

Promotion Manual List of Documents to Be Submitted

CEATEC
JAPAN

Exhibitors are requested to submit the following documents. Since these documents are important for the Show Management, please submit them to the Show Management office or directly to the companies in charge before the deadlines by mail or fax. No application will be accepted by telephone.

Form	Document name	Deadline	Submit to
A	Application for Presentation/Seminar	July 23	CEATEC JAPAN Management Office
B	Application for Press Briefing Room	July 23	CEATEC JAPAN Management Office
C	Application for Web Site Banner Advertisement	July 23	CEATEC JAPAN Management Office
D	Application for Email Magazine Text Banner Advertisement	July 23	CEATEC JAPAN Management Office
E	Application for Exhibition Leaflet / Envelope Set	July 30	CEATEC JAPAN Management Office
F	Application for English Guidebook Advertisement	July 30	CEATEC JAPAN Management Office
G	Opening Reception Registration	July 30	CEATEC JAPAN Management Office
H	Application for Press Bag Sponsorship	Aug. 20	CEATEC JAPAN Management Office
I	Application for Signboard Advertisements	Aug. 20	CEATEC JAPAN Management Office
J	Application for Commemorative Goods	Sept. 6	Bunshodo Printing

Form - A Application for Presentation/Seminar

Deadline

July 23Submit to: **CEATEC JAPAN Management Office**> **FAX: +81-3-5402-7606**

Contact: CEATEC JAPAN Management Office / Oda, Mori

5F., Sumitomo Shibadaimon Bldg. No.2, 1-12-16 Shibadaimon, Minato-ku, Tokyo Tel. +81-3-5402-7603

■ Please fill in preferred code number.

1st preference	2nd preference	Theme (tentative)	
		Jp.	
		Eng.	

■ Information on Speaker

Company name	Jp.	
	Eng.	
Department	Jp.	
	Eng.	
Name of Speaker	Jp.	
	Eng.	

■ Please check the column(s) of the target audience for your seminar(s).

	Business		Other service
	Electronics, Information and communication manufacturer/ Section		Government office/ Organization
	Electronic device manufacturer/ Section		School/ Research institute
	Software developer and system integrator		Other business/ Student/ Other
	Car/ Vehicle manufacturer		Occupation
	Medical machinery manufacturer		Management/ General affairs/ Accounting
	General/ Precision machinery manufacturer		Consulting
	Other manufacturer		Purchasing
	Communication service provider		R & D
	Application service provider/ Web creator		System management/ Maintenance
	Broadcasting/ Picture service		Design
	Information processing		Production/ Testing
	Investigation/ Consulting		Operation
	IT business-trade		Investigation/ Planning/ Marketing
	IT business-distribution and service		Public information/ Advertisement
	Finance/ Securities/ Insurance		Sales
	Publication/ Advertisement/ Printing		Other occupation/ Student/ Other
	Construction/ Real estate		

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address

Company name			
Address			
Department		Person in charge	
Telephone		Fax	
E-mail			

Form - B Application for Press Briefing Room

Deadline

July 23Submit to: **CEATEC JAPAN Management Office**> **FAX: +81-3-5402-7606**Contact: CEATEC JAPAN Management Office / Torikai, Nishiyama
5F., Sumitomo Shibadaimon Bldg. No.2, 1-12-16 Shibadaimon, Minato-ku, Tokyo Tel. +81-3-5402-7603

■ Fill in code number.

First choice	Second choice

■ Timetable (Code number)

T i m e	Oct. 5	Oct. 6	Oct. 7	Oct. 8
11:00 a.m. ~ 11:30 a.m.	—	P-04	P-10	P-16
Noon ~ 12:30 p.m.	—	P-05	P-11	P-17
1:00 p.m. ~ 1:30 p.m.	—	P-06	P-12	P-18
2:00 p.m. ~ 2:30 p.m.	P-01	P-07	P-13	P-19
3:00 p.m. ~ 3:30 p.m.	P-02	P-08	P-14	P-20
4:00 p.m. ~ 4:30 p.m.	P-03	P-09	P-15	P-21

■ Exhibitor

Booth number	No. of booth spaces	Person in charge
Company name		

■ Person in Charge / Invoice Address

Company name			
Address			
Department		Person in charge	
Telephone		Fax	
E-mail			

Form - C Application for Web Site Banner Advertisement Deadline **July 23**

Submit to: **CEATEC JAPAN Management Office**> **FAX: +81-3-5402-7606**

Contact: CEATEC JAPAN Management Office / Torikai, Nishiyama
5F., Sumitomo Shibadaimon Bldg. No.2, 1-12-16 Shibadaimon, Minato-ku, Tokyo Tel. +81-3-5402-7603

■ Please check the box below if you wish to apply for advertisement placement.

Web Site Banner Advertisement	<input type="checkbox"/> Y e s	¥210,000 (including consumption tax)
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■ Please check the box below if you wish the Management Office to arrange to produce the banner advertisement.

Basic file format	<input type="checkbox"/> Y e s	¥52,500 (including consumption tax)
Animated GIF	<input type="checkbox"/> Y e s	¥84,000 (including consumption tax)

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address

Company name					
Address					
Department		Person in charge			
Telephone		Fax			
E-mail					

Form - D Application for Email Magazine Text Banner Advertisement Deadline **July 23**

Submit to: **CEATEC JAPAN Management Office**> **FAX: +81-3-5402-7606**

Contact: CEATEC JAPAN Management Office / Torikai, Nishiyama
5F., Sumitomo Shibadaimon Bldg. No.2, 1-12-16 Shibadaimon, Minato-ku, Tokyo Tel. +81-3-5402-7603

■ Please circle (○) the issue(s) in which you wish to place an advertisement.

7/23 issue	7/30 issue	8/6 issue	8/13 issue	8/20 issue
8/27 issue	9/3 issue	9/10 issue	9/17 issue	9/24 issue

No. of appearances	Price per appearance	Amount
	¥210,000	

(including consumption tax)

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address

Company name			
Address			
Department		Person in charge	
Telephone		Fax	
E-mail			

Form -



Application for Exhibition Invitations and Leaflet / Envelope Set

Deadline

July 30Submit to: **CEATEC JAPAN Management Office**> **FAX: +81-3-5402-7606**

Contact: CEATEC JAPAN Management Office / Torikai, Nishiyama

5F., Sumitomo Shibadaimon Bldg. No.2, 1-12-16 Shibadaimon, Minato-ku, Tokyo Tel. +81-3-5402-7603

■ Please fill in the required information.

1. Free Invitations (Please specify preferred number of each type.)

			Price
Free Invitations	Jp.		_____
	Eng.		_____

2. Additional Invitations (¥300 / ticket, consumption tax included.)

			Price
Additional Invitations	Jp.		
	Eng.		
Total①			

3. Exhibition Leaflet/Envelope set(s) (¥50 / set, consumption tax included.)

			Price
Exhibition Leaflet/ Envelope set(s)	Jp.	set(s)	
	Eng.	set(s)	
Total②			

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address

Company name				
Address				
Department		Person in charge		
Telephone		Fax		
E-mail				

■ Deliver to (Fill in if different from above.)

Company name				
Address				
Department		Person in charge		
Telephone		Fax		
E-mail				

Form - F Application for English Guidebook Advertisement

Deadline

July 30Submit to: **CEATEC JAPAN Management Office>FAX: +81-3-5402-7606**

Contact: CEATEC JAPAN Management Office / Torikai, Nishiyama

5F., Sumitomo Shibadaimon Bldg. No.2, 1-12-16 Shibadaimon, Minato-ku, Tokyo Tel. +81-3-5402-7603

■ Please fill in the required information.

Page	Prise per page	No. of pages	Amount		
Inside front cover	¥210,000	1 page			
Inside back cover	¥157,500	1 page			
Article insert	¥105,000	page(s)			
		Total			

(including consumption tax)

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address

Company name					
Address					
Department		Person in charge			
Telephone		Fax			
E-mail					

Form - G Opening Reception Registration

Deadline

July 30

Submit to: **CEATEC JAPAN Management Office**> **FAX: +81-3-5402-7606**

Contact: CEATEC JAPAN Management Office / Torikai, Nishiyama
5F., Sumitomo Shibadaimon Bldg. No.2, 1-12-16 Shibadaimon, Minato-ku, Tokyo Tel. +81-3-5402-7603

■ One invitation per booth is available in addition to that of your company's representative. Please register the appropriate number of names. Copy this form if the number of spaces provided is insufficient.

	Position	Name	Mailing address
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge

Company name			
Address			
Department		Person in charge	
Telephone		Fax	
E-mail			

CEATEC JAPAN 2004

Form - H Application for Press Bag Sponsorship

Deadline **August 20**

Submit to: **CEATEC JAPAN Management Office**> **FAX: +81-3-5402-7606**

Contact: CEATEC JAPAN Management Office / Torikai, Nishiyama
5F., Sumitomo Shibadaimon Bldg. No.2, 1-12-16 Shibadaimon, Minato-ku, Tokyo Tel. +81-3-5402-7603

■ Please check the box below if you wish to apply.

Press Bag Sponsorship	<input type="checkbox"/> Yes	¥ 6,300,000 (including consumption tax)
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■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address

Company name					
Address					
Department		Person in charge			
Telephone		Fax			
E-mail					

Form - Application for Signboard Advertisements Deadline **August 20**

Submit to: **CEATEC JAPAN Management Office**> **FAX: +81-3-5402-7606**

Contact: CEATEC JAPAN Management Office / Mori, Ohnishi
5F., Sumitomo Shibadaimon Bldg. No.2, 1-12-16 Shibadaimon, Minato-ku, Tokyo Tel. +81-3-5402-7603

■ Please fill in the item code number (refer to pages 23 to 29 of *Promotion Manual*), item, amount and price.

Item Code Number	Item	Amount	Price

■ Total amount

Total	¥	
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(including consumption tax)

■ Exhibitor

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address

Company name			
Address			
Department		Person in charge	
Telephone		Fax	
E-mail			

Form - J Application for Commemorative Goods Deadline **September 6**

Submit to: **Bunshodo Printing Corp.**> **FAX: +81-3-3455-0264**

Contact: Bunshodo Printing Corp. / Kawabe, Mizuno
5-3-7, Mita, Minato-ku, Tokyo Tel. +81-3-3455-0258

■ Date _____ / _____ / 2004

■ Please fill in the required information

① Item #			
Item			
Color		Quantity	
Company name color	White / Black / Blue	*Please choose the color you wish to use.	

② Item #			
Item			
Color		Quantity	
Company name color	White / Black / Blue	*Please choose the color you wish to use.	

Item #	Unit price	Quantity	Price
①			
②			
		Total	

■ Exhibitor including consumption tax

Booth number		No. of booth spaces		Person in charge	
Company name					

■ Person in Charge / Invoice Address

Company name			
Address			
Department		Person in charge	
Telephone		Fax	
E-mail			
Cellular phone number		* Orders for the goods will be delivered directly to your booth. Please provide booth manager's cellular phone number in order to make contact with him/her.	

■ Delivery Location (Please fill in if delivery location is different from your booth.)

Company name			
Address			
Department		Person in charge	
Telephone		Fax	