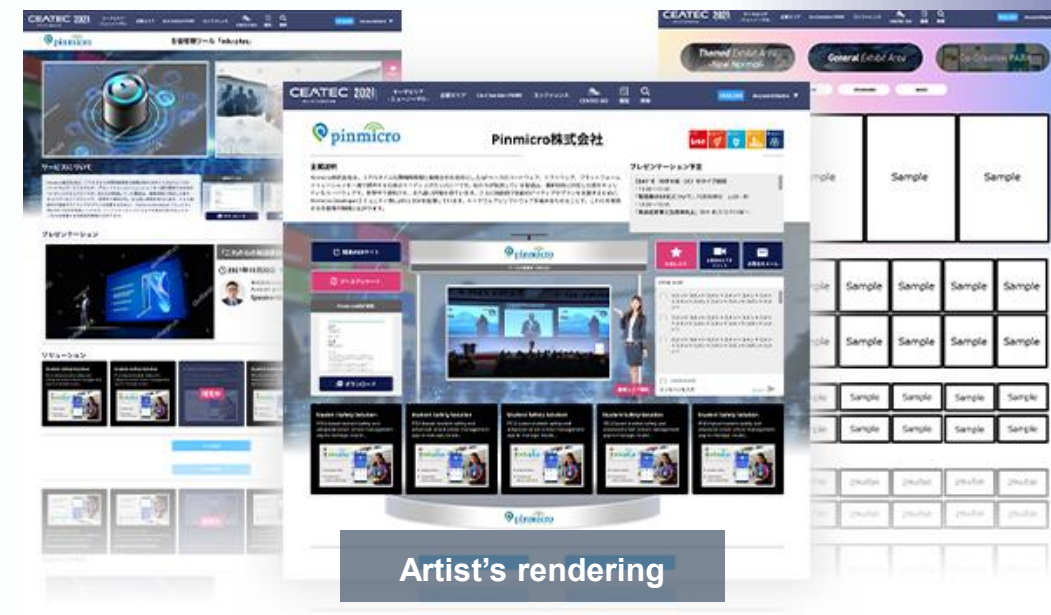




# Exhibit Areas & Plans

## General Exhibit Area

A variety of solutions and products for realizing Society 5.0; solutions and products that innovatively transform specific fields, industries and markets; and technologies such as electronic components, devices and software that support the realization of Society 5.0 will be introduced.



Fully promote the brands, solutions, services, products, devices, and electronic components of your company/organization. Exhibitors can choose a plan from **three different plans**.

Exhibitors can choose a booth plan according to their exhibit details and products and services.

Premium Plan

Standard Plan

Basic Plan

# Exhibit Areas & Plans

## Society 5.0

Technologies and services that will become the new social infrastructure of the Society 5.0 era, as well as the measures taken by companies, organizations, and local governments will be introduced.

Society 5.0: **3 Themes** to focus on

### Carbon Neutral

Green innovation through digital

### Super City / Smart City

Urban development solutions to solve urban issues/ examples of initiatives

### DX (Digital Transformation)

Innovative services through DX



### Special Menu

Posting on a special page that individually summarizes the highlights

# Exhibit Areas & Plans

## Co-Creation PARK

**Co-Creation PARK is a complex of the Startup & University Zone\* for startups, universities and educational institutions, and the Global Area\* for overseas startups and overseas organizations.**

*\*Tentative name*



## Special Menu

**Startups and educational institutions established less than 9 years ago are invited to exhibit at a reasonable price.**




# Common Features of Online Booths

General  
Exhibit Area

Society 5.0

Co-Creation  
PARK

- ▶ The following functions are available for the General Exhibit Area and each Themed Areas.  
(Details will be available in the next chapter)

Exhibitor Console	Booths in General Exhibit Area and Themed Areas	Exhibit Channels
		
<p><b>Tools used by exhibitors to manage various exhibit content registration, chat, etc.</b></p>	<p><b>Main image of the entrance to a corporate page. This is the page where visitors obtain information about the exhibitor.</b></p>	<p><b>Pages that allow visitors to browse by product, service, and/or solution</b></p>
<ul style="list-style-type: none"> <li>• Manage registered information</li> <li>• Authorization settings</li> <li>• Creation and updating of a booth, Exhibit Channel</li> <li>• Chat management with visitors</li> <li>• Extraction of various visitor reports</li> <li>... and more</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate introduction images and videos</li> <li>• Link buttons to company websites</li> <li>• Company survey (at booth)</li> <li>• Information section</li> <li>• Company reference download</li> <li>... and more</li> </ul>	<ul style="list-style-type: none"> <li>• Images and descriptions of the exhibit(s)</li> <li>• Reference downloads</li> <li>• Video introducing the exhibit(s)</li> <li>• Survey</li> <li>• Real-time chat</li> <li>... and more</li> </ul>

# Exhibit Fees and Plans

		Exhibit Fee (Including consumption tax)	Number of Booths	Number of Exhibit Channels	Exhibitor's Originally Designed Booth
General Exhibit Area	Premium Plan	Members of the Sponsor/Co-Sponsors <b>2,200,000 JPY</b> General Corporate Exhibitors <b>2,420,000 JPY</b>	1	10	✓
	Standard Plan	Members of the Sponsor/Co-Sponsors <b>1,100,000 JPY</b> General Corporate Exhibitors <b>1,210,000 JPY</b>	1	5	—
	Basic Plan	Members of the Sponsor/Co-Sponsors <b>330,000 JPY</b> General Corporate Exhibitors <b>363,000 JPY</b>	1	1	—
Society 5.0 Area		<b>550,000 JPY</b>	1	1	—
Co-Creation PARK		<b>132,000 JPY</b>	1	1	—



# Schedule

---

**June**

- 15<sup>th</sup> (T)** • **Announcement of Call for Exhibits**  
Start accepting Exhibition Applications

**July**

- 1<sup>st</sup> (Th)** • **Promotion Support Menu/**  
Start accepting CEATEC AWARD participation applications
- 30<sup>th</sup> (F)** • **Exhibition Application deadline**

**Aug.**

- Beg.** • **Release Exhibitor Manual**  
• **Access to Exhibitor Console begins**
- Mid.** • **Visitor Registration starts**
- 31<sup>st</sup> (T)** • **CEATEC AWARD participation application deadline**

**Sept.**

- **Commence Pre-Event (once a week)**

**Oct.**

- 15<sup>th</sup> (F)** • **Opening Event**  
**18<sup>th</sup> (M)** • **Media Day (TBD)**

**CEATEC 2021 Oct. 19<sup>th</sup> (T) ~ 22<sup>nd</sup> (F)**

**Nov.**

- Mid.** • **After Event**



CEATEC 2021 ONLINE

### 3. CEATEC 2021 ONLINE Specifications

...  
REAL-time Communications through ONLINE

## 3. CEATEC 2021 ONLINE: About Specifications

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- 3-1. General overview of specifications
- 3-2. Exhibitor Console and Online Booth
- 3-3. By Plan: Elements of Online Booth
- 3-4. Introduction to Features by Page
- 3-5. Videos You Can Post
- 3-6. Individual Features
- 3-7. Optional Features







Create Corporate Booth and Exhibit Channels or use dedicated console to manage visitor access

## 3-2. Exhibitor Console and Online Exhibit Booth

- CEATEC Online will provide a dedicated console to each exhibitor, which has been designed and developed especially for CEATEC. Anyone can easily create an aligned Corporate Booth and Exhibit Channels by simply entering text and images.



### Features

No HTML skills and knowledge, etc. is required.

Additionally, unlike exhibitions where the content is submitted in advance, the content can be updated according to visitor responses and presentations **“on your own, in real time, during the exhibition period”**. Chat inquiries from visitors and reports on the status of visits can also be managed from the Console.

There are 3 online booth plans for the General Exhibit Area, and 1 for each Themed Area.

## 3-3. By Plan: Elements of Online Exhibit Booth

		Exhibit Fee (Including consumption tax)	Number of Booths	Number of Exhibit Channels	Exhibitor's Originally Designed Booth
General Exhibit Area	Premium Plan	Members of the Sponsor/Co-Sponsors <b>2,200,000 JPY</b> General Corporate Exhibitors <b>2,420,000 JPY</b>	1	10	✓
	Standard Plan	Members of the Sponsor/Co-Sponsors <b>1,100,000 JPY</b> General Corporate Exhibitors <b>1,210,000 JPY</b>	1	5	—
	Basic Plan	Members of the Sponsor/Co-Sponsors <b>330,000 JPY</b> General Corporate Exhibitors <b>363,000 JPY</b>	1	1	—
Society 5.0 Area		<b>550,000 JPY</b>	1	1	—
Co-Creation PARK		<b>132,000 JPY</b>	1	1	—

There are 3 online booth plans for the General Exhibit Area, and 1 for each Themed Area.

## 3-3. By Plan: Elements of Online Exhibit Booth

Premium Plan

- Recommended for exhibitors that:
- Want to stand out.
  - Want to create your own booth.
  - Have many exhibits to show.

List of Exhibitors  
page

Corporate Booth page

OR

Create original page

Exhibit Channel



Premium Plan Booth  
[Large logo + image]



Display up to  
10 Exhibit Channels



× 10

# Using Original Designed Booth (Former "iframe" booth)

Apply Separately

The Premium Plan allows exhibitors to create and use their own booth and subordinate pages.

List of Exhibitors page

Corporate Booth page

Exhibit Channel

Using the  
supplied booth



Default transition

<https://ceatec.hogehoge...>



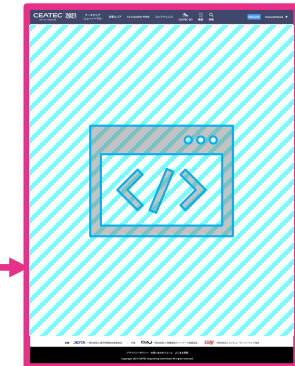
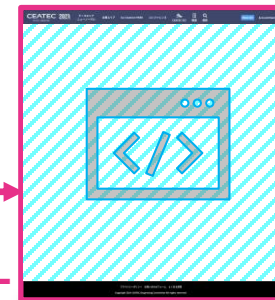
Apply separately to  
use original booth

Using original  
designed booth



Transition by URL

<https://yourdomain.hogehoge...>



This year, the specifications will be changed from last year's "iframe method" to the "URL linking method".

Note: The pages below the Corporate Booth must also be designed by the exhibitor. Exhibit Channel design supplied from CEATEC cannot be used.



# Using Original Designed Booth (Former "iframe" booth)

Apply Separately

## Cautions and restrictions: Read thoroughly if an exhibitor is considering to adopt original booth design

The following restrictions apply to the use of the booths, which are accessed via URLs from the list of Exhibitors page.

### Points to note in production

- It is necessary to embed the designated header and footer provided by CEATEC in the destination booth.
- Please note that due to the overall impact of the event, it is not possible to make individual adjustments to the CEATEC 2021 ONLINE site.
- Please ensure that all available links are accessible until the end of the archive period (November 30, 2021)
- All links must be created using HTTPS and the booth must be created specifically for CEATEC2021.
- Please make sure that the site is created with a responsive design and is designed in consideration of the operating environment of visitors to CEATEC2021.

### Notes on specifications

- At CEATEC, a tracking function is provided that allows you to obtain visitor click histories, etc., and check them at any time via the Exhibit Console. However, for originally designed booths, you will only be able to obtain histories up to the "booth visit" stage. Click history after the transition cannot be obtained as a visitor report.
- Referrer IDs for visitors who have made a transition can be provided; this information can be used to analyze visitors on your website.
- Even if you have your own booth, search and display will function by registering "various information for searching within CEATEC" to the Exhibit Console.
- The Exhibit Channel and presentation functions (optional) provided by CEATEC cannot be used.

There are 3 online booth plans for the General Exhibit Area, and 1 for each Themed Area.

Standard Plan

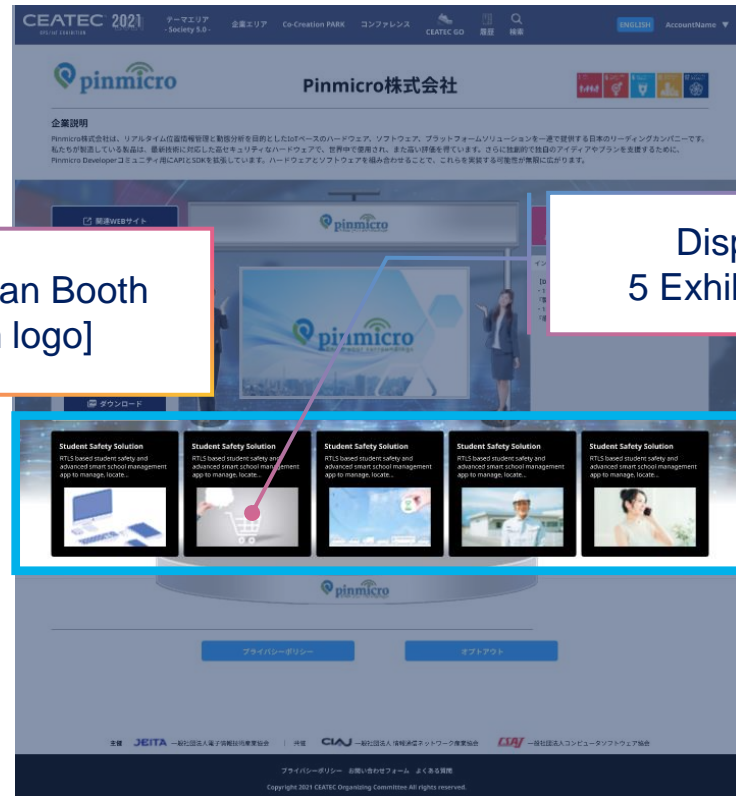
## 3-3. By Plan: Elements of Online Exhibit Booth

- ▶ Most chosen plan during CEATEC 2020:
  - Capable of accommodating multiple exhibits.
  - The Standard plan that can satisfy all.

List of Exhibitors  
page

Corporate Booth page

Exhibit Channel



There are 3 online booth plans for the General Exhibit Area, and 1 for each Themed Area.

Basic Plan

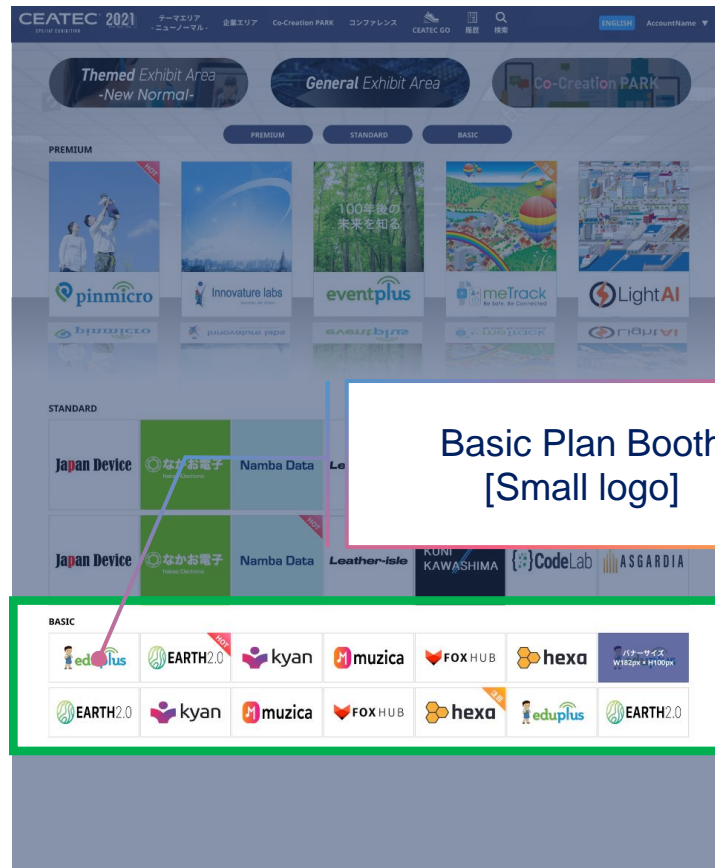
## 3-3. By Plan: Elements of Online Exhibit Booth

- ▶ Recommended for participants that:
- Want to focus on a solution.
  - Want to promote the company while keeping costs down.

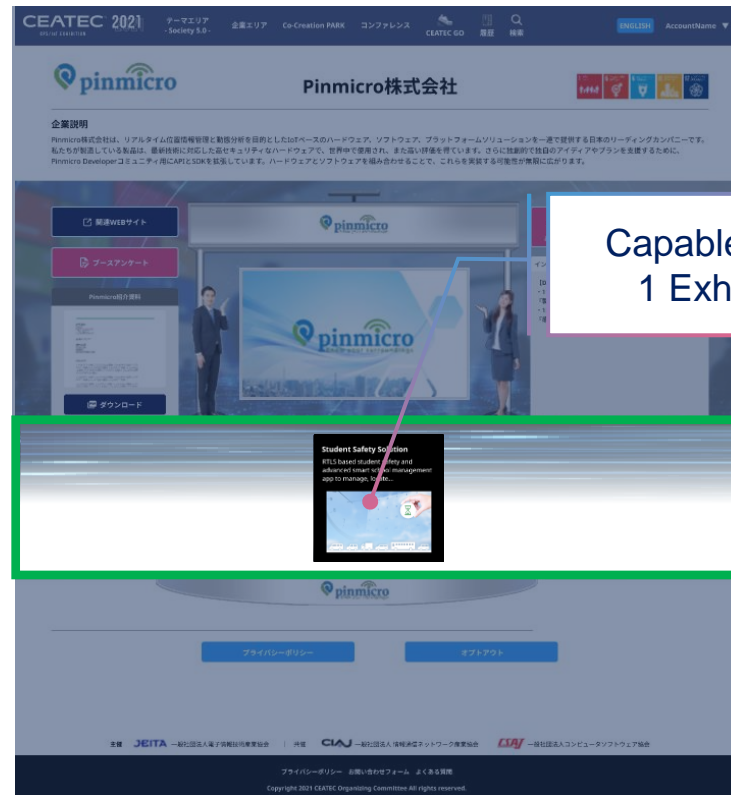
List of Exhibitors  
page

Corporate Booth page

Exhibit Channel



Basic Plan Booth  
[Small logo]



Capable of displaying  
1 Exhibit Channel



× 1

There are 3 online booth plans for the General Exhibit Area, and 1 for each Themed Area.

Society 5.0

Co-Creation PARK

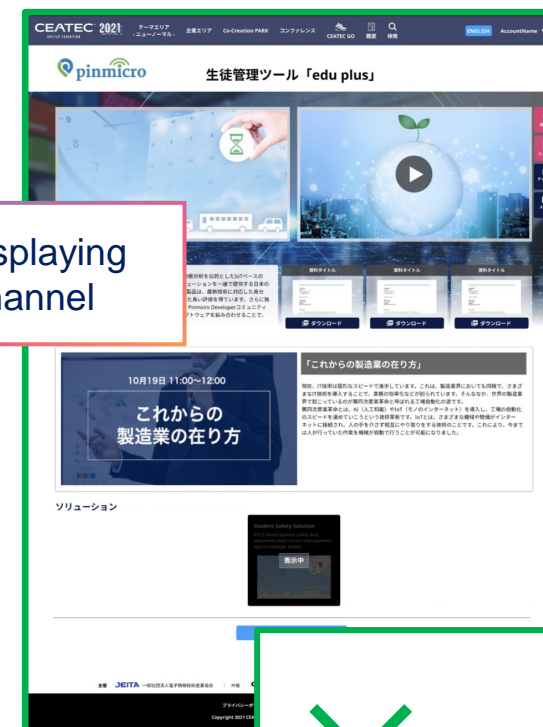
## 3-3. By Plan: Elements of Online Exhibit Booth

- ▶ Recommended for participants that:
- Want to focus on a solution.
  - Want to promote the company while keeping costs down.

List of Themed Area Exhibitors page

Corporate Booth page

Exhibit Channel

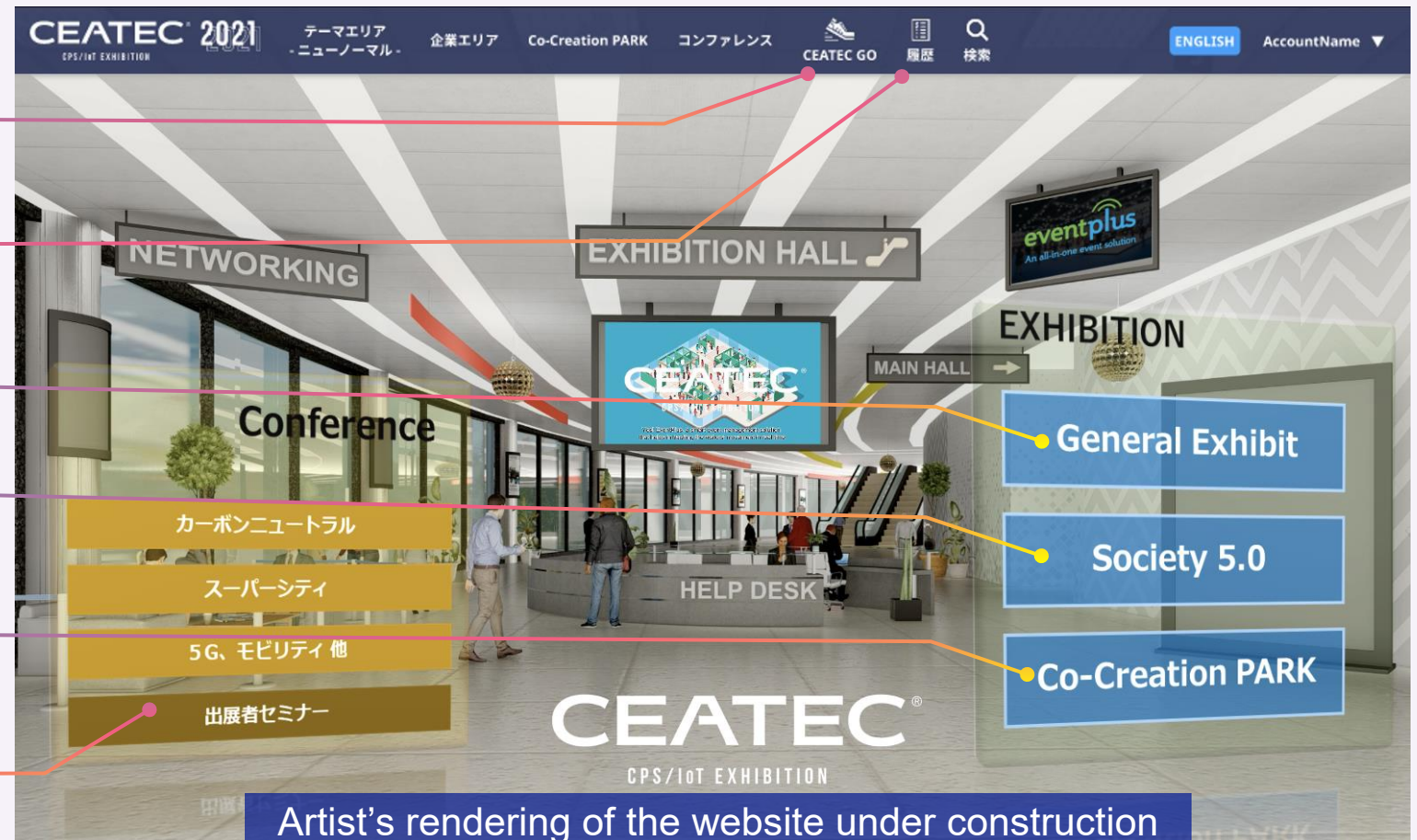




## 3-4.1 Entrance Page

►The below functions are available at the page in each area.

- CEATEC GO
- Visitor My Page  
(Visitation history/Chat management)
- List of Exhibitors page
- Society 5.0 Area
- Co-Creation PARK
- Official Conferences



## 3-4.2 List of Corporate Booth Page

► The below functions are available at the page in each area.

Premium Plan Booth  
[Large logo + image]

Standard Plan Booth  
[Medium logo]

Basic Plan Booth  
[Small logo]





## 3-4.3 Booth Page

► The below functions are available at the page in each area.

Exhibitor information area  
(logo, company name,  
business description)

Setup link to external sites  
Setup company survey

Function to download  
corporate documents

Corporate Introductory  
Video Area  
(Video can be set up with only images.)

Display Exhibit Channel Links  
(Automatic reference to Exhibit Channel  
name, introduction and image)

Display of supported SDGs

“Like” button

Inquire About Products  
Mail Inquiry Link

Information Area  
Freely available frame  
for text descriptions

Image Character  
(Display/Replacement) Area  
Both the left and right sides of the  
company introduction image and video  
area can be specified.



Artist's rendering of a website under construction.

Premium Plan 10 pages

Standard Plan 5 pages

Basic Plan 1 page

## 3-4.4 Exhibit Channel Page

► The below functions are available at the page in each area.

Name of exhibit\*  
(\*exhibit refers to products / services)

Image of the exhibit

Description of the exhibit

NEW  
Freely available frame  
for embedding iframe code of a video,  
or insert a still image (Thumbnail)

NEW  
Display Exhibit Channel links  
(Referring automatically to Exhibit  
Channel Name, description and image)

Video of the exhibit

“Like” button

NEW  
Exhibit Channel Survey

Talk to one of our staff.  
Contact us by email link.

Download reference of exhibits  
(Each Exhibit Channel can store  
up to 3 x 10MB files)

NEW  
Freely available frame  
for descriptions (Text describing  
the item in freely available frame)

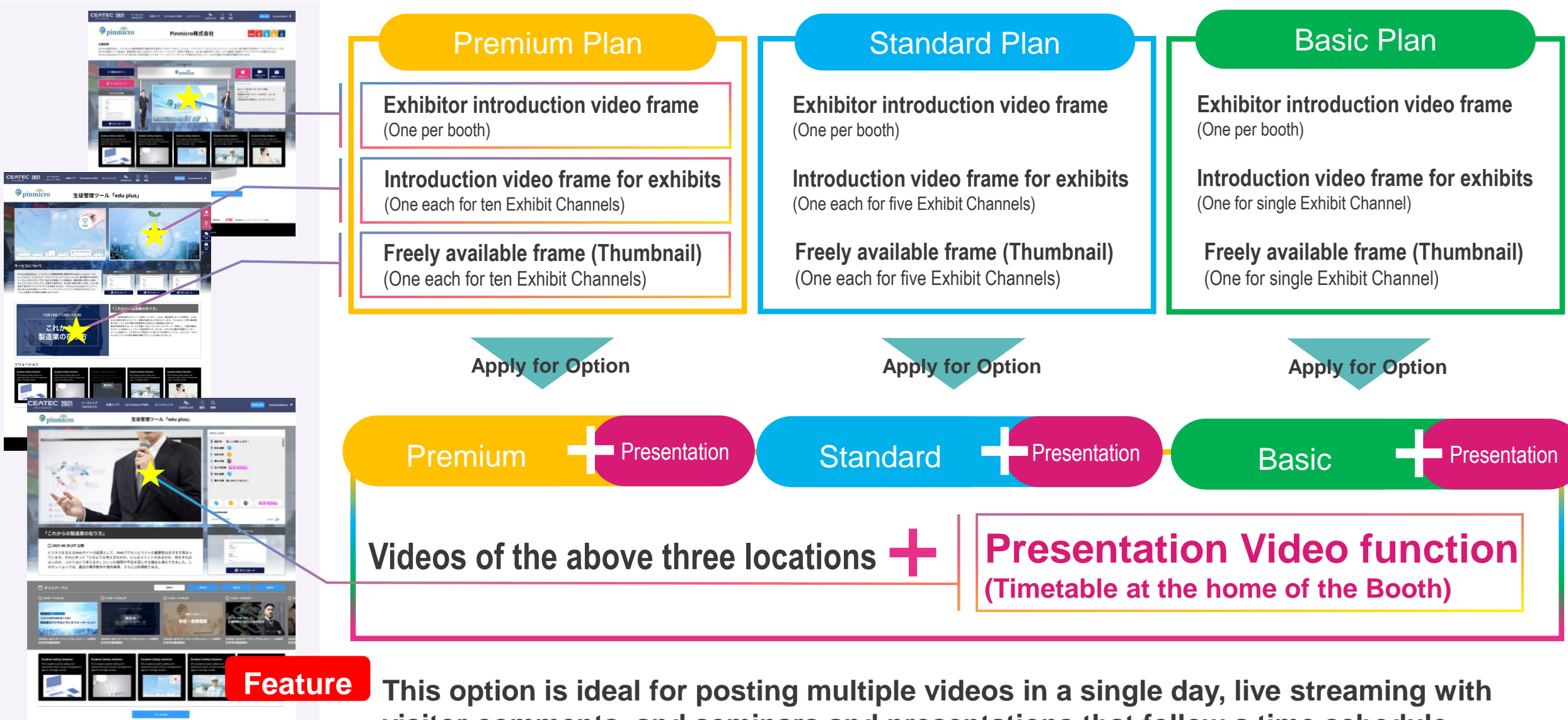
NEW  
Link to the Booth home



Artist's rendering of a website under construction.



## 3-5 Video Frames and **Optional** Presentation



## The display area and usage of videos that can be displayed in the Corporate Booth/Exhibit Channel

# 3-5 Types and Uses of Video Functions

Scope of Use	Display Location	Type of Video Frame	Installation purpose and application examples	Settings	Display Method	Video Storage Location
Basic Functions	Corporate Booth	Exhibitor introductory video frame (One per Corporate Booth)	<ul style="list-style-type: none"> <li>Video suitable for introducing the company.</li> <li>Visitors will have the chance to learn about your company when they are browsing the Corporate Booth.</li> </ul> <p><b>[Example of the video]</b> Short clips of quarter or half a minute corporate commercials and PVs.</p>	Embedded code (Obtain from the video sharing service)	Pop-up or automatic playback possible within the page	Various external servers (Video sharing services such as YouTube, various streaming services, in-house video distribution servers, etc.)
	Exhibit Channel	Exhibit introductory video frame (One per Exhibit Channel)	<ul style="list-style-type: none"> <li>Video suitable for introducing products and services on exhibit.</li> <li>Targeted to have visitors learn about the exhibits when they are browsing the Exhibit Channel pages.</li> </ul> <p><b>[Example of the video]</b> Short clips of a minute or so product commercials and introductory videos, as well as PVs.</p>	Embedded code (Obtain from the video sharing service)	Pop-up or automatic playback possible within the page	
		Freely available frame (Thumbnail) (One per Exhibit Channel)	<ul style="list-style-type: none"> <li>Free frame inside the Exhibit Channel</li> <li>Able to setup linked video and descriptions</li> <li>Can lead to external videos that introduce products and services.</li> </ul> <p><b>[Example of the video]</b></p> <ul style="list-style-type: none"> <li>Longer product introductions, seminar videos, and case studies, etc.</li> <li>Can also be used for videos ranging from a few minutes to a full-length seminar.</li> <li>Since links can be used to freely lead to external videos, they can also be used to lead to multiple video playlists and summary sites.</li> </ul>	URL Link	Displays a thumbnail image. Click on the thumbnail image to go to the URL link (video site, etc.). <b>Note: Display size and conditions are in accordance with the video site's specifications.</b>	
Optional Functions (Charged)	Set up a timetable at the Corporate Booth and display a dedicated presentation page	Presentation Video Function (Timetable in a booth, Dedicated Presentation page)	<ul style="list-style-type: none"> <li>Suitable for companies that want to hold multiple presentations/seminars</li> <li>Each company can set up presentations and seminars according to a timetable using dedicated console, and the timetable can also be displayed on the booth screen. As it is a function dedicated for presentations, it also supports real-time commenting (stamp function), which allows for optimal implementation of live streaming, etc.</li> </ul> <p><b>[Example of the video]</b></p> <ul style="list-style-type: none"> <li>Want to post multiple videos during the one-day session</li> <li>Seminars and presentations held on a time schedule.</li> </ul>	Embedded code (Obtain from the video sharing service) + Setup a timetable in the console	Presentation page dedicated to your company Playback in the page	

## 3-6.1 Presentation Function

Option: Accepting applications  
from early August

Presentation page with dedicated timetable will be provided.

### Set following parameters right in the Exhibitor Console

- Name of the presentation
- Content description
- Start and finish time
- Video (embedding code)  
Video embed codes that can be  
obtained from video sharing sites.
- Thumbnail image

Information will be reflected on  
the timetable automatically

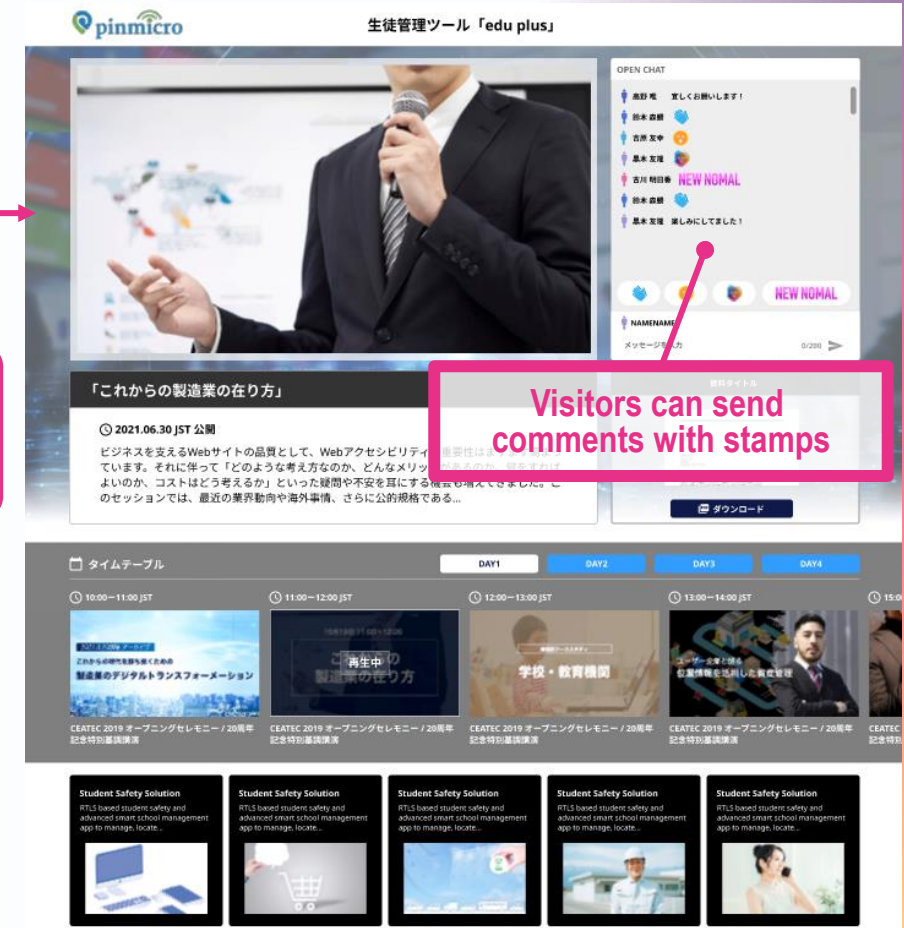
Timetable will be displayed on  
the Booth homepage.

Booth (where timetable will be shown)



Finished presentations will be  
archived for later viewing.

Dedicated page for each presentation



Visitors can send  
comments with stamps

## 3-6.2 Exhibitor Console

### Configure each online menu function from the exhibitor's own console



#### Booth creation

Create Corporate Booth

Create Exhibit Channel

Setup video streaming

Real-time tweaking and adjustments

Reference uploading

Survey link function

#### Setup & management

Management of application information

Setting console usage privileges

Application for options, etc.

#### Visitor management

Visitor Chat support and management

Extraction of various reports

Business matching (Optional)



## 3-6.3 Real-time Chatting

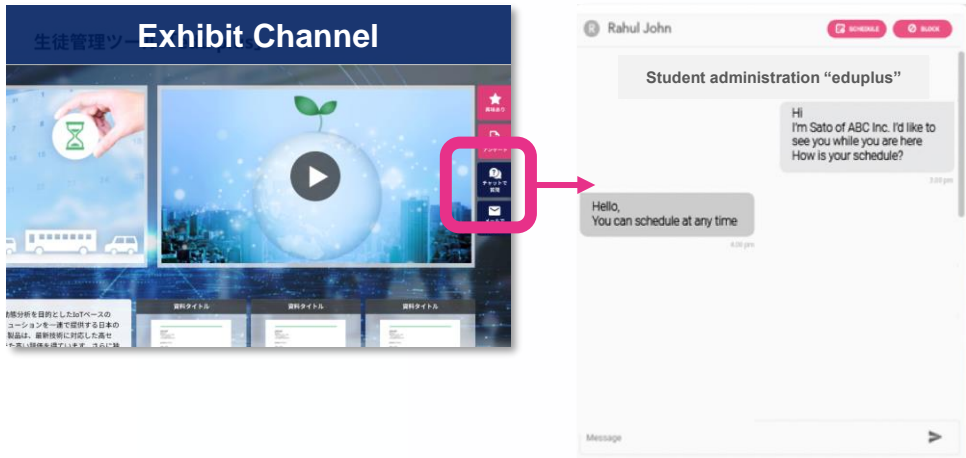
**Feel free to ask questions in real-time using text chat function.**

Visitors can launch the chat box from the Exhibit Channel chat icon and make inquiries to exhibitors. Exhibitors can manage online chats for inquiries by each Exhibit Channel on the Exhibitor's Console. Visitors who have contacted you via chat can be approached individually, so please use this as an opportunity to discuss new business.

### Visitors

#### ■ Individual real-time chat function

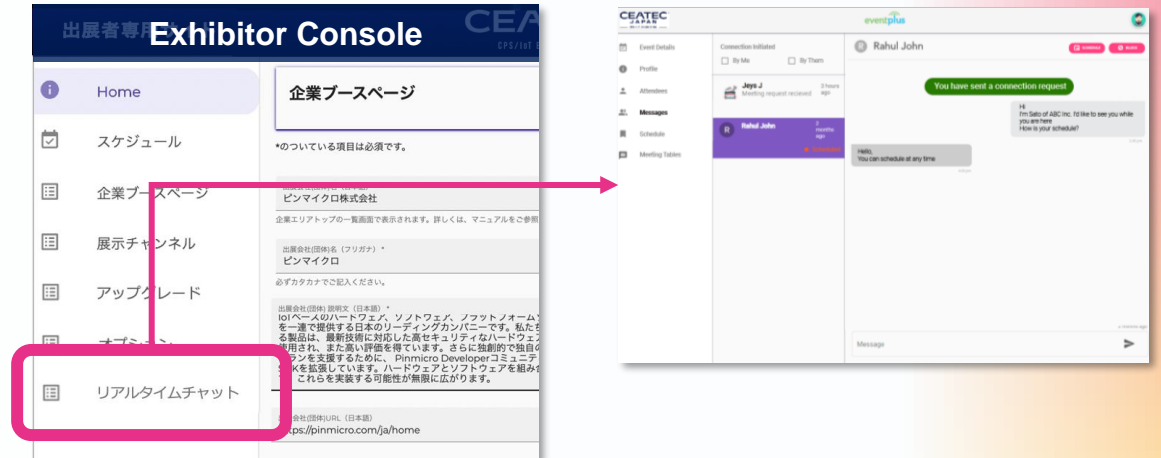
For product-specific communication, **1-to-1 communications between visitors and exhibitors** can be used.



### Exhibitors

#### ■ Chat management via exhibitor-specific management console

Comments from visitors can be viewed from the dedicated management console, including their history, and individual chats can be **accessed and replied to on a thread-by-thread basis**.



## 3-6.4 Inquire About Products/Services via Video Chat

**A communication function that allows visitors to not only "browse" but also talk with the person in charge.**

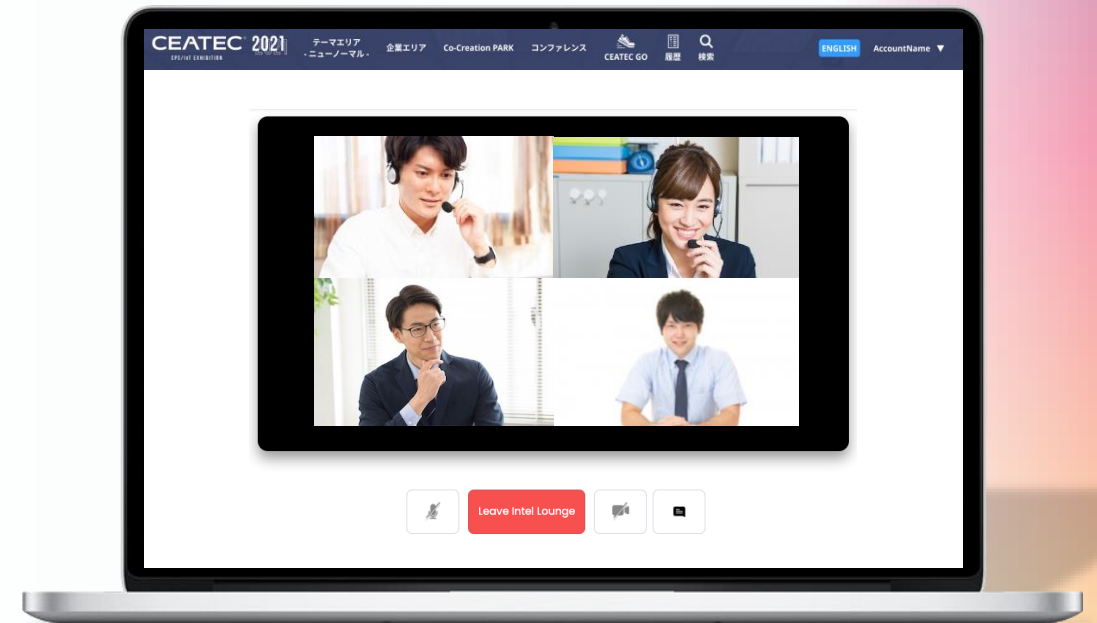
Visitors can use the video chat icon on the Corporate Booth to enter the meeting room to talk with exhibitors through video calls.

Easy to use user-interface is under development to make it easier for visitors to participate.

**Corporate Booth**



**Simulated Video Chat image**



Note: Because some functions are still under development, there may be some alterations to the final specifications and the number of limitations.

## 3-6.5 Business Matching

Option: Accepting applications  
from early August

### Supporting activities directly related to business through connections that only online can provide

This is a function that allows exhibitors to contact visitors who have expressed their interest in participating in business matching at the time of visitor registration. This allows exhibitors to contact with visitors who have not visited their booth.

#### Recommend



Recommends visitors based on attribute information.

#### Search



Visitors can be narrowed down by industry and job category.

#### Matching

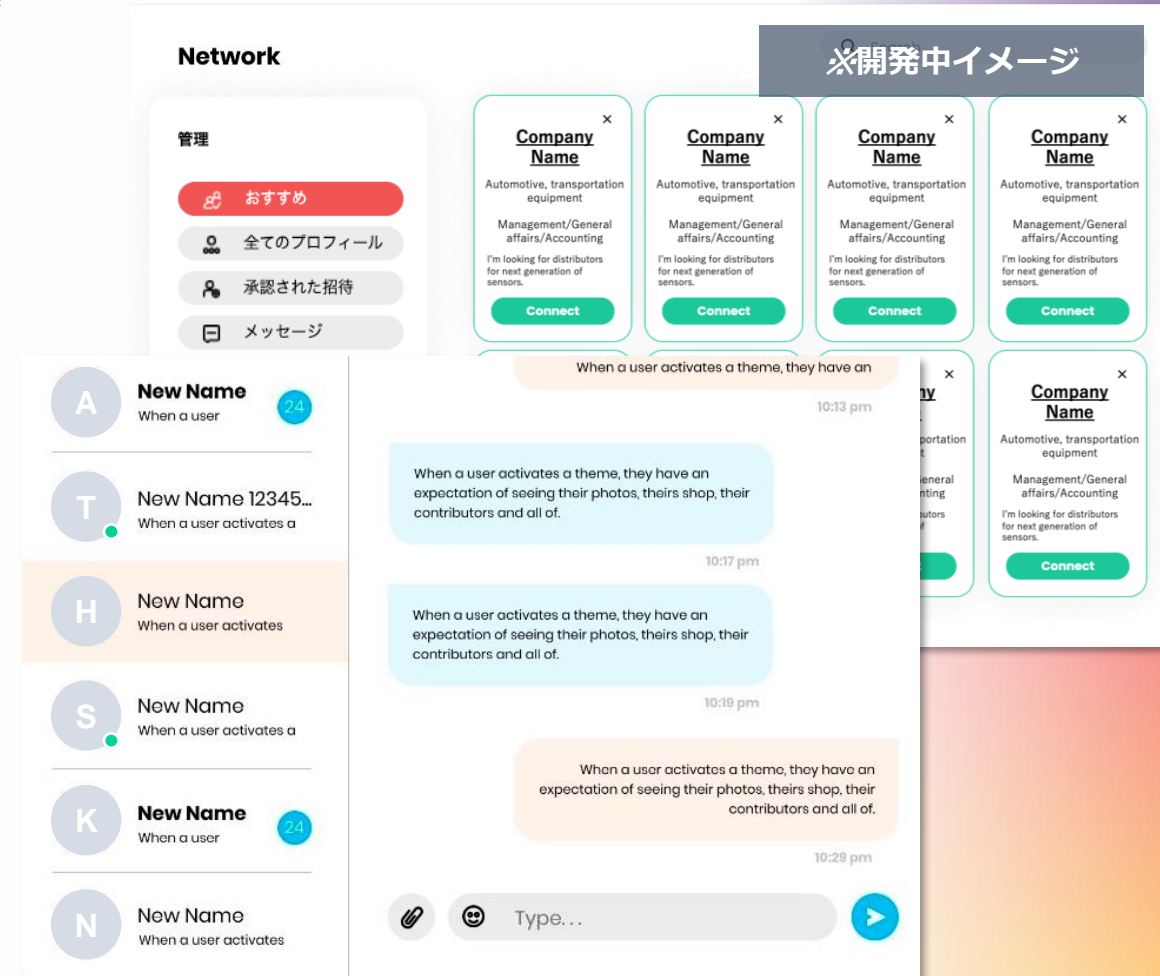


Visitors will be matched if they accept the invitation from the exhibitor.

#### Chat



After matching, exhibitors will be able to chat with visitors.



# 3-6.6 Report

## Check the list of booth visitors in real time

A report can be created on how many visitors viewed and downloaded your booth, Exhibit Channel, and presentations.

Because the report can be downloaded as a CSV file, you can use it for feedback on the exhibition, marketing activities after the exhibition, and analysis.

Personal information  
of visitors

Company name, phone  
number, name, address,  
Email address, etc.

Visitor access history

Page browsing information, document download  
information, presentation page access information, etc.

Visitor demographic  
information

Type of business,  
occupation, position,  
department, etc.

来場者

☐ オプトアウトを表示する 全て

1 - 25 of 1594

< > ⬇ ⬆

プレ運用	すべて	DAY-1	DAY-2	DAY-3	DAY-4	DAY-5	アーカイブ期間
バーコードID	Family Name	Given Name	Family name(English)	Given name(English)	Organization name	Organization name	レポート
1210764393							▶
1210768721							▶
121077013	1210768721						▶
1210772101							▶
1210778013							▶
1210791529							▶
1210793661							▶
1210796951							▶
1210797533							▶
1210794767							▶
1210801743							▶
1210802111							▶

Simulated image

共通項目 =>

Visitor ID	Family Name	Given Name	Family name(English)	Given name(English)	Organization name	Organization name(English)	Email	Division name	Tel	Fax
来場者ID	姓	名	姓 (英語)	名 (英語)	企業・団体名	企業・団体名 (英語)	メールアドレス	部署	電話番号	Fax
1234567890	西田	正孝	Nishida	Masataka	××ネットワーク株式会社	××network inc.	anishida@mabdfqor	事業開発	00-00000-00000	0000-0000-00011
2345678901	大久保	杏葉	Ookubo	Anna	株式会社○○	○Inc.	amnaookubo@trwhr	営業部	00-00000-00001	0000-0000-00012
3456789012	小林	邦久	Kobayashi	Kunihisa	▲▲物産株式会社	▲▲&CO.,LTD	kunihisa00602@dzxx	営業企画部	00-00000-00002	0000-0000-00013
4567890123	尾上	千加子	Ogami	Chikako	□□製作所株式会社	□□Mfg. Co., Ltd.	chikako938@rjwuyzt	マーケティング	00-00000-00003	0000-0000-00014
5678901234	長岡	正平	Nagaoka	Shohei	●●ワーク株式会社	●●work inc.	shouhei5109@ozizi	エンジニアリング	00-00000-00004	0000-0000-00015
6789012345	田村	裕紀	Tamura	Yuuki	株式会社★フーズ	★★FOODS HOLDINGS CO.,L	st=ponyoskos=yuki3	エリア事業部	00-00000-00005	0000-0000-00016
7890123456	大淵	胡春	Oobuchi	Koharu	株式会社@モバイル	@@mobile	koharu1296@zmyuxi	IT管理部	00-00000-00006	0000-0000-00017
8901234567	新井	三平	Arai	Sanpei	★★大学	★★★university	sampai928@wphgv	なし	00-00000-00007	0000-0000-00018
9012345678	河上	与四郎	Kawakami	Yoshiro	△△サービス株式会社	△△service inc.	vcqvlytlyshiro	24時社長室	00-00000-00008	0000-0000-00019

Notes: Because some functions are still under development, there may be some alterations to the final specifications and the number of limitations.

The values shown are dummy data to convey a simulated image. Please use this page as a reference.



## 3-6.7 CEATEC GO

### Improved function and display of CEATEC GO

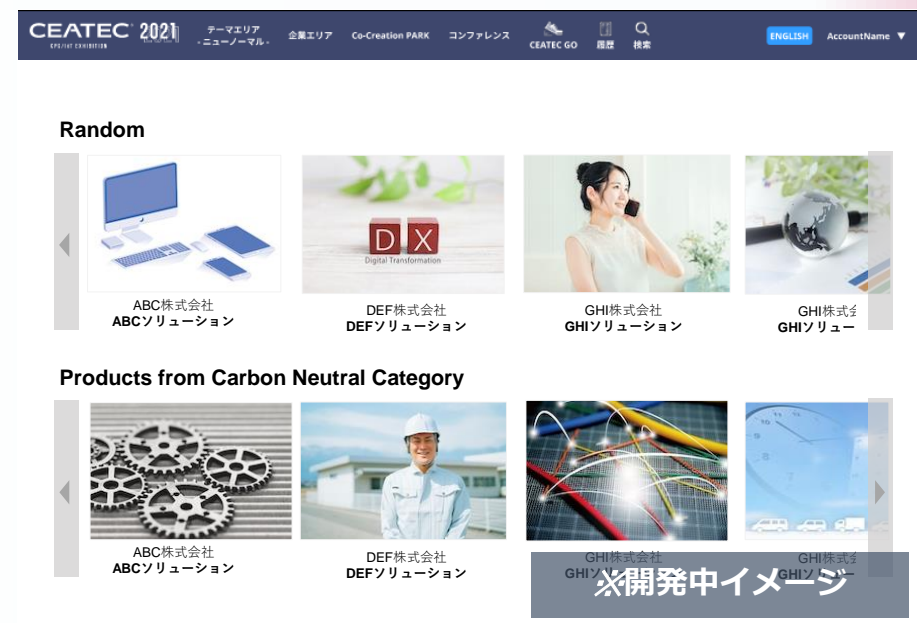
This is a feature that was implemented in 2020 ONLINE to allow visitors to "wander around" and enjoy CEATEC. Last year, each company's Exhibit Channel was displayed one at a time in a random order for visitors to use, but we are currently developing a category display for 2021 in order to analyze visitor behavior and make the system "more numerous" and "more convenient" to use.

#### CEATEC 2020 ONLINE



We plan to increase the number of Exhibit Channels displayed compared to last year's CEATEC GO.

#### CEATEC 2021 ONLINE



## 3-8. Applying for Optional Functions

	Exhibit Fee (Including consumption tax)	Number of Booths	Number of Exhibit Channels	Exhibitor's Originally Designed Booth	Business Matching	Presentation	Additional Exhibit Channel
Premium Plan	Members of the Sponsor/Co Sponsors <b>2,200,000 JPY</b> General Corporate Exhibitors <b>2,420,000 JPY</b>	1	10	✓			
Standard Plan	Members of the Sponsor/Co-Sponsors <b>1,100,000 JPY</b> General Corporate Exhibitors <b>1,210,000 JPY</b>	1	5	—	JPY 220- Thousand (Incl. consumption tax)	JPY 220- Thousand (Incl. consumption tax)	JPY 220- Thousand (Incl. consumption tax)
Basic Plan	Members of the Sponsor/Co-Sponsors <b>330,000 JPY</b> General Corporate Exhibitors <b>363,000 JPY</b>	1	1	—			
Society 5.0	<b>550,000 JPY</b>	1	1	—			
Co-Creation PARK	<b>132,000 JPY</b>	1	1	—			

Orders for additional options  
will be taken starting:  
**Beginning of August**

Apply for this service from the menu  
in the Exhibitor Console.

Various options are not available for originally designed booths.

CEATEC 2021 ONLINE



## 4. Promotion Support Menus

REAL-time Communications through ONLINE

## 4. Promotion Support Menus

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- 4-1. Exhibitor Seminars
- 4-2. Promotion Support Menus
- 4-3. CEATEC AWARDS
- 4-4. Other Menus to be Announced in the Future
- 4-5. How to Apply





# Overview: Promotion Support Menus

Provide corporate branding and business expansion opportunities for exhibitors



CEATEC is an opportunity to promote your company's brand, products and services to a large number of business professionals from Japan and overseas.

Improve company awareness

Sales promotion effects

Create a better image of the company

**Improve functionality, add new menu items, and create opportunities to reach out to other exhibitors.**

# Overview: Exhibitor Seminar Sessions

## ■ Dates: October 19 (Tue) ~ 22 (Fri), 2021

After the distribution, the sessions will be available as an on-demand service until November 30.

## ■ Participation eligibility:

- CEATEC 2021 ONLINE Exhibitors
- Corporations/organizations that conform to the “Qualifications of Exhibitors”.

## ■ Participation fee (Incl. consumption tax):

<u>Exhibitors</u>	<u>550,000 JPY per session (45 min. max)</u>
-------------------	--

<u>Seminar only participants</u>	<u>1,100,000 JPY per session (45 min. max)</u>
----------------------------------	--

*The prices are for the seminar slot only and does not include video production, studio fees or equipment fees.*

## ■ Participation requirements:

Please fill in up to the third choice of your preferred date and time on the separate application form.

- You can apply for multiple slots.
- Please provide the distribution URL to the Management Office in advance. Video production and distribution setup must be conducted by the participating company/organizer.
- The participating exhibitors will be free to choose the delivery platform, live or on-demand, etc.
- The rights to film and deliver the content will belong to the participating exhibitors.
- The Management Office will set the submitted URL as the CEATEC 2021 ONLINE delivery slot.
- The Management Office will set up the URL submitted for distribution on CEATEC 2021 ONLINE.

# Outline of the Exhibitor Seminar

## Seminar Schedule

	Code No.			
	Oct. 19 (Tue)	Oct. 20 (Wed)	Oct. 21 (Thu)	Oct. 22 (Fri)
10:00 ~ 10:45	A-1	B-1	C-1	D-1
11:00 ~ 11:45	A-2	B-2	C-2	D-2
12:00 ~ 12:45	A-3	B-3	C-3	D-3
13:00 ~ 13:45	A-4	B-4	C-4	D-4
14:00 ~ 14:45	A-5	B-5	C-5	D-5
15:00 ~ 15:45	A-6	B-6	C-6	D-6
16:00 ~ 16:45	A-7	B-7	C-7	D-7

### Services

- Notification in the seminar program
- Distribution of announcements via newsletter
- Provision of audience data

**Registration starts from:**  
**10:00 a.m., July 1 (Thu), 2021**

**Note:** Applications will be accepted on  
a first-come, first-served basis.

**Registration deadline:**  
**July 30 (Fri), 2021**

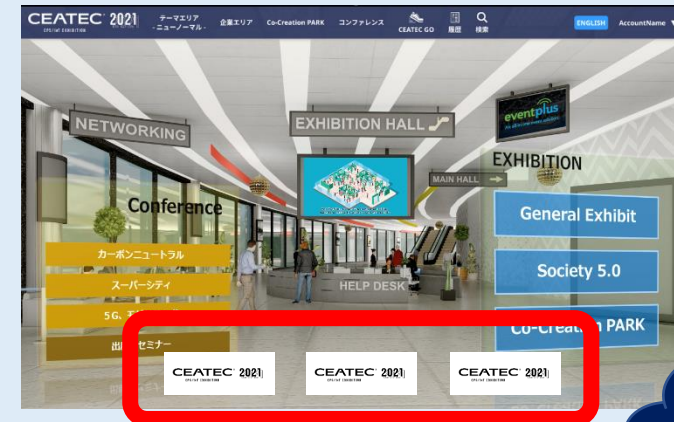


## 4-2. Promotion Support Menus (As of June 15<sup>th</sup>)

### Official Website Front Banner Ad



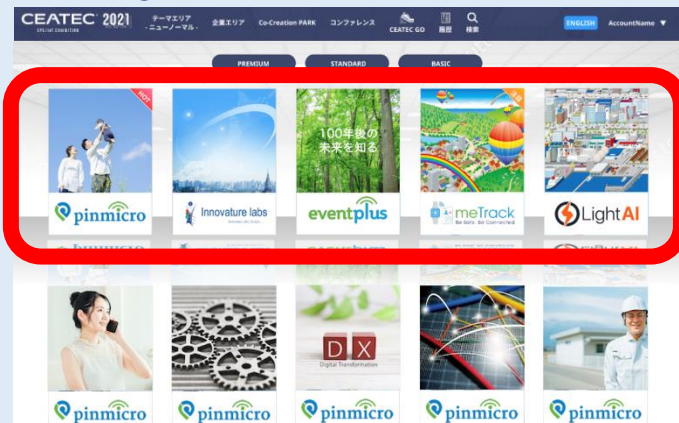
### Exhibition Area Entrance Ad



NEW

To be announced

### Fixed Display at General Exhibit Area Top



### Business Matching Newsletter



Start date/time for registration: 10:00 a.m., July 1 (Thu); Registration deadline: July 30 (Fri), 2021

Posting period Mid Aug. ~ Nov. 30 (Tue), 2021

Advertisement fee 550,000 JPY (Incl. consumption tax)

Your company's link banner will be placed on the front page of the Official Website.

► This advertising plan is designed to reach out to all visitors of CEATEC.

Average number of accesses to this  
menu 3,165 (2020 result)



Simulated image of the front page.

## How the ad appear on the page

- 3 out of the 6-exhibitor logos will appear at-a-time that will rotate with another set.
- Click on a logo, each of which is embedded with URL link, to jump to the exhibitor's booth\*.

*\*It may be linked to any site.*

Posting period

Early Sept. ~ Nov. 30 (Tue), 2021

Advertisement fee

3,300,000 JPY (Incl. consumption tax)

## Your company's link banner will be placed at the Entrance of the Exhibition Area.

- ▶ This menu is the advertising plan at the entrance of the venue where visitors will be redirected after logging in.  
In addition, CEATEC 2021 will start an ONLINE conference starting in September until the archive period at the end of November.



### Entrance Menus

- Conference Area
- General Exhibit Area
- Society5.0 Area
- Co-Creation PARK Area
- Other Menus

■ The logo has a URL link that will take you to the exhibit booth\*.

*\*It may be linked to any site.*

Official  
Advertisement

# Fixed Display at General Exhibit Area Top (Limited to exhibitors applying for Premium Plan)

Limited to  
5 spaces

Posting period Oct. 19 ~ Nov. 30, 2021

Advertisement fee 1,100,000 JPY (Incl. consumption tax)

Your company's page will be fixed at the page top of the General Exhibit Area.

► This is an advertising plan that will reach out to all visitors coming to the General Exhibit Area.

Your page will be displayed  
in a fixed position.

**Sold out**

How the ad appear on the page

- Your company's page will be displayed at the page top of the General Exhibit Area.
- This service is only available for those signed up for the Premium Plan.

Only the five exhibitors on the top row will be fixed; the rest will display randomly.

The “average number of visitors” for exhibitors using this ad menu increased by **192%** compared to other Premium Plan exhibitors who didn't sign up for the ad (2020 result).

Simulated image



# CEATEC AWARD 2021



Technologies, products and services to be exhibited at CEATEC 2021 ONLINE and registered in advance by the exhibitors as candidates for CEATEC Awards are considered for the CEATEC AWARD. Based on such criteria as academic/technological significance, future potential, and marketability, the CEATEC AWARD 2021 review panel will assess the entries and bestow awards on those deemed to be exceptional and highly innovative.

## ■ Two Ministerial Awards

- ✓ The MIAC award x1
- ✓ The METI Award x1

Entry starts from: **10:00 a.m., July 1<sup>st</sup> (Thu), 2021**

Fill out and submit the  
“CEATEC AWARD 2021 Entry Form”.

Entry deadline: 5:00p.m., August 31 (Tue), 2021

Application fee will be charged (Incl. consumption tax):

- AWARD Entry: 55,000 JPY/entry
- For Co-Creation PARK Exhibitors: 11,000 JPY/entry

## ■ CEATEC AWARD 2021 Category Award I

Proposal/Co-creation to New Normal Society Categories

1. Carbon Neutral Category
2. Super City/Smart City Category
3. Digital Transformation (DX) Category

## ■ CEATEC AWARD 2021 Category Award I

Open Categories

4. Solutions Category
5. Elemental Technologies/Devices Category
6. Startup & University Category

To be Announced  
Later

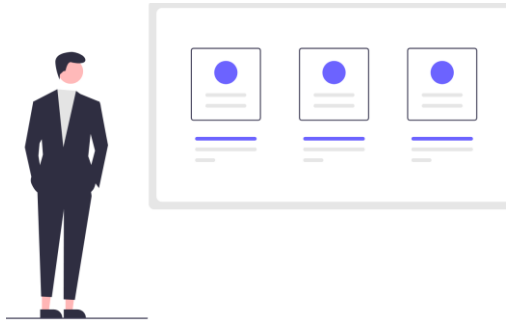
# Other Promotional Options to be Announced

Details of each option will be announced later.

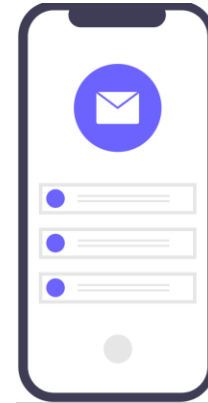
Business Matching Tool



Add Exhibit Channel(s)



CEATEC Official Newsletter



Add and Post  
Presentation Timetable



Banner Ad for  
the Special Planned Area



# How to Apply



Download the application form(s) from the CEATEC Official Website, fill in the necessary information, and email to the CEATEC Management Office.

For Exhibitor Seminars: [conference2021@ml.ceatec.com](mailto:conference2021@ml.ceatec.com)  
Other Support Menus: [exhibitor2021@ceatec.com](mailto:exhibitor2021@ceatec.com)

### Ad Menus



**CEATEC 2021 広告メニュー**  
データ形式：PDF / 容量：7.8(MB)

[Download](#)

出展者専用アドメニュー申込書  
データ形式：docx / 容量：32(KB)

[Download](#)

**CEATEC 2021 ONLINE出展者セミナー申込書**  
データ形式：docx / 容量：43(KB)

[Download](#)

**Applications will be accepted from 10:00 a.m., July 1 (Thu)**

Note: Applications received before the start of registration will be invalid.

**Thank you for your time with us.**

**We look forward to your exhibition at CEATEC 2021 ONLINE.**



■ **For inquiries, contact:**

**CEATEC Management Office (Japan Electronics Show Association, JESA)**

**E-mail: [contact2021@ceatec.com](mailto:contact2021@ceatec.com)**