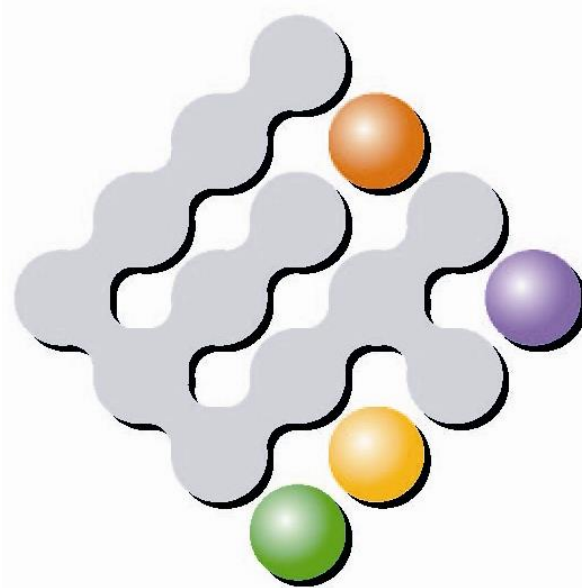# Embedded Technology 2015　IoT Technology 2015

Exhibitor Support Program

Inquiries

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（c/o ICS Convention Design Inc.）

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Embedded Technology 2015 IoT Technology 2015

Exhibitor Support Program

The ET2015/IoT Technology 2015 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 ET2015/IoT Technology 2015 exhibitors only, and applications will be accepted in the order of arrival.

Free Basic Programs

1. Business Matching Promotion Tool【ICS Business Matching System】
2. Distribution of Invitations and Posters
3. Exhibitor Information on the ET2015/IoT Technology 2015 Official Website
4. VIP Invitation Program
5. Dedicated Website for Exhibitors
6. New Exhibitor Introduction on the Official Website
7. Exhibitor's Press Release on the Official Website
   and the Company Brochures distribution in the press room
8. Giveaways for the ET visitors
9. New Product / Presentation in your booth / Demonstration Introduction
   on the Official Website【NEW!!】

Optional Programs – Additional Cost

10. Private Conferences
11. "Open-Stage" Presentations
12. Workshops
13. New Product Press Conference
14. Suite Rooms / Private Business Rooms
15. Exclusive Storage
16. Advertising on hanging Banners in the Concourse
17. Advertising on Pillar Signboards
18. Advertising on hanging Banners above Escalators
19. Advertising on flags of Queen's Bridge street lights
20. Company Name/Logo on Lanyards / Logo on the Visitor Badges
21. Company Name/ Logo on Eco-bags
22. Advertising on the Exhibition Floor Plan & the Hall Entrance Bulletin Board
23. Promotion at the Lounges in the Exhibition Hall
24. Stamp Rally
25. Invitation Set Mailing Service
26. Enclosed advertising in the Invitation Set
27. Banner ads listed on the Official Website
28. Advertising in "ET Mail News" email newsletter

Free Basic Program

1. Business Matching Promotion Tool【ICS Business Matching System】
This system is a new supportive tool for various business meeting and matching, such as "design and verification," "technological tie-up" and "entrusted development." This system will be available in the beginning of October 2015.

2. 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 ET2015 envelopes), as well as, ET2015 special poster. Materials will be distributed in the beginning of October 2015.

3. Exhibitor Information on the ET2015/IoT Technology 2015 Official Website
Description of exhibitor's company and overview and products/services will be listed on the official website (http://www.jasa.or.jp/et/).
The deadline for submitting the above information is the beginning of September 2015.

4. VIP Invitation Program
For exhibitor's important clients, there are special VIP Invitations.
・ VIP Invitations are limited to 10 – 50 depending on the booth size.
・ The "VIP badges" which printed the company name and the name will be issued in advance
.   (VIP registration has to be done in person and the VIP badge will be sent to him/her.)
【The Privilege of VIP badge】
・ Access to a VIP Lounge

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.
An ID with a password will be provided to each exhibitor to access the dedicated website.

6. New Exhibitor Introduction on the ET2015/IoT Technology 2015 Official Website
First time exhibitors will be introduced on the official website.
New exhibitors will be introduced just after officially applying for the event until it closes.

7. Exhibitor's Press Release on the ET2015/IoT Technology 2015 Official Website / The Company Brochures distribution in the press room.
Press release of exhibitors will be posted on the official website.
* Information on this page can be revised and updated.
* Please note that information on this page must be related to Embedded Technology.

Publishing Period: Sep. 2015 – After the end of session

8. Giveaways for visitors

Please provide giveaways (ex: pens, cell-phone straps etc…) for visitors.
We will distribute them at the registration desks.
 * It is possible to be distributed as "to the first ten thousand arrivals per a day" etc…

Fee:　Free (providing giveaways)

9. New product / Presentation in your booth / Demonstration Introduction
on the ET2015/IoT Technology 2015 Official Website

The information of New Products / Presentation in your booth / demonstration
will be introduced on the official website.
 * Presentation / Demonstration will be listed on the official website
  by the date and time.

Introduction on the ET2015 Official Website！

Optional Programs – Additional Cost

10. 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 tables, chairs, regulated number of
   microphones, screen, podium and etc.
* 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 through
   various means of promoting the event, we also recommended that exhibitors
   pro-actively self-promote as necessary.

Fees

Room Type	Usage	Layout	Fee (tax incl.)	*Reference Projector Fee (tax incl.)
①		C256/T644	773,500JPY	261,300JPY
②		C256/T506	701,500JPY	261,300JPY
③		C208/T442	621,300JPY	261,300JPY
④	Seminar/ Presentation	C158/T303	386,800JPY	119,000JPY
⑤		C112/T230	350,700JPY	119,000JPY
⑥		C96/T176	270,500JPY	119,000JPY
⑦		C72/T144	208,800JPY	111,100JPY

Layout formation: C = Classroom T = Theatre

Services included in the basic fee

* Room availability time: 9:00-17:00
* Basic equipment: 4 wired microphones, 2 wireless microphone, screen, podium, laser
   pointer, tables, and chairs
* Listing on the official website
* Included in "ET/IoT Technology Mail News"
* Listing on the ET2015/IoT Technology 2015 Invitation
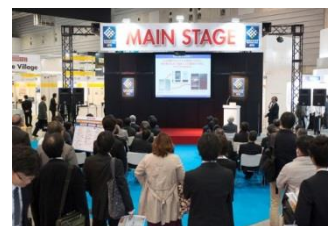* Listed on signboards within the halls

Options（* Charged Additionally ）

*Projector Set (projector, projector stand, cables)
  (Price varies depending on the hall/room selected as above.)
* Additional equipment/facilities – please contact the Secretariat for availability and prices.
* Pre-registration system services are also available at the ET/IoT Technology Conference
   Registration website.

11. "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 the limited booth size.

* Applications will be accepted in the order received.
* Presentation time is measured in units lasting 20 minutes.
* Exhibiting companies may apply for the maximum of 3 units.
* 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.
* While the Secretariat will assist in attracting attendees to the presentation through its event promotion activities, we highly recommend each exhibitor to 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 August.
* Cancellation fee will be charged after the exhibitor briefing metting.

Image of "Open-Stage" Presentation

Fee: 43,200 JPY (tax incl.) per unit (20min.)

12. Workshop

Presentations/ 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.
* Exhibiting companies may apply for the maximum of 3 units.
* Applications will be accepted in the order received.
* 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 of charge. The attendee's data can be acquired by reading the bar code instead of collecting business cards.
* While the Secretariat will assist in attracting attendees to the workshop through its event promotion activities, we highly recommend each exhibitor to 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 the end of August.
* 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.
* Cancellation fee will be charged after the exhibitor briefing metting.

Image of Workshop

Fee: 64,800 JPY (tax incl.) per unit (45min.)

13. New Product Press Conference

A room for an exhibitor's press conference is provided only on November 18th (Wed.) for new product announcements.

Presentations are limited to 45 minutes per unit for each exhibitor with the time schedule as the time below.

November 18th 13:00-13:45 / 14:00-14:45 / 15:00-15:45

　* Seating for approx. 30 people.

　* Equipment including a projector, a screen, and a microphone will be provided by the Secretariat. Please bring your own PC.

* The Secretariat will send the exhibitors' Press Release along with an invitation to the press conference to the press before the exhibition opens.

　* 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: 64,800 JPY (tax incl.) per unit (45min.)

14. 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 16th (Mon.) – November 20st (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.

Room type	Room size (㎡)	Time Available	Fee (tax incl.)	Facilities	
				Chairs	Tables
①	80 - 90 (2 split room)	9:00～18:00 each day	216,000JPY	20	8
②	60 - 70		172,800JPY	10	4
③	30 - 40		129,600JPY	10	4

15．Exclusive Storage

Exclusive storages will be provided within the hall during the exhibition period.
Please use them for organizing personal belongings as well as storing products temporarily.
* Please note that the storage spaces cannot be used for a business meeting and/
   or an exhibition.
* The secretariat is not responsible for damage or loss to your goods. Exhibitors must
   take responsibility of protecting their own storage spaces.

Size：(WxDxH) 1.5m × 3m × 2.7m ＝ 4.5㎡
Attached Item ： 1 Stock Shelf
Door installed with a lock ※Open Ceiling

Fee: 54,000 JPY (tax incl.)
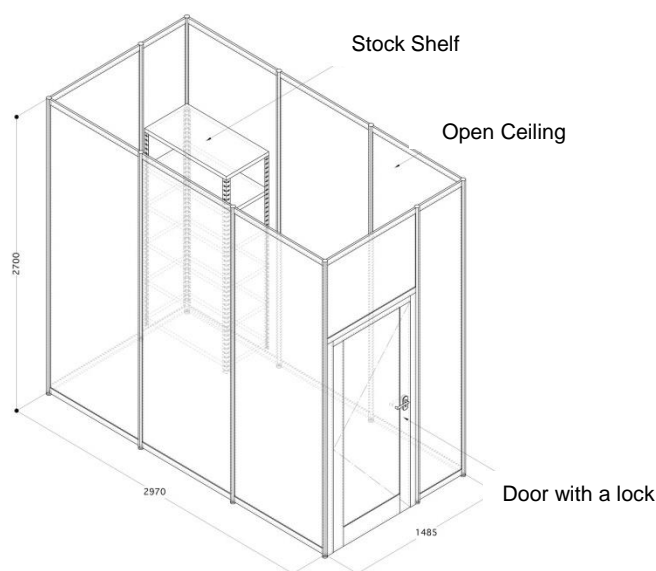
16．Advertising on hanging Banners in the Concourse

Banner advertisements hanging from the ceilings at the first
floor concourse are available in a style shown below.

* Basically your ad is allocated on the banner in the same zone as your booth.
* Ads must be submitted as complete Adobe Illustrator (AI) data.
* Size: Concourse banner　W1.8m X H 0.9 m (1 space per zone X 6 zones)

Fee: 129,600 JPY (tax incl.)

If you desire multiple spaces on the concourse banner, please contact the Secretariat.

Image of hanging banner

17. Advertising on Pillar Signboards

Advertising space is available on Guidance signboards at the first floor concourse in a style shown below.
* Guidance signboards W1.5m × H2.7m.
* Ads must be submitted as complete Adobe Illustrator (AI) data.
* As space is limited, applications will be accepted in the order received.
* Choose from 2 types
  Type1: Advertising space W1.3 × H2.1
  Type2: Advertising space W1.3 × H1.0 + A4 size Catalog pockets × 4 pockets

Fee: 162,000 JPY (tax incl.)

Type1   Type**2**

Image of concourse banner

18. Advertising on hanging Banners above Escalators

Advertising space is available on hanging Banners above Escalators at the second floor concourse in a style shown below.
* Advertising space W1.1 × H2.1
(2 spaces are available per one Escalator × 4 Escalators)
  Type 1 : Upper row / Type 2 : Lower row
* Ads must be submitted as complete data specified by the Secretariat.

Fee: 162,000 JPY (tax incl.) * print both sides

＜ ads space of escalators ＞
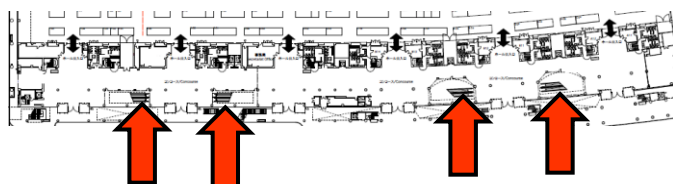

Image of hanging banner

19. Advertising on flags of Queen's Bridge street lights

Advertisements space on flags of both sides of Queen's Bridge street lights which is leading to PACIFICO YOKOHAMA from Queen's Square is available in a style shown below.
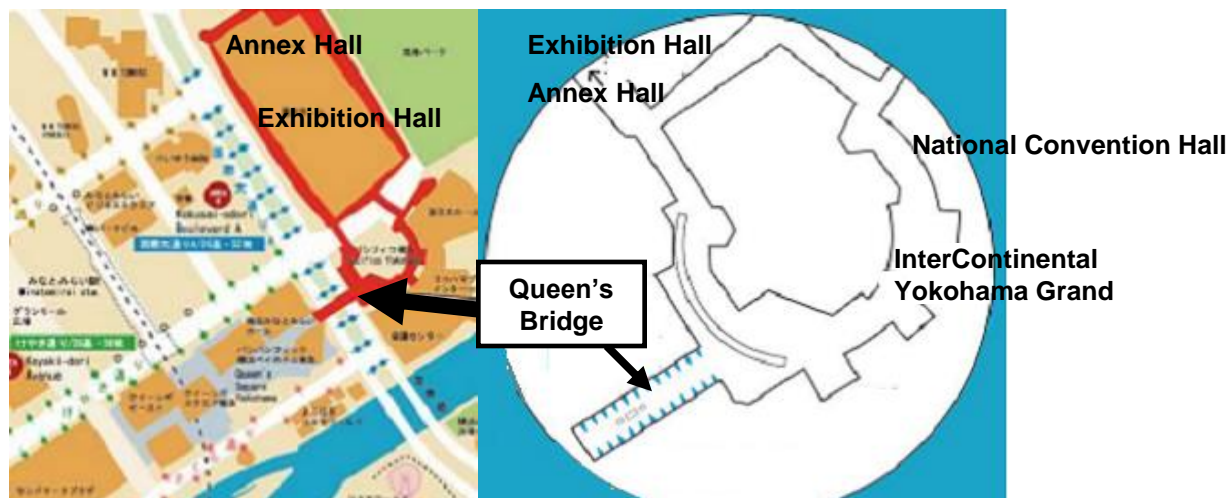
   * Advertising space within W357mm × H250mm or W400mm × H230mm
   (one set : 12 flags on one side of the bridge × 2 sets)
   * Ads must be submitted as complete data specified by the Secretariat.
   *The data will be examined by Yokohama in advance.

  Fee: 259,200 JPY (tax incl.)   * one set : 12 flags

type1
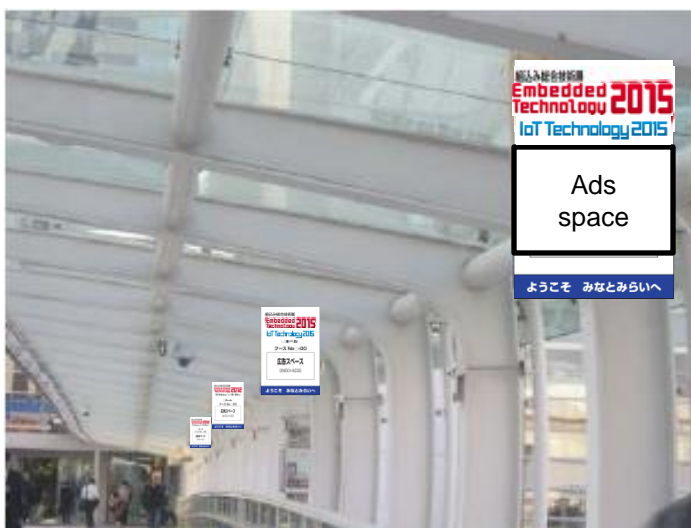
Image of flags

20. **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 a part of ET/IoT Technology 2015 registration materials.
      * 3 exhibitors can take this option at 10,000 units each.
      * <u>Applications will be accepted in the order received.</u>

    Fee: ~~2,500,000 JPY~~ (tax incl.) for each unit of 10,000
        2,160,000 JPY (tax incl.)

  Type2. Logo on Visitor Badges
  The company logo will be printed on the visitor badges.
  * <u>Applications will be accepted in the order received.</u>
    * Only one company can be applied.

    Fee: 540,000 JPY (tax incl.) for each unit of 10,000

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

Image of Lanyards

* *Image of Visitor Badge*

21. **Company Name/ Logo on ECO Bags**
  The company logo will be printed on the ECO bags
  distributed at the registration desks.
  ・1-color printing

    Fee: ~~1,500,000 JPY (tax incl.) for each unit of 10,000~~
        756,000 JPY (tax incl.) for each unit of 5,000

Image of ECO bag

22. Advertising on the Exhibition Floor Plan & the Hall Entrance Bulletin Board

Advertising space is available for the exhibition floor map distributed to visitors and the hall entrance bulletin board installed at each entrance (6 places in total).

* Ads must be submitted as complete Adobe Illustrator (AI) data.
* As space is limited, applications will be accepted in the order received.

●The Exhibition Floor Plan
* A4 size booklet (4 colors *tentative)
* A total of 30,000 copies (*tentative) will be printed.
* Placement of the ad locations will be
  decided by the organizer.

type2

type1

＊Image of floor plan

●The Hall Entrance Bulletin Board
* advertisements spec is according to the size of a bulletin board.
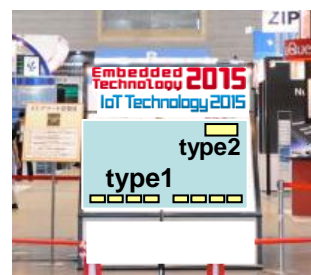* The board will installed at each entrance (6 places in total).

＜Type1＞
Advertising space of Company Logo size
   Fee: 75,600 JPY (tax incl.) per space

＜Type2＞
Advertising space of Products Introduction and Logo size
    Fee: 108,000 JPY (tax incl.) per space

type2
type1

*Image of bulletin board

23. Promotion at the Lounges in the Exhibition Hall

 "Catalogue PR Corner", "Advertisement on tables" and "PR movie" advertisements
  are available at 2 lounges in the exhibition hall.

 * Ads must be submitted as complete Adobe Illustrator (AI) data.
 * As space is limited, applications will be accepted in the order received.

●**Catalogue Pockets**
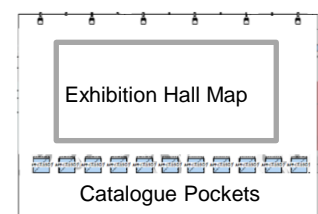 * A4 size
 * 500pcs per unit

Exhibition Hall Map

Catalogue Pockets

*Image of Catalogue PR Corner

●**Advertisement on round tables**
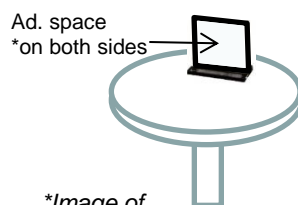*H:130mm, W:100mm (*tentative).

●**PR movie**
*DVD data must be provided by the exhibitor.

    Fee: 97,200 JPY (tax incl.) per unit

Ad. space
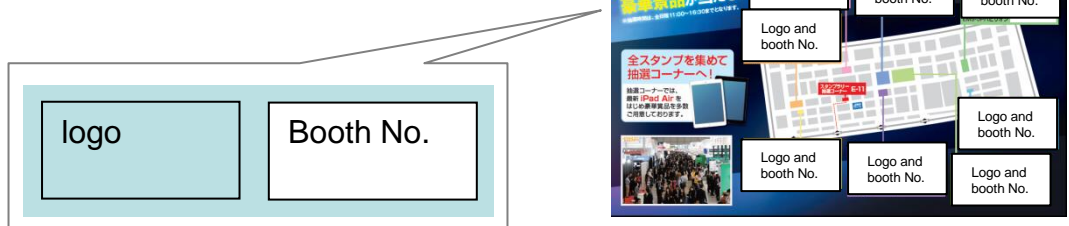*on both sides

*Image of
Advertisement on round tables

24．Stamp Rally

The secretariat plans a stamp rally as a part of promotions that can lead visitors to your booths.

This plan aims at increasing the number of visitors who stop by your booth.

*Stamp rally board is distributed to all visitors at the registration desk.

Fee: 43,200 JPY (tax incl.)

*Image of stamp rally board

*This will be canceled if there are not a sufficient number of applicants.

25．Invitation Set Mailing Service

The Secretariat offers to send invitation sets <u>only within Japan</u> on behalf of exhibitors.
   * Please note that we may ask you to submit personal information.
   * 1page advertising (A4 Size) can be enclosed with the invitation.

Fee: 90 JPY per Set (Postage Included)

26．Enclosed advertising in the Invitation Set

We will enclose the advertising in the Invitation kit which are distributed to over 20,000 people including ET2014 visitors.
 * Please provide the advertisement in a tri-folded format to the Secretariat.
 * Limited to 2 exhibitors - <u>Applications will be accepted in the order received.</u>

*Image of invitation set

Fee: 540,000 JPY (tax incl.) per Set

27．**Banner ads listed on the Official Website**
Banner-advertising opportunities are available for exhibitors on the ET/IoT Technology 2015 official website.

Type1. Banner ad on Top Page
Banner ads listed on all the pages of the Official Website including Top page.
  * File Format: GIF or animation GIF format
    File Size: up to 15KB
    Banner Size: 120 x 55-pixel
    Each ads are shown in every 15 sec.
  * The banner will be posted upon receiving the
   order with data until the exhibition closes.

    Fee: 129,600 JPY (tax incl.)

Image of web page

Type2. Banner ad on individual pages
Banner ad listed on one of web pages except Top and sub-menu pages
  * Ads must be submitted as complete data specified by the Secretariat.
  * File Format: GIF or animation GIF format
    File Size: up to 20KB
    Banner Size: 180 x 180-pixel
    Each ads are shown in every 15 sec.
  * Limited to 1 exhibitor per a page.

    Fee: 54,000 JPY (tax incl.) *per a page
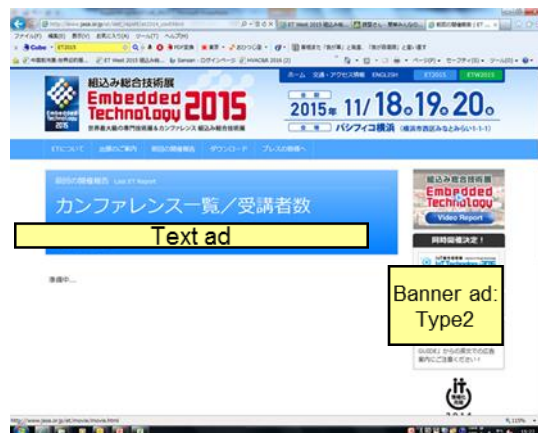
Image of web page

Type3. Text ad on individual pages
Text ad listed on upper part of web pages (except Top and sub-menu pages)
referred to as "Embedded Topics (tentative)"
* about 45 letters on a line. (Contents are changeable)
* Limited to 2 exhibitors per a page

    Fee: 32,400 JPY (tax incl.) *per a page

28. Advertising in "ET/IoT Technology Mail News" email newsletter

Text ads are available for the ET/IoT Technology Mail News distributed to about 73,000 industry professionals in the ET/IoT Technology field.

* Two ad positions are available: header ad & center ad.
* Ads can start running as early as one month prior to the opening of the exhibition.
* The text for the ads are to be prepared by the exhibitor.
* If 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 ET secretariat about the mailing schedule .

Fees (per insertion): Header Ad   129,600 JPY (tax incl.)
                       Center Ad   64,800 JPY (tax incl.)

※ET Mail News available in Japanese only   *Image of Mail News

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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 every program has the limited openings; therefore, applications are accepted in the order that they are received.**

In case the application contains a program item which is already fully booked, the ET/IoT Technology 2015 Secretariat will contact the exhibitor upon receipt of the application.

Embedded Technology 2015 IoT Technology 2015

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
10	Private Conferences	☐ Application Request (Room type: Date: 18th / 19th / 20st)		
11	"Open-Stage" Presentations ★**Deadline: Aug.20**	☐ Application Request (18th / 19th / 20st)		
12	Workshops ★**Deadline: Aug.20**	☐ Application Request (18th / 19th / 20st)		
13	New Product Press Conference	☐ Application Request 【 ☐ 13：00 ☐ 14：00 ☐15：00 】		
14	Suite Rooms/ Private Business Rooms	☐ Application Request (Room type:)		
15	Exclusive Storage	☐ Application Request		
16	Advertising on hanging Banners in the Concourse	☐ Applications Request		
17	Advertising on Pillar Signboards	☐ Application Request (Type 1 / Type 2)		
18	Advertising on hanging Banners above Escalators	☐ Application Request (Type 1 / Type 2)		
19	Advertising on flags of Qeen's Bridge street lights	☐ Application Request (12 flags per unit)		
20	Company Name/Logo on Lanyards / Logo on the visitor Badges	☐ Application Request (10,000pcs per unit） (Type 1 / Type 2 / both: pcs)		
21	Company Name/ Logo on Eco Bags	☐ Application Request (10,000 per unit）		
22	Advertising on the Exhibition Floor Plan & the Hall Entrance Bulletin Board	☐ Application Request (Type 1 / Type 2)		
23	Promotion at the Lounges in the Exhibition Hall	☐ Application Request		
24	Stamp Rally	☐ Application Request		
25	Invitation Set Mailing Service	☐ Application Request		
26	Enclosed the advertising in the Invitation Kit	☐ Application Request		
27	Banner ads listed on the Official Website	☐ Application Request(Type 1 / Type 2 / Type 3)		
28	Advertising in "ET Mail News" email newsletter	☐ Application Request (Header / Center)		
		Total (tax incl.)		

* Please write any requests or comments here:

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