

**Embedded
Technology 2018** **IoT Technology 2018**

Sponsorship Program & Support Program

【Contact】

Secretariat of ET / IoT Technology

c/o JTB Communication Design, Inc.

TEL: +81-3-5657-0756 FAX: +81-3-5657-0645

Email: etexhibit@jtbcom.co.jp

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Official Sponsor

2018 New Sponsor Plan!

Take advantage of our sponsor plan to make your company stand out to visitors and get a special discount!

(8% tax excluded)

No.	Sponsor Type	Limit to	Price (JPY)	Special Price for Sponsors
1	Platinum	1	4,000,000	3,500,000
2	Gold	2	1,200,000	900,000
3	Silver	3	800,000	600,000
4	Bronze	5	400,000	300,000

- ▶ Sponsors can combine favorite programs freely to meet the total price.
 - Sponsors can choose more than 1 program from the same price range.
 - Each sponsor plan has a limited number and will be provided by first-come, first served basis.

※You may not be able to choose the plan you want if it is already chosen by other sponsors

- ▶ All sponsors will be introduced in our official website and other publications.

Official Sponsor

● = Special offer (not included in the total price)
○ = Plans can be combined freely to meet the total price.
Sponsors can choose more than 1 program from the same price range.

Regular Price (JPY)	Plan Contents	Platinum	Gold	Silver	Bronze
Not for sale	Special Conference Session (Time and date will be decided by the organizer. Scale: 300)	●			
2,000,000	Neck Strap 1 unit: 10,000 straps	○			
1,000,000	Eco bag with company logo 1 unit: 5,000 bags	○	○		
500,000	Balloon Ads Dice shape: 3m×3m	○	○		
300,000 each program	<ul style="list-style-type: none">- Enclosed advertisement leaflets with Invitation Letter (A4 size, tri-folded, 10,000 leaflets)- Official Show Guide Ads (½ page ads, 20,000 copies)- Ads on Queen’s Bridge street light Flags (10 flags)	○	○	○	
200,000 each program	<ul style="list-style-type: none">- Official Show Guide Ads (¼ page ads, 20,000 copies)- Concourse Banner (double-sided, 1 banner)- Escalator Banner Upper row (double-sided, 1 banner)	○	○	○	○
150,000 each program	<ul style="list-style-type: none">- Exhibitors Meeting / Conference room (mezzanine floor, right above the exhibition hall)- Exhibitors Seminar (45 minutes / seminar, no personal data of attendees provided)	○	○	○	○
100,000 each program	<ul style="list-style-type: none">- News Letter Center Ads- Stamp Rally- Stock Room (4.5㎡, within exhibition hall)	○	○	○	○
Total (tax excluded)		4,000,000	1,200,000	800,000	400,000
Special Price (tax excluded)		3,500,000	900,000	600,000	300,000

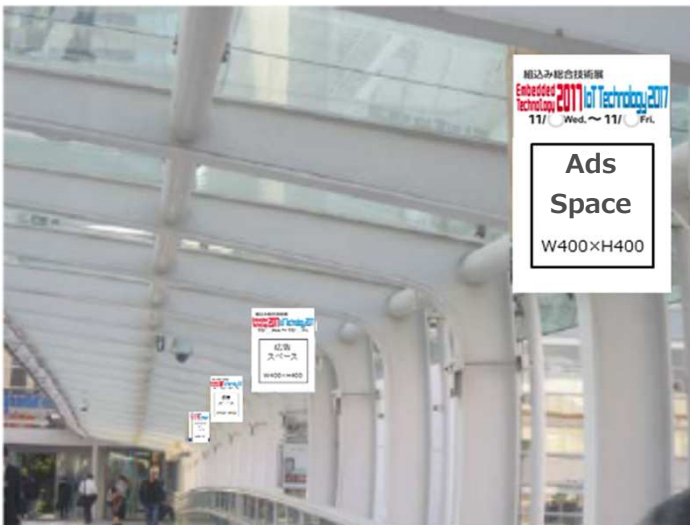
**Post your logo all the way from the station to exhibition hall,
lead more visitors to your booth!**

▼ Gold Sponsor

- | | | |
|--|-----------|-------------|
| • Ads on Queen's Bridge street light Flags | 20 flags | 300,000 × 2 |
| • Concourse Banner | 1 banner | 200,000 |
| • Escalator Banner Upper row | 2 banners | 200,000 × 2 |

Total 1,200,000 JPY
Tax excluded

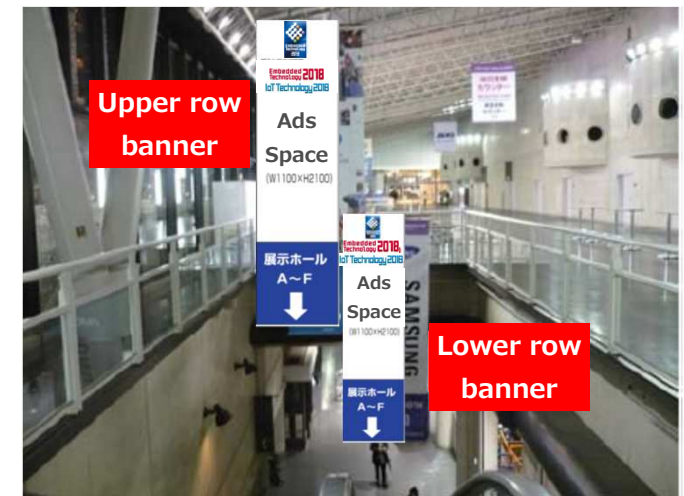
➡ **Special Price 900,000 JPY**
Tax excluded



Flag image



Concourse Banner image



Escalator Banner image

Reach out to potential customers efficiently and lead to direct business meetings!

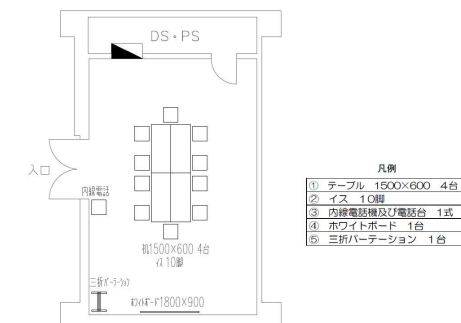
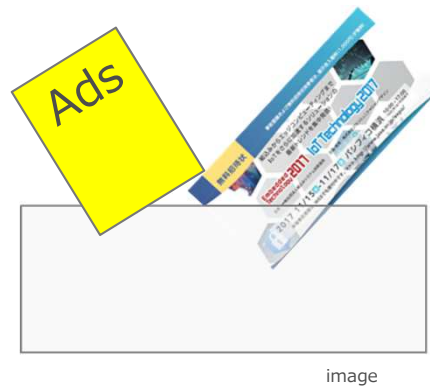
▼ Sliver Sponsor

• Enclosed advertisement leaflets with Invitation Letter	10,000 leaflets	300,000
• Exhibitors Seminar (no personal data of attendees provided)	1 seminar	150,000
• Exhibitors Meeting / Conference room	1 room	150,000
• News Letter Center Ads	80,000+ database	100,000
• Stock Room	1 room	100,000

Total 800,000 JPY
Tax excluded



Special Price 600,000
Tax excluded



Separate Support Programs

- ※Each program can be applied separately.
- ※If you will apply for several programs, the total price may be cheaper to choose our sponsorship program.

Lanyards with logo/company name

2,000,000 JPY (tax excluded)

Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

Lanyards with your logo / company name will be distributed to all visitors together with visitors' badge.

Limit to : 2 exhibitors

Price : **2,000,000 JPY** (tax excluded) / unit

Quantity : 1 exhibitor up to 2 units (1 unit= 10,000 lanyards)

Distribute place : on-site registration counter,
badge case distribution site



image

- Please note that the logo of Embedded / IoT Technology will be printed together with your logo / company name.
- Lanyards will be provided separately if 2 exhibitors applied for 10,000 each.
- If A exhibitor applied for 20,000, B exhibitor applied for 10,000, 10,000 lanyards will have the logo of both A and B. The other 10,000 lanyards will only have A logo on it.

Eco bag with company logo (thick ver.)

1,000,000 JPY (tax excluded)

Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

Eco bag with your company logo will be distributed to visitors during the show.

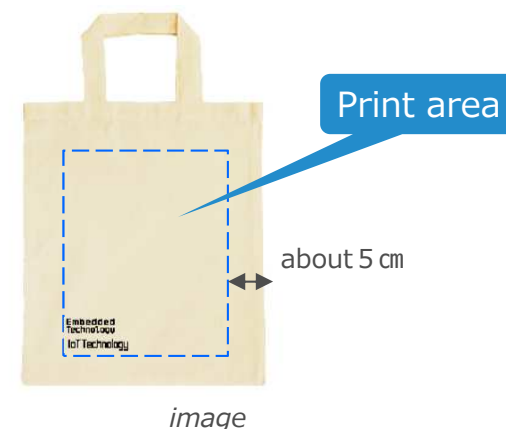
Limit to : 1 exhibitor

Price : **1,000,000 JPY** (tax excluded) / unit

Quantity : up to 3 units (1 unit = 5,000 bags)

Print : 1 C (ink black color)

Format : ai or eps data



- Please note that the logo of Embedded / IoT Technology will be printed together with your logo / company name.

Balloon Ads (Dice shape)

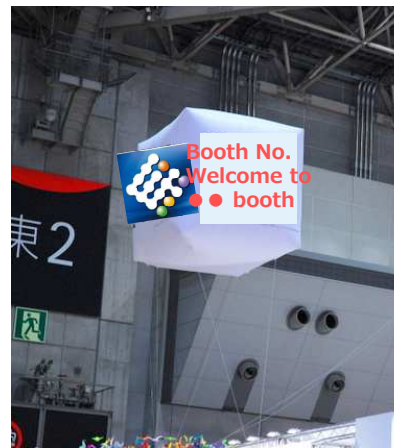
500,000 JPY (tax excluded)

Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

Balloon Ads right above your booth.

Raise your visibility and attract more visitors' attention!!

Limit to : 5 exhibitors &
4+ booths exhibitors
Price : **500,000 JPY** (tax excluded)
Location : Above your booth



image



- Ads data should be provided by exhibitors in specified format.
- Please contact the secretariat for more details about this plan.

Enclosed advertisement leaflets with Invitation Letter

300,000 JPY
(tax excluded)

Platinum	Gold	Silver	Bronze
Before exhibition	Sign	Publications	Others

Your leaflets will be sent together with the official Invitation Letter of the show.
(20,000 database selected by the organizer, visitors of past shows included)

Limit to : 2 exhibitors
Price : **300,000 JPY** (tax excluded) / 1 unit
Quantity : 1 exhibitor up to 2 units
(1 unit = 10,000 leaflets)



image

- Exhibitors should send A4 size tri-folded leaflets to the address provided by the secretariat.
- Reach out to potential customers not in your own database before the show!

Official Show Guide distributed to visitors during the show.

Include floor map, exhibitors list, conference program, ET/IoT festa map, theme zone special feature, ET/IoT award winners special feature, etc.

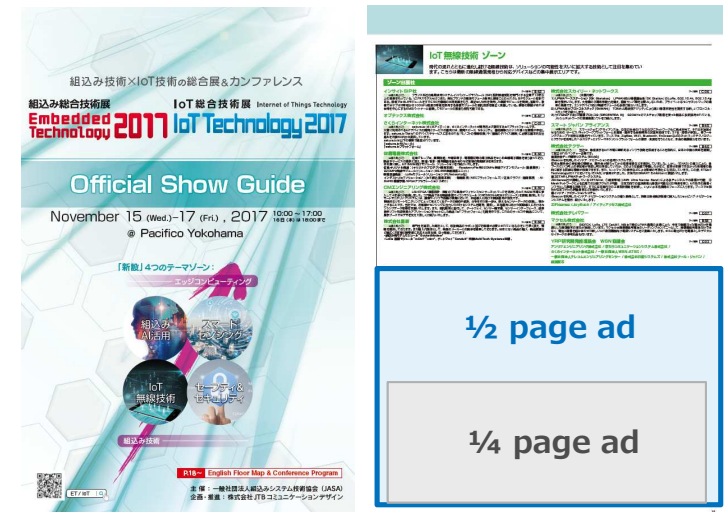
Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

Limit to : 5 exhibitors

Price : **300,000 JPY** (tax excluded) / ½page ad
200,000 JPY (tax excluded) / ¼page ad

Quantity : 20,000

Distribute location : All entrances of exhibition hall



image

- Our Official Show Guide that most visitors will take with them during the show.
- Some will be taken back by visitors to be used as internal circulation materials, or be stored for further reference.

Ads on Queen's Bridge street light Flags

300,000 JPY (tax excluded)

Queen's Bridge (between Queen's Square and exhibition hall) is a bridge that all visitors come by train will pass by.

Ads space is provided on the street light flags on each side of the bridge.

Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

Limit to : 4 exhibitors

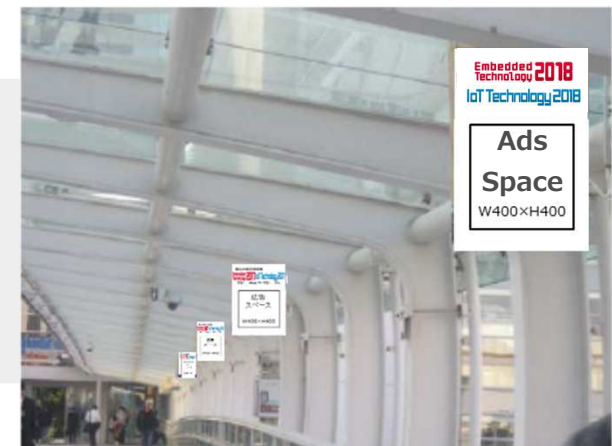
Price : **300,000 JPY** (tax excluded) / unit

Quantity : 1 unit = 10 flags

Location : ① Queen's Mall Bridge
② Plaza Deck B



image



image

- Ads data should be provided by exhibitors in specified format.
- Ads size: Within W400mm×H400mm
- Please put your hall No. and booth No. in your ads.
- Your ads data will be examined by Yokohama City in advance.

Concourse Banner

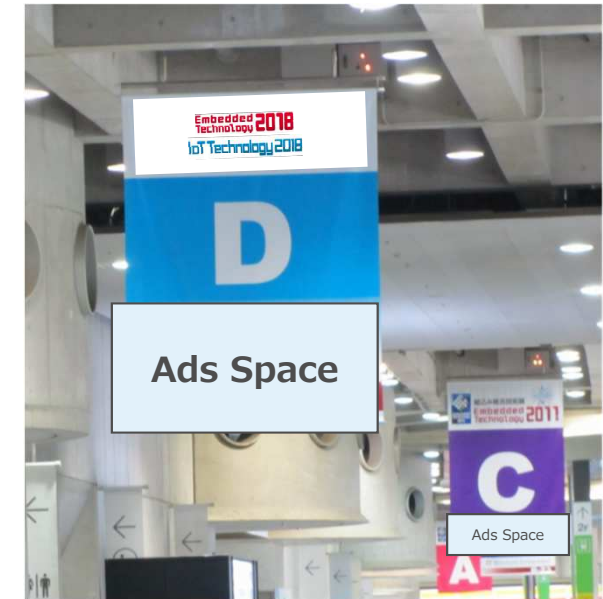
200,000 JPY (tax excluded)

Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

Hanging banner ads at first floor concourse area.

Attract more visitors' attention at the area that all visitors will pass by!

Limit to : 6 spaces (1 space per zone X 6 zones)
Price : **200,000 JPY** (tax excluded)
Location : First floor concourse,
entrance of each exhibition hall



image

- Basically your ad will be allocated in the same zone as your booth.
- Ad space W1.8m×H0.9m double-sided
- Ads data should be provided by exhibitors in specified format.

Escalator Banner

200,000 JPY (tax excluded)

Hanging banner ads space at 2nd floor concourse area, beside the escalator.

An area that most visitors from conference halls and the station will pass by!

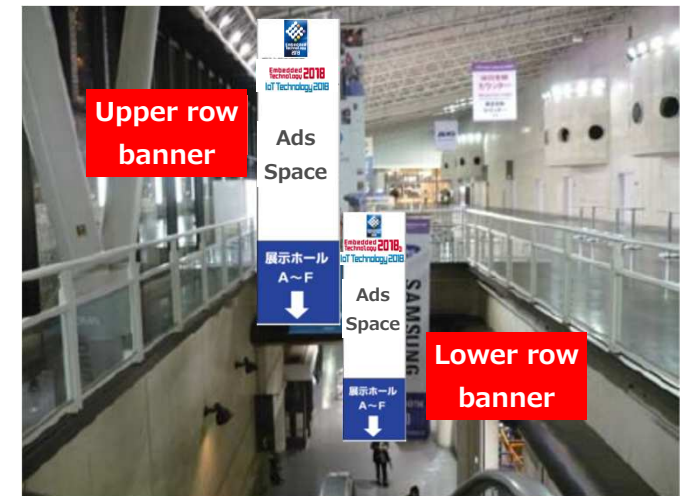
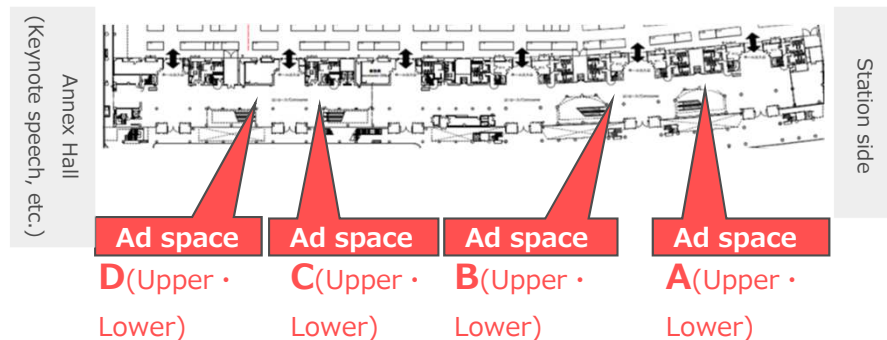
Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

Limit to : 8 spaces

Price : **200,000 JPY** (tax excluded)

Location : Please refer to the map below

<Ads space>



image

- Ads space W1.1m×H2.1m (2 spaces for per escalator, totally 4 escalators, 8 spaces available) double-sided
- Ads data should be provided by exhibitors in specified format.

Exhibitors Meeting / Conference room

150,000 / 200,000 JPY (tax excluded)

Exhibitors Meeting / Conference rooms are located at the mezzanine floor, right above the exhibition hall.

Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

This room can be used for meetings with VIP customers, waiting room, rest room or stock space, etc.

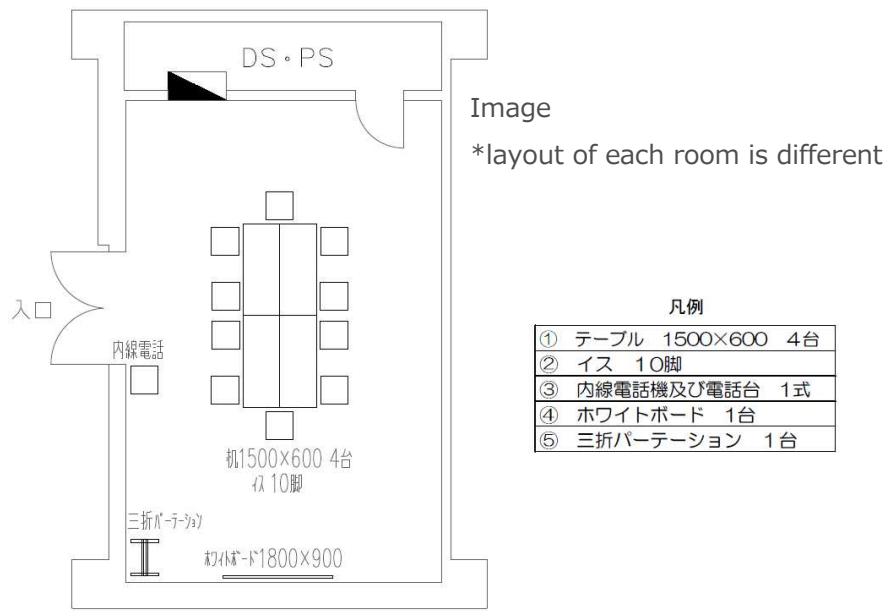
Limit to : 10 rooms

Available time : 5 days from 11/12 pm~11/16

Price : Type 1 **200,000 JPY** (tax excluded) / 5 days

 Type 2 **150,000 JPY** (tax excluded) / 5 days

Type	Space (㎡)	Available time	Price (tax excluded)	Facilities	
				Chair	Table
①	80~90 (2 rooms)	9:00~18:00	200,000 JPY	20	8
②	35~60 (1 room)		150,000 JPY	10	4



- Room rent fee, tables and chairs (fixed number) are included in the price.
- Exhibitors should prepare for other facilities or equipment that will be needed.
- The organizer will decided the room location for exhibitors applied for the same room type.

Exhibitors seminar site within the exhibition hall available!

Visitors' pre-registration required – meet with visitors highly-motivated and interested in your products / service!

Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

Limit to : 24 seminars / 45 minutes per seminar

Price : Type 1 **150,000 JPY** (tax excluded) *no personal data of attendees provided

Type 2 **350,000 JPY** (tax excluded) *personal data of attendees provided

location : ①seminar site within exhibition hall (T100)

②seminar site on 2F [E204] (S54/T80)

Equipment included : Wired microphone X 2, projector, screen, lecture table.



2F [E204]	11/14	11/15	11/16
S50/T80	(水)	(木)	(金)
11:00~11:45	○	○	○
13:00~13:45	○	○	○
14:00~14:45	○	○	○
15:00~15:45	○	○	○

Within exhibition hall	11/14	11/15	11/16
T100	(水)	(木)	(金)
11:00~11:45	○	○	○
13:00~13:45	○	○	○
14:00~14:45	○	○	○
15:00~15:45	○	○	○

●All seminars require visitors' pre-registration.

●Personal data of attendees that will be provided for Type 2: name, company name, address, TEL, email address, attended the seminar or not. *data will be provided about 1 week after the show.

●Exhibitors applied for Type 1 (no personal data provided) plan will not be able to collect attendees personal data (business card, questionnaire) during the seminar.

●Seminar information will be introduced in official website and invitation letters, etc.

Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

1 day or half day private seminar at Conference center, Annex hall, Exhibition hall 2F.

【1 day】 9 : 00~17 : 00

【Half day】 Morning: 9 : 00~12 : 45

Afternoon: 13 : 15~17 : 00

※ Preparation and removal time included in the use time.

※ Extra fee will be charged for extended time. (morning use can not be extended)

Equipment included : Wired microphone X 2, Wireless pin microphone X 2, screen, table, chair, lecture table.

*To rent additional equipment / facilities, please contact the secretariat.



Type	Size	Layout	1 day fee	Half day fee	Room example
①	225m ²	S96/T176	250,000	210,000	Annex Hall F201~206
②	152m ²	S72/T144	210,000	180,000	Conference center 313+314 or 311+312
③	98m ²	S54/T80	180,000	160,000	Exhibition hall 2F seminar room (E204)
④	88m ²	S36/T72	170,000	150,000	Exhibition hall 2F seminar room (E205)

JPY, tax excluded

◇Option Service (all tax excluded)

- Projector set (projector, projector table, cable) 1 day : 90,000 JPY Half day: 70,000 JPY
- Pre-registration system fee 1. No personal data provided: 100,000 JPY 2. Attendees personal data provided: 300,000 JPY
- Other equipment / facilities *please contact the secretariat directly.

※This plan is served on first come, first served basis. Exhibitors may choose the time and date, but the organizer may adjust it when it's already applied by other exhibitors.

News Letter Center Ads

100,000 JPY (tax excluded)

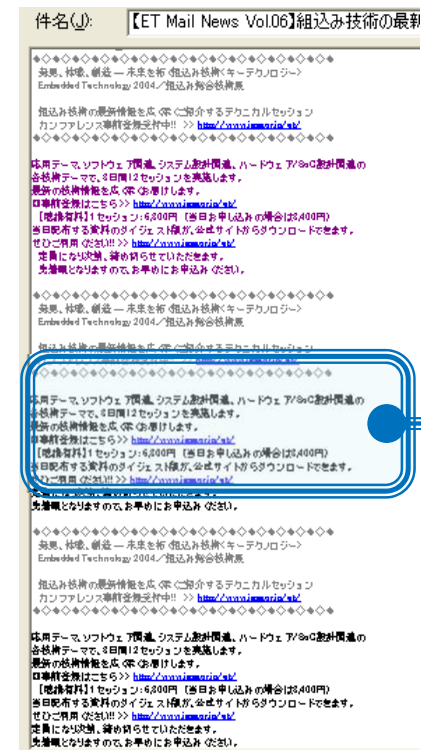
Send your exhibit information and latest product / service ads to more than **80,000** industry professionals before the show!

Limit to : 10 ads before the show
2 ads after the show

Price : **100,000 JPY** (tax excluded) / ad

Mail list : ET / IoT Mail News to over **80,000** database

Platinum	Gold	Silver	Bronze
Before exhibition	Sign	Publications	Others



Center ads

- We will contact you about 1 month before the show to ask for the date you want your ads to be delivered. (we may adjust the date if multiply exhibitors applied for the same date)
- Ad length: 35 Japanese characters X 8 lines
- The organizer has the right to refuse delivering the ads if it is considered not appropriate.

Stamp Rally

100,000 JPY (tax excluded)

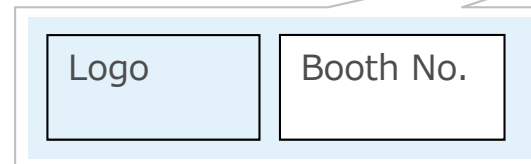
Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

A good chance to attract a wide range of visitors from different industries with different job titles!

Limit to : 6 exhibitors

Price : 100,000 JPY (tax excluded)

Target : Around **25,000** visitors



image

- Stamp Rally card will be distributed to all visitors (we may change paper card to online system)
- Please understand that if exhibitors applied for this program are less than expected, we may cancel this program.

Stock room

100,000 JPY (tax excluded)

Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

No longer need to worry about where to storage your baggage!

Save the storage space in your booth by applying for your own stock room!

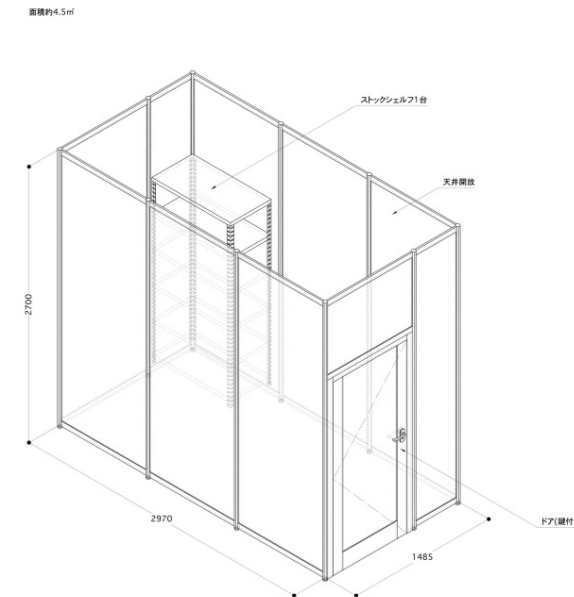
Limit to : 20 exhibitors

Price : **100,000 JPY** (tax excluded)

Size : W1.5m × D3m × H2.7m = 4.5m²

Specification : 1 steel rack included

Open ceiling, with lock on the door.



- Exhibitors should take care of your own keys for security reasons.
- This space can not be used for business talks or product exhibit.
- Please contact us if you have other requests.

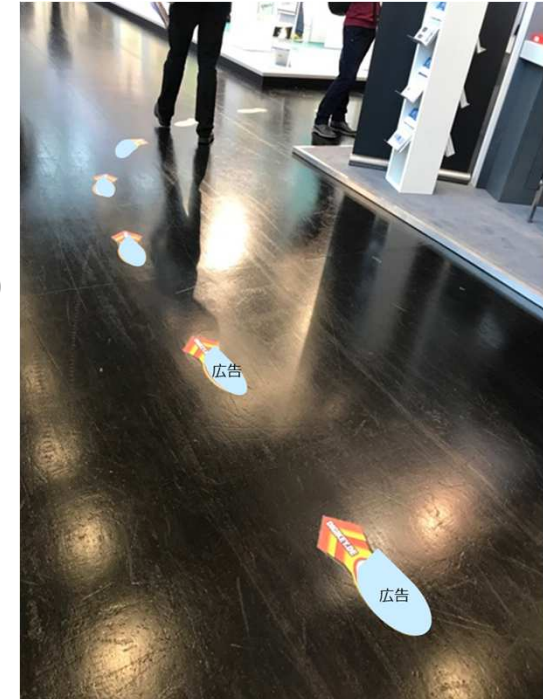
Footprints Ads within exhibition hall

150,000 JPY (tax excluded)

Platinum	Gold	Silver	Bronze
During exhibition	Sign	Publications	Others

A funny way to guide visitors from the hall entrance to your booth!

Limit to : 4 exhibitors
Price : Foot shape ads 10 sheets / **150,000 JPY** (tax excluded)
Size : W200~300mm



- Company logo and booth No. can be printed in the ads.
- You can also increase your publicity by using your own company character.

Application Form | Official Sponsor, Separate Support Programs

Exhibitors name		Name	
E-mail		TEL	

① Sponsor Program: Please check the sponsorship plan check box and choose your favorite plans to meet the total price of the sponsorship.
(You can choose more than 1 program from the same price range)

② Separate Support Plan: Please choose the program you would like to apply for and fill in the total price area.

※all tax excluded

<input type="checkbox"/> Platinum Regular Price 4,000,000 JPY Sponsor Price 3,500,000 JPY	<input type="checkbox"/> Gold Regular Price 1,200,000 JPY Sponsor Price 900,000 JPY	<input type="checkbox"/> Sliver Regular Price 800,000 JPY Sponsor Price 600,000 JPY	<input type="checkbox"/> Bronze Regular Price 400,000 JPY Sponsor Price 300,000 JPY
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Regular Price	Plan Contents	Quantity
2,000,000	Neck Strap (1 unit: 10,000 straps)	
1,000,000	Eco bag with company logo (1 unit: 5,000 bags)	
500,000	Balloon Ads	
300,000 each program	Enclosed advertisement leaflets with Invitation Letter (1 unit: 10,000 leaflets)	
	Official Show Guide Ads (1/2 page ads)	
	Ads on Queen's Bridge street lights Flags (10 flags)	
200,000 each program	Official Show Guide Ads (1/4 page ads)	
	Concourse Banner	
	Escalator Banner Upper row	

Regular Price	Plan Contents	Quantity
150,000 each program	Exhibitors Meeting / Conference room	
	Exhibitors Seminar (no personal data of attendees provided)	
100,000 each program	News Letter Center Ads	
	Stamp Rally	
	Stock Room	
	Plan Contents	Quantity
350,000	Exhibitors Seminar (personal data of attendees provided)	
price depends on the room type	Private Conference	
	Footprints Ads within exhibition hall	

<Comment> *Please write down here if you have any request for the program you applied.

<Total>

※ All programs are provided on first come, first served basis.
※ We will contact you if your applied program has already been applied by other exhibitors.

JPY (tax excluded)