CEATEC 2021 ONLINE

CEATEC®
CPS/IoT EXHIBITION

Promotion Support Menus

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CEATEC Management Office
(Japan Electronics Show Association)

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Promotion Support Menus

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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.

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1. 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):

Exhibitors	550,000 JPY per session (45 min. max)
Seminar only participants	1,100,000 JPY per session (45 min. max)

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.

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1. 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

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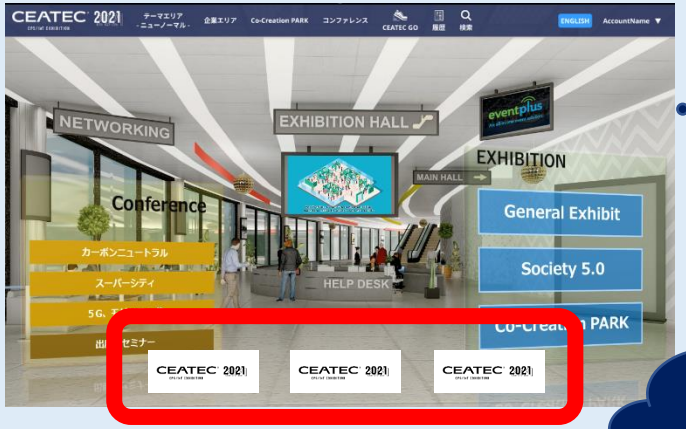
2. Promotion Support Menus (As of June 15th)

Official Website Front Banner Ad

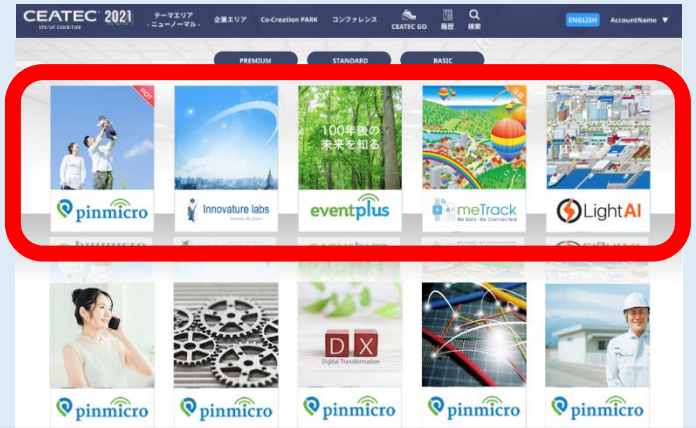
Exhibition Area Entrance Ad

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

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Official Advertisement

Official Website Front Banner Ad

Limited to 6 spaces

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.

Simulated image of the front page.

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

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.*

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Official Advertisement

Exhibition Area Entrance Ad

NEW

Limited to 3 spaces

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.

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Official Advertisement

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

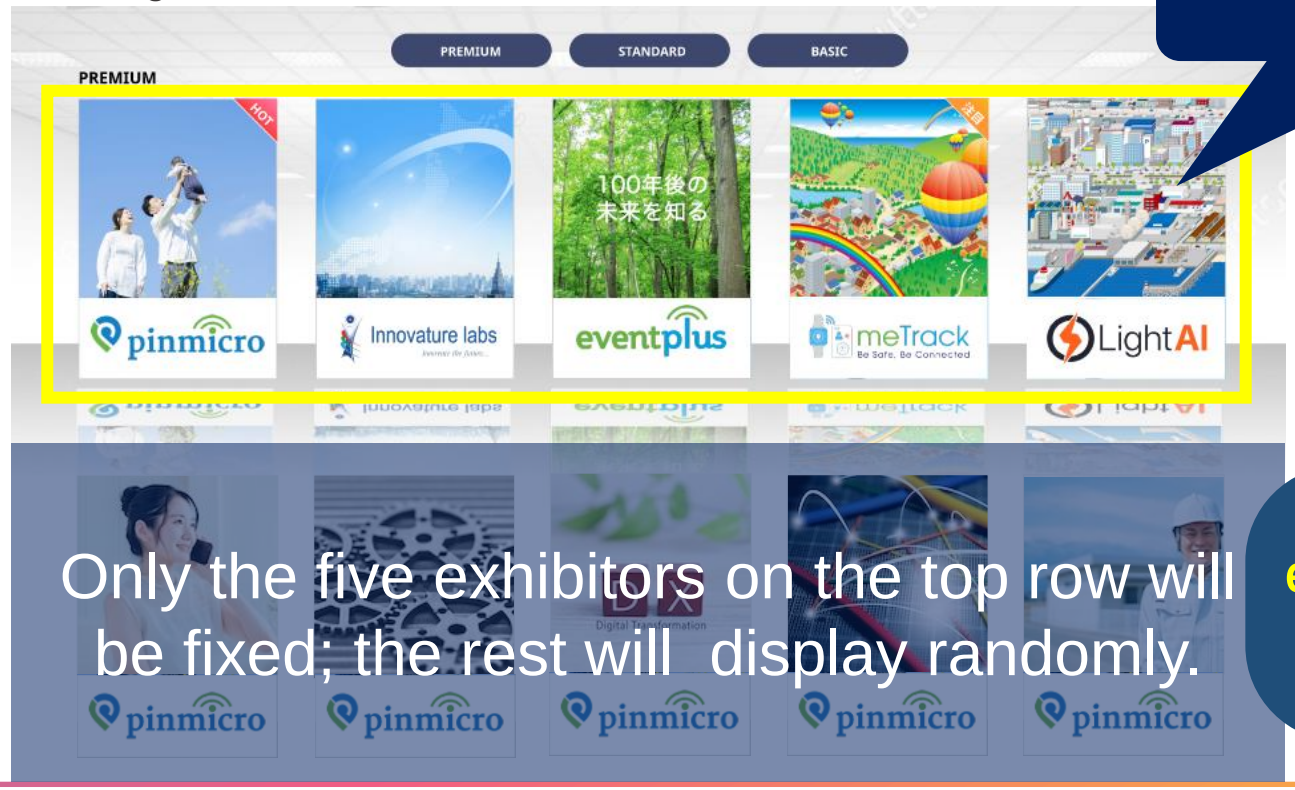
Limited to 5 spaces

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.

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.

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

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3. 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 1st (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

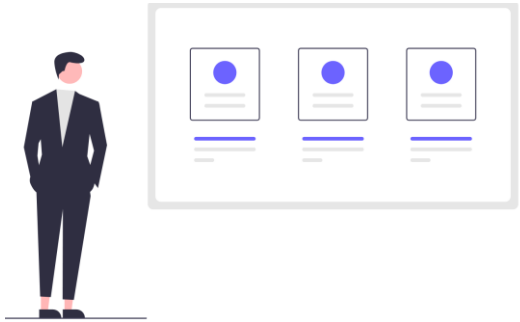
To be Announced Later

4. 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

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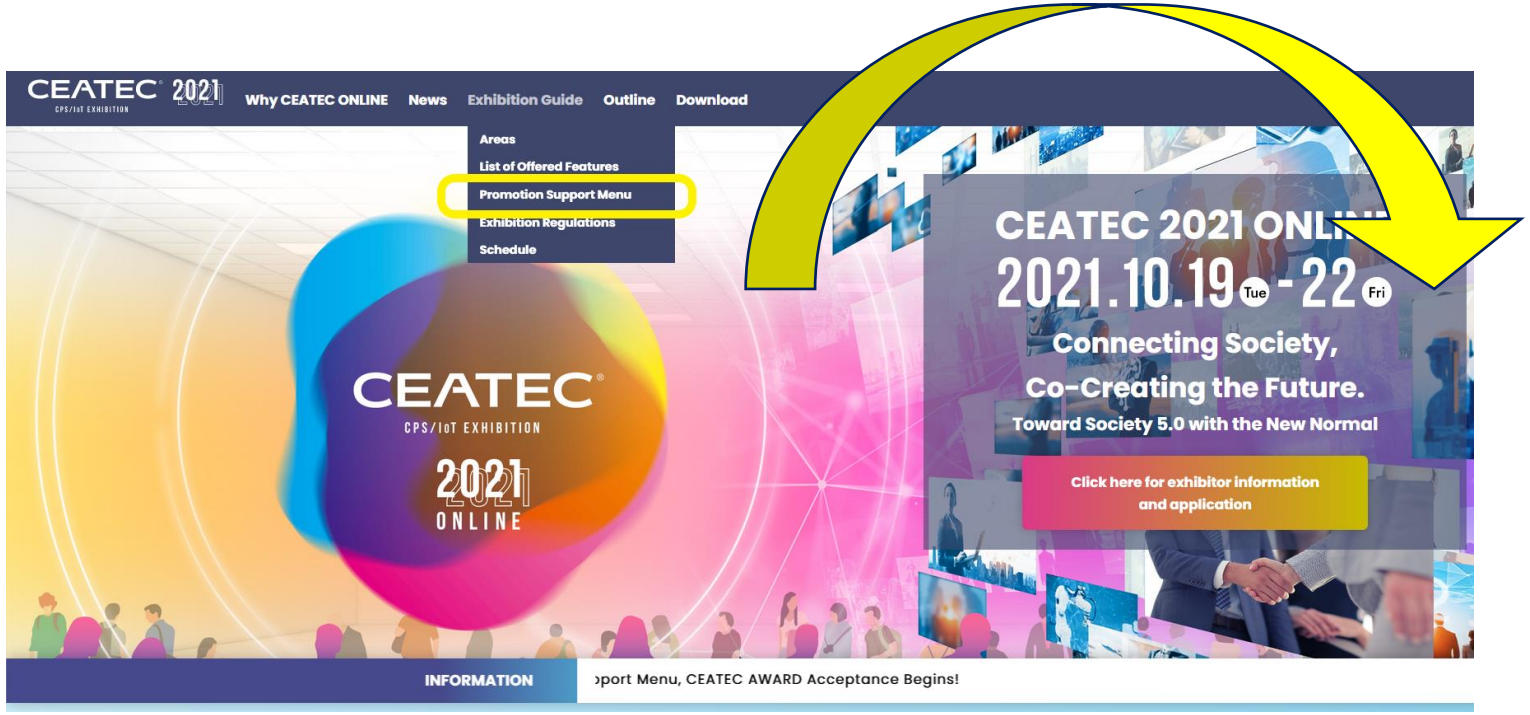
5. How to Apply



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
Other Support Menus: exhibitor2021@ceatec.com

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

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

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Publisher: CEATEC Management Office (Japan Electronics Show Association)
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