

Exhibitor Service Manual

JAPAN SHOP 2012
(41st)

**ARCHITECTURE + CONSTRUCTION
MATERIALS 2012**
(18th)

RETAILTECH JAPAN 2012
(28th)

NFC & Smart WORLD 2012
(1st)

SECURITY SHOW 2012
(20th)

March 6 [Tue.] — **9** [Fri.], 2012
Tokyo Big Sight East Exhibition Halls
Organized by NIKKEI

Contents

Overview

Page

1	Outline	1
2	Schedule	1
3	Layout Plan & Concurrent Events	2
4	Access to the Venue	4
5	Parking Lot at the Venue	5
6	Tokyo Big Sight Facility Information	6

PR & Attendee Promotion/Advertising

1	PR & Promotion Schedule	8
2	Registration of Contact for Inquiries from the Press and the Placement of Handouts in the Press Room	9
3	The Official Website	10
4	Invitation Tickets	13
5	VIP Invitation	13
6	Exhibitor Workshop (pay service)	14
7	Floor Map & Onsite Signage Advertising (pay service)	15

Rules & Regulation, Booth Decoration, Utilities, Other Services

1	Move-In/Out	17
2	Booth Decoration	21
3	Electrical Power Supply	29
4	Internet Connection	31
5	Coordination of Wireless LAN for Demonstration	32
6	Plumbing, Gas, Compressed Air	34
7	General Information/Exhibitor Guidelines	35
8	Copyright	37
9	Use of Business Meeting Room (pay service)	38
10	Storage Room Rental (pay service)	39
11	Interpreter Service (pay service)	40
12	Other Services (pay service)	41
●	Emergency Measures at the Exhibition Site	42
●	Exhibition Rules	45
●	Forms	46

1 Outline

- **Title:** JAPAN SHOP 2012 (41st)
 ARCHITECTURE+CONSTRUCTION MATERIALS 2012 (18th)
 RETAILTECH JAPAN 2012 (28th)
 NFC & Smart WORLD 2012 (1st)
 SECURITY SHOW 2012 (20th)
- **Dates:** March 6 (Tue.) – 9 (Fri.) , 2012 10:00 a.m. – 5:00 p.m. (4:30 p.m. on the last day)
- **Venue:** Tokyo Big Sight East Exhibition Hall 1 – 6
 3-10-1, Ariake, Koto-ku, Tokyo 135-0063 Tel: +81-3-5530-1111
- **Admission:** ¥1500. ¥1000/person (group of over 20 people) including tax.
 Online pre-registration for free admission (from the beginning of Jan. to March 8)

※Seven specific shows will be held under the name “Shop & Retail Innovation Japan”.
 LED Next Stage 2012 (4th) will be held in West hall 1-2, Franchise Show in West hall 3-4.
 (Franchise Show will be from Tuesday, March 6 to Thursday, March 8.)

2 Schedule

Saturday, March 3	Move-In
Sunday, March 4	Move-In
Monday, March 5	Move-In
Tuesday, March 6	Show
Wednesday, March 7	Show
Thursday, March 8	Show
Friday, March 9	Show/Move-Out



Shop & Retail Innovation Japan

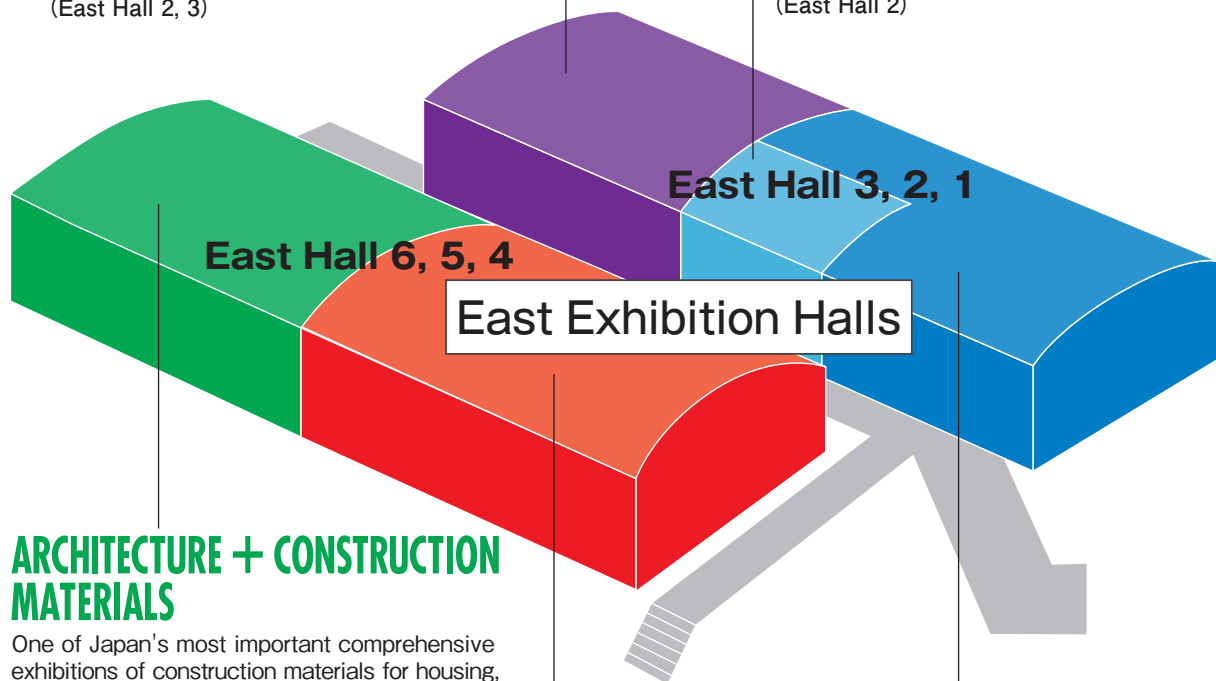
The Shop & Retail Innovation Japan is a comprehensive exposition where you can experience the future of retail stores and commercial facilities. The exposition showcases the most advanced hardware and software products for the next generation of the retail industry including a wide range of equipment, materials, and information systems. It is an unparalleled opportunity in which a great number of exhibitors present specific proposals for "the further development of the retail industry" and "the realization of safe, comfortable and environmentally-friendly living conditions."

SECURITY SHOW

Japan's largest exhibition of security products and services, such as video surveillance, access control and information security systems, that contribute to the "security and safety" of the city and society.
(East Hall 2, 3)

NFC & Smart WORLD

Japan's only exhibition showcasing the latest trend of NFC, a much-talked-about technology integrated into smart phones, a new world enabled by smart device.
(East Hall 2)



ARCHITECTURE + CONSTRUCTION MATERIALS

One of Japan's most important comprehensive exhibitions of construction materials for housing, stores, and commercial and office buildings. The purpose of the exhibition is to help realize comfortable, healthy, and safe living and commercial environments.
(East Hall 5, 6)

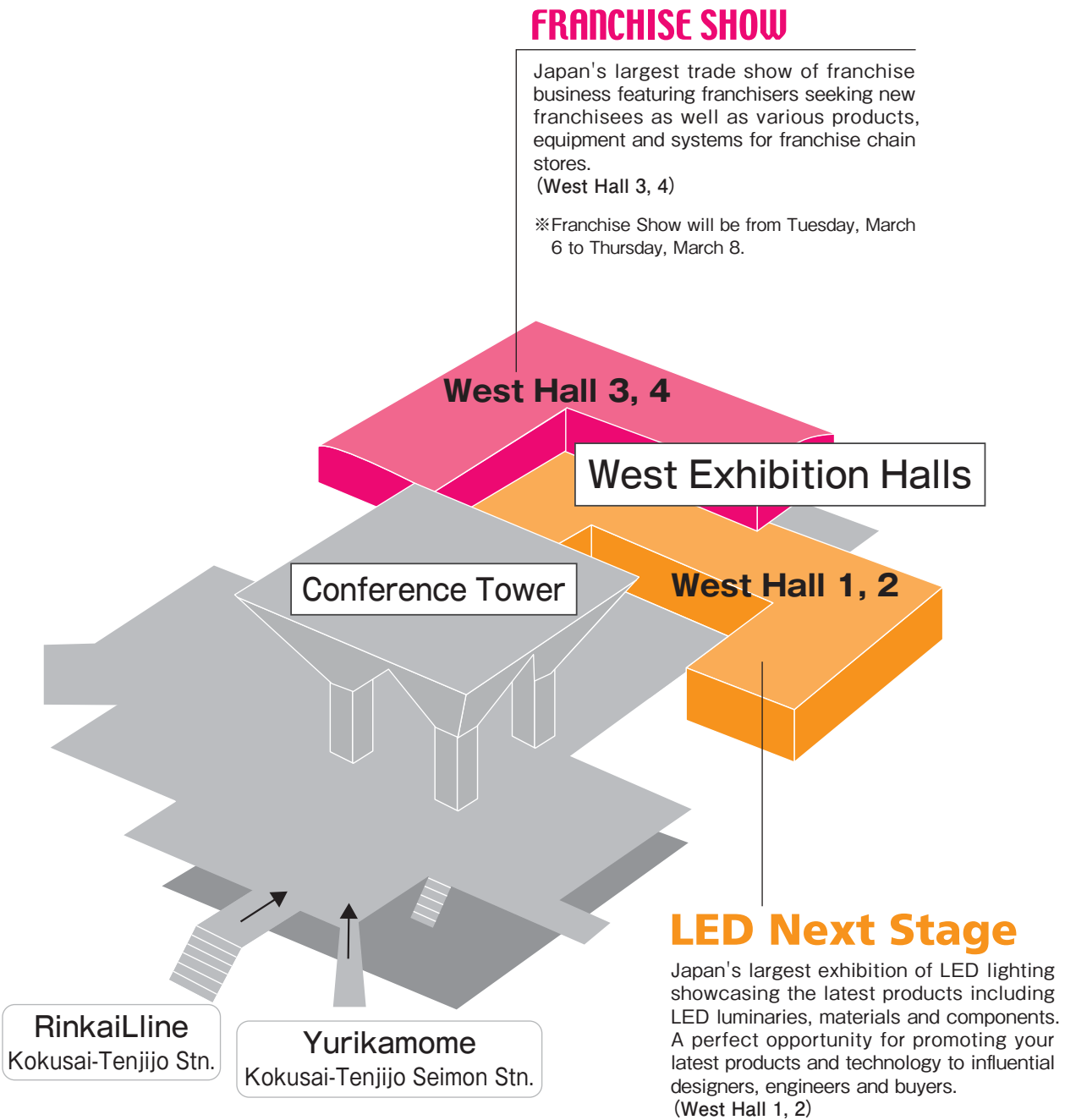
JAPAN SHOP

Japan's largest comprehensive exhibition for retail stores showcasing store designs, displays, furniture, fixtures, equipment, signs, sales promotion tools and others.
(East Hall 4, 5)

RETAILTECH JAPAN

Japan's largest trade show presenting the most advanced information equipment and systems for the supply chains and marketing of the retail industry. The special exhibition RETAIL DIGITAL SIGNAGE 2012 will be held at the same time. Extensively featuring digital signage that is increasingly gaining recognition in in-store promotion.
(East Hall 1, 2)

The Shop & Retail Innovation Japan consists of seven exhibitions, starting with "JAPAN SHOP," "ARCHITECTURE + CONSTRUCTION MATERIALS," "RETAILTECH JAPAN," " NFC & Smart WORLD," "SECURITY SHOW," "LED Next Stage," and "FRANCHISE SHOW."





- **Rinkai Line** : Approx. 7-minute walk from Kokusai-Tenjijo Station
Osaki Sta. (JR) ← 13 minutes → Kokusai-Tenjijo Sta. ← 5 minutes → Shin-Kiba Sta.(JR, Subway)
* Direct service at Osaki to JR Saikyo Line
Kokusai-Tenjijo Sta. → JR Shibuya Sta. (approx. 20 minutes)
→ JR Shinjuku Sta. (approx. 25 minutes)
→ JR Ikebukuro Sta. (approx. 31 minutes)
- **Yurikamome** : Approx. 3-minute walk from Kokusai-Tenjijo-Seimon Station
Shimbashi Sta. (JR, Subways) ← 22 minutes → Kokusai-Tenjijo Seimon Sta.← 8 minutes →Toyosu Sta. (Subway)

● **Toei Bus** : Tokyo Sta. (Yaesu Exit, JR) ← approx. 40 minutes → Tokyo Big Sight
 Monzen-Nakacho Sta. (Subway) ← approx. 30 minutes → Tokyo Big Sight
 Hamamatsucho Sta. (JR, Monorail) ← approx. 40 minutes → Tokyo Big Sight

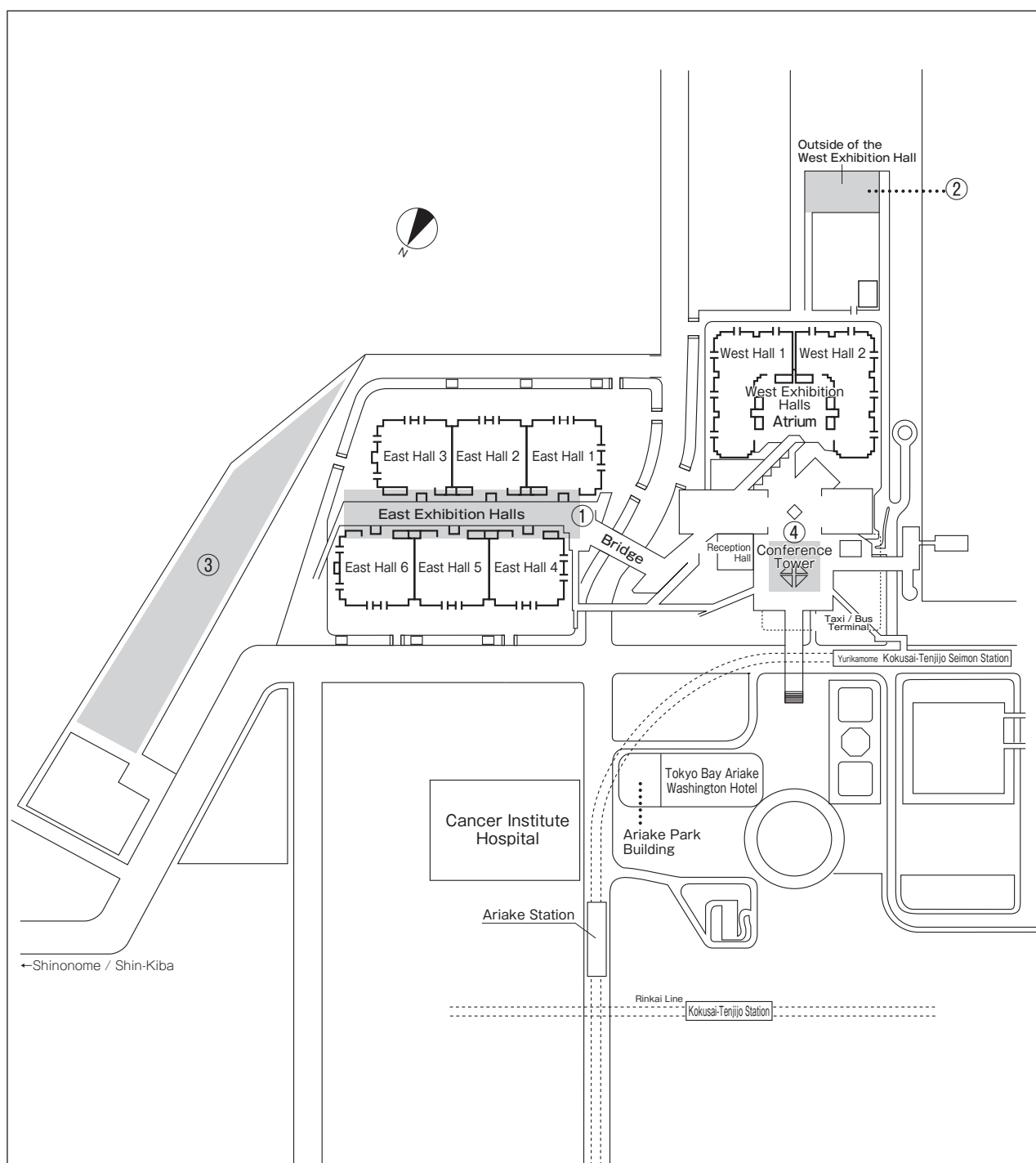
- **Airport Bus (Limousine Bus, Keihin Kyuko Bus) :**
Haneda Airport ← approx. 25 minutes → Tokyo Big Sight (Limousine Bus, Keihin Kyuko Bus)
Narita Airport ← approx. 60 minutes → Tokyo Bay Ariake Washington Hotel (3 minutes walk)
Tokyo City Air Terminal → approx. 20 minutes → Tokyo Big Sight (Limousine Bus)(One Way)
* Some buses only run during events. Please check in advance.

- Express Bus (Keihin Kyuko Bus) : Yokohama Sta. (East Exit, JR) ← approx. 50 minutes → Tokyo Big Sight (Keihin Kyuko Bus)

- From center of Tokyo : Metropolitan Expressway (Route No.11 Daiba) → approx. 5 minutes from Daiba Exit.
- From Yokohama/Haneda : Metropolitan Expressway (Wangan Route) → approx. 5 minutes from Rinkai Fukutoshin Exit.
- From Chiba/Kasai : Metropolitan Expressway (Wangan Route) → approx. 5 minutes from Ariake Exit.

● Free transportation will be provided between Tokyo Station (Marunouchi North Exit) and Tokyo Big Sight East Hall or West Hall during the exhibition.

5 Parking Lot at the Venue



Parking lot at the venue

	Location	Capacity	Opening hours	Fee	Height limit	Remark
①	Underground of the East Exhibition Hall	188 (4 spaces for wheelchair)	8 : 00 ~ 22 : 00	¥250/30min. maximum ¥2000 for a day	2.1m	parking during the night is not allowed.
②	Outside of the West Exhibition Hall	308	7 : 00 ~ 23 : 00	¥250/30min. maximum ¥1500 for a day	2.7m	parking during the night is not allowed.
③	Outside of the East Exhibition Hall (temporary)	1600	7 : 00 ~ 23 : 00	¥250/30min. maximum ¥1500 for a day	Outside	parking during the night is not allowed.
④	Underground of the Tower Building	62 (5 spaces for wheelchair)	8 : 00 ~ 22 : 00	¥250/30min. maximum ¥2000 for a day	2.5m	parking during the night is not allowed.

※Vehicle over 6m long can be parked in Outside of the East Exhibition Hall. <¥500/30 min. maximum ¥4000 for a day.>

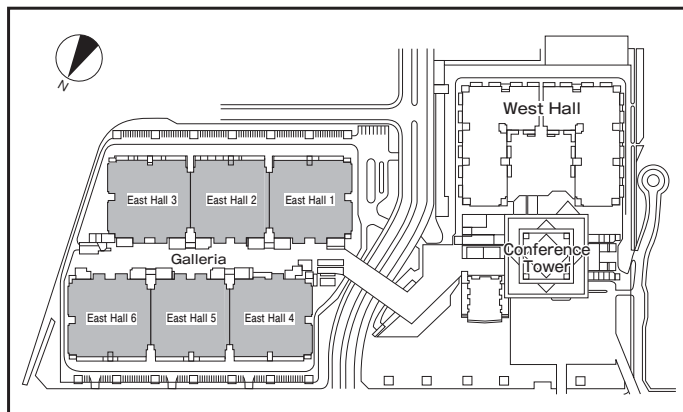
※Please visit the official website of Tokyo Big Sight for detail.

■Tokyo International Exhibition Center “Tokyo Big Sight”

●Building Area : 141,700 sqm

●Ground Floor Area : 230,873 sqm

- Structure : Steel-frame,
reinforced concrete construction



●Hall Area : Hall 1, 3, 4, 6 8,670 sqm each
Hall 2, 5 8.350 sqm each

●Floor surface : Concrete

●Floor loading : 5t/sqm. Anchor bolt construction allowed (16mm or less in diameter, 60mm or less in depth)

●Ceiling height : 17 – 31m (center of the hall), 3.34/4.3m in some places.

●Freight entrance : Hall 1, 3, 4, 6	Width : 7.2m	Height : 4.9m (one for each hall)	
	Width : 7.9m	Height : 5.8m (one for each hall)	
	Width : 10m	Height : 8m (two for each hall)	
	Hall 2, 5	Width : 7.2m	Height : 4.9m (one for each hall)
		Width : 7.9m	Height : 5.8m (one for each hall)

●Pit : Electrical pits and plumbing pits are alternately installed at 6m intervals in the halls.

●Illumination : About 400 Lux.

●**Show Management** Show Management Office will be located at Hall 5 & 2, from March 3 (sat.) to 9 (Fri.) in order to manage the shows. The Overseas Contact Office will be located at Hall 2.

● **Service Counter** Counters will be set up at Hall 2 & 5 from March 3 to 5. Electrical installation, Booth decoration and Furniture rental are available.

● **Storage Room** Storage rooms will be installed from March 5 to 9 in the exhibition halls for exhibitor's common use. Brochures, crates and so on can be store in the rooms. However, the rooms will not be locked. Exhibitors are asked to keep belongings at their own risk and not to occupy a large space. Apart from this, rental storage room service is available. Please see P.39.

●**Ladies Dressing Room** Ladies Dressing Room will be located on the upper level of Galleria from March 5 to 9. A security guard will patrol for safety.

●**Press Room** Press Room will be located at the entrance of Hall 4 from March 5 to 9. Press Room is provided for the exclusive use of the working media covering news from and about the shows. Exhibitors can place their news releases and exhibit brochures in the room. (refer to P.9)

● **Exhibitor's Lounge** Exhibitors can use for lunch, taking a rest during the show period. The lounge will not be locked. Exhibitors are asked to keep belongings at their own risk.

● **VIP Lounge** Visitor who has special invitation card or VIP badge can use the lounge.

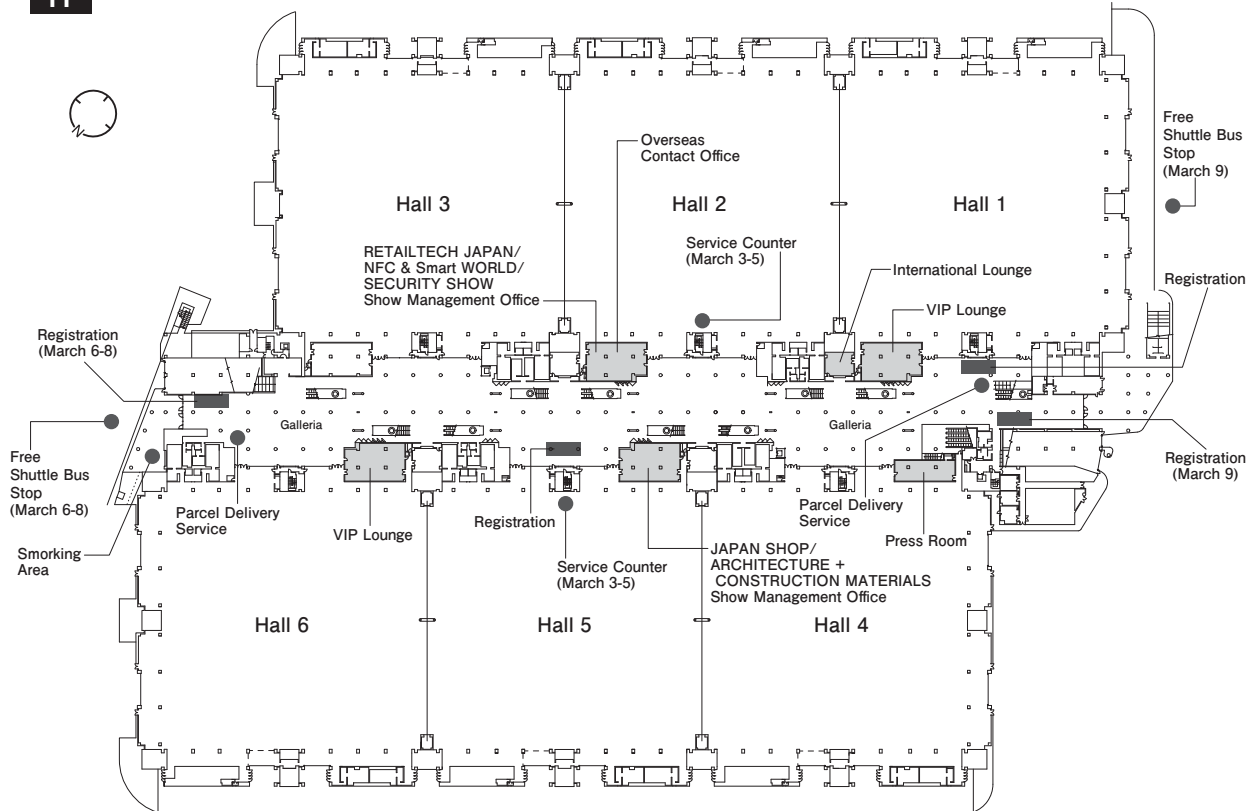
● **Exhibitor Rental Room** Please use for a meeting with customers or a private seminar. (refer to P. 38)

●**International Lounge** English, Chinese, Korean speaking staff will be onsite during the show to assist non-Japanese speaking visitors. (Wi-Fi is available in the lounge)

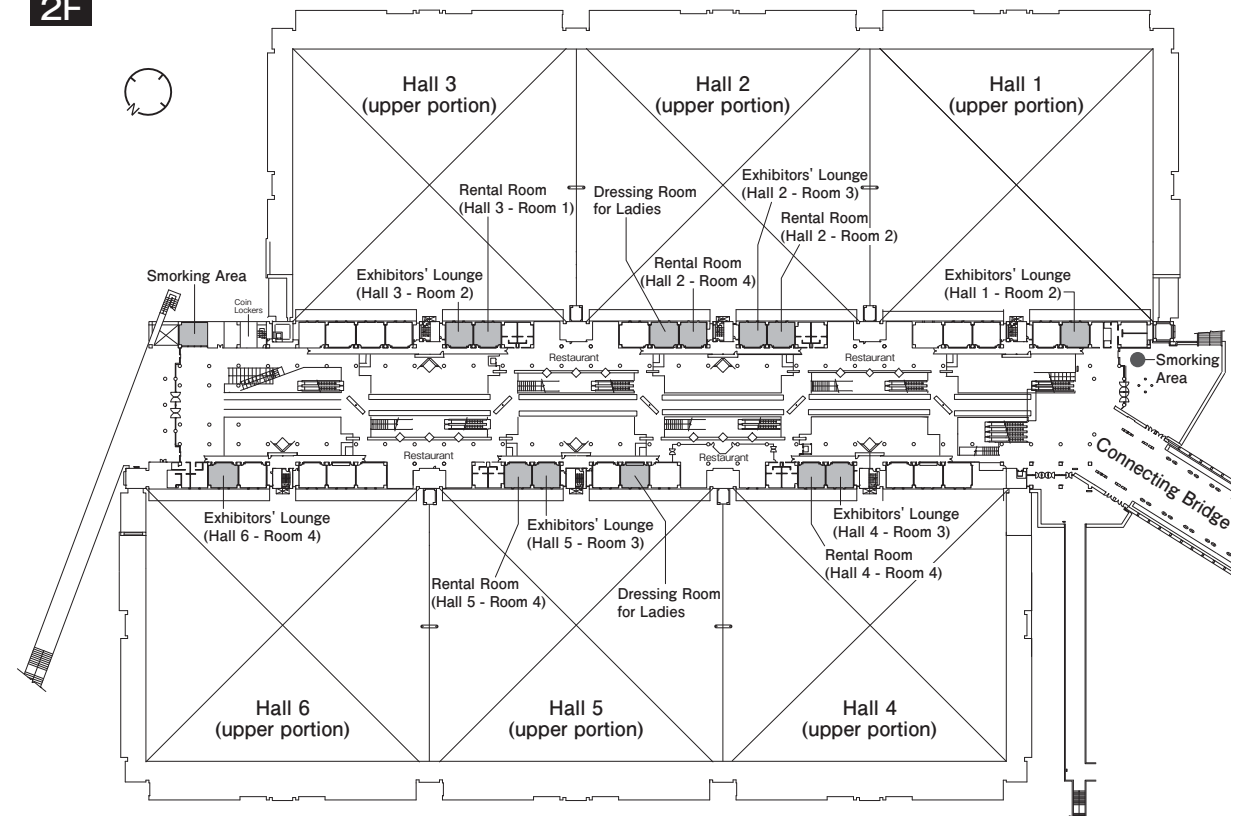
●**Parcel Delivery Service** Parcel Delivery Service (Takuhaibin) counters will be set up in Galleria during the show.

※Smoking is strictly prohibited in the halls and rooms except at designated areas.

1F



2F



1 PR & Promotion Schedule

Please make effective use of exhibition promotional tools for boosting the effects of exhibition. The Show Management Office recommends the effective use particularly of the media shown below.

(1)Exhibition website

For posting information on exhibitors all year round

For promoting business talk with visitors by communicating with visitors via Q&A and blogs

(2)Site map and signage

For raising visitors' awareness by advertisement

(3)Invitation ticket set

For encouraging visits to your booth and business talk by inviting customers

(4)Placement of handouts in Press Room

For approaching to the press (news media) visiting the exhibition

(5)Newspaper & magazine ads

To enhance synergy with the exhibition by product PR and announcement of exhibition

(6)Information provision to the PR secretariat

For product PR and announcing the content to be exhibited

	Exhibitors' schedule	Organizer's schedule
December 6 (Tues.)	(AM) Briefing to exhibitors in JAPAN SHOP, RETAILTECH JAPAN, NFC & Smart WORLD (PM) Briefing to exhibitors in ARCHITECTURE + CONSTRUCTION MATERIALS, SECURITY SHOW	
Early December	Registration deadline: Exhibitor information on website	Sending of press release announcing the exhibition
December 16 (Fri.)	Application deadline: Invitation ticket set Registration deadline: Contact for inquiries from the press	
December 22 (Thurs.)	Application deadline: Site map ad & Site signage ad	
Early January	Renewal of website (Posting of exhibitors' information, Starting of pre-registration of visitors. Use of website functions, such as registration of product information, blog & Visitors Q&A)	
January 18 (Wed.)	Submission deadline: Data for floor map & onsite signage	Shipping of invitation ticket and VIP invitation ticket sets to exhibitors
Beginning of February		
Early February~	Please distribute invitation ticket and VIP invitation ticket to your clients, customers, etc. Please announce your participation in the exhibition proactively by placing ads on your homepage*, company magazine, relevant papers & magazines.	
Early March		Sending of last minute press release
March 6 (Tues.)-9 (Fri.)	Period of exhibition	

* Request for placing a link in your homepage

The website of each exhibition is an important announcement medium, which visitors can use for pre-registration and for getting general and exhibitor information and highlights of exhibition. We would like to request you to announce your participation as an exhibitor in any of these exhibitions, introduce each exhibition website and place a link to its URL in your homepage, blog, Twitter and e-mail newsletter, if possible. Logo and banner to be used for linkage can be downloaded from each exhibition website.

JAPAN SHOP	http://www.shopbiz.jp/en/js/
ARCHITECTURE + CONSTRUCTION MATERIALS	http://www.shopbiz.jp/en/ac/
RETAILTECH JAPAN	http://www.shopbiz.jp/en/rt/
NFC & Smart WORLD	http://www.shopbiz.jp/en/nf/
SECURITY SHOW	http://www.shopbiz.jp/en/ss/

■ Registration of Contact for Inquiries from the Press

The PR Secretariat will work on the media to publish reports and articles about this exhibition and implement PR activities and encourage them to visit the exhibition for coverage. As the latest information about the exhibition and on exhibitors' new products will be informed to the media with press release, you are kindly requested to register a contact person who will deal with inquiries and communications with the media. For registration, please fill in the form No.2 "Registering Contact for Press Inquiry and Placement of Handouts in the Press Room" and submit it to the Overseas Contact Office no later than December 16 (Fri.).

Inquiries and communications with your contact person will be made in the following cases:

(1) When there is an inquiry about exhibitors and exhibits (products) or request for interview from the press:

- * Your registered private information will never be given directly to the press. You will be informed of the inquiry or request from the Secretariat.
- * About 540 media organizations, including newspaper, magazine and TV companies, visited the last exhibition.

(2) When you are requested to submit your exhibition information (new products to be released during the exhibition, presence or absence of attractions for appealing to visitors in your booth, the schedule of your own press release just before or during the exhibition) for preparation of the press release to be issued by PR Secretariat.

■ Service to place handouts in the Press Room

You may place handouts including press release or leaflets of the exhibited products in the Press Room. Exhibitors who like to place your handouts are kindly requested to fill in the form No.2 "Registering Contact for Press Inquiry and Placement of Handouts in the Press Room" and submit it to the Overseas Contact Office no later than December 16 (Fri.).

Note:

- Number of copies limited to 30 copies; no particular content restrictions on contents.
- Information is limited to one single envelope (A4 size) per piece.
- Leftover materials will not be returned to the exhibitors.
- Please bring your materials with a copy of Form 2 at Press Room (East Hall 4) between 3:00p.m. – 5:00p.m. on March 5 (Mon.), 2012.

3 The Official Website

The official website reports the latest information about the exhibition and their exhibitors and help you get in touch with visitors. By registering your company's information, your business can be a part of it. Employing a range of features, including free text ads, blogs and Q&A, the website greatly enhances the impact of exhibiting.

Exhibition topics

We report up-to-date information about the exhibition including highlights and seminars. Photos from the venue and other features also promote visitor attendance.

Introduction of exhibitors (Free text ads & exhibitor introduction space)

The site's front page features a space in which all exhibitors are introduced on a rotational basis. Exhibitors are also able to submit text such as advertising copy, giving them the chance to promote their business on all pages of the site.

News and columns

The site is the only place where users can peruse industry-related articles featured in NIKKEI newspapers for free. It also includes substantial content such as a column that reports on the latest news in the industry.

Exhibitor's blog

Each exhibitor can update the blog with their own information, such as news of their latest products or highlights from their booth, as needed. The updated blog is introduced on the front page.

Exhibitors database

Company information can be uploaded to the website and featured in an online database for a period of approximately one year. This allows visitors to the exhibition to text search for companies.

Banner advertising (pay service)

Exhibitors have the option of promoting their business through banner advertising that features on almost all pages of the site. This is the great opportunity to attract prospective customers to your booth or get the attention of regular visitors to the exhibition.

Linkable with Twitter

By registering your company's Twitter ID you can display the tweets on the exhibition website. It is very effective to send messages and information on a real-time basis during the exhibition.

Communicating with visitors through Q&A

Exhibitors can answer questions or join discussions with pre-registered visitors and website users.



* Exhibitor's blog and Q&A are only available on exhibitor's login page in Japanese and not available in English.

* Features and design may differ slightly from the actual website.

iPhone & Android application NEW

With the application, exhibitors can be searched based on floor plan, company names and exhibition categories to display detailed information. There is also a "my favorites" function which can be used to register exhibitor which are planned to be visited, supporting the matching between visitor and exhibitor. The Android application will also be available in 2012.



※ The application is available only in Japanese.

※ The organizer will be developing the on-line guidance function sufficiently and will not issue a printed guide book.

■ Entering company and products information (mandatory)

Exhibitors are required to input their company and products information to the website. ID and Password are necessary to access the website. ID and Password will be sent via E-mail to the contact person. Please log-in from the following URL with the ID and Password.

<https://www.shopbiz.jp/ex/>

The registration deadline is early in December. If you have not registered yet, please registrate immediately and refer to the manual (PDF file) in the website. Exhibitor information will be open at the beginning of January.

In case you do not register company information to the website, you can not enter products information, free text ads and can not use communication functions with visitor such as blogs and visitor Q&A.

■ Use of Visitors Q&A and Request for Documents from visitors

Exhibitors can reply to the questions and requests for documents from pre-registrants via website. Questions and requests can be divided roughly into two categories: Questions in “Q&A” addressed to multiple exhibitors and questions and requests addressed specifically to you.

● Visitors Q&A

Questions in Q&A addressed to multiple companies will be sent collectively to you by e-mail once a day according to the “Category of Exhibition Content” selected when you register “exhibitor information”. As the e-mail contains the questions with the profile of questioners, please reply to the questions or inquiries that may relate to your business in a positive manner.

● Request for Documents

All inquiries and document requests addressed specifically to you will be transmitted with the inquirer's personal information to the person in charge of your company via e-mail, so please be sure to respond to them.

This notice mail can be set to be addressed to maximum 5 recipients. The exhibitors, who are not able to respond to the requests for documents or visitors Q&A for some reason, can turn off the notice. Both of them can be set at “Setting” menu of the exhibitor-exclusive website.

■ Website Utilization Schedule

1 Issuance of ID & password	ID and password for exhibitor-exclusive website will be issued after the organizer receives application for exhibition. ID and password will be sent to the person in charge by e-mail.
2 Registration of exhibitor information (essential) by early December	Please register exhibitor information after logging-in the exhibitor-exclusive website. If you have not registered, please do so immediately. PDF files for catalogue, etc., can be also uploaded.
3 Registration of product information Registration of text ads	Please register information of the products to be exhibited. You can register as many products as you like. You can also register your product information simply through linkage to your own homepage. Registration of text ads to be posted on the top page is recommended.
4 Launch of website: Early January 2012	Registered exhibitor information, product information and text ads are released to the public. * It may be released earlier depending on circumstances.
5 Reply to visitors Q&A Use of blog and Twitter	Prior to the opening of the exhibition, please reply to visitors Q&A where questions and inquiries from visitors gather, and introduce your products and set appointments in a positive manner for ensuring active business talk prior to the exhibition. You can improve the awareness of your company by posting blog entries and registering Twitter account and giving your latest information to visitors.
6 Closing of website: December 2012	Website containing information on exhibitors and products will be closed in December. Thereafter, it posts the information on next-year exhibition. You can update and add information as many times as you want before closure.

※The Overseas Contact Office will register exhibitor information submitted by exhibitors. ID and passwords will be issued and noticed by email after registration.

■Banner Advertisement

Banner Ad will be showed on each exhibition website and is an excellent way to give your exhibit more exposure. Please submit the Order Form No.17 to the Overseas Contact Office.

- Publishing period : Monthly
- File size : FLASH within 50KB GIF within 20KB
- Data size : 250 × 300 (H × L pixel)
- Animation : less than 35 seconds

	Fee (tax included)	Space availability	Possible page viewing
Period A (Feb.& Mar)	¥315,000/month	1 company/exhibition	50,000pv/month
Period B (Apr.- Jan)	¥105,000/month	1 company/exhibition	10,000pv/month

4 Invitation Tickets

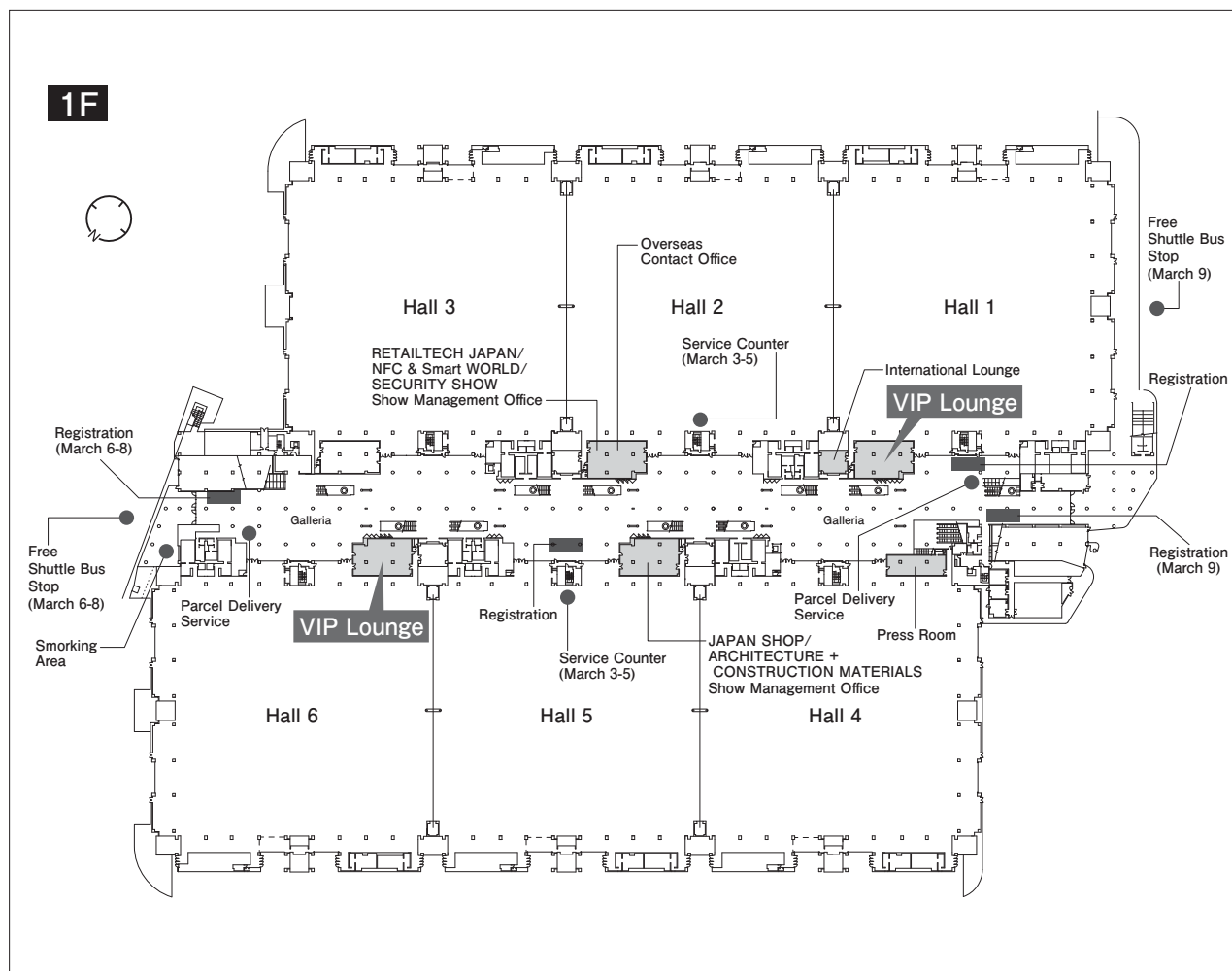
We will send the definite number of Invitation Ticket sets to exhibitors. The set consists of 2 invitation tickets, leaflet and envelope. Please submit the form No.3 by December 16 (Fri.).

Content	Free quota	Additional unit price
Invitation Ticket Set 2 tickets, Leaflet, envelope	50 set per booth	¥315 per set (tax incl.)

- All exhibitors are asked to submit this form with or without additional orders.
- The sets will be sent around early February.
- Invitation Ticket Set can be increased to order up to 250 set per booth on your request.

5 VIP Invitation

Exhibitors will have the opportunity to invite special guests to the show. 3 VIP Invitation set will be delivered per exhibitor (including co-exhibitor). VIP Invitation set consists of invitation ticket and envelope. Those who have the invitation card can use VIP reception counter, faster and smoother entrance into the hall. The only thing necessary is to present the card. VIP badge will be given at the counter. Those with VIP badges can access to the VIP Lounges (located in Hall 1 and 6) which can be used for business meetings or to relax. Beverages will be available.



6 Exhibitor Workshop (pay service)

The Organizer will prepare areas for the companies exhibiting at RETAILTECH Japan, NFC & Smart WORLD and SECURITY SHOW to present their products and services on the stage in the exhibition halls. Take this opportunity to enhance your exhibit effect. Please submit the order form No.4 by December 22 (Thu.).

■ Outlines

- **Location:** 〈East Exhibition Hall 2〉
RETAILTECH Japan/NFC & Smart WORLD Solution Stage
〈East Exhibition Hall 3〉
SECURITY Solution Stage
※Please refer to the floor plan

● **Time:** Each presentation is limited to a maximum of 30 minutes.

● **Capacity:** 70-100 seats (theater-style, standing watching available)

● **Price:** ¥262,500 (tax incl.)

※Furnishing: Screen, Audio-visual equipment, Power point, Podium and etc. (TBD)

※Announcement: Announcements will be made through the official website and on the promotional brochure. Attendee registration will be made through the official website and will also be made on-site registration if seats available. A list of attendees who gave permission will be provided another day.

※Applications will be accepted on a first-come, first-served basis.

● Schedule

	March 6 (Tue.)	March 7 (Wed.)	March 8 (Thu.)	March 9 (Fri.)
12 : 40 ~ 13 : 10	A-1	B-1	C-1	D-1
13 : 30 ~ 14 : 00	A-2	B-2	C-2	D-2
14 : 20 ~ 14 : 50	A-3	B-3	C-3	D-3
15 : 10 ~ 15 : 40	A-4	B-4	C-4	D-4
16 : 00 ~ 16 : 30	A-5 ※	B-5 ※	C-5 ※	

※At the SECURITY Solution Stage, A-5/B-5/C-5 are not available.

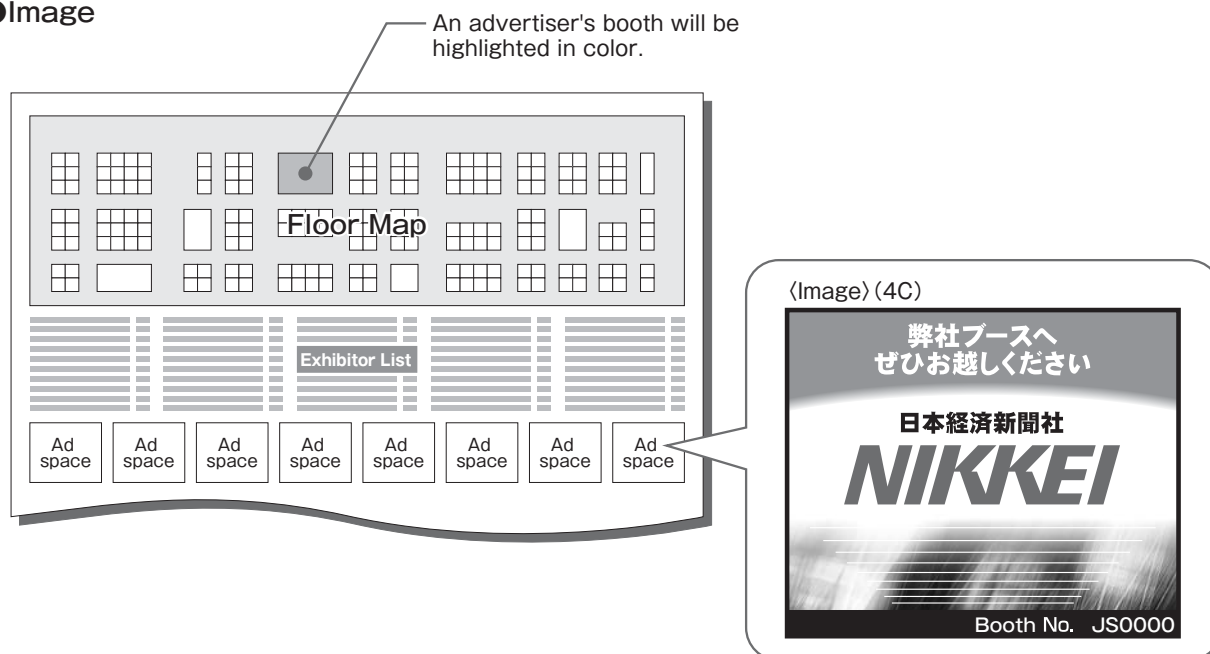
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Floor Map & Onsite Signage Advertising (pay service)

Nikkei will issue the official floor map for visitors. Advertising opportunities have been made available to increase your company's exposure benefiting sales promotion and branding.

- **Size** : B2 (duplex color printing)
 - **Date of issue** : March 6 (Tues.), 2012
 - **Circulation** : 240,000 (expected)
 - **Contents** : Floor map, Exhibitor list, Seminar programs, etc.
- ※ 3 floor maps will be delivered to each exhibitor.

●Image



■Floor Map Advertising

Please submit service order form No. 5 by December 22 (Thu.) to the Overseas Contact Office.

●Please note

1. Completed artwork in digital format is required. Hardcopy proofs are required with all materials. Please make your ad data in Illustrator (ai) with fonts turned into outlines and submit it no later than January 18 (Wed.).
2. Color : CMYK only. RGB or the other not accepted.
3. Digital materials are required, therefore proofreading shall not be submitted.
4. Cancellation after application deadline is not accepted.
5. There are limited number of ad spaces, therefore this service is available on a first-come, first-served basis.
6. An advertiser's booth will be highlighted in color in order to draw visitors' attention.
7. The organizer is not responsible for any advertising listed on the floor map but the advertiser should be responsible for it.

●Fee

Space	Color	Fee (tax incl.)	Size (H x W mm)
4 spaces	4C	¥1,260,000	Please ask us
2 spaces	4C	¥ 630,000	50×123
1 space	4C	¥ 315,000	50× 60

■ Onsite Signage Advertising

Advertising on eye-catching materials in the Galleria and exhibition halls, the most crowded areas, will give your ad the most exposure that increases your visibility to your customers. Please submit the order form No.6 to the Overseas Contact Office by December 22 (Thu.).

● Advertising period : March 6 (Tue.) – 9 (Fri.), 2012

● Menu of Signage Advertising

A Galleria column

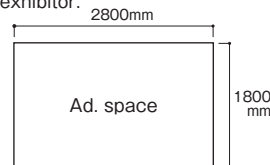


● Location: Galleria

● Price: ¥315,000 (tax incl.)

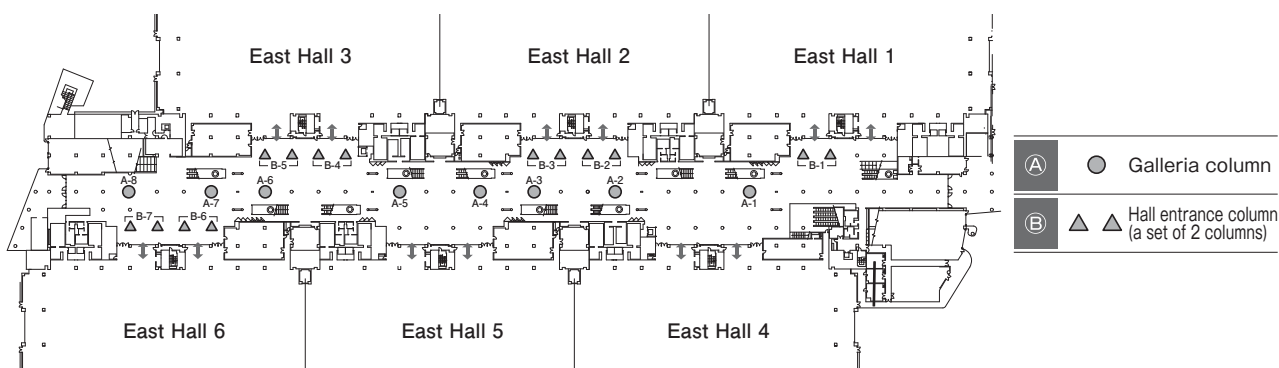
B Hall entrance column (a set of 2 columns)

* Not available for JAPAN SHOP exhibitor.

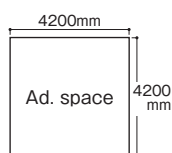
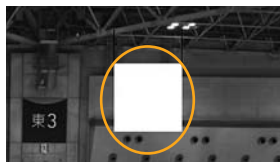


● Location: Entrance to exhibition hall

● Price: ¥630,000 (tax incl.)



C Exhibition Hall Banner



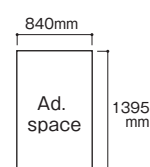
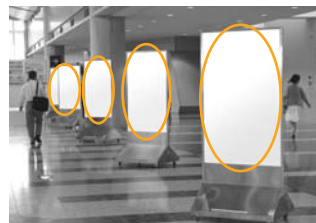
● Material:
Plastic sheet

Hanging position will be center of your booth, 10m high from the floor and faced the entrance.

※Hanging position is subject to change owing to banners provided by the organizer or hall structure. Please ask the show management office for detail.

● Price:
Single face : ¥1,050,000 (tax incl.)
Double faces : ¥1,470,000 (tax incl.)
Triple (triangle pole) : ¥2,100,000 (tax Incl.)

D Stand Advertising (2 sides)



● Location: Galleria, Concourse

● Price: ¥262,500 (tax incl.)

Applications will be accepted on a first-come, first-served basis. The precise location of the advertising will be decided after consultation.

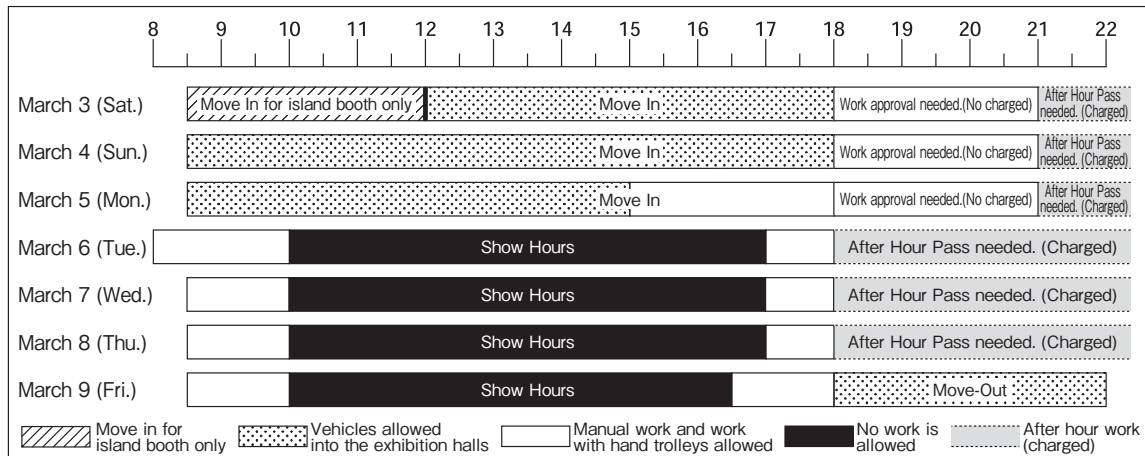
The above prices include listing, production, set up and dismantle fees.

Completed artwork in digital format is required.

Please submit your artwork by Jan. 18 (Wed.).

1 Move-In/Out

■ Schedule



■ Move-In : March 3 (Sat.) to 5 (Mon.)

Exhibitors who have 12 and more booth spaces can move-in and set up from 8:30 am to noon on Saturday, March 3.

Please note : Exhibitors other than island booth exhibitors will be allowed to move-in from 12:00 pm on Saturday, March 3. No vehicle is allowed into the halls after 3:00 pm on Monday, March 5.

■ Work Approval and After Hour Pass (Charged)

If you need to carry out any work after 6:00 pm during move-in and show days (except for March 9), you must obtain approval from the show management office. This is for security reasons. When work is expected to last beyond 9:00 pm on March 3 to 5 and 6:00 on March 6 to 8, you must obtain an After Hour Pass from the show management office by submitting the “Application for After Hours Work”. A fee of ¥5,250(tax incl.) will be charged for each 30 minutes and should be paid at the onsite Overseas Contact Office by March 9, 2012.

- Workers without approval cannot carry out any work and will be asked to leave the halls.
- No vehicle is allowed into the halls during show days.

■ Move-Out and Dismantling

All exhibitors must complete their move-out and dismantling work by 10:00 pm on Friday, March 9. (NO EXCEPTIONS)

Schedule

8:00 am : Move-out vehicle waiting area will open.
 4:30 pm : Show closed. Water and gas supply stop.
 Manual work and work with hand trolleys allowed.
 5:00 pm : Power supply and communication line stop
 6:00 pm : Move-out vehicle allowed into the halls.
 10:00 pm : Completion

■ Exhibitor Badge and Worker Badge

All on-site exhibitor/workers involved in setting up and dismantling booths must wear Exhibitor/Worker badges during the move-in/move-out period. Badges can be picked up onsite. The Overseas Contact Office will announce exhibitors the pick up point, later.

Badge	Free quota	Additional unit price
Exhibitor badge Valid for entire event	5 x nos of booth	¥300(tax incl.) per badge
Worker badge Valid only for move-in, move-out period	5 x nos of booth	¥100(tax incl.) per badge

If additional badges are required, please submit the form No.8 by January 27 (Fri.).

- Those without badges will not be permitted to enter the exhibition halls.
- Exhibitor badge is required during show days.
- Please fill in the relevant exhibitor name on the badge.
- Exhibitor/Worker badge will be on sale onsite.

Vehicle Pass

Every vehicle used for move-in and move-out must have a vehicle pass when entering the halls. Please note that no vehicle will be allowed in the venue unless they have this vehicle pass. There are three different types of vehicle pass.

Vehicle Pass of move-in and move-out (White paper)



(Photocopies)

Vehicle pass for move-in and move-out vehicle. This pass is valid for move-in days after 12:00 pm on Saturday, March 3 and 4:30 pm – 10:00 pm on Friday, March 9.

Please follow instructions given by security guard when entering the premise of Tokyo Big Sight.

One of the pass will be sent in early February, please make photocopies on white paper as many as you need.

Vehicle pass of island booth (Blue color paper)



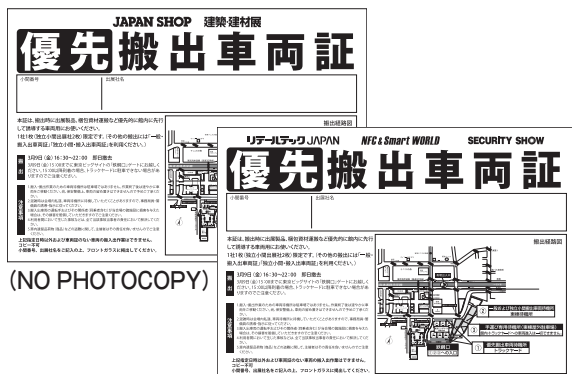
(NO PHOTOCOPY)

Vehicle pass for move-in and move-out limited to island booth exhibitor(12 and more booth spaces). This pass is valid for move-in days (from 8:30 am on March 3) and 4:30 pm – 10:00 pm on Friday, March 9.

Please follow instructions given by security guard when entering the premise of Tokyo Big Sight.

10 passes will be sent per one island exhibitor. If the pass needed more, please submit the form No.16 by February 3 (Fri.). NO PHOTOCOPY.

Special Vehicle pass of priority move-out (Light purple or yellowish green color paper)

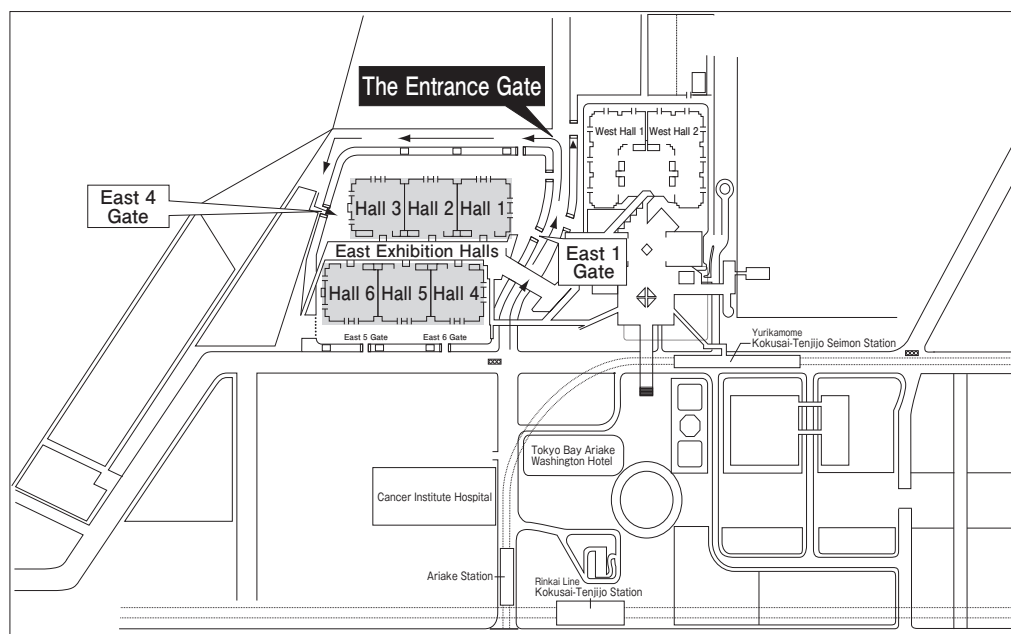


(NO PHOTOCOPY)

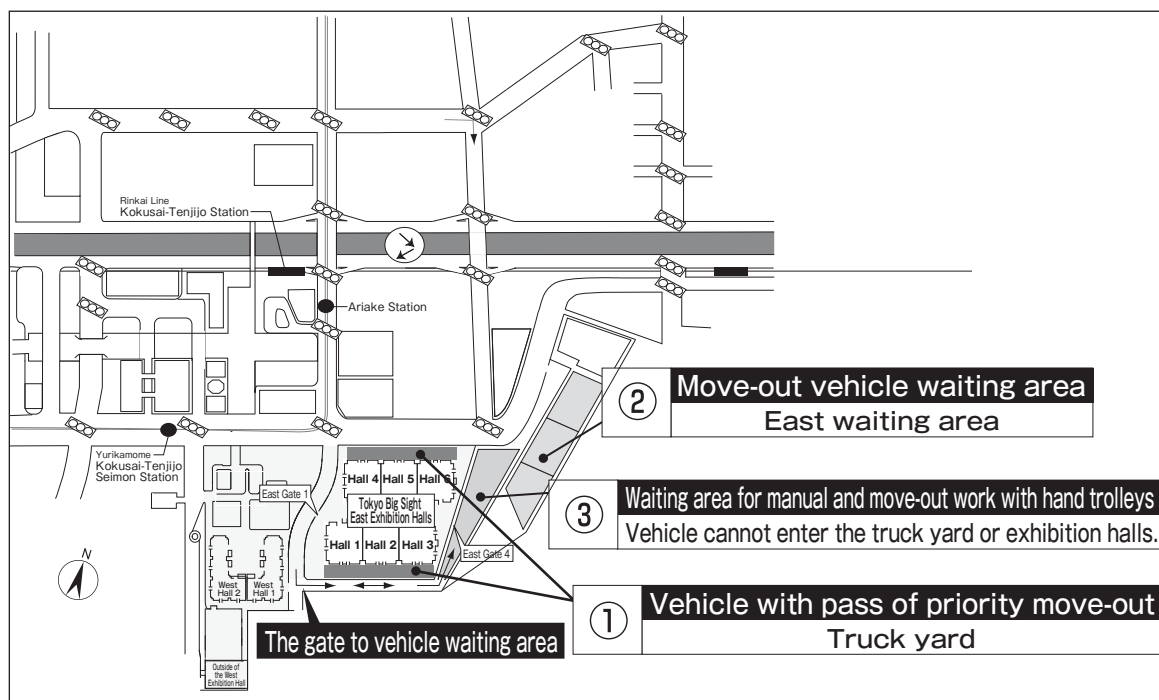
The pass is NOT valid for move-in days. Move-out vehicle with this pass may enter the premise of Tokyo Big Sight and park around the exhibition halls without going through the move-out waiting area only in case that move-out vehicle with this pass comes to the entrance gate by 3:00 pm on Friday, March 9.

Only One (two for island booth exhibitor) pass will be sent per exhibitor in early February. This pass should be assigned to each exhibitor's priority move-out vehicle. NO PHOTOCOPY.

[Entering route] Move-in : Please come directly to the entrance gate, then follow security guard's instructions.



[Move-out vehicle waiting area]



■Freight Forwarder / Material Handling

A full range of move-in and move-out, freight forward, material handling services are available. Please contact KINTETSU WORLD EXPRESS SALES, INC.

KINTETSU WORLD EXPRESS SALES, INC.

Event & Exhibition Logistics Team

TDS Mita Bldg., 5F., 2-7-13, Mita, Minato-ku, Tokyo 108-0073

TEL: +81-3-5443-9455 FAX: +81-3-5443-9457

Email: kazuaki.sakurai@jp.kwe.com / shinobu.iwahara@jp.kwe.com / yosuke.masuda@jp.kwe.com

Attn: Mr. Kazuaki Sakurai, Mr. Shinobu Iwahara, Mr. Yosuke Masuda

■Parcel Delivery

Exhibitors must be at their own booth to receive goods delivered by a parcel delivery service. Because the show management will not receive and keep any parcel on behalf of exhibitor.

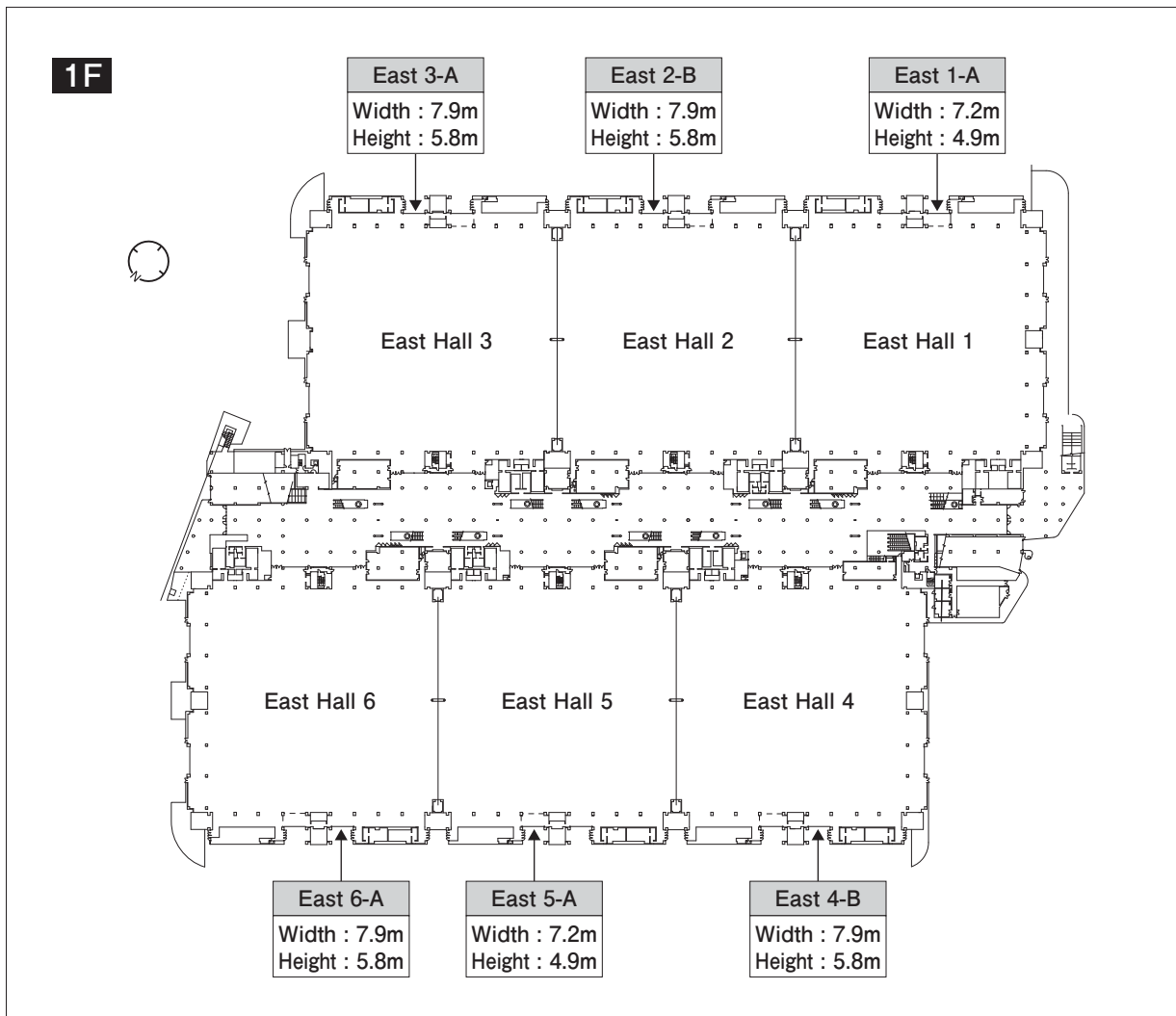
Please be sure to fill in the following items on invoice.

- Exhibition name
- Hall and Booth No.
- Contact person's name
- Contact person's mobile phone number
- The delivery date must be March 3, 4 or 5.
- Address of Tokyo Big Sight : 3-10-1, Ariake, Koto-ku, Tokyo 135-0063

■Precautions on move-in and move-out

- Please follow security guard's instructions.
- Vehicle must move away as soon as unloading or loading work finish.
- Move-in/out of exhibit products and decoration materials must be done through freight entrances.
- Maximum loading of vehicle allowed into the exhibition halls is less than 45 ton.
- Vehicle pass must be placed on the windshield of the vehicle.
- N.B. No hand trolley is provided onsite.
- Smoking is strictly prohibited in the facility except at designated areas.

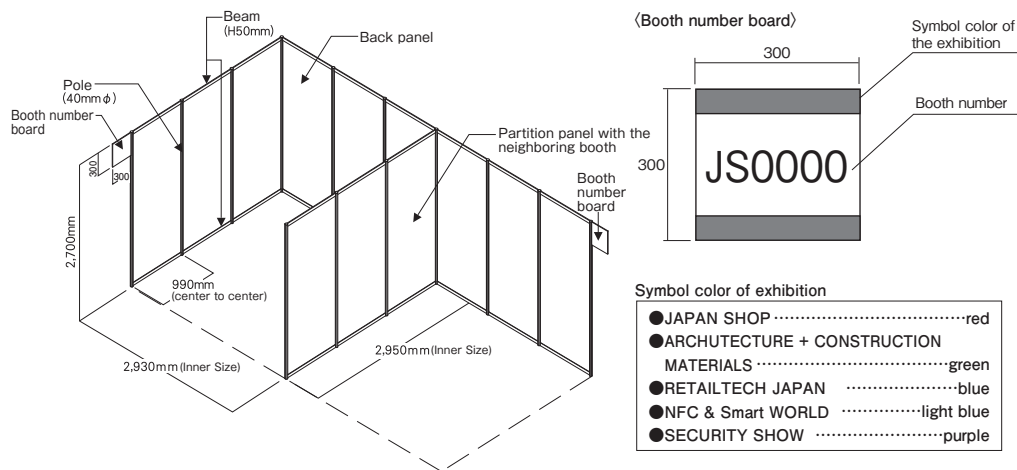
Freight Entrances



2 Booth Decoration

■ Booth Structure

- Booth size is 3m wide, 3m depth and 2.7m height (inner size : W 2930mm, D 2950mm, H 2700mm)
- Show Management Office will exclusively construct basic wall panels (Octanorm) between neighboring exhibitors. Side wall panels will not be installed for corner booth. If side wall panels are needed, please submit the form No.9 no later than January 27 (Fri.). Show Management Office will install the panels at no cost.
- Carpet, furniture, electrical installation and etc other than basic wall panels are not provided. Please prepare them at your expense.
- Booth No. board will be attached to basic wall panel.
Please note that island booth is raw space and has no basic panels and booth number board.
- The Organizer will carpet on the main aisles of each exhibition. The color will be determined based on the symbol color of each exhibition.



- Using a push pin and driving a nail or screw on the basic wall panels are prohibited because of reusable materials. Sticking graphic panels using adhesive tape or cutout stickers on the wall are allowed, please remove it from the wall completely when move-out.
If you want to attach heavy goods on the wall, please consult with service counter.
- The Overseas Contact Office provides various optional parts for display, please contact for details.

■ The Primary Exhibit Contact / Decoration Plan Form

All exhibitors are required to submit the form No.9 by January 27 (Fri.) to the Overseas Contact Office. The Overseas Contact Office will take an order from exhibitor. If you are intend to setup your booth by yourself, please fill in "Myself" in the form.

- Exhibitors must complete their booth construction, displaying products and all of other works for exhibit by 9:00 pm on March 5 (Mon.).
- All construction materials must be knockdown for minimum requirement of onsite work.

■ Regulations

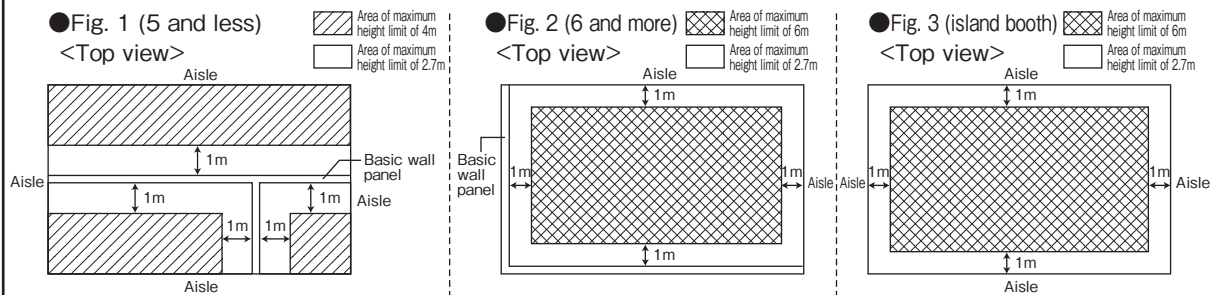
● Height Limitation

N.B.

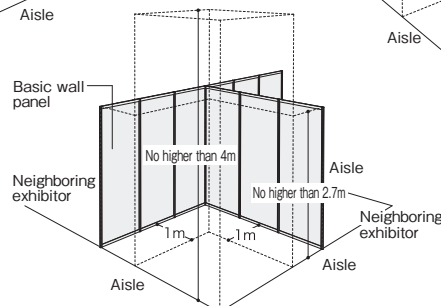
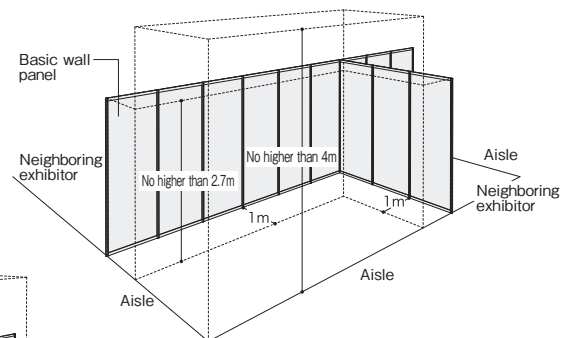
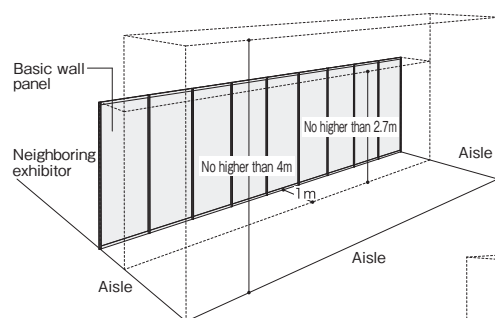
Height Limitation varies by exhibition.

〈JAPAN SHOP / ARCHITECTURE + CONSTRUCTION MATERIALS〉

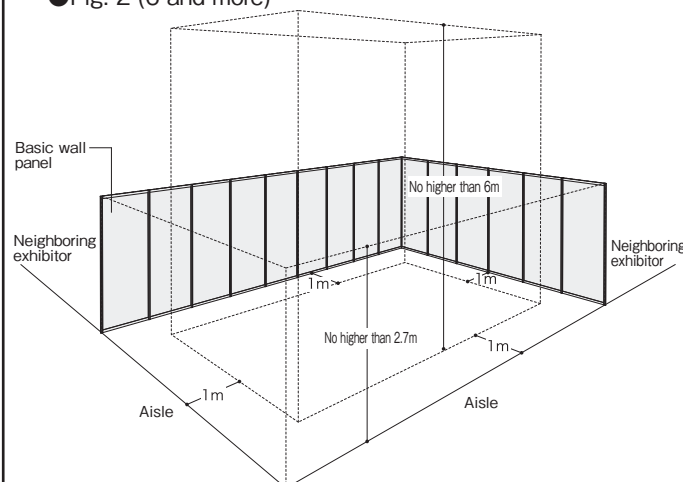
- (1) **5 and less booth spaces:** Height of all building materials is limited to 4m. However, within 1m from neighboring exhibitors, the height must not exceed 2.7m, as Fig. 1.
- (2) **6 and more booth spaces:** Height of all building materials is limited to 6m. However, within 1m from neighboring exhibitors and all aisles, the height must not exceed 2.7m, as Fig. 2.
- (3) **Island Booth (12 and more):** Height of all building materials is limited to 6m. However, within 1m from all booth boundaries, the height must not exceed 2.7m, as Fig. 3.



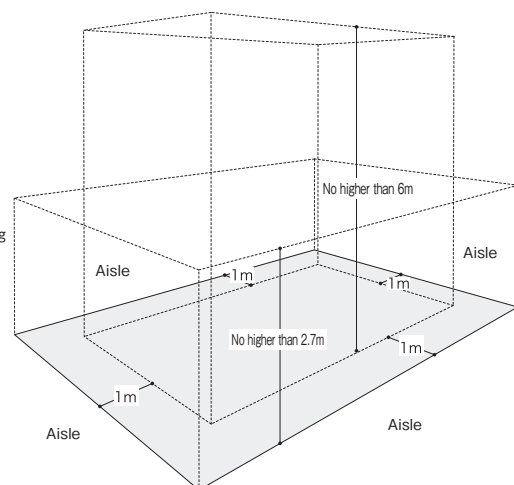
● Fig. 1 (5 and less)



● Fig. 2 (6 and more)



● Fig. 3 (island booth)



※ Building materials include all decorations, e.g., graphic panels, fascia, light fixture, audio speakers, signs, advertising balloons, plants and exhibit products.

※ If exhibit product exceeds the height limit, please consult with the Overseas Contact Office.

※ Sides facing the wall of exhibition halls are not necessary to be 1m set back.

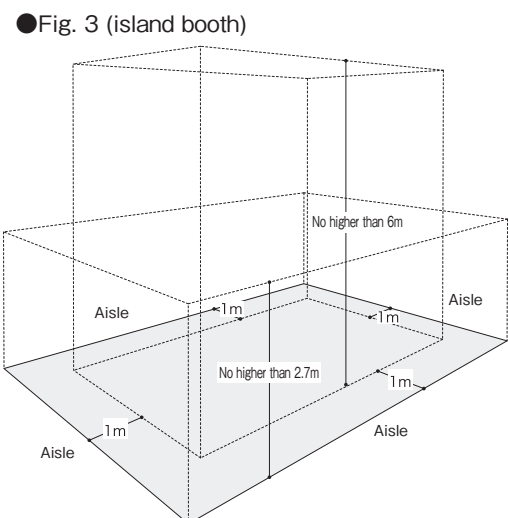
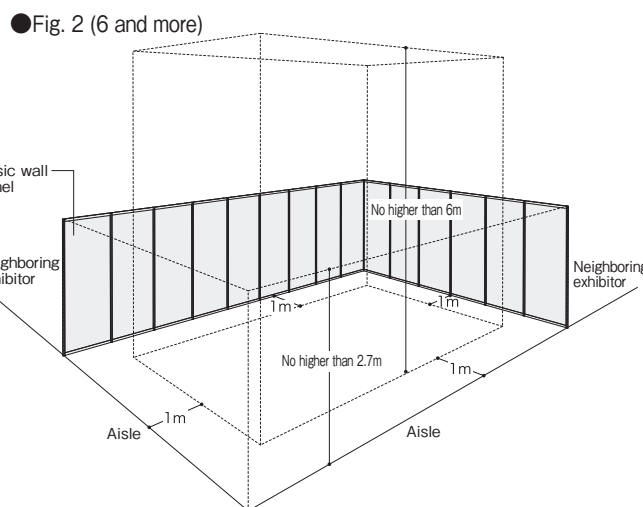
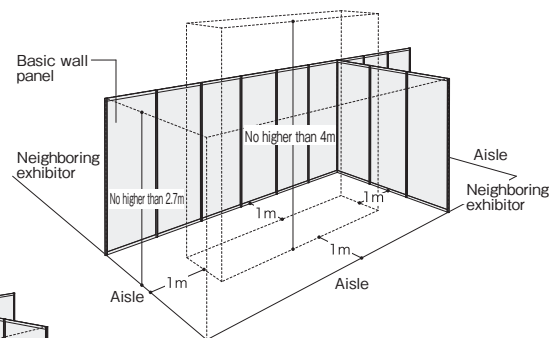
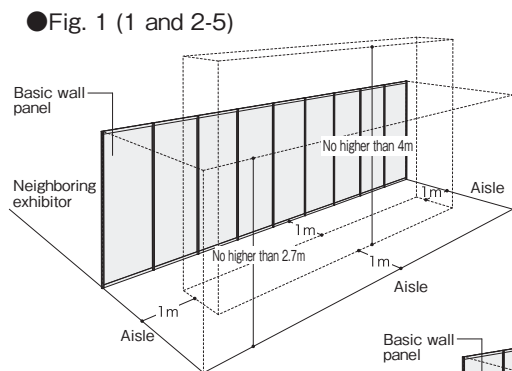
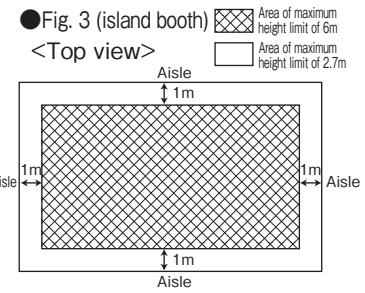
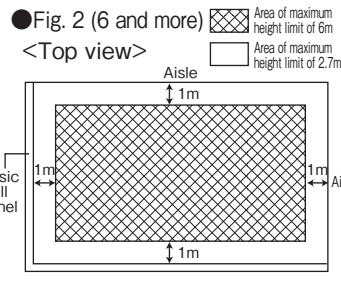
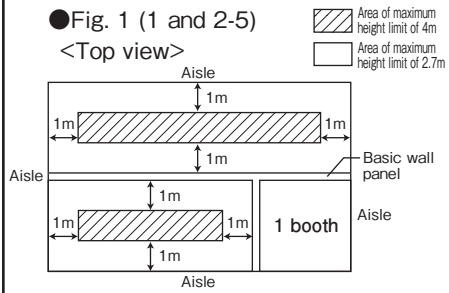
●Height Limitation

N.B.

Height Limitation varies by exhibition.

〈RETAILTECH JAPAN / NFC & Smart WORLD / SECURITY SHOW〉

- (1) 1 booth space : Height of all construction materials is limited to 2.7m, as Fig. 1.
- (2) 2-5 booth spaces: Height of all construction materials is limited to 4m. However, within 1m from neighboring exhibitors and all aisles, the height must not exceed 2.7m, as Fig. 1.
- (3) 6 and more booth spaces: Height of all construction materials is limited to 6m. However, within 1m from neighboring exhibitors and all aisles, the height must not exceed 2.7m, as Fig. 2.
- (4) Island booth (12 booths and more): Height of all construction materials is limited to 6m. However, within 1m from all booth boundaries, the height must not exceed 2.7m, as Fig. 3.



※Building materials include all decorations, e.g., graphic panels, fascia, light fixture, audio speakers, signs, advertising balloons, plants and exhibit products.

※If exhibit product exceeds the height limit, please consult with the Overseas Contact Office.

※Sides facing the wall of exhibition halls are not necessary to be 1m set back.

●Safety Measures for Booth Construction

Booth decoration should be safety conscious design and construction. The Organizer intervene for any decorations that may put visitors or other exhibitors at risk. A change or removal of the decoration will be requested. Please wear helmet during move-in and move-out.

●Presentation of Decoration Plan

All exhibitors who have any wall or structure exceeding 3m in their booth are required to tick in the box in the form No.9 and submit with booth drawings (top and elevation views) by January 27 (Fri.).

In some cases, the Fire Department may request to install smoke detector or fire hydrant even if the height limitations are met.

Overseas Contact Office will notice exhibitors who are requested to install smoke detector or fire hydrant after the Fire Department's examination.

Installation of smoke detector or fire hydrant will be done by Tokyo Big Sight during move-in days.

◎Installation Charge

Smoke detector: ¥31,500 (tax incl.) per smoke detector.

Fire hydrant: ¥73,500 (tax incl.) per fire hydrant.

●Emergency Exits within the Booth

(1)Fire prevention policy of Tokyo Big Sight, there must be at least two exits in different directions provided for emergency purposes enabling visitor to evacuate from any part of the booth, when the booth space is more than 4 (square configuration) or 6 booths.

(2)The aisles in the booth must meet as follows,

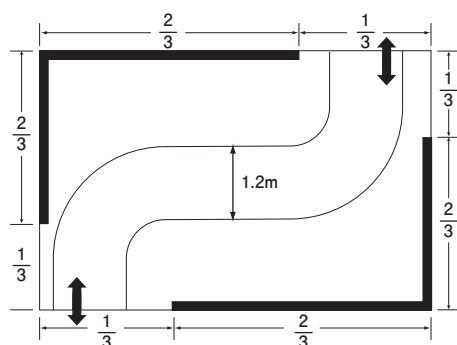
Less than 33booths (299 sqm).....1.2m or wider

34 booths (300 sqm) to 66 booths (599 sqm).....1.6m or wider

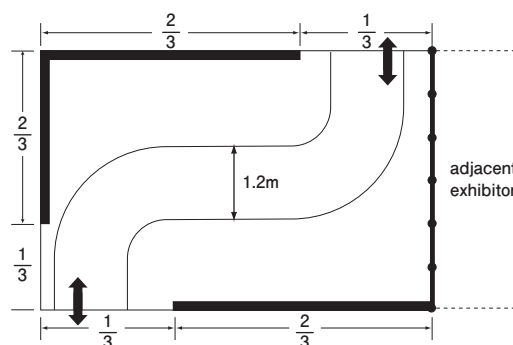
(3)Exhibitor may put up a wall or a structure facing any aisle, but the total length of the wall or structure shall be within two third of the side.

※Lower than 1.2m or transparent materials used wall or structure which not to obstruct visitor's view shall not be applied to the above regulation.

(Island booth)



(with adjacent exhibitor)



※The organizer will construct basic wall panels between adjacent exhibitor.

●Booth Ceiling Regulations

Any ceiling structure in a booth is generally prohibited. However if ceiling structure is required to manage the presentation for the exhibit, exhibitors must tick in the box in the form No.9 and submit it with top and elevated view booth drawings to the Overseas Contact Office. The deadline is January 27 (Fri.). Installation of smoke detector or fire hydrant may be necessary at the exhibitor's own cost. Overseas Contact Office will inform the exhibitor who is required to install smoke detector or fire hydrant by the fire department.

●Two Story Structure

Exhibitors who plan to exhibit two story structure product or booth construction must meet the following conditions and submit the booth drawings to the Overseas Contact Office no later than January 27 (Fri.).

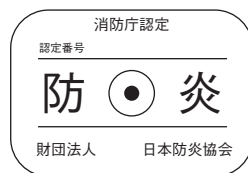
- (1)More than two emergency exits must exist with stair width of more than 0.9m.
- (2)Handrails must be installed on the upper floor and stairs. The height of handrails must be at least 1.2m.
- (3)Emergency exit signs are required at each stairs.
- (4)Structural materials such as pillars or beams must be noninflammable steel structure.
- (5)In some cases, fire defense equipment i.e. smoke/fire detector, fire hydrant or fire extinguisher will be requested to install.
- (6)Emergency lighting that is needed to evacuate must be installed.

■Fireproofing of Decorations (These rules must be strictly observed)

- Flame resistant treatment must be applied to all panels used in the venue, including plywood, printed plywood, etc.
- When using flammable articles such as exhibits, flags, cloth, carpet, etc., be sure they are fire-resistant processed by the manufacturer. Fire-resistant treatment using spray is NOT acceptable. Flame-resistant plywood veneered with a thin layer of cloth or paper is regarded as fire-resistant, but pasted or tacked with thick cloth or paper with pleats, it is no longer classified as fire-resistant and needs separate treatment.
- Demonstrating on a carpet any device that emits sparks is forbidden.
- The use of products made from petroleum such as styrene foam, urethane and flammable chemical fiber whose fire-resistant liquid has not been absorbed is prohibited. However, those holding an oxygen index exceeding the standard and designated as noncombustible may be used in certain cases.
For details, contact the Overseas Contact Office no later than January 27 (Fri), 2012.
- Fire-resistant indications must be attached to each applicable item. Only those approved by the head of the Fire Defense Agency and issued by the Japan Fire Prevention Association can be used for this purpose.
- During the construction period as well as the show, Fire Department inspections will be conducted. We ask that all exhibitors and their contractors cooperate in promoting fire prevention, as exhibitors using items that are flame-resistant but without the flame-resistant indication may be ordered to be removed.

◆Sample flame resistant labels below

Fireproofed carpet



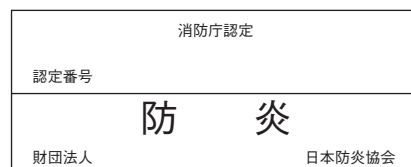
Length : 30mm / Width : 40mm

Coloring : White

Characters (Flame Resistant) in red

Other characters and horizontal line in black

Flame resistant plywood, curtains, cloth



Length : 25mm / Width : 60mm

Coloring : White ground

Characters (Flame Resistant) in red

Other characters and horizontal line in black

■Lighting Fixtures and Audio Speakers

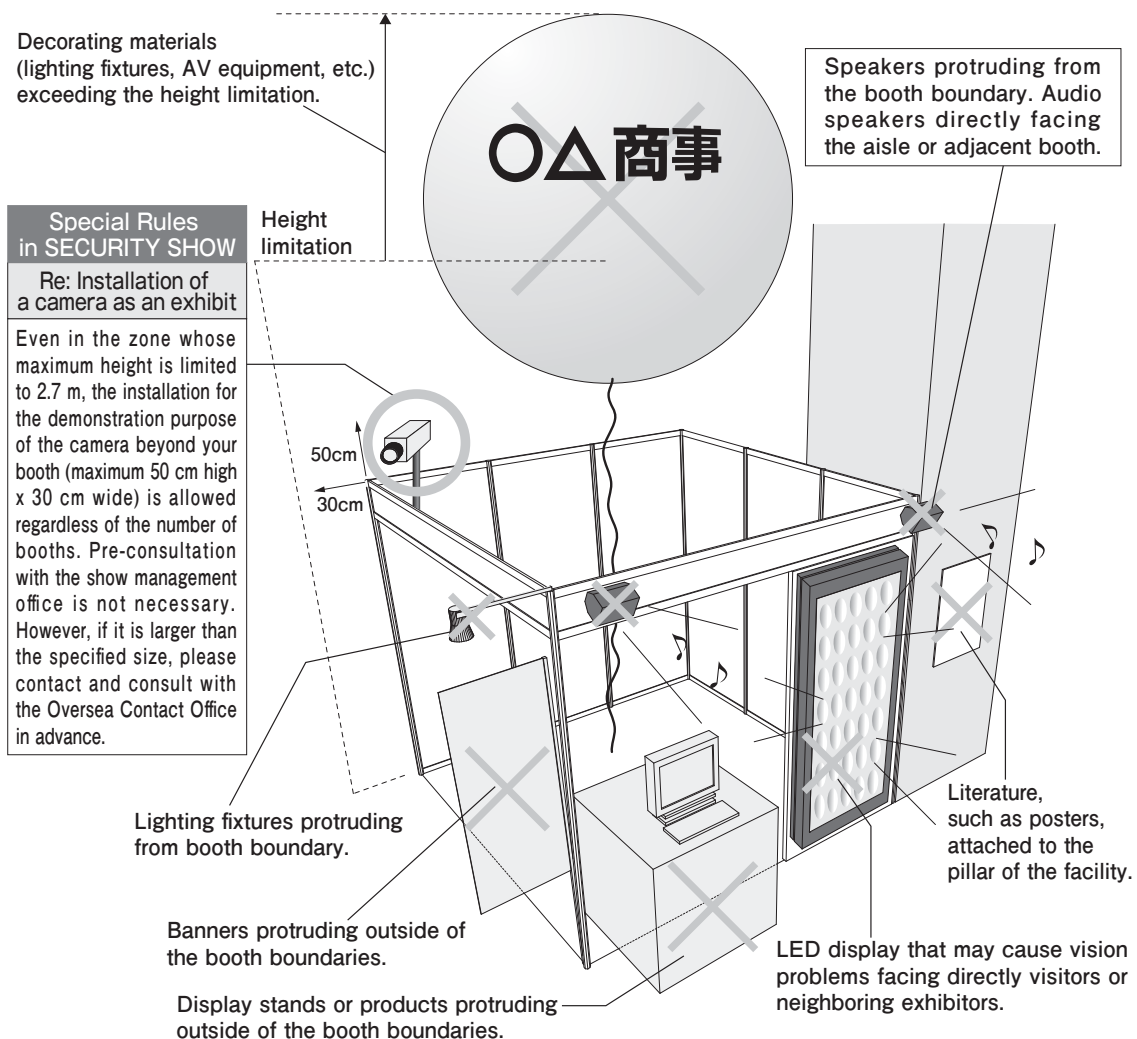
Lighting Fixtures and Audio Speakers, etc. can only be fixed within the above mentioned height limitations and confines of your booth space. Neon tubes for decorative purposes are forbidden. However, if you plan to exhibit neon tubes or neon signs, contact the Overseas Contact Office no later than January 27 (Fri.). Directly shining lights onto public aisles, walls of the hall, hall ceilings, and neighboring booth, are strictly prohibited.

Other precautions on booth decorations

- Please refrain from installing any tall signage on the adjacent booth side.
- Displays /exhibits outside your booth is strictly inhibited.
- Hanging and propping of decorations/exhibits on and against the ceiling, column and/or wall in the exhibition site are inhibited.
- Please do not use the ceiling, wall surface, glass, piping and/or wiring in the exhibition site as support. Direct work to the ceiling, wall surface, door, glass, etc., is also inhibited strictly.
- Please notify the Overseas Contact Office immediately when any site facility, basic booth, exhibit and decorations of other exhibitor are damaged.
- Please do not hide fire extinguishers, indoor fire hydrants, sprinklers, automatic fire alarms, emergency buzzers, guide lights, etc., in the exhibition site with decorations. Please do not place exhibits, structures, etc., near fire fighting gears to interrupt the use of them.
- The construction work that may generate noise, vibration, odor, smoke, etc., to interrupt the management of the exhibition site is inhibited in principle.
- When your work may cause damage, defacement and/or water leakage to the exhibition site, please take appropriate protection measures before starting the work.
- Please install and fix exhibits and decorations firmly for preventing them to turn, drop or move by earthquake, etc.
- The use of open fire, smoke/smoke machine, neon tube, etc., as decorations or attractions is inhibited.
- If your exhibit products need in a dark situation due to their characteristics, please install a ceiling structure in your booth for shading at your own expense. In some case, you are require to have fire prevention equipment by the fire department.

Example of Violations of the construction rules.

Staffs of the Show Management Office will check whether exhibitors' booth meets the construction rules such as height limits, wall construction and achieve compliance in case of violation during move in period. The Overseas Contact Office may mandate the structure changed to meet the rules and regulations.



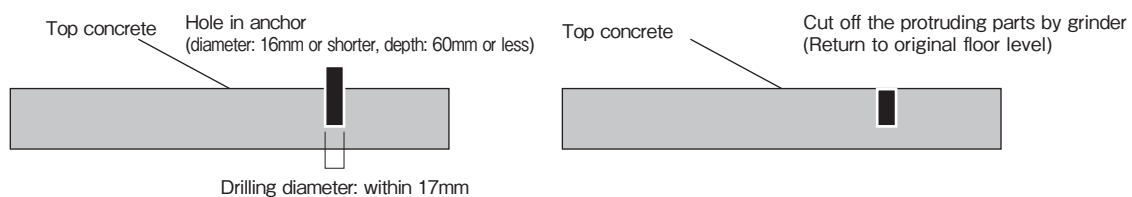
■Floor Regulation (Usage of Anchor Bolts)

If you need to use anchor bolts for the installation or effective presentation of your exhibits, please submit the form No.10 and a working drawing (showing the numbers and locations of anchor bolts to be placed) to the Overseas Contact Office by January 27 (Fri.). Please note that you will be charged ¥1,575 (tax incl.) per bolt for restoration of the floor condition.

●If you reduce the number of anchor bolts to be used after submitting the form, you must inform the Overseas Contact Office of this change before the last day of the stand construction period or you will be charged for the applied number of bolts.

●Precautions about the Use of Anchor Bolts

- (1)The depth of the anchor bolts to be used must be 60mm or less, the diameter 16mm or less. See the following for details.
- (2)You are not allowed to use any anchor bolts on or around a pit cover (within 200mm from the pit edge).
- (3)If there are any anchor bolts which protrude from the floor surface, you must cut off the protruding parts with a sander after the exhibition.



●Prohibited Actions

- (1)The use of any nails or rivets other than anchor bolts on the floor.
- (2)Act of digging, chipping.
- (3)Making a hole over 17mm in diameter.
- (4)Applying coating or paint directly on the floor surface.
- (5)Sticking something (such as carpet) on the floor using adhesive glue.
- (6)Anchoring in the part of low ceiling at the galleria side.

No work affecting the structure of the venue other than anchor bolts is allowed. If your construction / decoration work causes any damage to the structure of the venue, you will be charged for the restoration by the Overseas Contact Office.

■Floor Load Restrictions

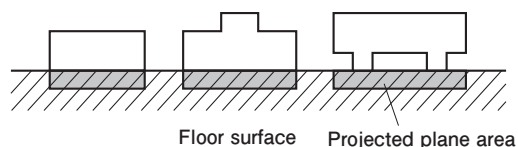
Owing to building structure, restrictions apply to heavy displays. Exhibitors who plan to display heavy objects more than 3t. must notify the Overseas Contact Office by January 27 (Fri.).

●Exhibition hall floor surface

Concrete finish / Maximum load : 5t/sqm

●Display weight limit

Exhibitors may not set up exhibits when the value, obtained by dividing the weight of one object by the area of the project plane figure, exceeds 5t/sqm.



Note :
Even if the weight is under the limit,
protection may be necessary in certain cases.

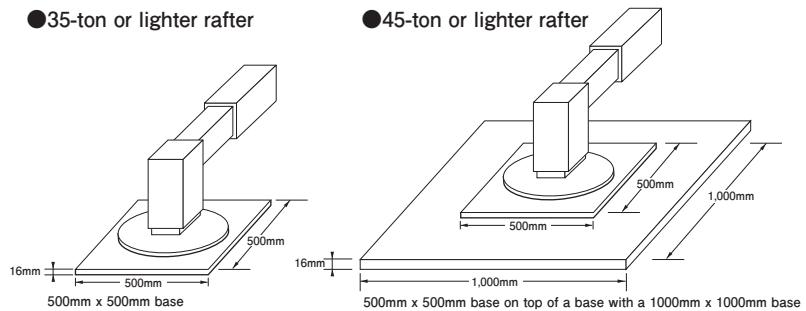
●Restrictions when setting up exhibits.

- (1)Vehicle exceeding 45-tons must not be used and must run under 10km/h in the halls.
- (2)The following protection will apply according to crane size.

Crane	Protection method
Rafter 35-ton or lighter	500mm x 500mm base
Rafter 45-ton or lighter	500mm x 500mm base lapped on a 1000mm x 1000mm base

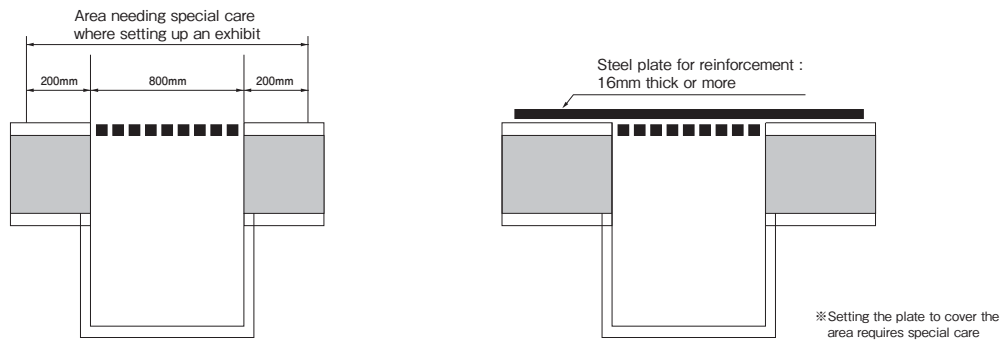
(3)Never place outrigger bases on a pit cover. Vehicles such as trucks, trailers and cranes must not stop with their tires on a pit cover. Care should be taken so that pit covers and fittings are not damaged.

〈Protection according to the outrigger base size.〉



●Restrictions on and near pits

- (1)Placing an exhibit on a pit and its surrounding area (within 200mm from its edges) in a way that it supports the entire weight of an exhibit, or to receive loads of more than 3t/sqm is forbidden.
- (2)If an exhibit or the like weights 3t. or more as a single body must be placed on a pit and its surrounding area, the following reinforcement work must be done.



■Handling Dangerous Objects

The use of open flames and bringing dangerous objects in the exhibition hall is prohibited by Tokyo fire prevention ordinance.

Smoking in booths is prohibited. Exhibitors and visitors wishing to do so only at places designated.

In the event the use of open flames or hazardous materials is absolutely necessary, permission must be secured in advance from the jurisdictional fire station. To obtain this, exhibitors are asked to submit the form No.11 with 2 copies of the construction floor and elevation plans (showing the positions of applicable objects, fire extinguishers, etc.), as well as 2 copies of the exhibit catalogue no later than January 27 (Fri.).

If bringing in dangerous materials is approved, a fire extinguisher must be installed and possibly additional fire prevention equipment according to the application.

Hazardous Materials

Gasoline, lacquer, thinner, kerosene, light oil, heavy oil, lubricating oil, diesel oil, gear oil, vegetable oil, animal fat, etc. flammable liquid and high-pressure gas such as compressed oxygen, hydrogen, acetylene and carbon dioxide, etc.

※Dangerous object include spray cans, ink oil, vegetable oil, paint or / and thinner.

●Matters requiring attention

- (1)Please note that there may be cases when exhibits or demonstrations cannot be accepted according to the content of application.
- (2)Be sure to submit necessary documents by the deadline, as late or additional applications will not be accepted.

3 Electrical Power Supply

■Electrical Power Supply

All exhibitors are requested to submit the form No.12 by January 27 (Fri.).

Power	Supply Schedule
100V single phase, 50Hz, 200V single phase, 50Hz, 200V three phase, 50Hz NOTE: Voltages and / or frequency other than the above-mentioned are not available.	Monday, March 5 — 8:30 am - 9:00 pm Tuesday, March 6 — 8:00 am - 6:00 pm Wednesday, March 7 — 8:30 am - 6:00 pm Thursday, March 8 — 8:30 am - 6:00 pm Friday, March 9 — 8:30 am - 5:00 pm

●Wiring by the Organizer

- (1)The Organizer will wire from main breaker to the sub breaker of the booth. Please fill in the location of the sub breaker in the form No.12 and submit it to the Overseas Contact Office by January 27 (Fri.).
- (2)Exhibitors requiring power supply will be charged the cost of main wiring based on their requirement. The costs are shown below.

Required	Cost	Required	Cost
1kW and less	¥ 8,400	5.01kW~6.0kW	¥45,150
1.01kW~2.0kW	¥15,750	6.01kW~7.0kW	¥52,500
2.01kW~3.0kW	¥23,100	7.01kW~8.0kW	¥59,850
3.01kW~4.0kW	¥30,450	8.01kW~9.0kW	¥67,200
4.01kW~5.0kW	¥37,800	9.01kW~10.0kW	¥74,550

※More than 10.1KW: ¥7,350 (tax incl.) per 1KW shall be added.

※The above costs are applied to 100V and 200V.

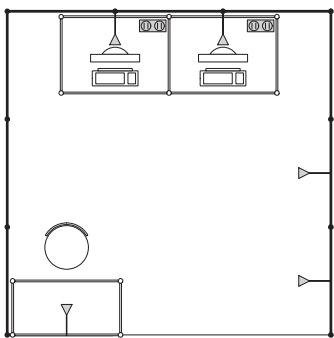
●Wiring by Exhibitors

- (1)Exhibitors must wire from the sub breaker installed by Organizer to the equipment, lighting fixtures and outlets at their own expense.
- (2)Exhibitors must appoint an electrical contractor and fill in the name in the form No.12. The Overseas Contact Office can accept the order from exhibitors.

●Power Supply Charge

- (1)The cost of ¥2,430(tax incl.) per 1KW will be charged. There will be additional charges of early supply or 24-hour supply.
- (2)If an early supply or 24-hour supply required, please contact the Overseas Contact Office.

●Example: There are 5 spotlights and 2 PCs in a booth.

	Spotlight (100W)	5 X @5,250 = ￥26,250
	Outlet (within 500W)	2 X @3,150 = ￥ 6,300
	Main wiring	2kW = ￥15,750
	Power Supply	2KW X @2,430 = ￥ 4,860
	<hr/> Total ￥53,160	

■NOTE

There will be electricians in the halls for maintenance during show period, please inform the Overseas Contact Office of an electrical trouble. Exhibitors are requested to turn off when leave the halls.

■Protection Measures

The Overseas Contact Office is not responsible for voltage fluctuation or power failure due to temporary conditions. A surge protector should be installed for your protection.

■Matters to note concerning electric works

- Contractor personnel may not be allowed electric work unless they hold an Electric Contractor's License under the Electrical Contract Law.
- Electrical appliances to which the Electric Appliance Handling Regulations apply should be new, and must bear the Ministry of Economy, Trade and Industry seal of approval.
- As for distributing boards and flashing drum switches, be sure to use those housed in a metal box or mounted on a metal plate and install them for easy access and maintenance.
- A connecting sleeve or crimp-style terminal should be used for connecting electric wires, or else solder them.
- Be sure to use an electrical cable F or heavier for connecting lighting or other equipment.
Use a connecting a cable; do not draw power from the source.
- Be sure to use an appropriate fuse for the switch of electric equipment in the booth; never substitute anything like wire or a hacksaw blade for the fuse.
- When wiring for 100V lighting, if equipment capacity is 15A or more, a branch line should be wired from each terminal, otherwise one terminal and a branch switch should be set up for each 15A.
- When using equipment that generates heat, such as incandescent lights, resisters, etc., make sure they do not contact or heat anything flammable. Also, take care that heat-producing objects are not placed where they can cause injury to visitors.
- Inspection of electrical work will be conducted in accordance with the Electric Facility Technology Standard set by the Ordinance of the Ministry of Economy, Trade and Industry, and the Tokyo Municipal Ordinance for Fire Prevention.
- Exhibitors must take every precaution to prevent fire, accidents and damage to persons and property during electrical work. All electrical work must be finished before the show opens as in principle it will not be allowed during the exhibition.
- Lighting equipment such as spotlights must be secured to preclude their falling.
- In principle, the use of neon is forbidden. Please consult the Overseas Contact Office in advance if there is an exhibit requiring the use of neon.

4 Internet Connection

If you need the Internet connection at your booth, please contact Kissei Comtec no later than January 27 (Fri.), 2012. Regarding the following services, we will not take any responsibility for the communication failure caused by the telecommunication carriers.

● **The period of using:** From 2:00 pm on March 5 (Mon.) to 4:30 pm on March 9 (Fri.), 2012.

● **Method of payment:** Bill will be sent from Kissei Comtec Co., Ltd., please pay the fee by the appointed day.

■ **Sharing optical fiber line (private IP address) ¥73,500 (Tax included)**

1. Regarding the circuit speed, please contact us.
2. This service includes the internet service provider. LAN wiring within the booth, connecting to other equipment are not included.
3. 100Mbps Ethernet cable with RJ45 is available.
4. If you need global IP address, please order optional service separately. ¥105,000 (Tax included)

■ **ADSL(you cannot use analog line) ¥57,750 (tax included)**

1. Regarding the circuit speed, please contact us.
2. This service includes the internet service provider, modem, broadband router. LAN wiring within the booth, connecting to other equipment are not included.
3. Private IP address is automatically given from a broadband router.
4. If you need global IP address, please order optional service separately. ¥70,875 (Tax included)

■ **LAN connection between booths.**

1. Up to 50m ¥31,500 (tax included)
2. Up to 100m ¥52,500 (tax included)
3. Cable laying in the same hall is available. This is not the internet connection. If you need the internet connection, please order separately.
4. Regarding more than 100m cable laying and between different halls, please ask us.

■ **Analog line, ISDN and other lines**

Regarding analog line, ISDN, BFLETS and dedicated line, please contact the below firm.

Kissei Comtec Co., Ltd. Rental Center
 Otsuka S&S Bldg. 2F., 3-32-1, Minami-Otsuka, Toshima-ku, Tokyo 170-0005
 TEL: +81-3-5843-0340 FAX: +81-3-5979-6335
 Email: machi@network.kcrent.jp Attn: Mr. Mochizuki

5

Coordination of Wireless LAN for Demonstration

Exhibitors who want to use wireless LAN in the booth must read the followings.

1. If possible, please refrain from using wireless LAN other than demonstration purpose in your booth for avoiding radio wave interference with other exhibitors.
2. Exhibitors are requested to take measures for a performance deterioration or disconnection.
3. We recommend to avoid using IEEE 802.11b/g and to use W53, W56 of IEEE 802.11a when the equipment is compatible with them.

For further information, please contact Kissei Comtec Co., Ltd.

Kissei Comtec Co., Ltd. Rental Center
Otsuka S&S Bldg. 2F., 3-32-1, Minami-Otsuka, Toshima-ku, Tokyo 170-0005
TEL: +81-3-5843-0340 FAX: +81-3-5979-6335
Email: machi@network.kcrent.jp Attn: Mr. Mochizuki

■ Demonstration of RFID using UHF band

Demonstration of RFID, IC Tags and Active Tags using UHF-Band (950 MHz band) in exhibitor's booth needs notification to the Show Management Office in advance.

For possible interference between UHF-band systems during the exhibition and the installation period at the site, the secretariat will prepare the list of exhibitors planning to do demonstration based on the notifications, and coordinate the channels to be used and directions of antenna.

Exhibitors who plan to do UHF-band RFID demonstrations are requested to submit the form No.7 "Notification of UHF Band RFID Demonstration" to the Overseas Contact Office no later than December 22 (Thursday). The form should be submitted when the demonstration uses not only high output equipment, but also medium- and low-output equipment and active tags.

Without the submission of the notification form in advance, no demonstration is allowed.

■ Precautions for the demonstration of RFID using UHF band

- Please use only equipment which complies with domestic laws and has operation license.
- No demonstration is allowed without notifying to the secretariat.
- Exhibitors whose demonstration seriously affects other exhibitors' booth may be asked to limit or discontinue the demonstration.
- The channel and the direction of antenna to be used will be designated by the secretariat (One channel is allocated to each method used in each booth = Exhibitors using multiple readers & writers are asked to accept the time-sharing in their booth.)
- If many exhibitors do demonstration, they may be asked to accept the time-sharing at the whole exhibition site.
- Organizer will install a reminder board at the entrance of the exhibition hall, but exhibitors are requested also to take some measures to prevent pacemaker users from approaching within 1 meter of standing-type UHF-band high-output RFID equipment (Placement of RFID sticker certified by Japan Automatic Identification Systems Association (JAISA) on RFID equipment and other equipment is recommended.)
- Please examine the use of wave absorber to reduce the effects from other booths.
- Please understand that the coordination of channels and antenna direction by the show management office may not guarantee the successful demonstration during the exhibition.

RFID sticker samples



For gate type RFID equipment



For other types of RFID equipment

6 Plumbing, Gas, Compressed Air

■ Plumbing

If water supply, gas, or compressed air needed, please ask the Overseas Contact Office by January 27 (Fri.).

● Cost of Water Supply

(1) Construction from main pipeline to first outlet in the booth: ¥73,500 (tax incl.)

(2) Water rate: ¥897 (tax incl.) per 1 cubic meter.

※ Please ask the Overseas Contact Office when a large volume or high pressure water supply is necessary.

● Cost of Gas Supply

(1) Main piping (LPG) : ¥135,000 (tax incl.)

(2) Gas rate: ¥630 (tax incl.)

Note:

Gas (LPG or city gas) shall be supplied only when the fire department permits.

Carrying a gas cylinder into the halls is strictly prohibited.

For Air Compressor, Compressed Air Supply and Ventilation, please contact the Overseas Contact Office.

7

General Information/Exhibitor Guidelines

(1) Appointment of Contact person

Exhibitors must appoint a contact person who is in charge of contact with the Overseas Contact Office.

(2) Sampling

Exhibitors who plan to serve drinks, foods or to take a sample of beverage or food to visitors must make notification to the public health center. Please consult with the Overseas Contact Office by January 27 (Fri.).

(3) Alcohol

Alcohol beverages are prohibited in the exhibition halls.

(4) Smoking Policy

Smoking is not allowed in the venue except at designated areas.

(5) Photography and Video taping

Photography and video recording is prohibited in the exhibition halls with the exception of the following.

- Photography of exhibitor's own booth (permission from the Organizer is required)
- Press badges are provided for photography by the Organizer and press.

If you receive requests for photography from the members of the Organizer or press, please actively accommodate to their requests for PR of your firm.

If you are planning to take photos of your booth, please obtain a photography permit at the Overseas Contact Office.

- The show management will place "No Photography" signs at the entrance of halls and staffs will patrol in the halls in order to prevent improper photography.

(6) Personal Information

When gathering the personal information from visitors, exhibitors are requested to have an agreement disclosing the following conditions :

1. Showing purpose of usage and disuse for other purposes.
2. Refrain from transferring over to other parties.
3. Take measure to protect security and prevent loss.

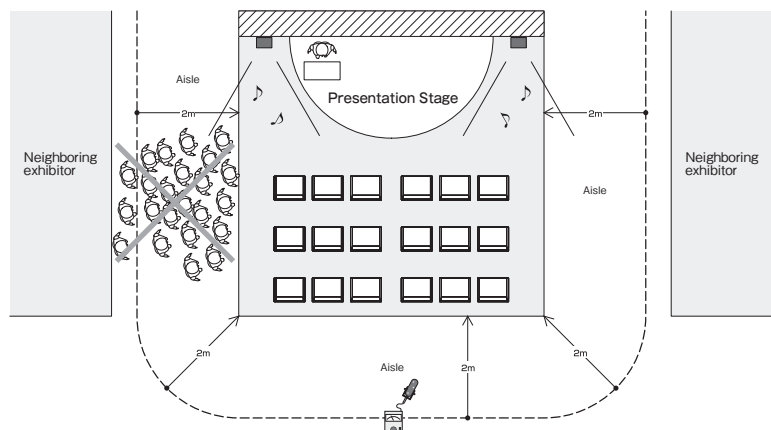
● Sound Volume/Presentation

The Organizer asks exhibitors who are planning to make presentation using audio visual equipment to comply with the following regulations for a comfortable environment and safety reasons.

- (1) When microphones and AV equipment are used for demonstration purposes, the sound level will be measured 2m away from the booth boundary and must be under "75 decibels".
- (2) The location of audio speakers must not exceed the height limits (refer to P.22, 23)
- (3) Speakers must not face to aisle or opposite and neighboring booths.
- (4) If there is a complaint from neighboring exhibitors, even if the sound level is under 75 decibels, the sound level will need to be lowered to establish a comfortable environment.
- (5) Please ensure there is sufficient space within the booth boundary to hold the audience so as not to block the public walkway and affect visitor's flow.

Exhibitors may not conduct demonstrations or activities that result in obstruction of the aisles or access to neighboring exhibitors' booths. All equipment, furniture and demonstrations must be held within the booth area. The exhibitor may not distribute items, samples, souvenirs, etc., except from within the confine of their booth.

- ※ The Organizer will intervene for any decorations, effects or demonstrations that may cause disruption to other exhibitors or obstruct the traffic flow. A change or stoppage of the decoration, effect or demonstration before or during the show will be requested.



●Visitor Badges

Visitor badges are classified as follows;

Color	Type	Classification
Red	Retail Industry	Retail sales, wholesale trade, trade firm, transportation, etc.
Blue	Restaurant Industry / Service Business	Restaurant Industry /Service Business
Yellow	Information and Communication	Information systems, information and telecommunications, software development, internet, electric facilities and construction, etc.
Green	Construction and Design	Design and construction office, design and display, building industry, housing industry,
White	Manufacturing	Convenience goods, food, raw materials, energy, automobile, electricity, machine, etc.
Black	Others	Government and other public office, local authority, authority, public interest corporations, finance business, other groups.

●Security

- The Organizer will provide general perimeter show security in the facility during set-up, show days and dismantle; however, it is exhibitors' primary responsibility for safeguarding your exhibit, merchandise and belongings. Remember that set-up and dismantle periods are particularly sensitive times when thefts are most likely to occur. Never leave your booth unattended during those times. If booth security is needed, please contact the Overseas Contact Office for the detail.
- While the Organizer exercises reasonable care in safeguarding your property, neither the Organizer, Show Management, the facility, security contractor, the drayage contractor, nor any of their officers, agents, or employees assumes any responsibility for such property. Exhibitors should therefore have a rider attached to their insurance policies covering the shipment of merchandise to the tradeshow, the tradeshow period and return of their merchandise to their home base.

●Cleaning

The Overseas Contact Office has arranged for the general cleaning of the exhibition premises prior to the show opening and on the exhibition days. We ask exhibitors to take garbage that was produced during the delivery/removal period back.

[NOTE]

The Overseas Contact Office office will dispose of any decorations or packing material, etc, that remain in the halls, but we will bill the exhibitor for a disposal fee at a later date.

Please contact the Overseas Contact Office for booth cleaning.

●Prevention of Infectious Disease

- The Organizer will provide antiseptic solutions at the entrance of the halls.
- Please refrain from coming to the venue when you have a fever.
- Please report immediately to the official staff when you feel sick on site.

8 Copyright

The performance of music and the display and screening of video at the exhibition site by other than copyright holders must have the permission from the copyright holders in advance. The cases requiring the permission are:

- (1)Live performance (show, demo-performance, etc.)
- (2)Playing of recorded music/video (BGM using tape, CD, MD, etc., show performance, etc.)^{*1}
- (3)Screening (of video tape, DVD, etc.)
- (4)Broadcast (broadcast reception, broadcast for event, etc.)

Decor of booths and panel display using others' works, brands and portraits^{*2} must have permission for the use from right holders in advance. The cases requiring permission are:

- (5)Use in products and product samples
- (6)Use in pamphlet, poster, panel, etc.
- (7)Use in presentation and demonstration

In any case, exhibitors are requested to take sufficient care to prevent the infringement of others' right by obtaining necessary permission^{*3}. Organizer will bear no responsibility for any unauthorized use and infringement of the right to use works and trademarks.

*1 When using classical and other music whose copyright term has expired, please note that the right of performers or the companies, who recorded the music in the commercially available CDs, etc., may still exist.

*2 Copyrighted works = Characters, illustrations, designs, photos, etc.
 Brand = Company logo, product logo, trademark, etc.
 Portrait = Talent, celebrity, etc.

*3 For receiving necessary permission for use, please contact the company who holds the right or the organizations which manage the rights centrally depending on the category of works. For example, the Japanese Society for Rights of Authors, Composers and Publishers (JASRAC) functions as an intermediary for musical copyright administration. Please take adequate procedures for having permission after confirming the rules on use and usage fees.

※Please visit JASRAC homepage for details: <http://www.jasrac.or.jp>

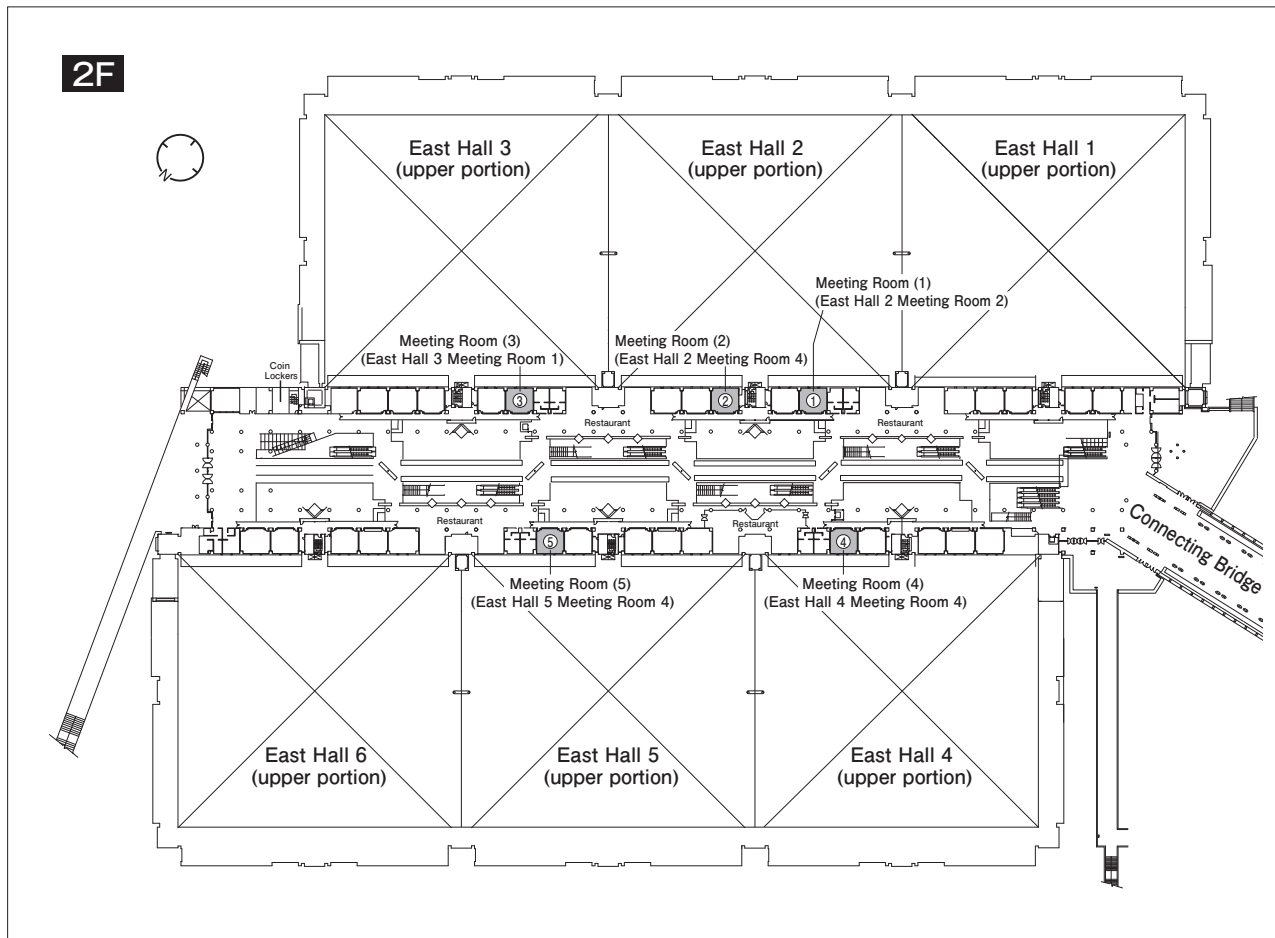
9 Use of Business Meeting Room (pay service)

Meeting rooms on the 2nd floor of the exhibition site will be rented out for business meetings and seminars. Applications for the use will be accepted on a first-come-first-served basis. Exhibitors who plan to use them are requested to apply, by submitting the order form No.13 “Application for the Use of Meeting Room” to the Overseas Contact Office no later than January 27 (Fri.).

■ **Price:** 105,000 yen/room/day (incl. tax)

■ **Basic specifications:** Only the rooms of approx. 63m² will be rented (areas is same for all rooms)

■ **Place:** Meeting rooms (1)–(5) on the 2nd floor of East Hall as shown below



- ※The room can be in theater-style layout (about 60 seats) for seminar use (about 27 seats in a school-type layout). (No furnishing)
- ※Please contact the Overseas Contact Office for necessary furniture and equipment (chairs, tables, video and acoustic equipment, etc.) which are available for a charge. They can be provided by exhibitors themselves.
- ※The rooms are rented out from 9:00 to 18:00, in principle. Please be sure to return the card key of the room to be given at the Show Management Office in East Hall 5, by 18:00. Exhibitor who rents the room for more than one day also must return the key every day.
- ※Price of 4,200 yen, including tax, will be charged to those who have lost the card key.
- ※Exhibitors are requested to manage the rented meeting room. Organizer and the Overseas Contact Office will bear no responsibility for thefts, loss, fire, damage and other accidents in the meeting room.
- ※Smoking and alcohol drinking in the meeting room are strictly inhibited.

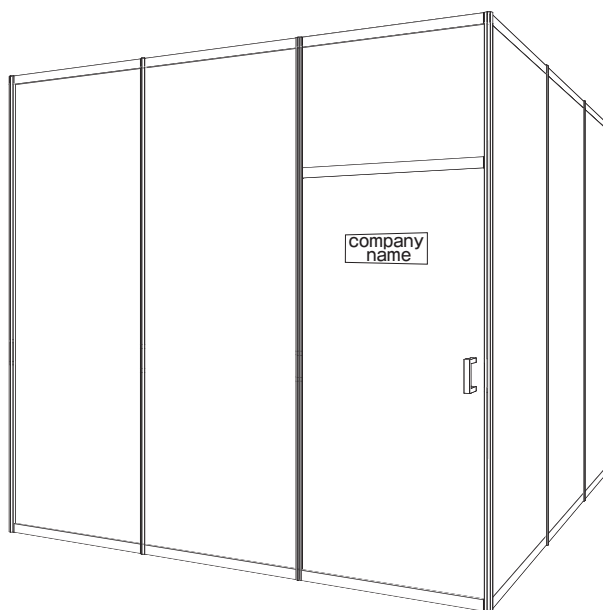
10 Storage Room Rental (pay service)

Exclusive storages will be available for pay. Exhibitors wishing to use exclusive rental storages should complete form No.14 "Exclusive Storage Order Form" and send it to the Overseas Contact Office no later than January 27 (Fri.).

■ **Fee:** ¥367,500 per unit (including 5% tax)

■ **External dimensions:** 9sqm. 3.0 m (width) × 3.0 m (depth) × 2.7 m (height)

Octanorm panels with lockable door.



※A fee of ¥3,150 (incl. tax) will be charged if the key is lost.

※Rental storages can only be used to store product brochures, packing materials, equipment, etc. Using them as waiting, meeting or equipment adjustment rooms, or to eat, drink or smoke will be prohibited.

※Period of use: 8:30 a.m. on March 4 (Sun.) to 5:00 p.m. on March 9 (Fri.).

※The Organizer and the Overseas Contact Office will take no responsibility for theft, loss or any other damage. Exhibitors should manage their storages at their own responsibility.

※The exact location will be determined by the Organizer and informed to the users at a later date.

※The installation space is limited, so exhibitors wishing to use storages are advised to apply as soon as possible.

11 Interpreter Service (pay service)

If you need interpreter for communicating with visitors at your booth, please submit the form No.15 by January 27 (Fri.).

(From English, Chinese and Korean to Japanese interpreting services are available for nothing only in the international lounge.)

■ Fee for Interpreter Service: a day, per interpreter (tax incl.)

■ A (Interpreter)

On the service for general business meeting and interpreting general topics in the booth.

(English) ¥48,000 overtime charge : ¥4,000 per 30 minutes.

(Chinese/Korean) ¥51,000 overtime charge: ¥4,400 per 30 minutes.

■ B (Bilingual staff)

On the service for simple business meeting and the task for the reception in the booth.

¥24,000. overtime charge : ¥2,000 per 30 minutes.

- Fee covers eight hours of service, including one hour for a lunch break.

(As the show runs from 10:00 a.m. to 5:00 p.m., service from 9:00 a.m. to 5:00 p.m. is assumed.)

- Fee includes interpreter's lunch and travel expenses
- Payment must be made before the show opens.

※Please note: as an interpreter or a bilingual staff helps you to communicate with visitors, he/she may not be able to translate technical terms to visitor.

※The Overseas Contact Office and interpreter are not responsible for any trouble caused by what the interpreter translated.

※Application after the deadline will not be accepted.

※Interpreter who is professional and belongs to a interpreting company will be sent.

12 Other Services (pay service)

Prepaid Card

Exhibitor can purchase “Prepaid Card” that is available to restaurants or shops in and nearby Tokyo Big Sight. Please contact Tokyo Big Sight Service at the entrance hall of Tower Building 2F.

Hotel Accommodations

Exhibitors wishing to reserve hotel accommodation should apply through the website below. Please visit the official travel agent website for hotel information, tariff and etc.

Online Hotel Reservation System
<http://koba.knt.co.jp/ja/convention/0283120310/>

- Payment should be made by credit card.
- You can reserve multiple rooms at one time.
- The deadline date is February 16 (Thurs.)
- Please contact the official travel agent after the deadline.

Kinki Nippon Tourist Co., Ltd.
Global Business Management Branch NIKKEI Exhibition Desk
Sumitomo-Shoji Kanda-Izumi-cho Bldg. 12F., 1-13, Kanda-Izumi-cho, Chiyoda-ku, Tokyo 101-0024
TEL: +81-3-6891-9600 FAX: +81-3-6891-9599
E-mail : machi2012-gb@or.knt.co.jp

Emergency Measures at the Exhibition Site

■ Measures taken by Organizer

The Organizer is prepared for initial actions in emergency by organizing a self-defense fire fighter unit based on the disaster prevention guideline of Tokyo Big Sight and conducting evacuation and fire fighting drills jointly with Tokyo Big Sight. If such disasters as earthquake and fire occur, a task force will be established to cooperate closely with Tokyo Big Sight. Disaster actions focus on the safety and security of visitors and exhibitors. Evacuation, if necessary, will be announced by PA system. Visitors and exhibitors at the exhibition site are asked to follow the guidance and instructions by the official staff, security guards and Tokyo Big Sight. The exhibition will be cancelled if it is judged difficult to convene or continue it.

● Establishment of Disaster Headquarters at the occurrence of large-scale disasters

When a large-scale disaster outbreaks, Disaster Headquarters will be established immediately and strive for ensuring safety and security of visitors and exhibitors in close collaboration with Tokyo Big Sight.



Organizer and Overseas Contact Office will do the followings during the move-in period:

- Evacuation guiding drill jointly by Organizer & Overseas Contact Office and Tokyo Big Sight.
- Confirmation of the location of fire hydrants and the method of their use and fire fighting drill
- Confirmation of evacuation place and waiting spot for those who could not return home and guiding of evacuees there

● Measures taken in disaster

(1)Initial action	If disaster such as earthquake and fire occurs, PA system will provide information. Whatever the disaster scale is, safety and security will be checked immediately.
(2)Disaster headquarters	If any large-scale disaster occurs, the Disaster Headquarters will be established immediately. By organizing a self-defense fire fighter unit, initial disaster action will be taken in collaboration with Tokyo Big Sight.
(3)Evacuation guiding	If the evacuation is necessary, visitors and exhibitors are guided with PA system, in which the staff of the Overseas Contact Office and Tokyo Big Sight and security guards will guide them.
(4)Safety	Security and safety will be ensured immediately by identifying the damage to the exhibition site and booths, and the presence/absence of injured people.
(5)Information	Disaster and traffic information will be provided by PA system, message boards, radios and video displays. Convening, continuation or suspension of the Event will be communicated via e-mail and on website.
(6)Waiting spot	For the visitors and exhibitors who could not return home due to paralyzed public transport system, spaces such as business meeting rooms will be made available to them.

■Requests for Exhibitors

If disaster occurs in during installation, exhibition or dismantling, exhibitors are kindly requested to cooperate for ensuring safety and security. Please confirm the following measures in advance:

●Injuries

Please let the Show Management Office know immediately if they can walk with mild injury. They will be taken to the first-aid room. If they cannot walk with serious injury or unconsciousness, please let the official staff, security guard nearby or the Overseas Contact Office know immediately. A nurse will come to the injured person. When the exhibitor asked for ambulance car, please let the Overseas Contact Office know.

●Fire in your booth

If fire extinguisher is equipped in your booth, please take an initial fire fighting action and let the official staff, security guard nearby and the Overseas Contact Office at the site know immediately. If there is no fire extinguisher in your booth, please step away from the fire and let the official staff, security guard nearby or the Overseas Contact Office at the site know immediately. Organizer will launch initial fire fighting action and report to the fire station. The exhibitors who called for fire engines are requested to inform it to the Overseas Contact Office.

●Earthquake

If the Japan Meteorological Agency issues an emergency earthquake alert to Tokyo or the earthquake with a seismic intensity of 3 or higher occurs, information will be given with PA system, etc. Please check the conditions in and around your booth. Please let the secretariat at the site know of any unusual conditions immediately. If your booth is damaged and at a risk of collapse, please leave there and let the secretariat at the site know it immediately. Also, please ensure that visitors do not come close to the dangerous place.

Please follow the instructions to be given by emergency broadcast from Tokyo Big Sight if an earthquake with a seismic intensity of 5 or higher occurs.

- Please leave the place with a risk of object falling and collapse, and ensure your safety and security.
- When evacuation is necessary, please follow the instructions on the evacuation through the route on page 44.
- Continuation or cancellation of the exhibition will be informed from organizer.
- Information on earthquake, transportation and waiting spots for those who could not return home will be provided as required.

●In case of blackout

If any blackout is scheduled during installation, exhibition or dismantling, the Organizer will give instructions on the installation/dismantling and the opening of exhibition. If unexpected large-scale power failure occurs and the convening or continuation of the exhibition is judged difficult, the exhibition will be cancelled. Exhibitors are kindly requested to prepare for the measures to be taken for blackout.

Please cooperate in following the instructions below if a large-scale blackout occurs:

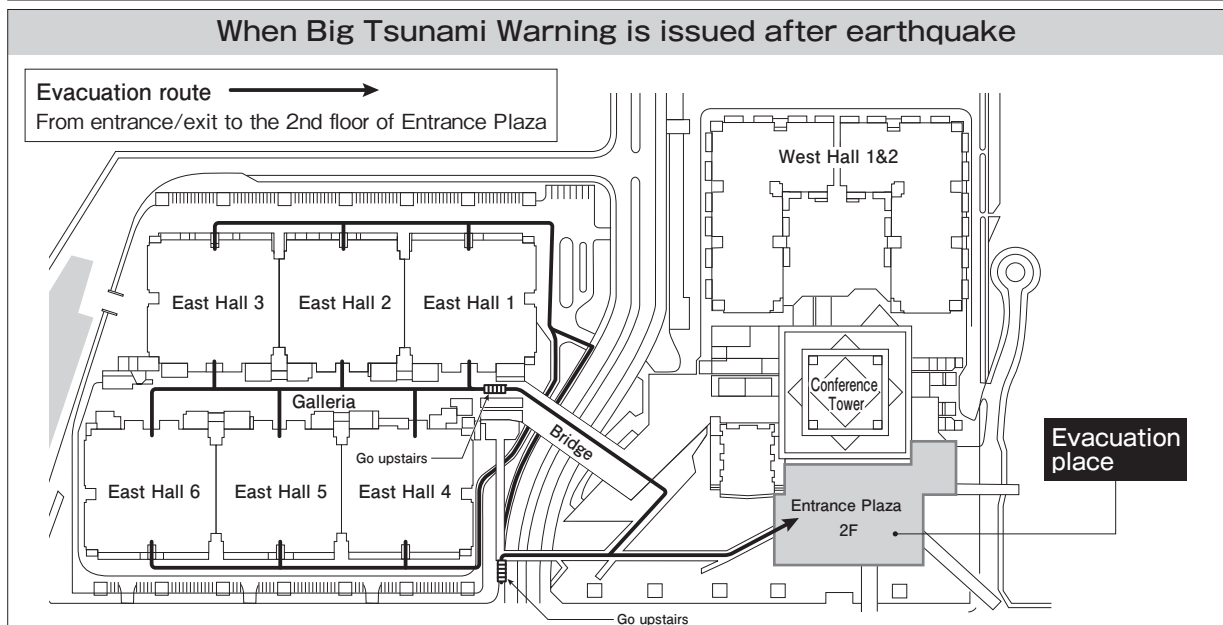
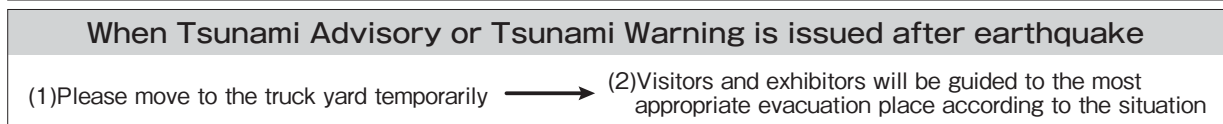
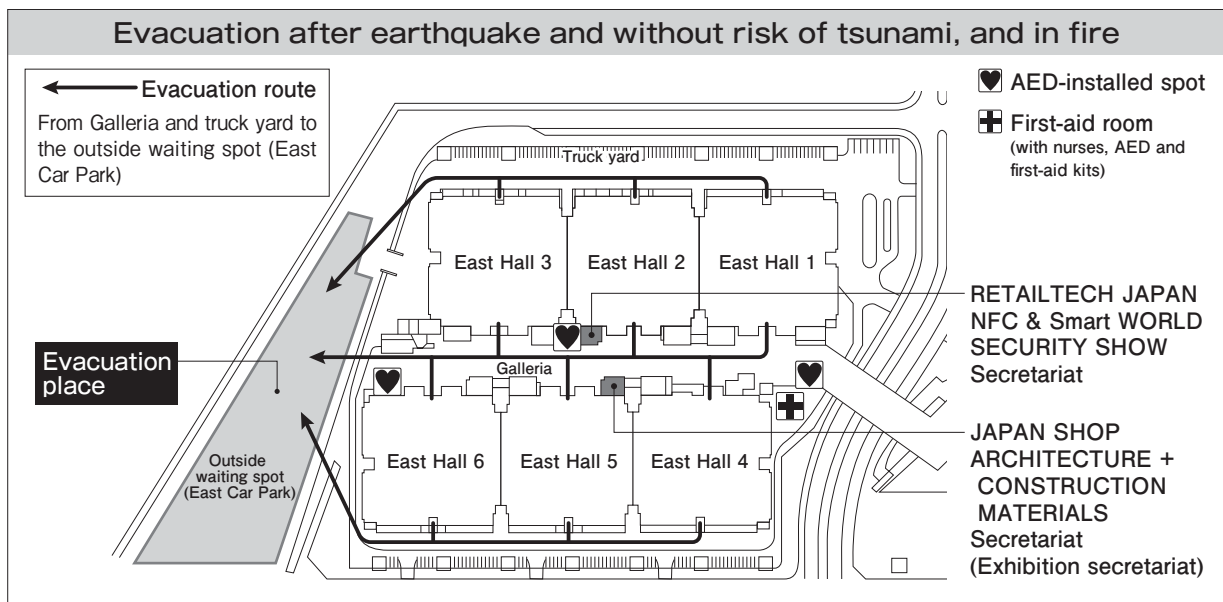
- Please discontinue the presentation, etc., and protect exhibits and valuables.
- Please cut the panel board switch to prevent secondary disaster
- Please follow the instructions given by the staff of Nikkei Exhibition Secretariat and Tokyo Big Sight and security guard for guiding to the waiting spots.
- Continuation or cancelling of the exhibition will be informed by Organizer.
- Information of blackout, transportation, etc., will be given as necessary.

●Disaster-prevention measures taken by the Tokyo Big Sight

- (1) Tokyo Big Sight is designed to comply with the new seismic standards of the Building Standards Act.
- (2) Upon the occurrence of disaster, they will work together with Tokyo Metropolitan Government and fire station and police in jurisdiction and share information with organizer.
- (3) Tokyo Big Sight is located 7 meters above sea, with the second floor being at about 13 meters. This is much higher than the assumed height of tsunami alert (0.5 m for tsunami advisory and 1 m & 2 m for tsunami warning).
- (4) During blackout, emergency power generator is activated to illuminate emergency lightings for more than 2 hours. There will be emergency broadcast.
- (5) Blankets, water and emergency provisions are always in stock. However, in anticipation of insufficiency of them, exhibitors are requested to keep them on your own.
- (6) Since the New Tokyo Waterfront Sub-center is the stayed-in area, evacuation from which is not required in emergency, and no local and regional evacuation place has been designated.

●Evacuation routes

Evacuation will be guided, if necessary, with PA system. All exhibitors are kindly requested to follow the instructions on evacuation to be given by the official staff, security guard and Tokyo Big Sight.



※Please evacuate from emergency exit. Freight entrance will be closed during exhibition.

Exhibition Rules

① Enforcement of Rules

Exhibitors must abide by the rules and provisions set in the Exhibition Bylaws (part of which are stated in "Rules on Exhibition" explained below) which will be presented by the Organizer. If the Organizer determines that an Exhibitor has violated any of these rules, the Organizer has the right to, at any time, refuse the application for exhibition or revoke the right for participation, as well as to order the removal of, or changes to, booths, exhibits or decorations. The Organizer's decision and the reasons for such decision will not be disclosed. Moreover, the Organizer will not compensate the Exhibitor or related parties for any damages resulting from advance payment or any other damages caused by the revocation of an exhibition, or the removal of, or changes to, booths, exhibits or decorations.

② Eligibility requirements for Exhibitors

- 2-1 Exhibitors shall be limited to corporations and organizations providing products and/or services that meet the purpose of the exhibition prescribed by the Organizer. The Organizer shall, based upon its own standards and at its sole discretion, have the right to decide whether an applicant and its products and services are appropriate for the exhibition. In the event of any of the following, the Organizer may withhold or turn down the application of any corporation or organization. If such is the case, the Organizer will not disclose the reason for its decision.
[The Organizer may withhold or turn down an application if:]
 - There is any false or incomplete statement on the application form;
 - Any of the applicant's exhibits is deemed inappropriate for the purposes of the exhibition;
 - The applicant is deemed to have infringed on the rights of any third party;
 - Complaints from other exhibitors and/or visitors are anticipated;
 - Any proceeding for bankruptcy is filed by or against the applicant; or
 - The applicant is deemed unfit to participate in the exhibition for any other reason.
- 2-2 On-site sales of products (spot sales) and provision of fee-based services are prohibited at the exhibition site.
- 2-3 The number of booths to be applied for by a co-exhibitor must be equal to or more than the number of its co-exhibiting companies/organization. For example, any co-exhibitor comprising of two companies are not allowed to apply for only one booth.
- 2-4 If the Organizer determines that an Exhibitor has violated the Exhibition Rules or other rules after the application for participation has been formally accepted, the Organizer shall have the right, in its sole discretion, to revoke the Exhibitor's eligibility for participation.

③ Application for Exhibition and Payment of Exhibition Fee

- 3-1 The Organizer will request that the exhibition fee be paid after the Exhibitor's application form has been received through the Overseas Contact Office. The Exhibitor shall remit this fee to the designated bank account by the prescribed deadline. If the exhibition fee is not remitted by the date designated by the Organizer, the Organizer has the right, in its sole discretion, to revoke an Exhibitor's application.
- 3-2 The formal application date for the exhibition shall be the date on which the Organizer receives the application form and the payment of exhibition fee. Exhibitors should make copies of their application form and other documents to be submitted for their own records and then fax or email the originals to the Overseas Contact Office.

④ Cancellation

- 4-1 After the formal application, the Exhibitor is not permitted to withdraw or cancel an exhibit except when such cancellation is due to unavoidable circumstances; provided, however, that the Organizer accepts such cancellation, in its sole discretion. If all or part of an exhibit is to be withdrawn or cancelled due to unavoidable circumstances on the part of the Exhibitor, the Exhibitor shall notify the Organizer of such action in writing and pay the prescribed cancellation fee. If the number of booths is reduced after application, a cancellation fee will be charged according to the reduced amount.
- 4-2 Cancellation Fee
 - 50% of exhibition fee: from the formal application date to November 15, 2011
 - 100% of exhibition fee: on or after November 16, 2011
- 4-3 If the amount of damage to the Organizer exceeds the cancellation charge, the excess amount will be charged separately.

⑤ Allocation of Exhibition Space

- 5-1 **JAPAN SHOP 2012/ARCHITECTURE+CONSTRUCTION MATERIALS 2012**
Exhibit space allocation will be determined according to booth location/format arranged by the Organizer, in the Organizer's sole discretion. The Exhibitor does not have the right to select their location and shall accept all determinations made regarding such without objection.
- 5-2 **RETAILTECH JAPAN 2012/NFC & Smart WORLD 2012/SECURITY SHOW 2012**
Exhibit space allocation will be determined by the exhibitor drawing lots at the exhibitors' briefing session held in December. If an exhibitor or its representative is unable to attend the session, the organizer will allocate their exhibit space. Once the location is decided by this lottery, the exhibitor can not object to or change their location.
- 5-3 The Exhibitor is strictly forbidden from exchanging with, or assigning/leasing out to, other companies or organizations all or part of their exhibition space that has been determined by the Organizer.
- 5-4 The Organizer may, in its sole discretion, change the location of booths and the overall layout if:
 - An instruction or order is issued by the competent police department, fire department, health center or any other authorities, or
 - There are any cancellations of applications for the exhibition.

⑥ Submission of Documents

After the Organizer's receipt of the Exhibitor's application, the Exhibitor shall submit all documents requested by the Organizer by the prescribed date. In the event of any delays by the Exhibitor, the Organizer will determine, in its sole discretion, whether or not the applicant is eligible for participation.

⑦ Rules on Exhibition

- 7-1 The Exhibitor must be corporations or organizations as described in the application form and the content of the exhibit shall be as described in the application form. The Exhibitor shall adhere to the details entered in the application form, and exhibit its products and services based on the documents attached to the application form.
- 7-2 If any changes occur in the corporation or organization itself, or in the content of the exhibit stated in the application form/products and services listed in the documents attached to the application, the Exhibitor must immediately notify the Organizer of such changes.
- 7-3 The manner in which decorations and exhibits are to be moved in and out of the exhibition site as well as the exhibition format shall be prescribed in the Exhibition Bylaws/Submitted Documents provided by the Organizer, which the Exhibitor shall comply with.
- 7-4 The Exhibitor is not permitted to engage in any exhibition, advertising, or marketing activity in locations such as aisles, etc. Such activity is to take place only in the Exhibitor's assigned exhibition booth. The Exhibitor shall also refrain from obstructing the activities of neighboring exhibitors. The Organizer will determine, in its sole discretion, the existence/non-existence of such obstruction and the Exhibitor shall accept this determination and abide by any orders issued by the Organizer.
- 7-5 The Exhibitor shall refrain from causing harm to, or disturbing others and shall not use displays with strong light, heat, odor or loud sound. If the Organizer determines that any display is causing considerable harm or disturbance to others, the Organizer may, in its sole discretion, suspend or change such display as it sees fit. Moreover, it is prohibited for displays and/or performances to use open flames (naked flames), smoke, smoke machines, neon tubes, etc.
- 7-6 Exhibitors are to strictly observe the venue's fire prevention and safety regulations.
- 7-7 If the Organizer determines any acts to be harmful or disturbing to the visitors or Exhibitors (such as forceful sales practices, solicitation, defamation, interfering with other's marketing activities, etc.) during, before or after the exhibition period, the Organizer may decide, in its sole discretion, that an exhibit be suspended or that future application for exhibition be declined, which the Exhibitor shall comply with.
- 7-8 The Organizer shall not be held responsible in any way for business talks or the content of contracts entered into between Exhibitors and visitors during, before or after the exhibition.
- 7-9 The Exhibitor may take photographs of the panoramic view of the exhibition site after first notifying the Organizer. The Exhibitor may take photographs of other Exhibitors' booths after first obtaining the relevant Exhibitors' prior written approval.

⑧ Handling of Personal and Private Information

- 8-1 Exhibitors that acquire personal information through the exhibition must comply with Personal Information Protection Laws and other applicable laws. The purpose in which the data is to be used should be disclosed and given notice. Especially in the case of when "Personal Information" is offered to a third-party, please be sure to get consent from the entity that the information was acquired.
- 8-2 Exhibitors should take appropriate management and administration of personal information using "information protection systems" as stated by law.
- 8-3 If Exhibitors are asked to disclose, revise, add, delete, stopusage of, object to, or taken legal action in the usage of personal information acquired through the exhibition, they should take appropriate action as stipulated under the law.
- 8-4 If any problems occur between the Exhibitor and the entity that the information was acquired in the usage of personal information acquired through the exhibition, the dispute should be settled by discussion between the two parties. The Organizer will assume no responsibility whatsoever.

⑨ Damages

- 9-1 The Organizer shall not be held responsible in any way for any damages to persons and/or properties arising for any reason from the use of the exhibition space or the exhibition's official web site by the Exhibitor, its employees or any other related parties.
- 9-2 The Exhibitor shall make immediate compensation for any damages to the structures or equipment in the exhibition hall and nearby area that are the result of carelessness on the part of the Exhibitor's employees, related parties or agents.
- 9-3 The Organizer clearly disclaims responsibility for any disputes between an Exhibitor and a third party about the Exhibitor's product or service. The Exhibitor must settle such disputes at its own responsibility and expense, and thus hold the Organizer harmless. If the Organizer incurs any loss or damage arising from such disputes, the Exhibitor shall duly and immediately compensate the Organizer.
- 9-4 The Organizer shall not be liable to compensate the Exhibitor or related parties for any damages that are due to changes in the exhibition period or the suspension of the exhibition, either of which is directly caused by an act of God, infectious disease or force of nature.
- 9-5 The Organizer shall not be liable to compensate the Exhibitor or related parties for any damages that are the result of natural disasters, traffic delays or social unrest.
- 9-6 The Organizer shall not be responsible for any misprints or typographical errors occurring in the promotional materials.

⑩ Infectious Disease

The Organizer may withhold or refuse the participation of an applicant to the exhibition if the applicant is from any country or city which is on the WHO's list of areas with local transmission of any infectious disease. At its own discretion, the Organizer may ask an applicant to submit relevant documents about any infectious disease even if the applicant is from a country or city which is not on the WHO's list of areas with local transmission.

⑪ Visas

- 11-1 Foreign exhibitors who need a visa must make complete arrangements on their own as the Organizer can neither supply documentation (invitation letter, etc.) nor act as a visa guarantor.
- 11-2 Exhibitors who cannot exhibit due to being unable to obtain an entry visa into Japan, for whatever the reason, shall not have the right to claim, against the Organizer, compensation or a refund for arising damages.

Service Order Forms/Applications to be Submitted

Exhibitors are requested to send completed forms to the Overseas Contact Office by fax by the indicated deadlines. All exhibitors are required to submit Forms 1, 3, 9 and 12.

Deadline: December 16 (Fri.), 2011

Form No.	Item	Send to	Reference Page
mandatory No.1	Exhibitors Materials Delivery Address	Overseas Contact Office	
No.2	Registering Contact for Press Inquiry and Placement of Handouts in the Press Room	Overseas Contact Office	P.9
mandatory No.3	Additional Invitation Tickets Order Form	Overseas Contact Office	P.13

Deadline: December 22 (Thu.), 2011

Form No.	Item	Send to	Reference Page
No.4	Exhibitor Workshop Order Form	Overseas Contact Office	P.14
No.5	Floor Map Advertising Order Form	Overseas Contact Office	P.15
No.6	Onsite Advertising Order Form	Overseas Contact Office	P.16
No.7	Notification of UHF-Band RFID Demonstration	Overseas Contact Office	P.33

Deadline: January 27 (Fri.), 2012

Form No.	Item	Send to	Reference Page
No.8	Additional Exhibitor Badge & Worker Badge Order Form	Overseas Contact Office	P.17
mandatory No.9	Booth Coordinator / Booth Design & Decoration Contractor	Overseas Contact Office	P.21・24
No.10	Anchor Bolts	Overseas Contact Office	P.27
No.11	Hazardous Exhibits Notification	Overseas Contact Office	P.28
mandatory No.12	Electric Power Order Form	Overseas Contact Office	P.29
No.13	Application for the Use of Meeting Room	Overseas Contact Office	P.38
No.14	Exclusive Storage Order Form	Overseas Contact Office	P.39
No.15	Interpreter Service Order Form	Overseas Contact Office	P.40
No.16	Additional Vehicle Pass Order Form	Overseas Contact Office	P.18

Monthly (throughout the year)

Form No.	Item	Send to	Reference Page
No.17	Website Banner Advertising Order Form	Overseas Contact Office	P.12

Notice about pay service:

- 1) Please pay the fee by means of a bank transfer by the deadline.
- 2) After payment is received and confirmed, we will arrange the service.
- 3) According to the amount, we will accept the payment in cash in Japanese yen at on-site.
- 4) Please note that any bank charge accruing from T/T must be borne by the exhibitor. If it's short payment, please pay the amount in cash at on-site during the exhibition.

■For any additional inquiries, please contact the Overseas Contact Office, as follows:

SPACE MEDIA JAPAN CO., LTD.

5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN

Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Contact: Yuko Fukunaga (Ms.) / Miwako Okada (Ms.) / Ayako Inagaki (Ms.) / Reika Sou (Ms.)

Email: jshop_arch2012@smj.co.jp (Japan Shop / A+C Materials)

secu_retail_nf2012@smj.co.jp (Retailtech Japan / NFC & Smart WORLD / Security Show)

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 1 Exhibitors Materials Delivery Address

mandatory

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Dec.16
(Fri.)

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

These materials will be sent exhibitors around the beginning of February 2012 at one shot delivery.

- Invitation Ticket Set (including envelopes & leaflets)
- VIP Invitation Set (including envelopes & leaflets)
- Vehicle Permits

Materials Delivery Information

Please tick one: <input type="checkbox"/> Exhibitor <input type="checkbox"/> Agent <input type="checkbox"/> Others	
Company Name:	
Address:	
Department:	Person in Charge:
Phone:	Fax:

Overseas Contact Office

c/o SPACE MEDIA JAPAN CO., LTD.

5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN
Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 2 Registering Contact for Press Inquiry and Placement of Handouts in the Press Room

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Dec.16
(Fri.)

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

●Contact for Press Inquiry

Company :

Dept. :

Name :

Address :

TEL :

FAX :

E-mail :

※Please check the following if you require.

☐ Request to place our handouts in the Press Room

If you request this service, please bring your company materials (catalogue, press releases, etc.) at Press Room (at East Hall 4) between 3:00pm - 5:00pm on March 5 (Mon.), 2012 with this copy sheet.

Overseas Contact Office

c/o SPACE MEDIA JAPAN CO., LTD.

5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN
Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No.3 Additional Invitation Tickets Order Form

mandatory

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)

TEL : +81-3-3512-5670

Deadline

Dec.16
(Fri.)

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

●We apply as follows,

Invitation Set

		Qty.		Price	Remark
1 set= 2 Invitation tickets, Leaflet, and Envelope.	Free quota	_____ booth×50 set	set		Free up to 250 set
	Additional	@¥315 (tax incl.)	set		
	Total		set		

1. Invitation Ticket Set can be increased to order up to 250 sets per booth upon your request. Exhibitors who wish to receive the additional sets, please fill in the number of set you request on the above table.
2. Invitation Tickets will be sent to exhibitors around early February.

※NO CHEQUES OR CREDIT CARDS WILL BE ACCEPTED - BANK TRANSFER ONLY.

Overseas Contact Office

c/o SPACE MEDIA JAPAN CO., LTD.

5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN
Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 4 Exhibitor Workshop Order Form

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Dec.22
(Thu.)

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

● We apply for the workshop as follows,

1 slot ¥262,500 × slot = ¥ (tax incl.)

● Please fill in the time slot from time table below

1st choice	<input type="text"/>	2nd choice	<input type="text"/>	3rd choice	<input type="text"/>
------------	----------------------	------------	----------------------	------------	----------------------

■ Time table

	March 6	March 7	March 8	March 9
12 : 40 ~ 13 : 10	A-1	B-1	C-1	D-1
13 : 30 ~ 14 : 00	A-2	B-2	C-2	D-2
14 : 20 ~ 14 : 50	A-3	B-3	C-3	D-3
15 : 10 ~ 15 : 40	A-4	B-4	C-4	D-4
16 : 00 ~ 16 : 30	A-5 *	B-5 *	C-5 *	

※A-5/B-5/C-5 are not available at the SECURITY Solution Stage.

■ Summary of your presentation (within 20 words)

※Summary will be listed on the Leaflet, Floor map, Website

※NO CHEQUES OR CREDIT CARDS WILL BE ACCEPTED - BANK TRANSFER ONLY.

Overseas Contact Office

c/o SPACE MEDIA JAPAN CO., LTD.

5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN

Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 5 Floor Map Advertising Order Form

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Dec.22
(Thu.)

Exhibitor : _____ Booth No. : _____

Department : _____ Name : _____

Address : _____

TEL : _____ FAX : _____

E-mail : _____

● Floor Map

✓	Space	Size (Height × Width)	Rate (tax included)
	Large (color)	Please contact us for details	¥1,260,000
	Medium (color)	50mm × 123mm	¥ 630,000
	Small (color)	50mm × 60mm	¥ 315,000

※Please ✓ the appropriate box.

※Please be sure to send your ad materials in completed data.

Deadline:

Submitting advertising requests _____ December 22 (Thu.), 2011

Submitting by illustrator on CD-R with a sample copy — January 18 (Wed.), 2012

※NO CHEQUES OR CREDIT CARDS WILL BE ACCEPTED - BANK TRANSFER ONLY.

Overseas Contact Office

c/o SPACE MEDIA JAPAN CO., LTD.

5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN

Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 6 Onsite Advertising Order Form

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Dec.22
(Thu.)

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

● We apply as follows,

	Menu	Price	Qty	Location
	(A) Galleria column	¥ 315,000	slot	
	(B) Hall entrance column (a set of 2 columns) ※Not available for JAPAN SHOP exhibitors.	¥ 630,000	slot	
	(C) Exhibition Hall Banner	Single face	¥1,050,000	slot
		Double faces	¥1,470,000	slot
		Triple (triangle pole)	¥2,100,000	slot
	(D) Stand Ad. (2 sides)	¥ 262,500	slot	<input type="checkbox"/> Galleria (East Hall)
			slot	<input type="checkbox"/> North Concorse (East Hall)
			slot	<input type="checkbox"/> Atrium (West Hall)
			slot	<input type="checkbox"/> South Concorse (West Hall)

※Please ✓ the appropriate box.

※Location for (A) and (B) can be checked on page 16.

※NO CHEQUES OR CREDIT CARDS WILL BE ACCEPTED - BANK TRANSFER ONLY.

Overseas Contact Office

c/o SPACE MEDIA JAPAN CO., LTD.

5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN

Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 7 Notification of UHF-Band RFID Demonstration

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Dec.22
(Thu.)

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

Information of Equipments

	Product name / Manufacturer	Qty	Output (EIRP)
High output (1W) Mirror Sub Carrier with LBT			
High output (1W) Mirror Sub Carrier without LBT			
High output (1W) FMO			
Middle output (250mW) Mirror Sub Carrier			
Middle output (250mW) FMO			
Low output (10mW) Mirror Sub Carrier			
Low output (10mW) FMO			
Active tag (10mW)			
Active tag (1mW)			

●Contact for technical

Company :

Dept. :

Name :

TEL :

FAX :

E-mail :

Overseas Contact Office

c/o SPACE MEDIA JAPAN CO., LTD.

5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN

Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 8 Additional Exhibitor Badge & Worker Badge Order Form

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Jan.27
(Fri.)

Exhibitor : _____ Booth No. : _____

Department : _____ Name : _____

Address : _____

TEL : _____ FAX : _____

E-mail : _____

● Please use table below to indicate requirements.

Category	Contents / Unit Cost	Total Application	Amount Payable
Exhibitor Badges	Free Quota (5 badges) per booth	badges	
	Additional Badges @ 300 Yen each	badges	Yen
	Total	badges	Yen
Contractor Badges	Free Quota (5 badges) per booth	badges	
	Additional Badges @ 100 Yen each	badges	Yen
	Total	badges	Yen
		Total	Yen

All prices include consumption tax.

※ NO CHEQUES OR CREDIT CARDS WILL BE ACCEPTED - BANK TRANSFER ONLY.

※ All badges can be picked up onsite.

The Overseas Contact Office will announce Exhibitors pick up point later.

Overseas Contact Office

c/o SPACE MEDIA JAPAN CO., LTD.

5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN
Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 9 Booth Coordinator / Booth Design & Decoration Contractor

mandatory

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Jan.27
(Fri.)

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

● Booth Coordinator

We appoint the following person who will be responsible for our booth throughout the exhibition.

Company Name	
Person in Charge	
Mobile Phone	

● Booth Design & Decoration Contractor

We intend to use the following company for our booth decoration and construction.

Construction will be carried out in strict observance of the stipulated regulations and any restoration work required will be performed upon completion of the exhibition.

Contractor Name:	
Address:	
Person in Charge:	
Phone:	Fax:

1. The Organizer provides system wall panel. For corner booths, there is no side panel on aisle.

Please check the following, if you need:

☐ Will need a side panel on the aisle.

2. Please fill in "Self Build" on the above table, if you intend to carry out construction work by yourself.

Please also check the following:

☐ Will install walls or structures more than 3m in height.

☐ Will install ceiling structure.

☐ Neither of above.

3. Please fill in "Package Booth" on the above table, if you have ordered the package Booth.

Please also check the following:

We choose following carpet color:

☐ Red

☐ Orange

☐ Green

☐ Blue

☐ Brown

Overseas Contact Office

c/o SPACE MEDIA JAPAN CO., LTD.

5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN

Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 10 Anchor Bolts

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Jan.27
(Fri.)

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

● Use of Anchor Bolts

We hereby apply for anchor bolts to be driven into the specified spots in the attached floor plan.
We will restore the floor to original condition at our own expense after the close of the exhibition.

Construction Charge for Restoration

	Unit Price	Quantity	Cost
Hole-in anchor bolt(s)	@ 1,575 Yen	piece(s)	Yen

(Tax included)

Note:

Please attach 2 copies of the floor plan indicating the place(s) where anchor bolts will be used.

※NO CHEQUES OR CREDIT CARDS WILL BE ACCEPTED - BANK TRANSFER ONLY.

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Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 11 Hazardous Exhibits Notification

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Jan.27
(Fri.)

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

● We notify of the use of Hazardous Exhibits.

Usage Period	March 6 (Tue.)~March 9 (Fri.), 2012	
Reason	For exhibit and Demonstration	
Materials name in detail		
Quantity	Liter kg	
Purpose		
Fire Extinguisher	set (s)	
Others		

Please submit this form with a floor plan and the elevation of the stand (which specifies the position of the exhibit deemed to be a hazardous material) as well as a copy of catalogue about the exhibit.

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Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 13 Application for the Use of Meeting Room

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)

TEL : +81-3-3512-5670

Deadline

Jan.27
(Fri.)

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

● Please check ✓ in the box.

	March 6 9:00~18:00	March 7 9:00~18:00	March 8 9:00~18:00	March 9 9:00~18:00
① (approx.63m ²)				
② (approx.63m ²)				
③ (approx.63m ²)				
④ (approx.63m ²)				
⑤ (approx.63m ²)				

● Apply as follows. (¥105,000 per a day)

¥105,000 ×

room (s)

=Total ¥

※NO CHEQUES OR CREDIT CARDS WILL BE ACCEPTED - BANK TRANSFER ONLY.

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Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 14 Exclusive Storage Order Form

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)

TEL : +81-3-3512-5670

Deadline

Jan.27
(Fri.)

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

●Apply for the Exclusive Storage.

1 space (9m² ; ¥367,500 / four days) ×

space (s)

=Total

¥

※NO CHEQUES OR CREDIT CARDS WILL BE ACCEPTED - BANK TRANSFER ONLY.

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5-1-2F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN

Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 15 Interpreter Service Order Form

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Jan.27
(Fri.)

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

● Apply for the service as follows,

	March 6 (Tue.)	March 7 (Wed.)	March 8 (Thu.)	March 9 (Fri.)	Total	Amount
English A) (¥48,000/day)	person(s)	person(s)	person(s)	person(s)	person(s)	¥
B) (¥24,000/day)	person(s)	person(s)	person(s)	person(s)	person(s)	¥
Chinese A) (¥51,000/day)	person(s)	person(s)	person(s)	person(s)	person(s)	¥
B) (¥24,000/day)	person(s)	person(s)	person(s)	person(s)	person(s)	¥
Korean A) (¥51,000/day)	person(s)	person(s)	person(s)	person(s)	person(s)	¥
B) (¥24,000/day)	person(s)	person(s)	person(s)	person(s)	person(s)	¥
Total					person(s)	¥

※NO CHEQUES OR CREDIT CARDS WILL BE ACCEPTED - BANK TRANSFER ONLY.

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Tel: +81-3-3512-5670 Fax: +81-3-3512-5680

Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 16 Additional Vehicle Pass Order Form

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Jan.27
(Fri.)

Exhibitor : _____ Booth No. : _____

Department : _____ Name : _____

Address : _____

TEL : _____ FAX : _____

E-mail : _____

We require Vehicle Pass as follows for our move-in & move-out.

■ **Vehicle pass for moving in & out (general use, white color)**

One pass will be sent to the exhibitors.

Please make photocopy the pass on white paper and deliver to the related parties.

■ **Vehicle pass for moving in & out (for island booth only)**

Ten passes will be sent to the exhibitors.

No photocopy is accepted.

Additional pass will be available on your request. Please fill in the following.

☐ Yes, I need additional _____ permit (s).

■ **Special vehicle pass only for move out**

One pass will be sent to the exhibitors (two for island booth).

No photocopy or additional issues are accepted.

With this pass, the vehicles proceed as a priority. The permit should be used for moving out EXHIBIT PRODUCTS only. For move-out DECORATION MATERIALS, please kindly use the above vehicle pass.

※All passes will be sent exhibitors in the beginning of Feb. 2012

※Vehicles without Vehicle passes cannot enter the exhibition halls.

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Please check one ▼

Date:

☐ JAPAN SHOP ☐ ARCHITECTURE+
CONSTRUCTION MATERIALS ☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD ☐ SECURITY SHOW

No. 17 Website Banner Advertising Order Form

Send to

FAX: +81-3-3512-5680

Overseas Contact Office (SPACE MEDIA JAPAN CO., LTD.)
TEL : +81-3-3512-5670

Deadline

Monthly

Exhibitor :

Booth No. :

Department :

Name :

Address :

TEL :

FAX :

E-mail :

■ Exhibition you wish to expose.

- ☐ JAPAN SHOP ☐ ARCHITECTURE+CONSTRUCTION MATERIALS
☐ RETAILTECH JAPAN ☐ NFC & Smart WORLD
☐ SECURITY SHOW ☐ LED Next Stage
☐ FRANCHISE SHOW

■ Period ※Please check ✓ in the column.

✓	Period	Price	Page view
	Jan.	¥105,000 / month	10,000PV / month
	Feb.	¥315,000 / month	50,000PV / month
	Mar.	¥315,000 / month	50,000PV / month
	Apr.	¥105,000 / month	10,000PV / month
	May	¥105,000 / month	10,000PV / month
	Jun.	¥105,000 / month	10,000PV / month
	Jul.	¥105,000 / month	10,000PV / month
	Aug.	¥105,000 / month	10,000PV / month
	Sep.	¥105,000 / month	10,000PV / month
	Oct.	¥105,000 / month	10,000PV / month
	Nov.	¥105,000 / month	10,000PV / month
	Dec.	¥105,000 / month	10,000PV / month

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