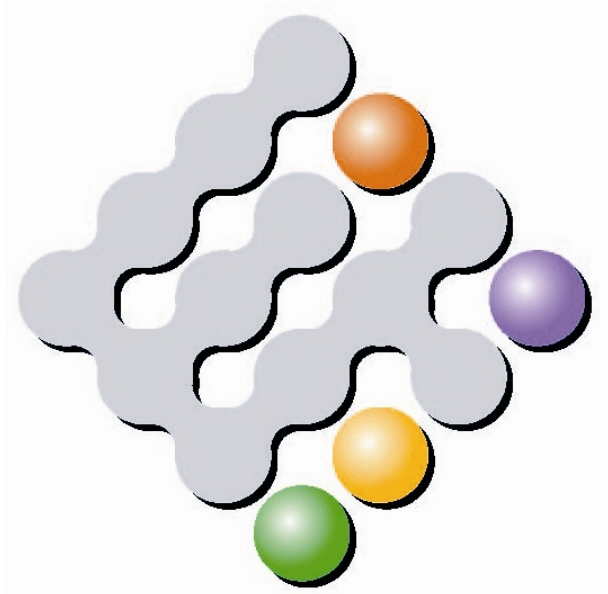


**Embedded  
Technology 2009**

## Exhibitor Support Program



### Inquiries

**Embedded Technology Secretariat**

(c/o ICS Convention Design Inc.)

Tel: (+81)3-3219-3563 Fax: (+81)3-3219-3628

E-mail: [etexhibit@ics-inc.co.jp](mailto:etexhibit@ics-inc.co.jp)

## Exhibitor Support Program

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The ET2009 Secretariat has prepared a number of support programs available for exhibitors to further promote their company, products and/or services.

As many of the Optional Programs have limited availability, we ask for your prompt action to secure the desired opportunities.

Please note that these programs are limited to ET2009 exhibitors only, and that applications will be accepted in the order of arrival.

### Free Basic Programs

1. Distribution of Invitations and Posters
2. Invitation Set Mailing Service <NEW!!>
3. Exhibitor Information in the ET2009 Guidebook and on the Official Website
4. VIP Invitation Program
5. Dedicated Website for Exhibitors
6. New Exhibitor Introduction on the ET2009 Official Website

### Optional Programs – Additional Cost

7. Private Conferences
8. "Open-Stage" Presentations
9. Workshops
10. Suite Rooms/ Private Business Rooms
11. Advertising in the Guidebook
12. Advertising on the Exhibition Floor Plan
13. Advertising near the entrances
14. New Product Press Conference
15. Advertising on hanging Banners in the Exhibition hall
16. Advertising on the escalator
17. Pillar "Wrap Around" advertising
18. Company Name/Logo on Lanyards (Name Badge Straps)
19. Giveaways for the ET visitors
20. Advertising on the Conference Program Signboard
21. Exhibitor's PR Board at the Conference site
22. Banner ads listed on the Official Website
23. In-Booth Activities on the Official Website <NEW!!>
24. Enclosed the advertising in the Invitation Kit
25. Advertising in "ET Mail News" email newsletter

Additional Information: Turnkey Booth / Optional Rental Items

## Free Basic Program

### 1. Distribution of Invitations and Posters

Up to 500 complimentary invitation sets (letters listing exhibitors with conference programs and two free tickets for the exhibition in ET2009 envelopes), as well as, ET2009 special poster. Materials will be distributed at the beginning of October 2009.

### 2. Invitation Set Mailing Service [NEW!!]

The Secretariat offers to send invitation sets on behalf of exhibitors. This allows exhibitors to reduce mailing expenses. The detailed information will be announced later.

• mailing schedule : starting from the middle of October 2009

### 3. Exhibitor Information in the ET2009 Guidebook and on the Official Website

Description of exhibitor's company and overview and products/services will be listed on ET2009 guidebook and official website (<http://www.jasa.or.jp/et/>).

The deadline for submitting the above information is the beginning of October 2009.

### 4. VIP Invitation Program

For exhibitor's important clients, there are special VIP Invitations allowing free entry to ET2009, Reception Party and one ET2009 Technical Conference, in addition to having access to a VIP reception room at the exhibition hall. VIP Invitations are limited to 10 – 40 depending on the booth size.

### 5. Dedicated Website for Exhibitors

This website will be provided exclusively for exhibitors to see important notices from the Secretariat, download various forms/data, and submit required documents. This website will be open before the exhibitor briefing held in early September 2009. An ID with a password will be provided to each exhibitor to access the dedicated website.

### 6. New Exhibitor Introduction on the ET2009 Official Website

First time exhibitors at ET2009 will be introduced in the ET2009 website. New exhibitors will be introduced just after officially applying for the event until it closes.

## Optional Programs – Additional Cost

### 7. Private Conferences

Exhibitors can hold their own private conference at either Pacifico Yokohama Conference Hall or Annex Hall.

- \* Applications will be accepted and closed in the order which they are received.
- \* Fees include room rental fee, conference table(s), chairs, microphone, screen and podium.
- \* Classroom style seating occupancy is limited to between 60 – 250 seats depending on the type of room selected.
- \* Upon application, the exhibitor's preferred conference time will be taken into account for consideration; however, please understand that the time schedule may need to be adjusted by the organizer.
- \* While the Secretariat will assist in attracting large numbers of visitors thru various means of promoting the event. We also recommend that exhibitors pro-actively self-promote as necessary.
- \* Please feel free to contact the Secretariat for further details if needed.

#### Fees

Room Type	Usage	Layout	Fee (tax incl.) [Projector incl.]	Fee (tax incl.) [Projector not incl.]
①	Seminar/ Presentation	C256/T644	JPY 914000	JPY 660000
②		C256/T506	JPY 854000	JPY 600000
③		C150/T300	JPY 446000	JPY 330000
④		C110/T230	JPY 416000	JPY 300000
⑤		C96/T176	JPY 356000	JPY 240000
⑥		C72/T144	JPY 288000	JPY 180000

\* Layout formation: C = Classroom T = Theatre

#### Services included in the basic fee

- \* Room availability times: 9:00-17:00
- \* Basic equipment: microphones x 3, wireless microphone x 1, screen, podium, laser pointer, table, chair
- \* Listing on ET2009 Official Website
- \* Included in "ET Mail News"
- \* Creation of one's own flyer
- \* Listed in the ET2009 Guidebook
- \* Listed on signboards within the halls

#### Options (\* Charged Additionally )

- \*Projector Set (projector, projector stand, cables): JPY 108,000 ~ JPY 254,200  
(price varies depending on the hall/room selected)
- \* Additional equipment/facilities – please contact the Secretariat for availability and prices.
- \* Pre-registration system services are also available at the ET Conference Registration website.  
JPY 31,500 (price does not vary depending on the number of registration.)
- \* Please note, however, that only name and affiliation will be disclosed from personal data obtained at the ET Registration site. In case contact detail is necessary, please launch the Registration website on your own. In that case, a link should be established from the ET Registration site.

## 8. “Open-Stage” Presentation

It is a great opportunity for exhibitors to have a presentation on the main stage in the exhibition hall which is suitable for exhibitors who can not have presentations at their own booth due to a limited booth size.

- \* Applications will be accepted in the order received.
- \* Presentation times are measured in units lasting 20 minutes.
- \* About 40 seats in a theater style arrangement will be prepared for attendees.
- \* Equipment including a projector, a screen, and a microphone will be provided. Presenters should bring their own PC to the stage on the day of the presentation.
- \* Exhibiting companies may apply for a maximum of 3 units.
- \* While the Secretariat will assist in attracting attendees to the presentation through its event promotion activities, we also and highly recommend that the exhibitor promote the event through its own channels and promotion activities.
- \* The presentation time/date will be decided by drawing (lottery-style) at the exhibitor briefing meeting in September.

Fee: JPY 42,000 (tax incl.) per unit (20min.)



*“Open-stage” presentation image*

## 9. Workshop

Presentation/Workshops on the individual company’s latest technology or solutions can be held in the exhibition hall. The space will be surrounded by walls, which makes it possible to hold a closed presentation

- \* Workshops will be 45 minutes per unit.
- \* Seating Space for 30 attendees will be prepared.
- \* Equipment including a projector, a screen, and a microphone will be provided. Presenters should bring their own PC to the room on the day of the workshop.
- \* Bar code reader is provided for free. The attendee’s data can be acquired by reading the bar code instead of collecting business cards. <NEW!>
- \* Exhibiting companies may apply for a maximum of 3 units.
- \* While the Secretariat will assist in attracting attendees to the workshop through its event promotion activities, we also and highly recommend that the exhibitor promote the event through its own channels and promotion activities.
- \* Workshop time and location will be decided by drawing (lottery-style) at the exhibitor briefing meeting in September.
- \* A space will be surrounded by walls, but there will be no ceiling. Please note that it is not possible to block out all the noise in the exhibition hall.
- \* Brochure boxes will be set on the wall along passage outside of workshop. One box per unit will be provided.

Fee: JPY 63,000 (tax incl.) per unit

## 10. Suite Rooms/ Private Business Rooms

Private Business Rooms will be prepared on the mezzanine floor of the venue which you can use for a meeting room, stock room, or a room for performing product demonstrations.

- \* The rooms are available for five days (including the move-in period) from November 16(Mon.) -20 (Fri.).
- \* Permanent meeting tables and chairs in the room will be provided.
- \* Other optional items should be prepared by exhibitors.
- \* As the number of rooms are limited, applications will be accepted in order received.
- \* Rooms will be allocated by the Secretariat based on the room type requested.

### Fee Chart

Room type	Room size (㎡)		Time Available	Fee (tax incl.)	Facilities	
					Chairs	Tables
①	80 - 90	<i>2 split room</i>	9:00~18:00 each day	JPY 210000	20	8
②	60 - 70			JPY 168000	10	4
③	30 - 40			JPY 126000	10	4

## 11. Advertising in the Guidebook (Size: B5)

Advertising space is available in the ET2009 official guidebook distributed to the visitors for free during the period.

- \* 20,000 copies will be printed.
- \* Advertising space will be allocated in order applications are received.
- \* Ads must be submitted as completed Adobe Illustrator (AI) data.

### Ad Fees

Location	Ad Fee (tax incl.)
Inside front cover, two pages (color)	JPY 483,000
Back cover (color)	JPY 378,000
Inside back cover (color)	JPY 210,000
1 page ad – front section (color)	JPY 189,000
1 page ad – rear section (b/w)	JPY 63,000

## 12. Advertising on the Exhibition Floor Plan

Advertising space is available for the exhibition floor map distributed to visitors.

- \* Advertising space size is W50 X H20 mm (1-color printing) on a B3 size map.
- \* Placement of the ad locations will be decided by the organizer.
- \* A total of 20,000 copies will be printed.
- \* Ads must be submitted as complete Adobe Illustrator (AI) data.
- \* As space is limited, applications will be accepted in order received.
- \* Multiple spaces may be reserved.

Fee: JPY 31,500 (tax incl.) per space < 4 spaces only! >



*Image of the exhibition floor plan*

## 13. Advertising near the entrances

Advertising on the floor near the entrances are an excellent opportunity to promote your company/products to a large number of visitors.

- \* Size: W2700 X H1500 mm
- \* Usable ad space: W2700 X H1200 mm
- \* Ad must be submitted as complete Adobe Illustrator (AI) data.
- \* While applications will be accepted in order received, the exhibitor cannot select the location.
- \* Multiple applications will be accepted.
- \* Ad image is about the same as an escalator ad.

Fee: JPY 189,000 (tax incl.)

## 14. New Product Press Conference

A room for an exhibitor's press conference is provided only on November 18 (Wed.) for new product announcements. Presentations are limited to 45 minutes per unit for each exhibitor with the time schedule being determined by the Secretariat.

- \* Seating for approx. 35 people.
- \* Equipment including a projector, a screen, and a microphone will be provided by the Secretariat. Please bring your own PC.
- \* While the Secretariat will assist with press promotion for the entire event, it is also strongly recommended that exhibitors promote the press event through its own channels beforehand.

Fee: JPY 63,000 (tax incl.) per unit



## 17. Pillar “Wrap Around” advertising

Advertising on panels wrapped around the pillars on the 1st floor concourse is also available.

\* Size of the signboard: W1500 X H2700 mm

\* Ads must be submitted as complete Adobe Illustrator (AI) data.

\* While applications will be accepted in order received, the exhibitor cannot select the location.

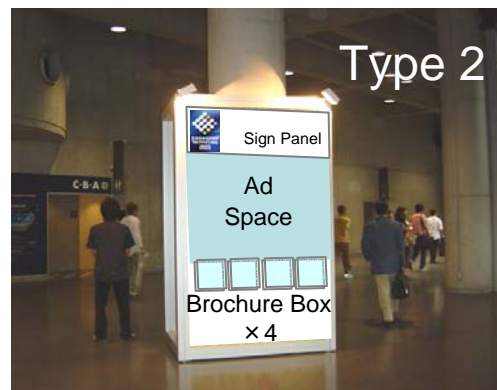
\* Multiple applications will be accepted.

< Please choose the type from the below >

\*\*\* Type 1 \*\*\* Usable ad space: W1300 X H2100 mm

\*\*\* Type 2 \*\*\* Usable ad space: W1300 X H1000 mm + 4 brochure boxes (A4 size)

Fee: JPY 157,500 (tax incl.) per ad space



Ad image

## 18. Company Name/Logo on Lanyards / Logo on the Visitor Badges

Type1. Company Name/Logo on Lanyards (Name Badge Straps)  
Lanyards (Name badge straps) for the visitor badges including the company name or logo will be provided at the registration desk as part of ET2009 registration materials.

\* 3 exhibitors can take this option at 10,000 units each.

\* Applications will be accepted in order received.

Fee: JPY 2,500,000 (tax incl.) for each unit of 10,000



image of Lanyards

Type2. Logo on Visitor Badges

The company logo will be printed on the visitor badges.

\* Applications will be accepted in order received.

\* Only one company can be applied.

Fee: JPY 525,000 (tax incl.) for each unit of 10,000



Image of Visitor Badge

\* Please contact the Secretariat if you would like to order the 2 or 3 unit.

## 19. Giveaways for the ET visitors

Please provide giveaways (ex: pens or cell-phone straps etc...) for the ET visitors. We will distribute them on the registration desks.

\* It is possible to be distributed as “10,000 visitors only on the first day” etc...

Fee: Free (providing giveaways)

## 20. Advertising on the Conference Program Signboard

Advertising on the conference program sign is also available for PR to the conference attendees.

\* 3 spots available

2<sup>nd</sup> floor entrance of Conference Center

5<sup>th</sup> floor entrance of Main Hall

Entrance of ANNEX Hall

\* Usable ad space: W1700 X H450 mm (3 spots only!)

\* While applications will be accepted in order received, the exhibitor cannot select the location.

\* Multiple applications will be accepted.

\* Ads must be submitted as the specified Adobe Illustrator (AI) data.

Fee: JPY 126,000 (tax incl.) per ad space



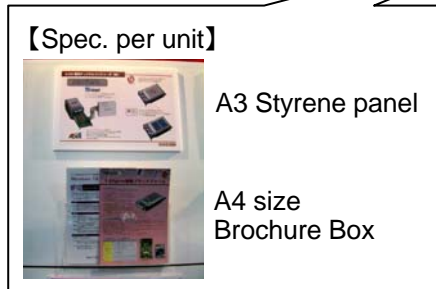
Ad Image

## 21. Exhibitor's PR Board at the Conference site

Exhibitor's PR board will be installed close to the conference registration.

- \* Boards will be settled at the entrance of Main Hall and the entrance of ANNEX Hall
- \* A3 styrene panel / 4-colors
- \* Ads must be submitted as complete Adobe Illustrator (AI) data and in the unified format specified by the Secretariat.
- \* A brochure box (A4 size) is also provided under the panel.

Fee: JPY 63,000 (tax incl.) per panel



× 2 spots  
(Main Hall 2F / the entrance of ANNEX Hall)

## 22. Banner ads listed on the Official Website

Banner-advertising opportunities are available for exhibitors on ET2009's official website.

- \* File Format: GIF or animation GIF format  
File Size: up to 15KB  
Banner Size: 120 x 55-pixel
- \* The banner will be posted upon receiving the order with data until the exhibition closes.
- \* If applications exceed the number of available spaces, the banners will be rotated every time when the top page is accessed (including the action to click the "back" button).

Fee: JPY 126,000 (tax incl.)



Ad Image

## 23. In-Booth Activities on the Official Website **[NEW!!]**

A list of exhibitors' In-Booth activities will be provided on the Official Website.

- \* Ads for the logo and the promotion contents must be submitted as complete data specified by the Secretariat.

Fee: JPY 31,500 (tax incl.) per unit



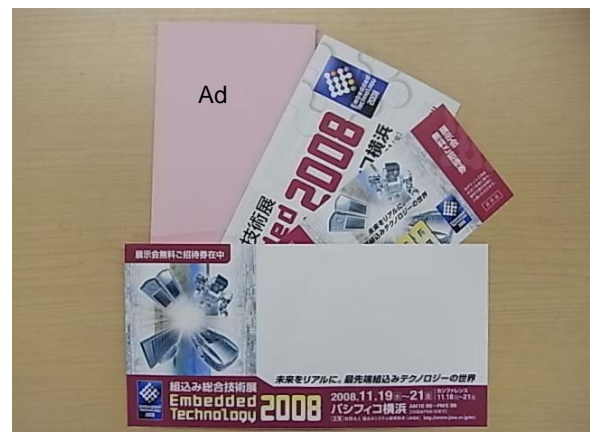
Ad Image

## 24. Enclosed the advertising in the Invitation Sets **[New Price!!]**

We will enclose the advertising in the invitation kit which are distributed to over 30,000 people including ET2008 visitors.

- \* Please provide the advertisement in a tri-folded format to the Secretariat.
- \* Limited to 2 exhibitors - Applications will be accepted in order received.

Fee: JPY 500,000 (tax incl.) per page



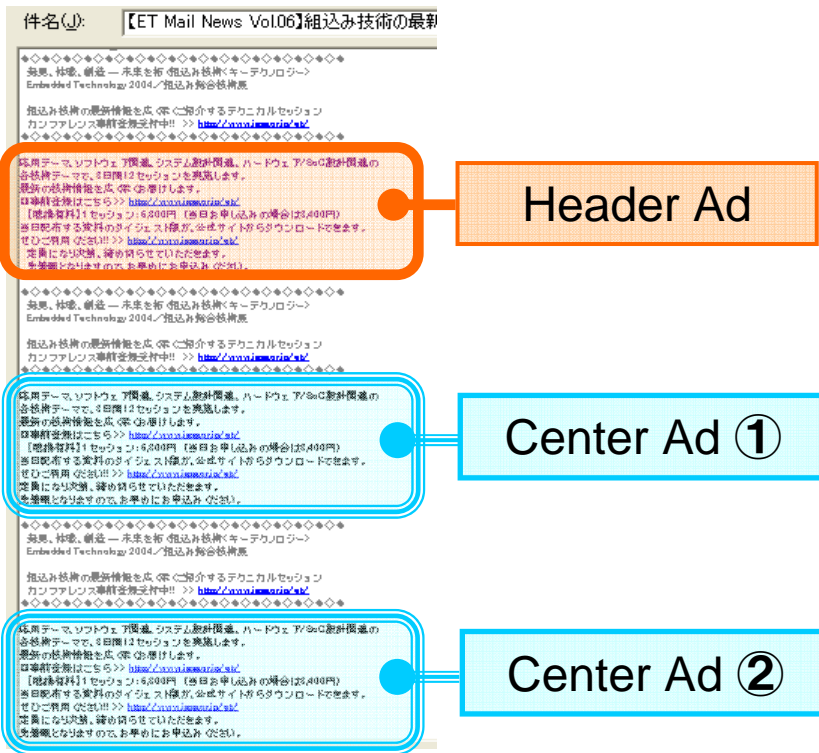
Ad Image

## 25. Advertising in “ET Mail News” email newsletter

Text ads are available for the ET Mail News distributed to about 50,000 industry professionals in the ET field.

- \* Two ad positions are available: header ad & center ad.
- \* Ads are run for the month prior to the opening of the exhibition.
- \* The text for the ads are to be prepared by the exhibitor.
- \* In the event that the Organizer deems that the ad content is not suitable, the exhibitor will be contacted by the Secretariat.
- \* Ad length: 300 full-spaced Japanese characters (1 row has 30 characters)
- \* Please inquire the mailing schedule of ET secretariat.

Fees (per insertion): Header Ad JPY 126,000 (tax incl.)  
Center Ad JPY 63,000 (tax incl.)



\*Ad Image

We look forward to your participation in these promotional Support Programs listed in this manual. Please contact the Secretariat if you should have any inquiries or need further clarifications.

When submitting the attached Exhibitor Support Program Application Form, **please be aware that some restrictions exist for each program in the number provided and that applications are accepted in order that they are received.**

In case the application contains a program item which is already fully booked, the ET2009 Secretariat will contact the exhibitor upon receipt of the application.


## Reference Information: Turnkey Booth, Optional Rental Items

The Secretariat has put together a number of economical and convenient solutions to assist small-scale (one or two booth units) exhibitors with their stand building and decorating needs.

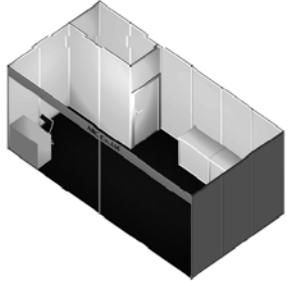
- \* A detailed catalogue will be distributed at the Exhibitors Briefing Meeting scheduled for September.
- \* Please understand that the below is just a guide and are only estimations. Exact costs will be printed in the official materials handed out at the Exhibitors Briefing Meeting.


### Turnkey Booth (Basic plan)

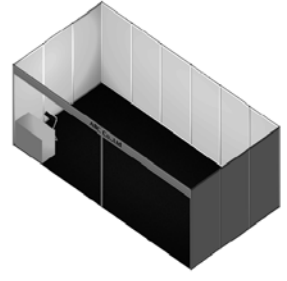
#### <1 booth unit plan>

Basic Plan A (1 Booth)	
*OCTANORM*System Walls × 1set <small>(color : white)</small>	
Carpet 9m <sup>2</sup> <small>(For color selection, see the attached color sheet)</small>	
Company name board × 1 <small>(For color selection, see the attached color sheet)</small>	
Fluorescent Light (40W) × 2	
Folding Chair × 1	
Information Counter × 1	
Display Stand (W2880 × D495 × H800) 1set	
Outlet (100V) × 1	
Main electrical power work (1KW)	
<b>total</b>	

#### <2 booth unit plan>

Basic Plan A (2Booth)	
*OCTANORM*System Walls × 1set <small>(color : white)</small>	
Carpet 18m <sup>2</sup> <small>(For color selection, see the attached color sheet)</small>	
Company name board × 1 <small>(For color selection, see the attached color sheet)</small>	
Fluorescent Light (40W) × 4	
Folding Chair × 1	
Information Counter × 1	
Display Stand (W2880 × D495 × H800) 1set	
Stock room (W1980 × D990) 1set <small>(※Lockable)</small>	
Outlet (100V) × 2	
Main electrical power work (1KW)	
<b>total</b>	<b>JPY 136,500</b> (5% consumption tax included)

Basic Plan B (1 Booth)	
*OCTANORM*System Walls × 1set <small>(color : white)</small>	
Carpet 9m <sup>2</sup> <small>(For color selection, see the attached color sheet)</small>	
Company name board × 1 <small>(For color selection, see the attached color sheet)</small>	
Fluorescent Light (40W) × 2	
Folding Chair × 1	
Information Counter × 1	
Outlet (100V) × 1	
Main electrical power work (1KW)	
<b>total</b>	

Basic Plan B (2Booth)	
*OCTANORM*System Walls × 1set <small>(color : white)</small>	
Carpet 18m <sup>2</sup> <small>(For color selection, see the attached color sheet)</small>	
Company name board × 1 <small>(For color selection, see the attached color sheet)</small>	
Fluorescent Light (40W) × 4	
Folding Chair × 1	
Information Counter × 1	
Outlet (100V) × 2	
Main electrical power work (1KW)	
<b>total</b>	

Optional Rental Items (\* Some listed below as sample.) \* please contact the secretariat for more details

Item name	Fee	Notes	Item name	Fee	Notes
Carpet	JPY 26250	per 9 sq.m (3m × 3m)	Reception table	JPY 6300	Size: W900 × D450 × H800
Display stand	JPY 13650	W990 × D495 × H800	Counter chair	JPY 3675	
Display stand	JPY 14175	W990 × D700 × H800	Catalogue stand	JPY 6825	
Chair	JPY 630		Meeting set	JPY 15225	
Table	JPY 3675	W1800 × D600 × H730	Spotlight	JPY 3675	
Business card box	JPY 1575		Electric outlet	JPY 3150	

## Exhibitor Support Program Application

Exhibitor Name		Contact Person	
TEL		FAX	
Section		E-mail	

Please send this form to ET Secretariat.

**FAX: +81-3-3219-3628**

No.	Optional Program	Contents	QTY	Amount
7	Private Conferences	<input type="checkbox"/> Application Request (Room type: _____ Date: Nov. ____ )		
8	"Open-Stage" Presentations	<input type="checkbox"/> Application Request (18th / 19th / 20th)		
9	Workshops	<input type="checkbox"/> Application Request (18th / 19th / 20th)		
10	Suite Rooms/ Private Business Rooms	<input type="checkbox"/> Application Request (Room type: _____ )		
11	Advertising in the Guidebook	<input type="checkbox"/> Application Request (Location: _____ )		
12	Advertising on the Exhibition Floor Plan	<input type="checkbox"/> Application Request		
13	Advertising near the entrances	<input type="checkbox"/> Application Request		
14	New Product Press Conference	<input type="checkbox"/> Application Request 【 <input type="checkbox"/> 10:30 <input type="checkbox"/> 11:30 <input type="checkbox"/> 13:00 】		
15	Advertising on hanging Banners in the Exhibition hall	<input type="checkbox"/> Applications taken at/after the Exhibitors Briefing Meeting in September [ Hall banner / Concourse banner ]		
16	Advertising near the escalators	<input type="checkbox"/> Application Request		
17	Pillar "Wrap Around" advertising	<input type="checkbox"/> Application Request (Type 1 / Type 2)		
18	Company Name/Logo on Lanyards (Name Badge Straps)	<input type="checkbox"/> Application Request (10000 per unit) (Type 1 / Type 2 / both)		
19	Giveaways for the ET visitors	<input type="checkbox"/> Application Request (item(s): _____ )		
20	Advertising on the Conference Program Signboard	<input type="checkbox"/> Application Request		
21	Exhibitor's PR Board at the Conference site	<input type="checkbox"/> Application Request		
22	Banner ads listed on the Official Website	<input type="checkbox"/> Application Request		
23	In-Booth Activities on the Official Website	<input type="checkbox"/> Application Request		
24	Enclosed the advertising in the Invitation Kit	<input type="checkbox"/> Application Request		
25	Advertising in "ET Mail News" email newsletter	<input type="checkbox"/> Application Request (Header / Center)		

Total (tax incl.)
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\* Please write any requests or comments here: