

CEATEC[®] JAPAN



Connecting Society,
Creating the Future

CPS / IOT EXHIBITION

Sponsors : CEATEC JAPAN Executive Board

CIAJ Communications and Information network Association of Japan

JEITA Japan Electronics and Information Technology Industries Association

CSAJ Computer Software Association of Japan

2016.10.4 **Tue** ▶ 10.7 **Fri**

»» Makuhashi Messe

www.ceatec.com



Connecting Society, Creating the Future

CPS/IoT EXHIBITION



With today's changing essence of 'things', the "Internet of Things" (IoT) is coming into existence and bringing with it new value by networking things equipped with connection functions and processing capabilities. Based on the concept to collect a wide-ranging data from IoT and feedback analyzed results in the real world through cyber physical systems (CPS), CPS/IoT will bring about major changes to conventional industrial structures and business models, and to societies themselves, through the creation of new value in all kinds of industries.

Against this backdrop, CEATEC JAPAN will be held under the theme "Connecting Society, Creating the Future" to inspire co-creation among people and businesses.

Community



Smart Houses



Government



Industrial Safety



Mobility



Manufacturing
& Production



Agriculture



Tourism



Academic Services



Public Infrastructure
& Construction



Energy



Financial



Medical
& Healthcare

CEATEC[®]
JAPAN

CEATEC is Reborn.

The emergence of CPS/IoT will bring new transformations to industries. With improvements to data drive and sensor technologies, data not only for text, images and video but also for diverse aspects of lifestyles, businesses and society in general will become "informatized." While the collection and analysis of data expand the scope of lifestyles and remove the fences between industries and around the world, the role that Japan will play in all of this is also of major significance. Hence, CEATEC JAPAN, which was held as a comprehensive cutting-edge IT and electronics exhibition until now, will reborn as a venue to visualize and contribute to the creation of a future in which society will benefit from the profound potential of CPS/IoT.

CPS/IoT EXHIBITION



Distribution
& Logistics

CPS/IoT Technology & Software

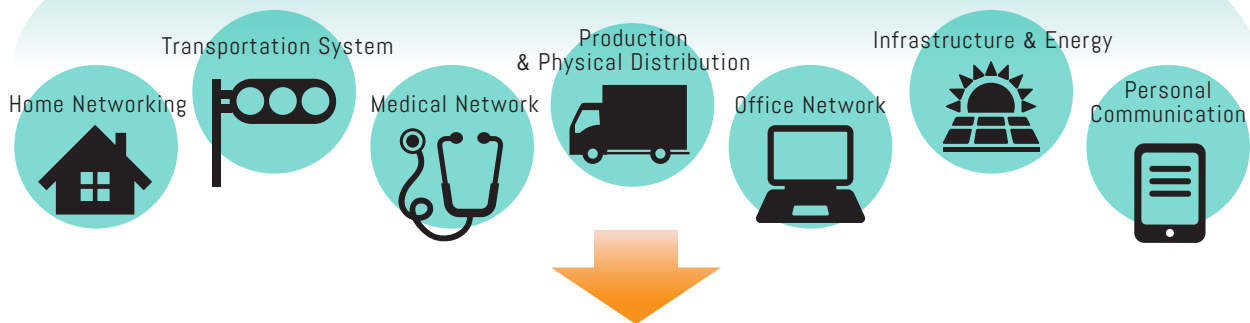
Connecting Society

From the information society to the CPS/IoT Society

A society that creates new value and “experiential knowledge” by the collection, analysis and feedback of data.

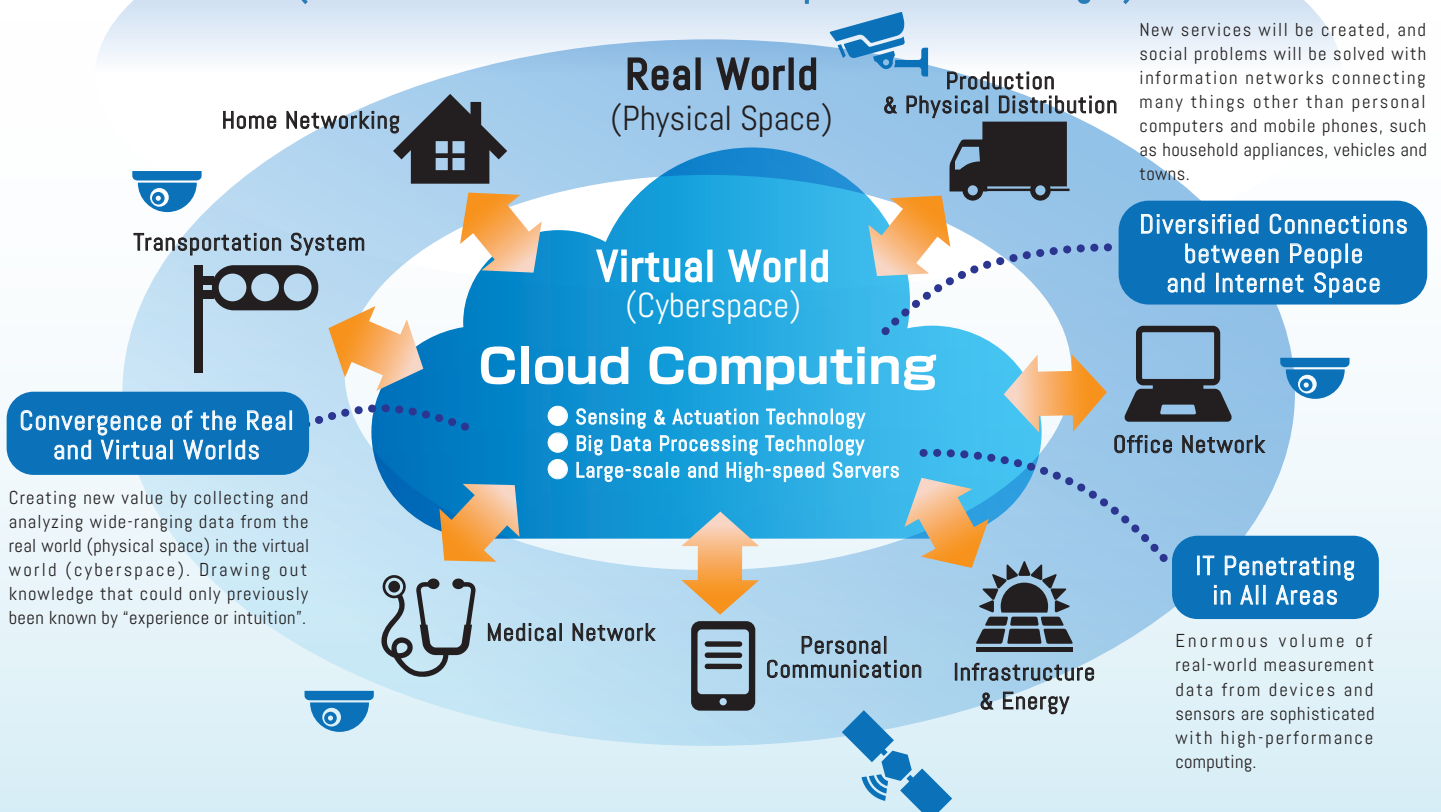
The Information Society

A society with information networks built independently in different fields
(rationalized & optimized)



The CPS/IoT Society

The society advancing through the collection, accumulation, analysis and convergence of data in various fields
(the creation of new value and “experiential knowledge”)



As a CPS/IoT Exhibition...
As a venue where companies possessing the latest technologies gather...

Community

Branding

Researching
New Market to Enter

Creating
New Businesses

Alliance Promotion

Marketing

Creating New Markets



CEATEC® JAPAN

The New CEATEC JAPAN Will Focus on Business

Cyber physical systems (CPS) and the Internet of things (IoT) are informatizing a wide range of aspects of both households and society as a whole. This is happening not only in areas with a high affinity for informatization such as components, devices, semiconductors, materials, software and solutions, but also is encompassing various other areas such as agriculture, healthcare, and households. A society **connected as one** contains the seeds of many business innovations. **Like no other exhibition in the world**, CEATEC JAPAN 2016 will be held as a venue offering actual experiences of technologies that connect society such as sensors, big data and artificial intelligence (AI), and as a venue for discovering the seeds of business innovations.

Exhibit Product Categories

- Sensor Networking Technologies
- Communications Networking Related
- Cloud Solutions
- Big Data Related
- Security Services and Solutions
- Measurement Technologies
- Control Systems
- M2M Solutions
- Smart Home Technologies
- Smart Connected Equipment
- Information-Communications Equipment & Mobile Devices/AV & Entertainment Related
- Smart Appliances
- HEMS-related Systems, Services, and Solutions
- Robotics
- Medical & Healthcare Related
- Mobility/Connected Car Related
- Supply Chain Management & Logistic Systems
- Environment & Energy Related, Electricity Retailing
- Design & Manufacturing Solutions
- Infrastructure & Industry Safety Related
- Financial Systems & Services
- Government System & Services
- Educational Related Systems & Services
- Software Related
- Applications
- Content Related
- Social Systems & Leading-edge Technologies
- Electronic Parts & Components
- Semiconductor Devices
- Display Devices
- Batteries
- Raw Materials and Electronic Materials
- Others



Tourism



Financial

Town



Distribution & Logistics



Smart Houses



Academic Services

Home



Medical & Healthcare

CPS/IoT Technology & Software

Creating the Future

Linkage that Energizes “Venue” for Creation and Planning for Special Exhibits

Special Exhibit by the Sponsor - IoT Town -

Japan has the world's largest megacity. However, it also has a range of social issues with an aging population and low birth rate, the environment and energy, disaster prevention and safety, medical and healthcare. The question is how to develop and manage society and the lives of people in the face of such a mountain of problems. In order to tackle these issues, not only cutting-edge technology will play a role here, but also creation of a “forum” where multiple players with intention can think about the future together is indispensable. Bringing together the intelligence of a range of companies, the sponsor's special IoT Town exhibition will offer proposals for new “forms of towns” from Japan.



Partnering with IoT - related Associations to Bring About New Innovations

As CPS/IoT Exhibition where new values are created, IoT-related associations will partner around the IoT Promotion Consortium, and will announce initiatives for the development and verification of technologies, and the generation of new business models etc. through the CEATEC JAPAN venue. Also, there will be specially planned exhibits focusing on neural networks, agent approach technologies, autonomous driving, distribution robots & drones, service & industrial robots, and artificial intelligence (AI).



Finding the Seeds of Business Innovation

CEATEC JAPAN aims to prepare the ground to bring together wide ranging industries, overseas businesses, and startups to create business. Participation from businesses that the public does not usually have contact with, such as those in agriculture, apparel, aerospace and startups, and the opportunity to see and feel CPS/IoT is also one of the big attractions of CEATEC JAPAN. In 2016, the “Venture & University Area” will also feature, enabling visitors to feel the potential for social transformation through budding new players.



BUSINESS LINK

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

Oct.

3 MON

Day before the opening

- Press Conference & Media Convention





• CEATEC JAPAN Reception (Opening Eve Ceremony)

Oct.

4 TUE

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



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



Oct.

5 WED - 7 FRI

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



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



CEATEC JAPAN 2016 Measures / Plans to Entice Visitors

Business users

➤➤➤ Professionals involved with business creation gathering together

• Database Initiatives

Using the CEATEC JAPAN database, in which there are many users registered who are sensitive to new markets and trends, interest in visiting the exhibition will be heightened by delivering the latest information in a timely manner.

• Enticing Visitors from Overseas

CEATEC JAPAN attracts visitors from overseas through its global and Asian Partners and offers opportunities to create business. Delegations from overseas are also enticed to the show through the sponsor organization counterparts. Furthermore, CEATEC JAPAN is an event certified by the United States Department of Commerce, International Trade Administration, Trade Fair Certification Program.



• Enticing Visitors through Sponsor Programs

By announcing the latest trends in CPS/IoT through special exhibits and conferences with strong messaging, CEATEC JAPAN attracts professionals from a wide range of industries and areas of specialty. "Business Link" interaction events will be held with targets set for each day of the exhibition.

• The Use of Social Networking Services (SNS)

Announcing the latest information in real time, through the official website and by partnering with the exhibitor SNS to proactively communicate with users and spread the latest information to them.

• Information Announcements on the Official Website

Boasting about 3.9 million views, the official website's exposure will be fully utilized. Proactive online as well in the lead up to the event, CEATEC JAPAN posts information on its website about exhibitor highlights, special exhibits, conference information and videos in a timely manner.

Media

➤➤➤ Publicity in Japan and overseas through media linkages

• Publicity Through Media Partners

Wide ranging publicity through specialty magazines and web media partnering promises to evoke visitors. Also, PR and exposure are reinforced through media tie-ups to suit the content of plans.

- Conference/seminar plans
- Tie-up special exhibits
- Tie-up advertising specials



• Enticing Media from in Japan and Overseas

CEATEC JAPAN is proactive in attracting coverage from both Japan and overseas by the broadcast media (TV etc.), communications companies, newspapers, magazines and web services to drive publicity. Notably, this entails a special media tour by invitation held for leading international media organizations. There is also a press conference and Media Convention held on Oct 3, the day before to the opening, for persons involved in the media and press.

Zoning

Community Area

This area will present public infrastructure, transport systems, disaster prevention, energy control and environmental monitoring proposals for creating a safe, secure and comfortable society.

●Public infrastructure/construction ●Mobility ●Government ●Agriculture
●Energy ●Manufacturing, industrial safety etc.

Town Area

Proposals environmental improvements for efficiency in building comfortable spaces and towns and cities that are easy to be in and live.

●Distribution and logistics ●Tourism ●Finance etc.

Home Area

Proposals for the coming rich and comfortable living with entertainment, energy systems and health management etc. based on the things that are close at hand in lifestyle scenes.

●Smart houses ●Medical and healthcare ●Education services etc.

CPS/IoT Technology & Software

Not only exhibiting usage scenes and so forth in each area, CEATEC JAPAN also brings together the electronic components, materials and elements, and related software indispensable for achieving the CPS/IoT.

Exhibit Product Categories

- Sensor Networking Technologies
- Communications Networking Related
- Cloud Solutions
- Big Data Related
- Security Services and Solutions
- Measurement Technologies
- Control Systems
- M2M Solutions
- Smart Home Technologies
- Smart Connected Equipment
- Information-Communications Equipment & Mobile Devices/AV & Entertainment Related
- Smart Appliances
- HEMS-related Systems, Services, and Solutions
- Robotics
- Medical & Healthcare Related
- Mobility/Connected Car Related
- Supply Chain Management & Logistic Systems
- Environment & Energy Related, Electricity Retailing
- Design & Manufacturing Solutions
- Infrastructure & Industry Safety Related
- Financial Systems & Services
- Government System & Services
- Educational Related Systems & Services
- Software Related
- Applications
- Content Related
- Social Systems & Leading-edge Technologies
- Electronic Parts & Components
- Semiconductor Devices
- Display Devices
- Batteries
- Raw Materials and Electronic Materials
- Others

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.

■Features/Participation Advantages

High Cost Performance

By setting lower booth expenses for exhibitors, CEATEC JAPAN provides an environment in which it is easy to exhibit. Exhibitors not only have the opportunity to promote products and technologies in the booth but also on mini stages in adjacent areas.

Efficient Exhibition Activities in a Short Amount of Time

CEATEC JAPAN offers opportunity to exhibit in 2-day increments. What's more, booths are provided as packages to reduce the exhibitors' burden of setup and dismantling.

Better Support for Matching Visitors

Exhibitors can post products and technologies that they want to promote through the official website. Anticipated target audiences are segmented, and distribute emails to entice visitors.



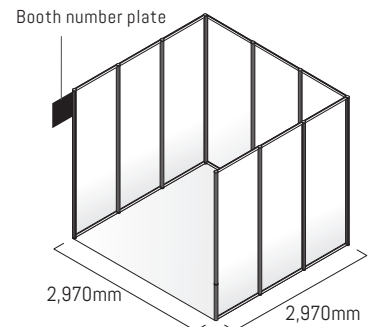
Participation Guidelines

Refer to Exhibition Regulations for details.

Standard Booth

The exhibition fees per standard booth space are as follows:

Exhibition booth fee	General corporate exhibitors (Standard rate)	¥388,800 (including consumption tax)
	JEITA, CIAJ, or CSAJ members (Member rate)	¥356,400 (including consumption tax)



Dimensions: 3 m (W) x 3 m (D) = 9 m² (Internal dimensions with wall paneling: 2,970 mm (W) x 2,970 mm (D))

Specifications: 1 to 18 booth spaces (1- to 4-row booths)

For row booth exhibitors, system panels will be installed at the back and the sides of other exhibitors neighboring booths. However, aisle-side system panels for corner booths and system panels for independent booths will not be installed.

20 booths or more (Block booths)

The standard for block booths is: 1 booth space = 9m². The floor will be marked in an area equal to (W:D) 2:1 or 1:1 based on the total floor space reserved (9m² x no. of booth spaces). The actual dimensions will be provided to exhibitors at booth allocation lot drawing. Please be sure to take into account when constructing the booth space to make it clear to visitors where the aisles and boundaries are, by installing carpets and the like. Group pavilions composed of 20 or more booths in 1-row or 2

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

- 1-row booths (booths 1, 2, 3, 4, 5, 6) : The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 3.6 m.
- 2-row booths (booths 4, 6, 8, 10, 12) : The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 3.6 m.
- 3-row/4-row booths (booths 9, 12, 15, 16, 18) : In the case of booths with 3 rows or 4 rows, the allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 6.0 m.

Note: Group pavilions composed of 20 or more booth spaces in 1-row or 2-row will apply booth height requirements that are the same as those for 3-row or 4-row booths.

4. 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.

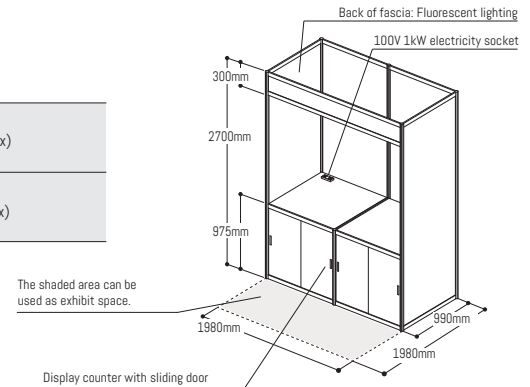
Small Package Booth

The exhibition fees per standard booth space are as follows:

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

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 and power rate)



1. Typical total booth fee (reference)

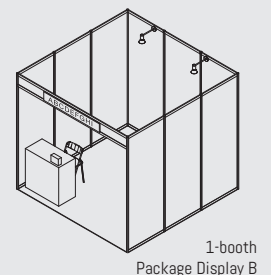
Exhibition booth fee (Standard booth)	¥388,800
Rental facilities (with Package Display B)	¥102,600
Electric power installation (Single-phase 100V/1kW)	¥7,560
Electric power rate	¥3,240

Total ¥502,200 (including consumption tax)

- Aforementioned reference booth fee is for minimum unit based on the results from 2015.
- 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.
- 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.

Rental facilities (basic package) 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



Target Exhibitors

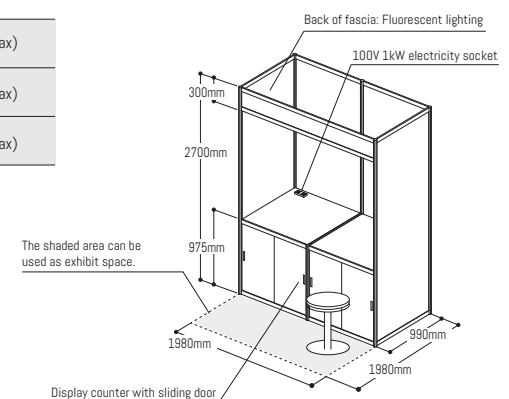
Small-, medium-sized companies and venture firms developing products, systems services, software relating to IT/electronics (including university ventures, excluding companies listed in the first section market or the equivalent) and research/academic institutions such as universities who are researching products, systems, services, software in IT/electronics.

Exhibition booth fee	Segment A	Oct. 4 (Tue) – 5 (Wed) for 2 days	¥81,000 (including consumption tax)
	Segment B	Oct. 6 (Thu) – 7 (Fri) for 2 days	¥91,800 (including consumption tax)
	Segment C	Oct. 4 (Tue) – 7 (Fri) for 4 days	¥172,800 (including consumption tax)

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

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

Others: In accordance with CEATEC JAPAN 2016 Exhibition Regulations



Features / Exhibition Merits

An Exhibition that Instigates Business Trends

CEATEC JAPAN is an exhibition that instigates new markets and business trends, in addition to its approaches to existing markets.

A Diversity of Visitors Who Create New Markets

With the keywords of CPS/IoT, CEATEC brings together around 130,000 people 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.

High Cost Performance

CEATEC JAPAN offers a wide range of exhibitor support services to suit various exhibitor needs.

Events that Garner Attention from Various Industries and Professions

Being at once a year event, CEATEC is highly anticipated by exhibitors and visitors for the wealth of information it brings together and it's events that spearhead market trends and future potentials.

Attention from the International and Japanese Media

More than 1500 people from the press visit CEATEC JAPAN, and give the products and services on exhibit, the atmosphere of the show, and the latest industry information plenty of exposure. Hence, CEATEC enables publicity not only to its visitors, but also to stakeholders both inside and outside of Japan.

Anticipated Effects are...



Efficient,
wide-reaching PR activities from one venue,
otherwise difficult to achieve with private shows,
specialist exhibitions or on the Internet.

Support Services

At CEATEC JAPAN, a variety of support services will be offered to enhance cost-effectiveness of the exhibition. Details will be announced at the exhibitor orientation, which will be held in July 2016.

Services to Approach Clients

DM Invitations & Customer Invitations

Prescribed invitations: Free

Direct mail (DM) invitations and Customer invitation tickets will be distributed as a set of tools for inviting clients to the exhibition. What's more, qualified users are eligible to receive priority services such as using exclusive lounge and so forth.



Interaction Conferences

Charged Service

New style conferences will be held, in 100-person venues that will enable attendees to interact with exhibits in real-time, using tablet computers to exchange materials and information, and participate in surveys and voting.

Fee ¥423,000 (including consumption tax) per session

New Technologies & New Products Seminar

Free for 1 session

The space holds about 50 per space that allows exhibitors to release new technologies and products during CEATEC JAPAN to users. This is a packaged service that includes online booking system and packaged data incentive for listeners. (First-come first-serve)



Suite Booths

Charged Service

Suite booths can be set up for limited visitors (customers) apart from exhibitions booths for product and service promotion.

Business Space

Free of charge

Free space will be available for business meetings with visitors.



Information Distribution

Internet Media

Free of charge

Exhibitors can control and post information such as exhibit product information and press releases on the CEATEC JAPAN official website, which boasts 3.87 million PVs annually.



News Center

Free of charge

Original team of news crew will cover exhibitors, helping to support major press and media in Japan and from overseas. Covered news is posted in the Official Website as CEATEC News to enhance exposure of exhibit products.



CEATEC AWARD and Innovation Award "As Selected by US Journalists"

Free of charge

Technologies and products with innovativeness and potential impact to the market are awarded. CEATEC AWARD features two Ministerial awards. Award results are announced in the official website and global partner exhibitions even after the show is over.



Various Ads

Charged Service

A number of PR tools to attract visitors to booths and effective promotional items will be provided such as web banner, mail magazine banner, venue map, venue ad sign, and more.

Media Relation

Media Convention

Free of charge

Media Convention that was well received by the media is scheduled to be held the day before the 1st day of the show on Monday, October 3rd from 2 to 5 p.m. Directly Introducing the must-see highlights of new products and technologies by the exhibitors before the opening of the show will help media to pinpoint what to focus and cover on.



Press Briefing Room

Free of charge

Briefing room located next to the Press Center is used to conduct product announcements.



Press Conference at the Booth

Free of charge

Exhibitors are eligible to conduct press conference at the booth during CEATEC JAPAN where media exposure is high.



Press Release Distribution Support

Free of charge

Press release can be made public as many times as possible on the Official Website. Also, press kit can be distributed at the CEATEC JAPAN Press Center. This will help in putting exhibit information into news articles and backup promotional materials that will lead to future business opportunities.

Ad Tools

A variety of ad tools that can be used to distribute information before, during and after the exhibition will be made available.*

*Ad details and rates may be changed at a later date. Official announcement of ad tools will be made in the Exhibitor Manual (distributed in July).

CEATEC JAPAN Official Website Web Banner Ad

■ Posting period: Mid-July to Mid-December 2016

■ Browsing results from last year: 852,221 sessions/ 3,872,359 PV (7/1-10/31 2015)

Rates (incl. tax)		Size (pixels)	Standard rate	Member rate
	Normal banner	H56×W320	¥ 216,000	¥ 172,800
	Wide banner	H56×W980	¥ 378,000	¥ 302,400
	Footer banner	H200×W320	¥ 162,000	¥ 129,600

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	¥ 216,000 / insertion
	Member exhibitors	¥ 172,800 / insertion



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	Rate		Eligible exhibitors	Size	Placement
			General	Member			
	Type A (Japanese/ English)	Logo on the relevant booth in the booth guide	¥ 54,000	¥ 43,200	Exhibitor with at least 12 booth spaces	12-18 booths: 12 (W) x 10 mm (H) 20-40 booths: 10 (W) x 12 mm (H) 45-100 booths: 25 (W) x 15 mm (H)	Text of the booth name will be replaced by the company logo
	Type B (Japanese/ English)	Below the booth guide	¥ 216,000	¥ 172,800	All exhibitors	50 (W) x 20 mm (H)	Decided by the Management Office
	Type C	Half-page ad in the article section	¥ 324,000	¥ 259,200	All exhibitors	210 (W) x 140 mm (A5)	Decided by the Management Office
	Type D	Full-page ad in the article section	¥ 540,000	¥ 432,000	All exhibitors	210 (W) x 297 mm (H) (A5) 216 (W) x 303 mm (H) (including register marks)	Decided by the Management Office

Venue Ad Spaces

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

Rates (incl. tax)		Availability	Ad space specifications (W x H)	General Exhibitors	Member Exhibitors
	Arched signage in front of the Kaihin Makuhari Station (both sides)	4	850mm×500mm	¥ 216,000	¥ 172,800
	Signage below the station-side escalator on the overpass (both sides)	1	930mm×600mm	¥ 486,000	¥ 388,800
	Outdoor arched signage (x1)	8	900mm×1,500mm	¥ 162,000	¥ 129,600
	Event PR signboard	2	6,750mm×3,300mm	¥ 2,160,000	¥ 1,728,000
	Column-wrapping signage by the Central Entrance	1	1,900mm×2,400mm	¥ 540,000	¥ 432,000
	Sheet signage at the Central Entrance (4 to a set)	1	(7,020mm+5,200mm) ×2,100mm×1/2	¥ 2,700,000	¥ 2,160,000
	Sheet sign at the main reception/registration stand	2	4,587mm×3,755mm×1/2	¥ 1,620,000	¥ 1,296,000
	Hanging signage at Center Mall (2 signs with ad on both sides to a set)	9	2,400mm×600mm	¥ 432,000	¥ 345,600
	Column-wrapping signage at the Center Mall (4 sides x 2 columns to a set)	5	950mm×1,400mm	¥ 1,080,000	¥ 864,000
	Floor signage below escalators at the venue	6	4,500mm×9,000mm	¥ 2,160,000	¥ 1,728,000
	Ceiling-suspended banner – one side		5,400mm×3,600mm	¥ 1,188,000	¥ 950,400
	Ceiling-suspended banner – two sides (both sides)		5,400mm×3,600mm	¥ 1,620,000	¥ 1,296,000
	Ceiling-suspended banner – three sides		5,400mm×3,600mm	¥ 2,160,000	¥ 1,728,000
	Ceiling-suspended banner – four sides		5,400mm×3,600mm	¥ 2,700,000	¥ 2,160,000

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 2016 exhibitors and other companies that conform to the exhibitor qualifications of CEATEC JAPAN 2016 are eligible to become a conference sponsor.

Space Rental Fee (incl. tax)

- ◎ Gold 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. 5 (Wed) – 7 (Fri) for 3 days, 12 sessions

1 Day Sponsor	¥1,080,000 / day
Session Sponsor	¥324,000 / session

- ◎ Silver 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 (Tue) – 7 (Fri) for 4 days, 16 sessions

1 Day Sponsor	¥756,000 / day
Session Sponsor	¥216,000 / session



Program

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

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

	Oct. 4 (Tue.)	Oct. 5 (Wed.)	Oct. 6 (Thu.)	Oct. 7 (Fri.)
1 Day (9 a.m. to 6 p.m.)		CS G5	CS G6	CS G7
11:00 a.m. to noon		CS G5 — 1	CS G6 — 1	CS G7 — 1
12:30 to 1:30 p.m.		CS G5 — 2	CS G6 — 2	CS G7 — 2
2:00 to 3:00 p.m.		CS G5 — 3	CS G6 — 3	CS G7 — 3
3:30 to 4:30 p.m.		CS G5 — 4	CS G6 — 4	CS G7 — 4

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

	Oct. 4 (Tue.)	Oct. 5 (Wed.)	Oct. 6 (Thu.)	Oct. 7 (Fri.)
1 Day (9 a.m. to 6 p.m.)	CS S4	CS S5	CS S6	CS S7
11:00 a.m. to noon	CS S4 — 1	CS S5 — 1	CS S6 — 1	CS S7 — 1
12:30 to 1:30 p.m.	CS S4 — 2	CS S5 — 2	CS S6 — 2	CS S7 — 2
2:00 to 3:00 p.m.	CS S4 — 3	CS S5 — 3	CS S6 — 3	CS S7 — 3
3:30 to 4:30 p.m.	CS S4 — 4	CS S5 — 4	CS S6 — 4	CS S7 — 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 2016.

Notification via Mail Magazine

Free of Charge

Conference Sponsor sessions will be announced through the CEATEC JAPAN Official Mail Magazine, distributed to 150,000 subscribers.*

*Sent to the email addresses of those agreed to receive such information.

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.

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.

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.

CEATEC JAPAN 2015 Results

Visitors

Diverse international executives and business users attend the exhibition!

Number of Visitors **133,048***

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

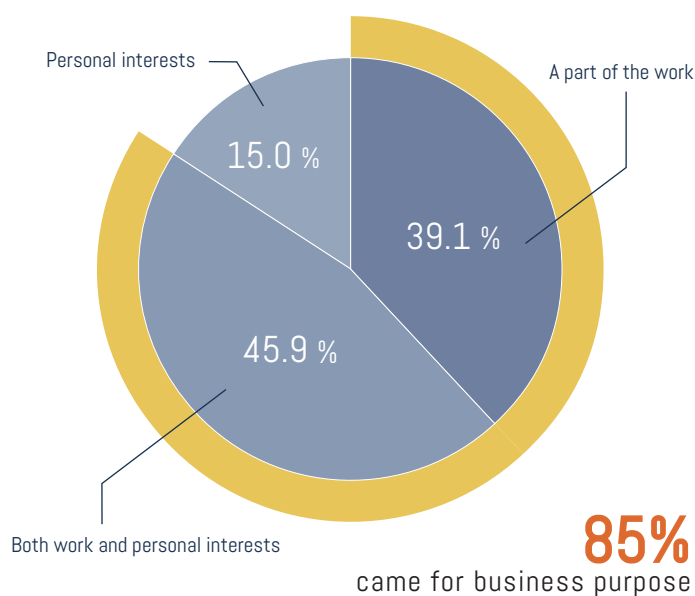
7th (Wed)	8th (Thu)	9th (Fri)	10th (Sat)	Total
31,613	32,814	42,106	26,515	133,048

Visitors from Overseas **2,075** (47 counties/regions)

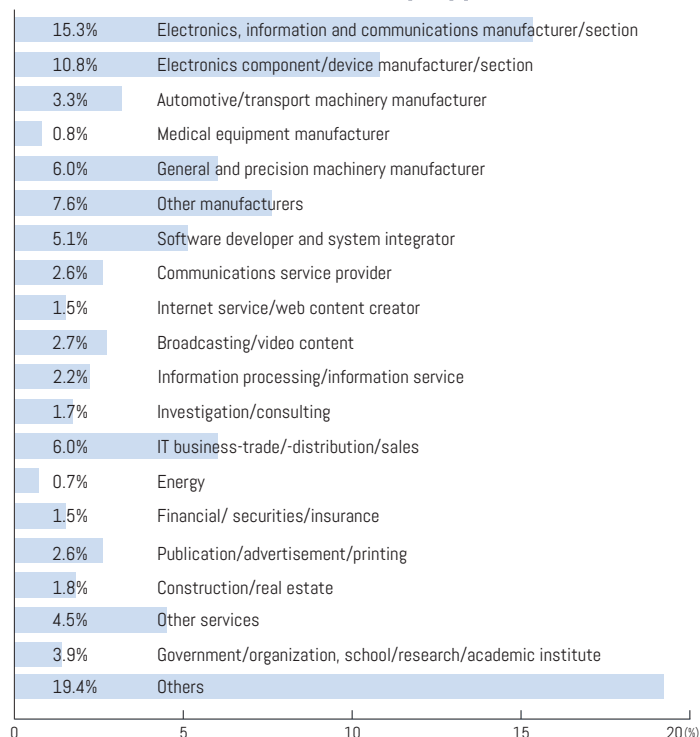
Visitors from Overseas Included Those from: South Korea, Taiwan, China, USA, Hong Kong, Thailand, Australia, Canada, Singapore, UK, France, Germany, Philippines, etc.

Conference Attendees **18,053** (for sessions held at the International Conference Halls)

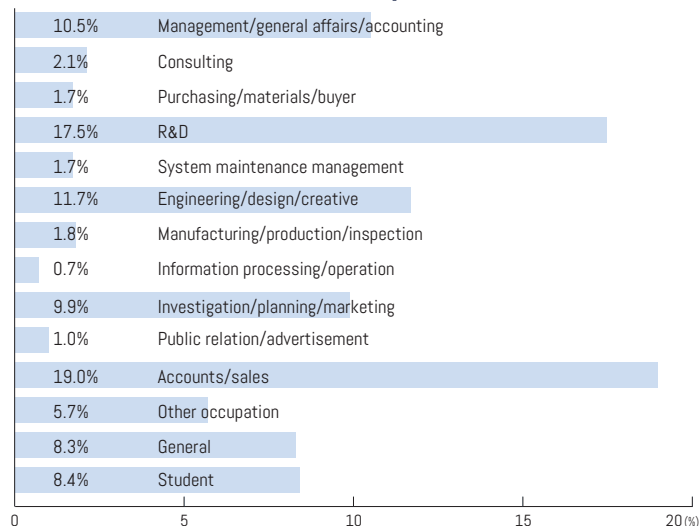
Visitation objectives



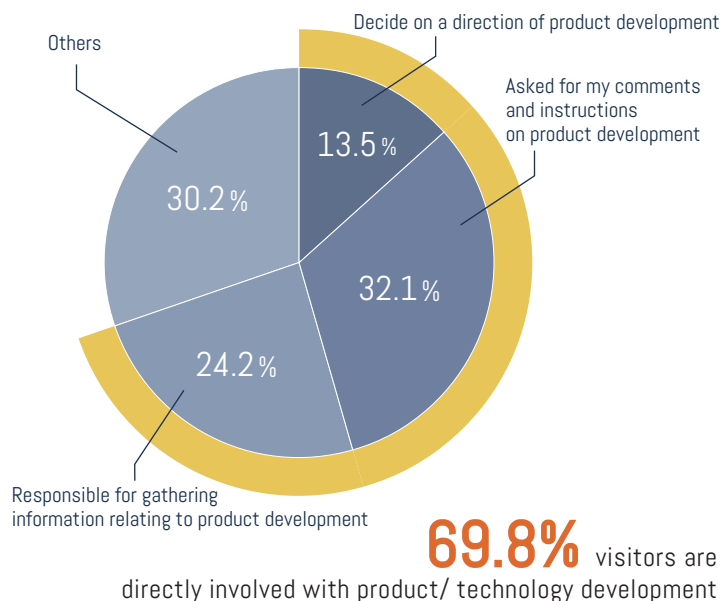
Visitor Attributes – Industry Type



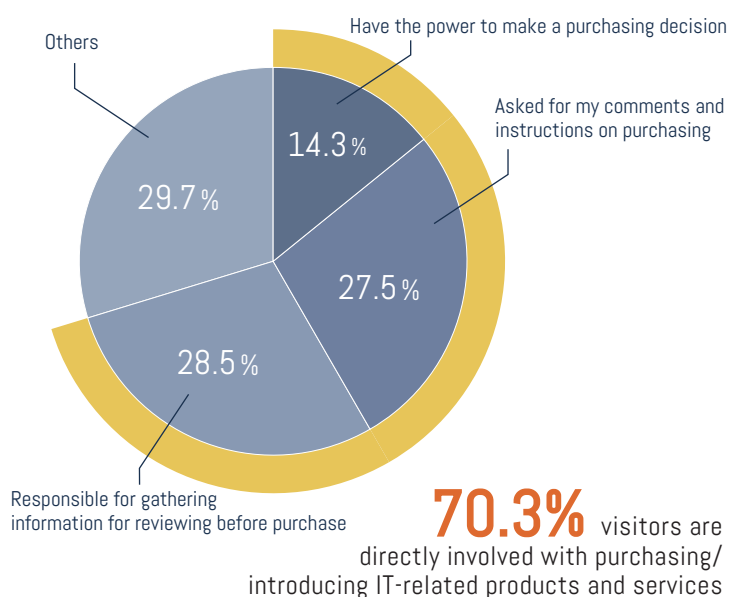
Visitor Attributes – Occupation



One's Role in Product/Technology Development



Involvement to Purchasing and Introducing IT-related Products and Services



Exhibitors

Exhibits presented by industry leaders from around the world!

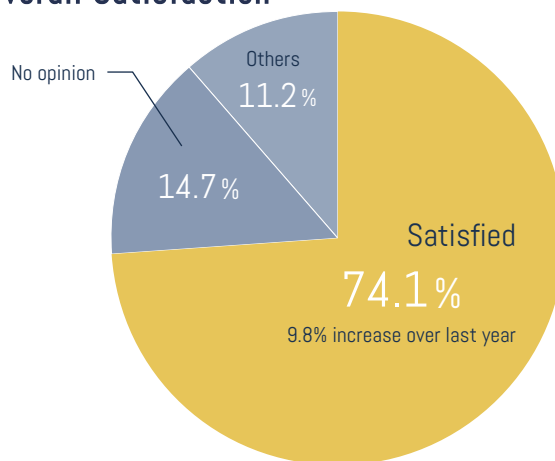
Exhibitors **531** (151 overseas exhibitors from 19 countries/regions)

Exhibitors from Overseas Included Those from: China, Taiwan, South Korea, Hong Kong, Malaysia, Philippines, Indonesia, Singapore, USA, Germany, Switzerland, Belgium, UK, Italy, Sweden, Hungary, France, Poland, and Australia

Exhibition Objectives



Overall Satisfaction



Press

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

Registered Press Visitors **1,542** (116 from overseas)

Number of Online News Insertion relating to CEATEC JAPAN

In Japan **2,260** / Overseas **3,308**

Number of Domestic Newspaper/Magazine Article Insertion

329 (Insertion in national newspapers: 101 articles)



Aired Broadcast Results in Japan

5 hours **14** minutes **39** seconds

Aired Broadcast Results Overseas

15 hours **7** minutes **34** seconds

Exhibit Outline

Name	CEATEC JAPAN 2016 (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 4 (Tue) – 7 (Fri), 2016; 10:00 a.m. – 5:00 p.m.
Location	Makuhari Messe 2-1 Nakase, Mihama-ku, Chiba, Japan
Admission	All visitors are required to register <input type="radio"/> 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.) <input type="radio"/> Online pre-registration / Invitational registration at the gate: Free admission
Sponsor	CEATEC JAPAN Executive Board Communications and Information network Association of Japan (CIAJ) Japan Electronics and Information Technology Industries Association (JEITA) Computer Software Association of Japan (CSAJ)
Support	<ul style="list-style-type: none"> ▶ 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 (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 ▶ NHK, and The National Association of Commercial Broadcasters in Japan (NAB) ▶ Nippon Keidanren, The Japan Chamber of Commerce and Industry (JCII), 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, UK Trade & Investment – British Embassy in Japan, Canadian Embassy and Consulates in Japan, and Business France – Embassy of France in Japan (expected; no particular order)
Assistance Organizations	<ul style="list-style-type: none"> ▶ Telecommunications Carriers Association (TCA), The Telecommunications Association (TTA), Internet Association Japan (IAJapan), The Telecommunication Technology Committee (TTC), JAPAN INSTITUTE FOR PROMOTION OF DIGITAL ECONOMY AND COMMUNITY (JIPDEC), IT Verification Industry Association (IVIA), Association for Computer Skills Promotion (ACSP) ▶ Association of Radio Industries and Businesses (ARIB), Radio Engineering & Electronics Association (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 (JBMA), Japan Audio Society (JAS), Japan Association of Medical Devices Industries (Jamdi), Japan Electric Measuring Instruments Manufacturers' Association (JEMIMA), Nippon Electric Control Equipment Industries Association (NECA), Camera & Imaging Products Association (CIPA), Japan Embedded Systems Technology Association (JASA), Japan Electronics Packaging Circuits Association (JPCA) ▶ Japan Automobile Manufacturers Association, Inc. (JAMA), ITS Japan, Japan Auto Parts Industries Association (JAPIA) ▶ The Federation of Electric Power Companies of Japan, New Energy Foundation (NEF), The Energy Conservation Center, Japan (EECJ), The Japan Electric Association (EJA), The Battery Association of Japan (BAJ), Japan Photovoltaic Energy Association (JPEA), Japan Wind Power Association (JWPA), Solar System Development Association (SSDA), Japan Smart Community Alliance (JSCA) ▶ Japan Federation of Housing Organizations (Judanren), The Japan Machinery Federation (JMF), Japan Robot Association (JARA), The Japan Refrigeration and Air Conditioning Industry Association (JRAIA) ▶ Digital Content Association of Japan (DCAj), Japan Video Software Association (JVA), Japan Book Publishers Association (JBPA), Recording Industry Association of Japan (RIAJ) (No particular order)
Assistance Academic Societies	<ul style="list-style-type: none"> ▶ The Institute of Image Information and Television Engineers (ITE), The Japan Society of Applied Physics (JSAP), The Institute of Image Electronics Engineers of Japan (I.I.E.E.J.), Information Processing Society of Japan (IPSJ), The Institute of Electrical Engineers of Japan, The Institute of Electronics, Information and Communication Engineers (IEICE) (No particular order)
Global Partners	<ul style="list-style-type: none"> ▶ Consumer Technology Association (CTA) / International CES (USA) ▶ Messe Berlin / IFA (Germany) ▶ Messe München International / electronica (Germany) , electronica & Productronica China (China) ▶ Hanover Fairs / CeBIT (Germany) (No particular order)
Asia Partners	<ul style="list-style-type: none"> ▶ China Council for the Promotion of International Trade, Electronics & Information Industry Sub-Council (CCPIT ECC) ▶ China Electronic Chamber of Commerce (CECC) ▶ China International Software & Information Service Center (CiSiS) ▶ The Hong Kong Electronic Industries Association (HKEIA) ▶ Taiwan External Trade Development Council (TAITRA) (expected; Alphabetical order) <p>Asia Electronics Exhibition Cooperate Conference (AEECC*) Members</p> <ul style="list-style-type: none"> ▶ China Electronic Appliance Corporation (CEAC) ▶ Hong Kong Trade Development Council (HKTDC) ▶ Korea Electronics Association (KEA) ▶ Taiwan Electrical and Electronic Manufacturers' Association (TEEMA) <p>* The Asia Electronics Exhibition Cooperate Conference (AEECC) was established in 1997 to encourage mutual promotional cooperation activities among major electronics and IT exhibition organizers in the Asia region. (expected; Alphabetical order)</p>
Management	CEATEC JAPAN Management Office (Japan Electronics Show Association (JESA)) 5F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku, Tokyo 100-0004, Japan Tel: +81-3-6212-5233 FAX: +81-3-6212-5226 Email: contact2016@ceatec.com