



**MEDIA ADVISORY**

## **CEATEC JAPAN Management Office Announces CEATEC JAPAN 2008 Official Media Tour**

**Las Vegas, January 8, 2008...**The CEATEC JAPAN Management Office is pleased to announce that applications are now being accepted for the CEATEC JAPAN 2008 Official Media Tour which will take place in October.

A wide range of services are being introduced to support the coverage of international media. Participants in the Official Media Tour will be able to take advantage of these services and will also enjoy a program of exclusive events, including special tours of exhibitor facilities. Details of these special features will be announced in the days and weeks ahead by email and through the official website ([www.ceatec.com](http://www.ceatec.com)). We invite you to participate in the Official Media Tour and introduce to your audience the advanced technologies, products, components, devices, and services that are creating tomorrow's global trends.

CEATEC JAPAN 2008, Japan's comprehensive trade show for the electronics and information technology industries will be held at Makuhari Messe in Chiba (east of Tokyo) from September 30 to October 4, 2008. At CEATEC JAPAN 2008, which concluded on October 6, a total of 895 companies and organizations exhibited in 3,199 booth spaces, including 348 exhibitors from 20 countries. The exhibition drew a record 205,859 registered visitors in the five days it was open.

Sponsored by three leading industry associations, the show is a forum for the introduction of cutting-edge technologies, products, and services in information technology (IT) and related fields.

The CEATEC JAPAN Conference features numerous Keynote Speeches by industry leaders and more than 100 sessions covering every aspect of the electronics and IT industries. It further provides unique opportunities to witness the visions and business plans of the world's leading companies.

***[www.ceatec.com](http://www.ceatec.com)***

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For further information, please contact CEATEC JAPAN Management Office in the Japan Electronics Show Association.

Tel: +81 3 5402 7603

Fax: +81 3 5402 7606

E-mail: [mediatour@ceatec.com](mailto:mediatour@ceatec.com)

**Attachment 1**

**Outline of  
CEATEC JAPAN 2008 Official Media Tour**

**1. Participation fee: US\$2,000 / €2,000**

**2. Schedule (tentative)**

September 28 (Sun)	Depart from USA, Europe
September 29 (Mon)	Arrive in Tokyo, Japan (Tokyo New International Airport (Narita))
September 30 (Tue) –October 2 (Thurs)	1. Behind-the-scenes information on the show
	2. Tour of CEATEC JAPAN 2008 (with English-speaking guide)
	3. Special seating in Keynote Speeches at CEATEC JAPAN 2008
	4. Time for Interviewing Keynote Speakers
October 3 (Fri)	1. Additional special tours to showrooms/institutes (To be decided)
	2. Special meeting with influencers and/or analysts in Japan (To be decided)
October 4 (Sat)	Depart from Japan

**Notes:**

1. Participation fee includes roundtrip airfare (economy class), airport and other taxes, accommodations, transportation within Japan and other expenses incurred as part of the tour. \*Airline is chosen by contracted travel agent.
2. All arrangements will be handled by an agent appointed by the CEATEC JAPAN Management Office.
3. Tour schedule and contents are subject to change without prior notice.