

# ET & IoT Digital 2020

- Comprehensive Edge Technology Exhibition

to Accelerate Social Implementation of Innovation -

**New proposal for next-generation digital events by the data analysis**



Digital  
2020

Sales Prospectus

**Date: November 16, 2020 (Monday) -December 18, 2020 (Friday)**

一般社団法人  
組込みシステム技術協会  
Japan Embedded Systems Technology Association

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ET & IoT Digital 2020 Official site <https://www.jasa.or.jp/expo/>

## To Asia's Largest Edge Technology Comprehensive Technology Exhibition

At ET & IoT, we will quickly catch up with the new trend of IoT, edge computing, focus on the core technology "edge technology", and develop it as an event where you can overlook the latest information.

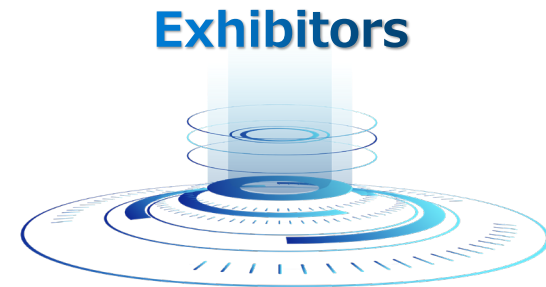
## To the new sense of digital exhibition

"ET & IoT 2020 Digital", which will be held for the first time in digital, will provide a place for information exchange with a new sense that is different from real exhibitions and online events so far.

This exhibition is a new concept digital that focuses on maximizing the value of the customer experience by making full use of data analytics and recommendation functions, and reaching the information that each user really needs as directly as possible. We will hold an exhibition.

Through this new sense of digital exhibition, we will deliver to users the latest trends in conventional core embedded technology, as well as technical information that is indispensable to each other in the IoT society of cloud and edge computing, and edge premised on entering the 5G era. We will disseminate the impact of computing technology to all industries.

- Edge Tech / Edge Computing / Edge AI / Edge Security
- Built-in (deep embedded)
- Design / development support / tools
- 5G / local 5G
- Hardware
- Software
- IoT
- Smart sensing
- Safety and security
- Cloud



## Social implementation in embedded / edge tech / IoT technology and innovation application fields.



### Type of industry

Automotive • Manufacturing / FA • Mobile / Smart devices • Transportation / Social infrastructure • Robotics • Medical care • Retail • Finance • Space • Aviation • Disaster prevention • Semiconductor devices • Communications • Networks • Home appliances / AV • Software / hardware development vendors • Municipalities / Public institutions, etc.

### Field

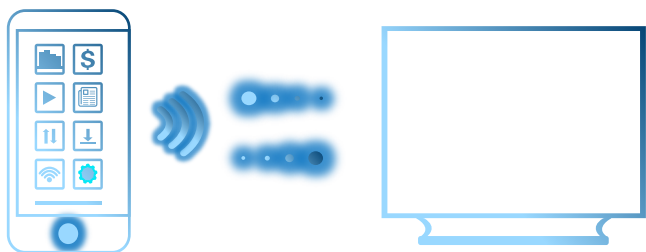
Development • Design • Research • Planning • Production / Quality control • Management • Management planning / management

# Key theme



**Target ↔ Brand new model whior produce new connection experience between exhibitors & attendess**

- Timeline Logic like SNS
- Easy to attend by PC / Smart Phone



## Using Timeline

- facebook / instagram style display style
- You can easily go around each company's booth just by scrolling.
- Interactive display is possible with the video compression function

## Maxiimaiz business opportunities.

- Seminar function
- 1on1 customer service function
- Various advertising plans

## Automatic optimization for visitors' intentions / preferences

- Registration profile / attribute analysis → Can be recommended to visitors who want to show
- Timeline video content is automatically optimized for the interests of visitors





## Continuation to ET & IoT in the future

With a view to continuing to hold the event after 2021, to hold using "digital" as a novel operation form

## ■ Sponsor Program

4 types of packages and options are available \*Tax is not included

	<b>S package</b> JPY 4,000,000	<b>A package</b> JPY 2,400,000	<b>B package</b> JPY 1,200,000	<b>C package</b> JPY 340,000
	 <b>Only 10</b>	 <b>Only 20</b>	—	—
Exhibition Panel	<b>40</b>	<b>18</b>	<b>8</b>	<b>1</b>
Seminar Slot	<b>2</b>	<b>2</b>	<b>1</b>	—
Communication account	<b>5</b>	<b>3</b>	<b>1</b>	<b>1</b>
Post on the keynote lecture tab	<b>1</b>	—	—	—
Post on Technical session tab	—	<b>1</b>	—	—
Email 5 lines AD	<b>1</b>	<b>1</b>	—	—

**[Special discount ] ■ JASA member 12%off ■ Continuous discount 5%Off**

\* You can add for the exhibition panel, seminar panel, and business negotiation function account.

\* For the S / A package, please prepare a 3 slots seminar video including the keynote lecture(S) / seminar(A) listed in the lecture list.

\* Audience information for keynote speeches / seminars listed in the S / A package lecture list will be delivered by the secretariat three times, including during the session.

## ■ Plan for University

### 【 University Special plan 】

We will accept participation in a special plan for research and educational institutions such as universities that conduct research, education, technology transfer, etc. related to embedded technology and IoT technology.

**C package JPY 340,000 → Special Plan for University JPY 100,000 (without tax)**

- EXHIBITION PANEL : 1 panel
- Communication account (Only mail) : 1 account
- ※You can not use special discount.
- ※If you need real time chat serves, You have to add as an option.



## ■ Options

You can customize your sponsor package with additional options.



Each  
Keytheme  
Only 10

**[Special discount ] ■ JASA member 12%off ■ Continuous discount 5%Off**

● Key theme sponsorship 400,000yen / each keyword

Providing information on key theme conference attendees: up to 200 data

Key Themes: Mobility, Security, Edge AI, 5G/Local 5G, AI/Robotics,

Smart city/IoT/embedded technology

## ■ Options

You can customize your sponsor package with additional options.

- **EXhibition Panel JPY 100,000 / for 1 panel**
- **Seminar Slot JPY 300,000 / for 1 session slot**
- **Communication account Chat · Email inquiry · ZOOM JPY 60,000 / for 1 account**
- **Seminar video shooting service 180,000 yen / 1 slot**

\* Video 20 to 30 minutes Correspondence time up to 2 hours

- **Email 5lines AD JPY 100,000**
- **Official website banner JPY 300,000 (still image/animated banner)**  
※limited for 3 companies

- **SMS notification 500 messages 1pack /JPY 28,000**

※Trail pack: until 100 messages are free for every company

In order to get the opportunity request in real time, we will notify you by SMS to the preset mobile phone.

The notification function can be controlled "ON / OFF" from the exhibitor's site. For the 101st and subsequent cases, we accept orders in units of "500 messages = JPY 28,000(excluding tax)".

This package is prepaid, so notifications will stop automatically when 100 items are reached. If you wish to continue setting after purchase, please apply in advance.

\* Additional applications during the exhibition period will require 1-2 business days before the system is reflected, so please apply as soon as possible.

\* There will be no refund of usage fees that were not used by the end of the event.

\* SMS notification frames cannot be exchanged or transferred between exhibitors. Even if multiple companies participate in the joint exhibition, 100 services will be provided for the entire company.

**[Special discount ] ■ JASA member 12%off ■ Continuous discount 5%Off**



## ■ Visitor information provided

We provide lead data that takes advantage of the characteristics of digital exhibitions.

You can download list

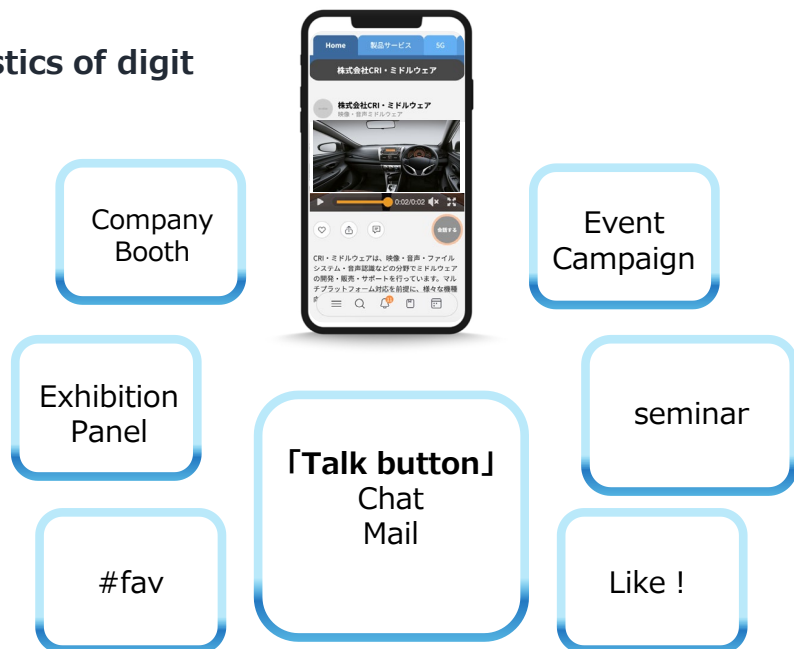
**whenever you want.**

- Booth visitor information
- Exhibition panel visitor information
- Seminar panel visitor information
- Chat, email inquiries etc.

\* Daily update from the secretariat, you can get information from the exhibitor site

## ■ The opportunity function can change the account for each product. You can change the ON / OFF setting at any time you like.

- You can set up an account for the negotiation function for each exhibition panel and seminar panel.
- You can get mail or SMS notification when visitor
- You can change the "ON / OFF" setting for chat at any time.
- Chat can be set automatically for each exhibition panel and seminar  
 You want to respond in real time → "ON"  
 You want to select and reply only to the content You want to reply to → "ON" Chat automatic reply setting  
 You want to contact them from your company later → "OFF"

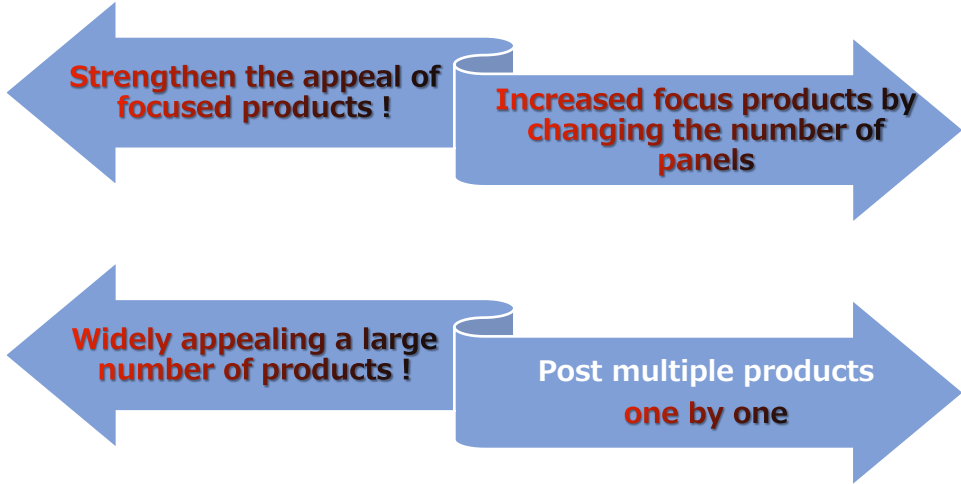


■ A probability to display products can be freely changed by focusing on products and the effect during the exhibition period.

You can try various measures with visitors' logs and reactions at the 33-day digital event !

Increase the "probability" to display at the top by the number of exhibition panels

Exhibition panels can be changed for each products and service !



For example  
Exhibit 5 products in 10 exhibition panels  
1<sup>st</sup> week

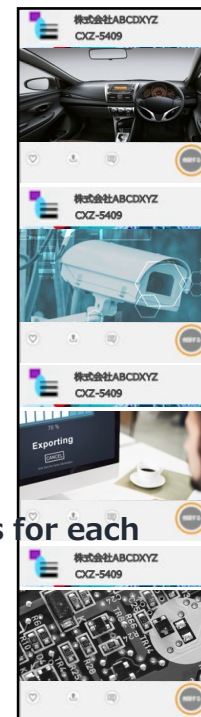
Product A : Use 6 panels  
Product B~E : Use 1 panel for each

- Product A Possibility to display on the top × 6 times
- Other 4 products Possibility to display on the top × 1time



2<sup>nd</sup> week All products : Use 2 panels for each

- All products Possibility to display on the top × 2 times



If the number of panels is large, the probability that the product displays at the top will increase. Display function and recommendation function that change every time make "visitors who want to see" even one product at a time

**It is possible to appeal efficiently!**



## ■ Exhibitor preparation: 2-3 types of content to prepare

Not only a normal online exhibition with still images and texts, but all the contents of company introductions, exhibition panels, and seminars will be displayed as autoplay videos when scrolling. We will realize a mechanism that will not make visitors bored with image compression technology that can display any web page, video, or still image.

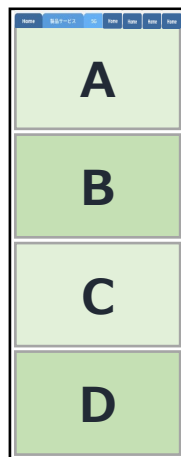
### ① Company introduction page

Video or Still image

○Video : Max 6s  
○Still image

※For still images, please convert to the file format.

- Company logo
- Company name
- Buzzword
- Introduction etc.



### ② Exhibition panel

Video or Still image

○Video : Max 60s  
※30s recommended  
○Still image

※For still images, please convert to the file format.

- Product name
- Buzzword
- Introduction
- Category
- Handout (brochure, PDF)
- Decide a person in charge etc.



### ③ Seminar panel

Recorded video

○Video : Max 30m ※20m recommended

- Title
- Picture of a lecturer
- Profile of a lecturer
- Introductory essay
- Category
- Handout (brochure, PDF)
- Decide a person in charge etc.



**The video display makes it possible to post information that is catchy and makes visitors want to click more.**

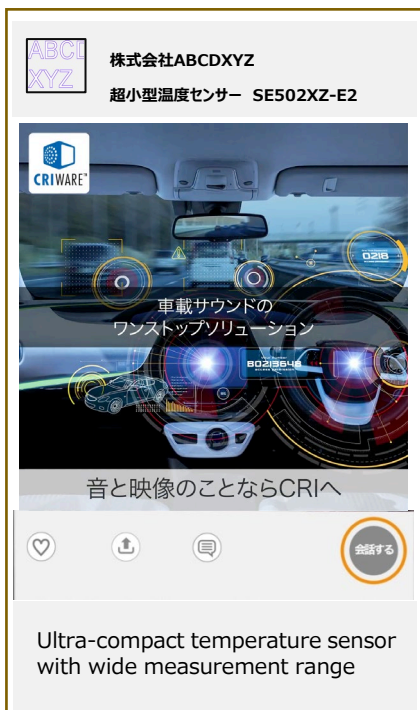
**Not only normal videos and images, but also 360-degree product swipe videos and spherical images can be posted.**

**Let's try to make videos!**

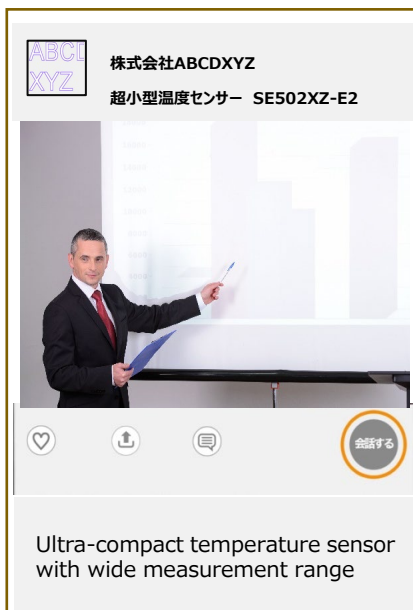
# Please prepare the video / image size according to the content!

The video size is optimized to 1: 1 according to the width. Please prepare according to the content you have and the size you want to display. If you want to show a larger image, use "1: 1", use the video used in TV or seminars, etc. If you plan to use it in the future, create "4: 3", "16: 9", etc. according to your wishes. Please.

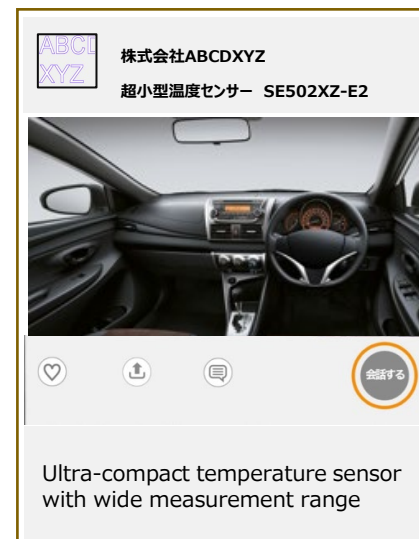
## ● 1:1 ratio



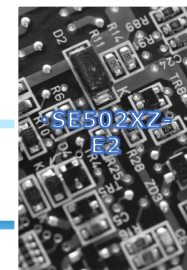
## ● 4:3 ratio



## ● 16:9 ratio



※Vertically long size cannot be posted.



## ■ Video production support option menu

Even if you would like to support video production, we will prepare various services as an official service so that we can meet your request.

### Video production package plan

Content	Plan	Detail	Time	Delivery date (Working day)	Price
<b>Company page 6s EXPO movie</b>  This is a video for the timeline that displays on the list of exhibitor.  ※No sound needed.	Light	Please select from the video templates (PowerPoint) prepared for this exhibition. Exhibitors should set their own videos, images and texts in the template and submit them to CRI. CRI will deliver them as a video. The finish will be a square movie.	6s	5d	JPY 55,000
	Standard	Based on the standard sample video, we will produce it at the production company using the provided images and videos. We will create a video by editing such as adjusting and cutting out a scene from the video material. The size of the video is on request.	6s	5d	JPY 90,000
	Order made	We will produce original videos with full custom, such as coverage and shooting. The size of the video is on request.	6s	More than 20d	JPY 505,000~
<b>Exhibition panel movie</b>  This is a video for the exhibition panel displays at the booth of exhibitor. We produce it for introducing products, services, and companies.	Light	The plan is the same as the EXPO video light plan, but we have prepared a template that you can set up as you want. Please edit the template by yourself and submit it to CRI. CRI will deliver them as a video. The finish will be a square movie. BGM is an option.	30s	5d	JPY 90,000
	Standard	Based on the standard sample video, we will produce it at the production company using the provided images and videos. We will create a video by editing such as adjusting and cutting out a scene from the video material. The size of the video is on request.	30s	5d	JPY 175,000
	Order made	We will produce original videos with full custom, such as coverage and shooting. The size of the video is on request.	30s	More than 20d	JPY 850,000~
<b>Seminar movie</b>	Seminar	We will pre-shoot the presentations and seminars in the booth and the keynotes given at the organizer's conference, and edit and produce them as videos for distribution. We recommend 20m, Max 30m. The size of the video is on request.	20m	-	JPY 170,000
<b>360 degree product swipe video</b>	-	We will create an image that provides you to see 360 degrees around the product by swiping.	-	3d	JPY 40,000
<b>Spherical image</b>	-	You can introduce factories and facilities with 360 degree panoramic images.	-	3d	JPY 90,000
<b>Sound</b>  This is an additional option when creating a video. The price is the unit price per video.	Existing BGM	You choose the sound from some samples and use it for your video files.	-	-	JPY 30,000
	Order made BGM	BGM will be produced upon request.	-	10d	JPY 100,000
	Narration	A professional voice actor will narrate.	-	10d	JPY 100,000

### Exhibitor package plan

Content	Plan	Detail	Object	Delivery date (Working day)	Price
<b>Exhibitor agency</b>	Management	We will manage the exhibition panel on your behalf, such as registering and setting videos and introductory texts. Maintenance, corrections, etc. during the holding period are not included. Please prepare the videos, still images, and sentences to be exhibited.	1 panel unit Before the exhibition	Of the content to be exhibited Talk depending on the quantity	JPY 50,000
	Operation	In addition to the contents of the management plan, we will perform management such as maintenance during the exhibition period and change of display priority setting. It does not include customer service with the negotiation function. Please respond by the exhibiting company.	50 panels Until the end of the exhibition	Of the content to be exhibited Talk depending on the quantity	JPY 500,000

※Please contact us for details. 【 CRI Middleware Co., Ltd. Video/Exhibition page support counter : [dxexpo2020@cri-mw.co.jp](mailto:dxexpo2020@cri-mw.co.jp)】

## ■ Video production support Reference example : Light plan (6s video for EXPO page)

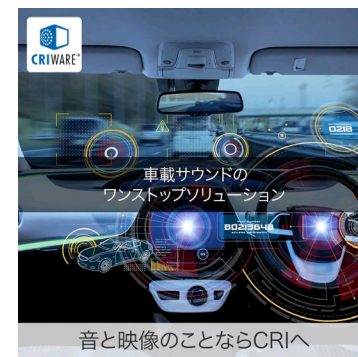
Just select your favorite template and it's OK! We will take care of everything from video creation to system registration. ※We will deliver all the videos

 ① Submit image material



Video production company

② Select template



Video completed!

Click here for video production support : <https://crimw.me/et2020option>

We have posted documents and FAQs related to video production.

※Please contact the following for details.

[CRI Middleware Co., Ltd. Video/Exhibition page support counter : dxexpo2020@cri-mw.co.jp]

## ■ Announcement/Attracting customer

We will review the announcement activities up to last year and implement announcements that have been significantly scaled up in terms of both volume and content.

### Announcement&Media tie-up

Announcement through related media (E-mail/Banner/Article)

Part of the announcement media (candidate)



In addition, we are aggressively investing in advertising, which is the main axis of recent advertising strategies, and smartphone advertising, which is expected to produce results in cognitive appeal. Efficiently reach your target audience.

- Google/Yahoo AD Display Network
- Facebook/Twitter
- Smart News

### repeat customer&Announcement to customers owned by the secretariat

- Regular e-mail guidance to about 75,000 visitor / registrant data from past events
- Past visits to events hosted by Nano Opt Media Co., Ltd., which is in charge of the secretariat from this year / We selected the matching layer from the registrants and provided guidance by e-mail (applicable target about 80,000).

\* Information will be delivered at a pace of 2 to 3 times / week from about 2 weeks before the start of the session to the end of the session.

Part of an event hosted by Nano Opt Media



### Official SNS

Information is disseminated in a timely manner from the official accounts of twitter and facebook.



<https://www.facebook.com/EmbeddedIoTTechnology>  
@EmbeddedIoTTechnology



[https://twitter.com/ET\\_secretariat](https://twitter.com/ET_secretariat)  
@ET\_secretariat

**To win valuable business  
negotiations**

**Now to the  
"unexperienced zone"**

Contact US !  
ET & IoT Show Management Office:  
E-mail: [sales2@f2ff.jp](mailto:sales2@f2ff.jp)