

Event Schedule (Tentative)

19th (Tue.) 10:00a.m. (JST) Start accepting exhibit applications

Important [Company/Organization Exhibits]

Exhibitors can select booth position from those on the booth allocation diagram determined by the CEATEC 2019 Organizing Committee. Booth selection will be given preference in the order in which you submitted the application form on the website. (Refer to page 20, section 3-6. Selection of Booth Position in the Exhibition Regulations)

26th (Fri.) Deadline for Priority Acceptance of Exhibit Applications

28th (Fri.) Booth fee payment due date

Early
Exhibitors Briefing/
Session for selecting booth position
Mid
Admission pre-registration starts
Start accepting reservations for Key
Note Speeches
Distribution of an Official Press Release

Mid
Start accepting reservations for all conferences
Distribution of an Official Press Release

Late
Distribution of tools for attracting visitors, vehicle passes and exhibitor badges

Early
Exchange gathering with other exhibitors

Mid
Exchange gathering with the press

12th (Sat.) to 14th (Mon.) Preparation

12th (Sat.) from 8:00: Preparation for exhibitors with more than 20 booths

12th (Sat.) from noon: Preparation for all exhibitors

14th (Mon.) afternoon: Media Convention

October 15th (Tue.) ~ 18th (Fri.)

CEATEC 2019

18th (Fri.) 17:00 ~ 22:00: Dismantling and removal

Priority Acceptance Period of Exhibit Applications

Exhibitors can choose booth position from the booths specified on the booth allocation diagram in the order in which you submitted the application form on the website.

Acceptance Period of Additional Exhibitor Applications

Exhibitors still have the chance to choose booth position from Saturday, April 27th as long as there are booth spaces remaining after booth position has been confirmed for exhibitors who applied during the priority acceptance period. An exhibitor can choose booth position from the remaining booth spaces specified on the booth allocation diagram. Booths will be allocated on a first-come-first-served basis.

The office will end acceptance of exhibit applications as soon as all booth spaces are taken.

Example of Exhibitor Preparation Schedule

Exhibition planning such as setting goals and objectives February/March

- Setting goals focused on customer relations — garnering new customers and updating customer lists etc.
- Matching promotion plans for new products and exhibition targets to CEATEC 2019 schedule
- Considering sponsorship in conjunction with the exhibition

Processing of applications and schedule to exhibit April/May/June

- Finalizing exhibit plans, exhibition application processing in line with regulations
- Finalizing exhibition operation schedules

Booth design July

- Participation in exhibitors briefing/ session for selecting booth position; and reception of exhibitor manuals
- Booth design and other preparations to accommodate booth position and exhibition plans

Booth preparations and information release August/September

- Draw up booth operation manual that includes booth design, selecting/finalizing products for exhibit, booth staffing, etc.
- Processing of applications and submissions based on exhibitor manual
- Releasing information including data entry in CEATEC website and provision of information to the News Center

Exhibit preparations and making appointments with customers visiting the exhibition/booth September/October

- Completion of booth operations manual, and final confirmation of booth designing and exhibit products delivery/wrap-up schedule
- Distributing invitation to customers, making appointments with customers to meet at the exhibition
- Creating press releases, preparing new product announcements, handling press coverage

Sorting visiting customer lists and after-show follow-up October

- Measuring, assessing and analyzing booth effectiveness
- Categorizing customer lists, analyzing degree of target achievement and customer satisfaction
- Customer follow-up activities for each customer class drawn from analysis results