

# CEATEC® 2021

CPS/IoT EXHIBITION

October 19 (Tue) ▶ 22 (Fri), 2021

**Connecting Society, Co-Creating the Future.**

CEATEC – Toward Society 5.0 with the New Normal

**CEATEC 2021 Briefing Session**

**Date/Time: Wednesday, March 17, 2021**

**2:00 p.m. – 3:00 p.m.**



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# Contents

- 1. Looking Back at the Results of the Exhibition***
  - 2. Outline of CEATEC 2021*
  - 3. Composition of CEATEC 2021*
  - 4. Support Services of CEATEC 2021*
  - 5. CEATEC 2021 Exhibition Regulations / Application Procedures*
- Questions and Answers*





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# Looking Back at CEATEC 2019

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# CEATEC 2019 Topics

CEATEC celebrated its 20<sup>th</sup> anniversary in 2019.

Co-creation made great strides.

Closely related industries gathered.

Planning to encourage co-creation across industries

Evolved from IoT Town to Society 5.0 TOWN

Planning to accelerate social implementation

Autonomous driving verification experiment

Introduced an app for visitors.

Assisted visitors with a comfortable tour



**Date/Time: October 15 (Tue) ~ 18 (Fri)**

**Exhibition Theme:**

***Connecting Society, Co-Creating the Future***

**Awarded companies that have  
co-created with us for 20 years**

# CEATEC 2019 Exhibit Trends

## Increase in the number of exhibitors

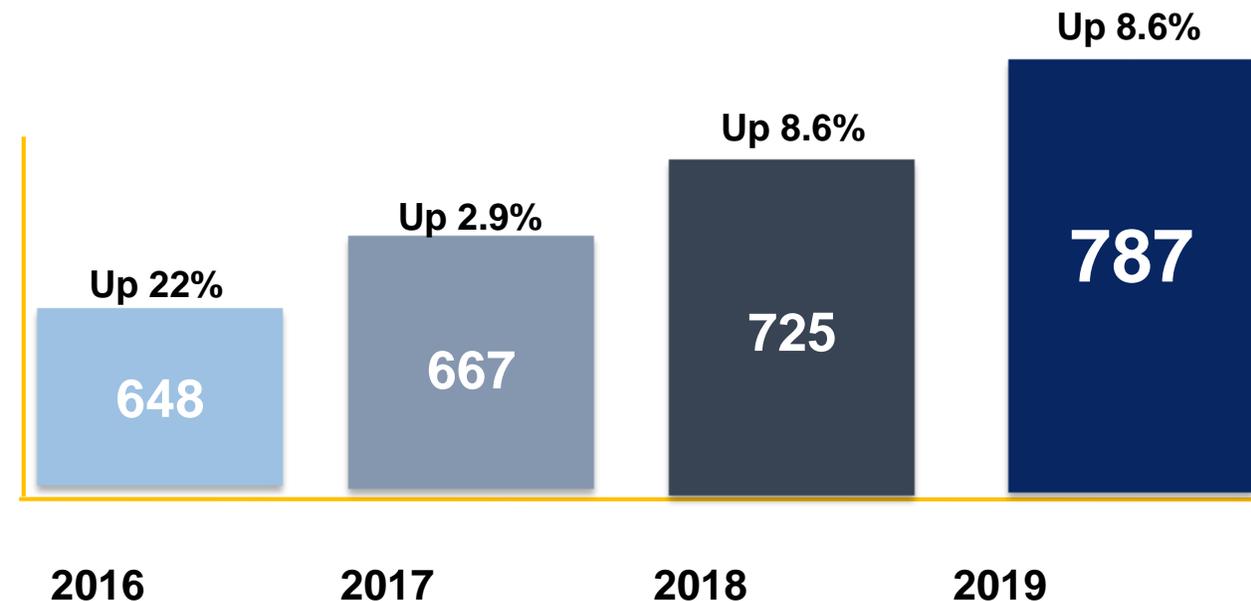
Exhibitors from closely related industries with an awareness of co-creation increased.

Saw increasing number of exhibitors from the construction, essential utilities, and transportation industries at the Society 5.0 TOWN with an eye on the 2030 township.

Exhibitors from overseas increased.

The United States, BusinessOulu (Finland), Switzerland, Russia, and India participated in the Global Pavilion Zone (5 countries).

Also, many startup companies exhibited at the Co-Creation PARK.



# CEATEC 2019 Exhibitor Trends

## An app menu for visitors

### The purpose of visit changed to a clearer direction.

It is presumed that the new image of CEATEC after the structural reform has penetrated among visitors, and that the range of visitors in line with the direction of the exhibition is changing to those who seek collaboration and co-creation with other companies in various industries. This trend was shown by the fact that about 30% of the visitors were newcomers.

### The time spent at exhibition floor increased.

One in five visitors spent the entire day on the exhibition floor, and about half of the visitors spent more than five hours, indicating that visitors are spending more time at the exhibition.



# CEATEC 2019 Summary

A year in which the shape of structural reform emerged.

**Developed into a cross-industrial “co-creation space” that will lead to implementation in the future society**

- Further acceleration of participation from user industries (e.g., aviation, construction, energy, taxicabs)
- Expansion of "experience elements" including use outside the exhibition halls (e.g., demonstration of automated driving)
- Increased presence of startups and overseas exhibitors

**Structural reform has changed the venue into a place where those who seek co-creation and those who will lead the next generation, gather.**

- Increased number of visitors who spend a long time on the exhibition floor as the purpose of their visit changed (about half of the visitors stayed for more than 5 hours)
- Intensified approaches to students who will lead the next generation

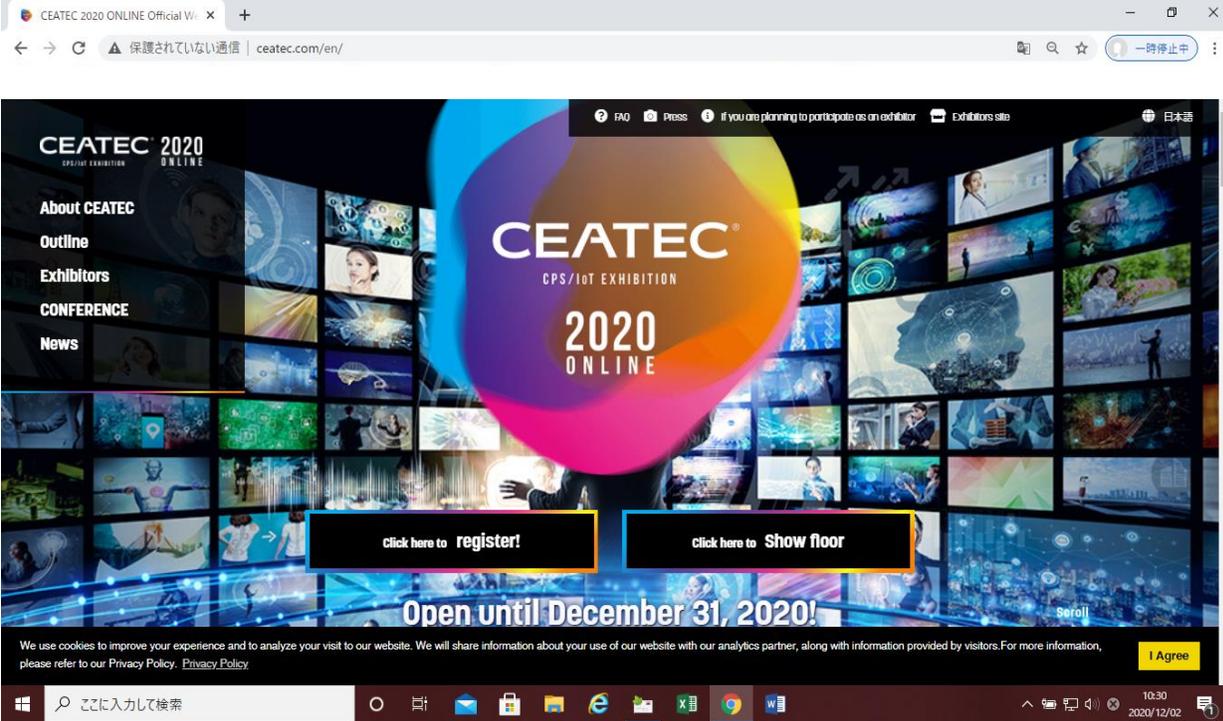




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# Looking Back at CEATEC 2020 ONLINE

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# Conceptual Keywords

- New Normal
- Digital Transformation
- Anytime & Anywhere

## Promotional Slogan

*CEATEC – Toward Society 5.0 with the New Normal*

# Characteristics of Online Exhibition

Understanding the visitors / Keeping track of Visitation History / Interaction with Visitors

**Dates: October 20 – 23, 2020**      On-demand exhibition: Open until December 31st

<p><b>ニューノーマル テーマ エリア</b></p> <p> Lorem Ipsum Lorem Ipsum          Lorem Ipsum Lorem Ipsum          Lorem Ipsum Lorem Ipsum          Lorem Ipsum Lorem Ipsum</p>	<p><b>企業エリア</b></p> <p> Lorem Ipsum Lorem Ipsum          Lorem Ipsum Lorem Ipsum          Lorem Ipsum Lorem Ipsum          Lorem Ipsum Lorem Ipsum</p>	<p><b>Co-Creation PARK</b>          スタートアップ &amp; ユニバーシティゾーン</p> <p> Lorem Ipsum Lorem Ipsum          Lorem Ipsum Lorem Ipsum          Lorem Ipsum Lorem Ipsum          Lorem Ipsum Lorem Ipsum</p>
<p><b>63 exhibitors</b> (18%)</p>	<p><b>158 exhibitors</b> (44%)</p>	<p><b>135 exhibitors</b> (38%)</p>

Number of:

■ **Total Exhibitors: 356**

■ **Exhibitors from Overseas: 71**

The total number of exhibitors include the number of exhibitors from overseas.

■ **New Exhibitors: 164**

■ **Percentage of New Exhibitors: 46%**

	10/20 (Tue)	10/21 (Wed)	10/22 (Thu)	10/23 (Fri)	Total
	10:00-24:00	0:00-24:00	0:00-24:00	0:00-24:00	
Number of Visitors	31,461	39,588	31,459	28,153	130,661

If a visitor who attended on the first day also attended on the second day, he or she will be counted as a visitor on the second day.

## CEATEC 2020 ONLINE Archive

■ October 24 (Sat) ~ December 31 (Thu)

■ Visitors during the archive period: 25,939

■ Total number of visitors: 156,600

■ No. of visitors attended lecture sessions: 120,847

CHANNEL 1: Keynote Sessions

CHANNEL 2: Sessions on the New Normal

CHANNEL 3: Lectures and events by experts in various industries and sectors

CHANNEL 4: Seminars by companies and organizers

CHANNEL 5: Co-Creation PARK (Pitches by startups)

■ Number of sessions: 81

■ October 20 (Tue) Opening Ceremony / Keynote Sessions

【OPENING CEREMONY】 4,123

【KEYNOTE I】 3,496



New Value Sony Provides in the New Normal Society

Shigeki Ishizuka, Vice Chairman, Representative Corporate Executive Officer, Sony Corporation

【KEYNOTE II】 3,530

【KEYNOTE III】 3,404



Internet Civilization beyond the Global Pandemic  
Professor Jun Murai  
Keio University



Cyber space to be a place of high value creation for the sustainability of human society!  
-- Towards New Normal after COVID-19 --

Nobuhiro Endo, Chairman of the Board, NEC Corporation

■ October 22 (Thu) After Event (Conferences)

Session 1: New Normal/ Reflecting on the Overall Proposals

Lecturing firms: Core/Toshiba Digital Solutions Corporation and Murata Manufacturing Co., Ltd.

Moderator: Waichi Sekiguchi, President and Representative Director, MMRI

Session 2: New Normal/Proposals from Startup Firms

Lecturing firms: Parity Innovations Co., Ltd. and Cambias Inc.

Moderator: Waichi Sekiguchi, President and Representative Director, MMRI

# CEATEC 2020 ONLINE Visitor Trends

## Increase in the number of visitors from distant regions

When the event was held in Makuhari, 80% of the visitors were mainly from the Tokyo metropolitan area, but with the online event, the concentration of visitors from the Tokyo metropolitan area lessened while visitors from other areas, mainly the Kinki and Tokai regions, increased, indicating that the distance barrier due to the location of the event has decreased with the online event.



## Changes in visitor's industry/profession

In terms of industry, the ratio of visitors mainly from the manufacturing industry (e.g. Manufacturing, machinery and precision equipment, automobiles and transportation equipment, electronic information and communications equipment, electronic components and electronic devices) increased, and in terms of occupation, the ratio of visitors involved in research and development, engineering and design increased significantly, suggesting that the core visitor segment of CEATEC showed steady growth.



## Changes in work location and viewing time

The results showed a clear separation of viewing locations between the office and home. It was observed that there were many people who worked remotely due to the COVID-19 pandemic. While people tended to stay for a long time when visiting (or viewing) the exhibition in real life, they tended to view it in a short time when viewing it online. In particular, there were many new visitors in the morning, including before 10:00.



## Expectations for Real Exhibitions and the Potential of Online Exhibitions.

While about 10% of the visitors answered that only online was effective, 30% of the visitors asked for real exhibitions. On the other hand, about 60% of the visitors answered that both online and real exhibitions were effective, and many of them wanted to use online even when real exhibitions were held.



## CEATEC 2020 ONLINE VIP Tour



Director-General Hirai  
Minister Kajiyama

**Hiroshi Kajiyama, Minister of Economy, Trade and Industry**

Date/Time: Oct. 20 (Tue) 13:00-13:20



Director-General Takeuchi  
State Minister Shintani

**Masayoshi Shintani, State Minister for Internal Affairs and Communications**

Date/Time: Oct. 20 (Tue) 13:55-14:30



Minister Nishimura

**Yasutoshi Nishimura, Minister of State for Economic and Fiscal Policy**

Date/Time: Oct. 28 (Wed) 9:15-9:45

## CEATEC AWARD 2020 Ministerial Awards Ceremony



**CEATEC AWARD 2020 大臣賞表彰式 2020.10.20**

Satoshi Matsuoka,  
Head of Center for  
Computational Science,  
RIKEN

Takahito Tokita,  
Rep. Director and  
President of  
FUJITSU

Minister  
Masayoshi Shintani  
of MIAC

Minister  
Hiroshi Kajiyama  
of METI

Nobuaki Kurumatani,  
Rep. Executive Officer,  
President and CEO of  
TOSHIBA

Waichi Sekiguchi,  
Chairman of the  
CEATEC AWARD  
Review Board

Back row

Chairman  
Hidenori Furuta  
of CIAJ

Chairman  
Shigeki Ishizuka  
of JEITA

Chairman  
Norio Ogiwara  
of CSAJ

Date: October 20 (Tue), 2020 from 1:30p.m. to 1:50p.m.

Venue: Conference Rooms 401-403, JEITA

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# CEATEC 2021 Exhibition Outline

Integrating Online and Real Events



# CEATEC 2021 Concept

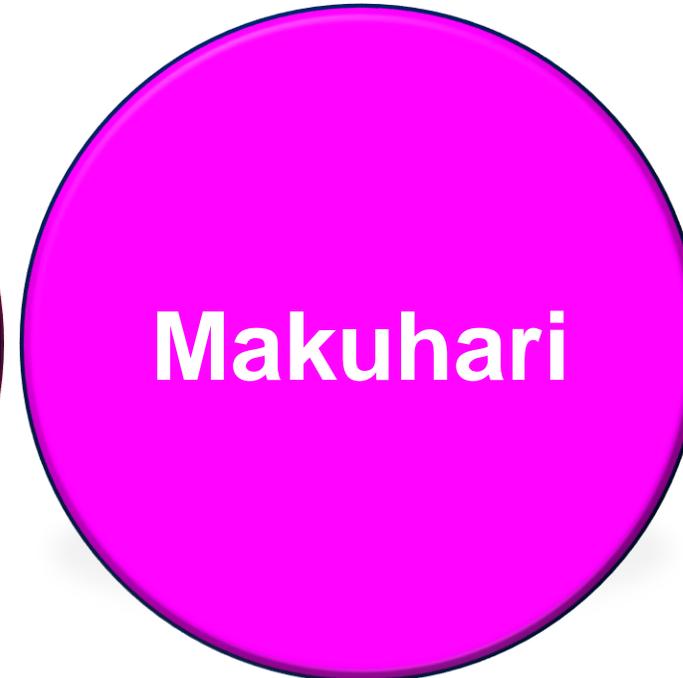
Integrating Online and Real Events

“An innovative exhibition that seamlessly integrates the advantages of both Cyber (online) and Physical (Makuhari Messe) venues with an eye on post-Corona era.”  
Cyber Physical Exhibition with & after COVID-19

Eliminate concerns about weather and infectious diseases

Distance is no longer an issue

No borders and time constraints



Touch experience

Conversation

Enthusiasm and liveliness

# History of CEATEC DX

## CEATEC Digital Transformation

# CEATEC 2021

## CEATEC 2020

## CEATEC 2019

## CEATEC 2018

## CEATEC 2016

- Briefing Session for Exhibitors  
Introduction of communication tools using tablets



- Changed visitor registration from a barcode system to a QR code system.
- Promote smartphone registration
- Recommend exhibitor registration
- Introduction of online manual



- Development and provision of smartphone applications for visitors
- Introduction of information chatbots for visitors (in some locations)
- Introduction of face recognition registration system (for mass media)



- Online exhibition
- Development of systems for online exhibitions
- Construction of online conference recording and distribution studio



- Establishing an innovative exhibition integrating physical and online exhibitions

# CEATEC 2021 Exhibition Outline

## Integrating Online and Real Events

<b>Name:</b>	<b>CEATEC 2020 ONLINE</b>
<b>Dates:</b>	<b>Online: End of May – Nov. 30, 2021 (Scheduled)</b> <b>Makuhari Messe: October 19 (Tue) – 22 (Fri), 10:00-17:00</b>
<b>Venue:</b>	<b>Online &amp; Real at Makuhari Messe</b>
<b>Theme:</b>	<b><i>Connecting Society, Co-Creating the Future</i></b>
<b>Slogan:</b>	<b><i>CEATEC - Toward Society 5.0 with the New Normal</i></b>
<b>Sponsor:</b>	<b>Japan Electronics and Information Technology Industries Association (JEITA)</b>
<b>Co-sponsors:</b>	<b>Communications and Information Network Association of Japan (CIAJ)</b> <b>Computer Software Association of Japan (CSAJ)</b>

**Pre-event**      **May to October 18**



**Physical Event**      **October 19 - 22**



**After Event**      **October 23 – November 30 (scheduled)**



# CEATEC 2021 Schedule

## CEATEC Conference Themes

**Pre-event**  
End of May – Oct. 18

**Main Event**  
Oct. 19 - 22

**After Event**  
Oct. 23 – Nov. 30 (Scheduled)

**ONLINE**

**ONLINE**

**ONLINE**

**ONLINE venue/ September 28 – November 30**

**Makuhari Messe venue**

**Society 5.0 / Digital Transformation**

- **Carbon Neutral**  
(Green x Digital)

- **5G**

- **Mobility**  
(Connected car / Air mobility)

- **Super City / Smart City**

- **Carbon Neutral**  
(Green x Digital)

- **5G**

- **Mobility**  
(Connected car / Air mobility)

- **Super City / Smart City**

- **Mobility**

- **CEATEC AWARD 2021**

# Measures for Infection Control and Promotion of DX

New goals to be met at Makuhari venue / Infectious disease control

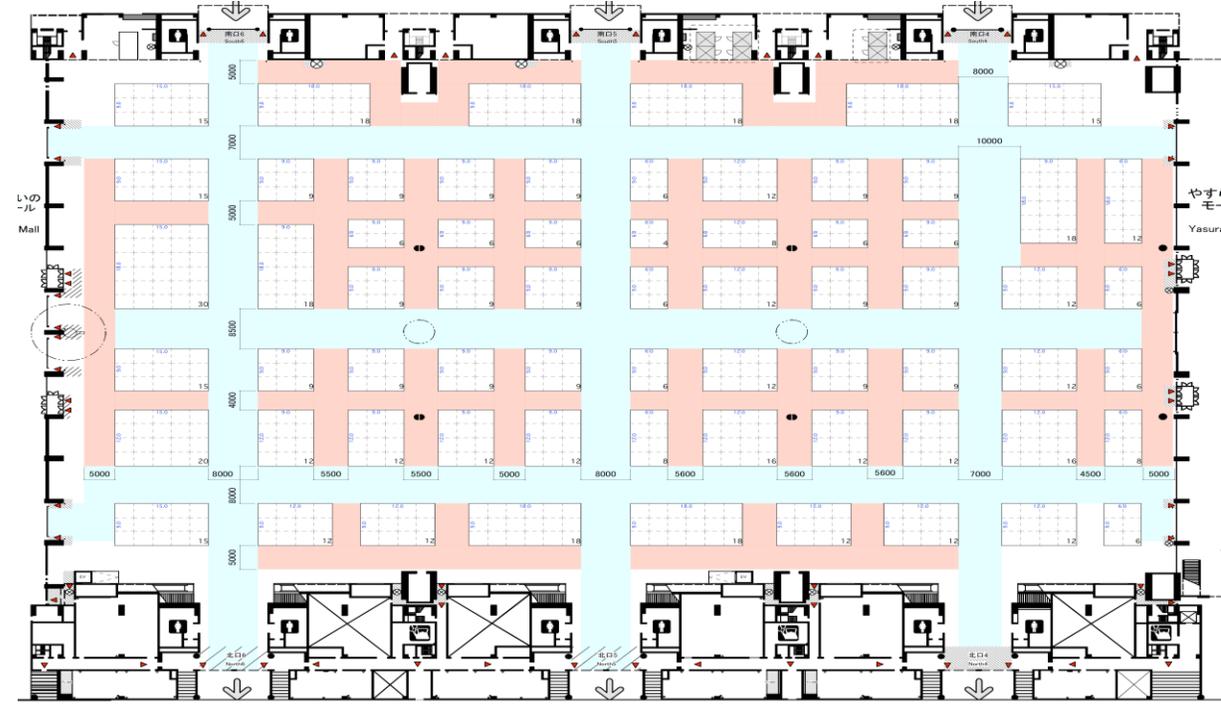
- A new management style is being defined and implemented to provide COVID-19 infection prevention measures to all parties involved in the exhibition, including visitors, exhibitors, and those involved in the management of the exhibition.
- Establish contactless entry/exit
- Measures to be taken by visitors themselves
- Understanding and cooperation of all exhibitors and those involved in setting up booths, etc.



# Arrangement of Booths

New goals to be met at Makuhari venue

- The challenges are to:
  - Increase the number of four-way aisle booths in order to improve the dense environment in the aisles.
  - Increase the width of the corridor as much as possible to improve the dense environment in the aisles.



Note: Photo and the venue map are simulated.

# CEATEC AWARD 2021

Aiming toward further leap

- Increase added value for participating companies
- Provide a sense of excitement to visitors and the media
- Charge for application



**CEATEC**  
**AWARD**

# Working with the Government

Japan Digital Days

A banner for Japan Digital Days featuring a blue-tinted cityscape background. The text "Japan Digital Days" is prominently displayed in white. Below it, a light green box contains the dates "To be held on October 10<sup>th</sup> and 11<sup>th</sup> in 2021." The banner is decorated with various white circular icons representing digital technology, such as Wi-Fi, location, settings, documents, globe, smartphone, database, power, and laptop.

## Japan Digital Days

To be held on  
October 10<sup>th</sup> and 11<sup>th</sup> in 2021.

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**JEITA,  
the sponsor of CEATEC 2021,  
endorses the spirit  
of "Digital Day".**

CEATEC 2021 will work together with the government  
before, during and after the exhibition  
towards the establishment of the Digital Agency.

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## 03. Composition of CEATEC 2021

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3-1. Venue Area Composition

3.2. ONLINE venue

3-2. *Makuhari Messe venue*

Total Solutions

Devices & Technologies

3-3. *Makuhari Messe venue*

Themed Area

Co-Creation PARK



# 3-1. Venue Area Composition

## CEATEC Official Website



Register for Admission

Briefing Session

List of Exhibitors

Conference Programs

Topics

Titles of viewable content

## CEATEC® 2021 CPS/IOT EXHIBITION

ONLINE venue

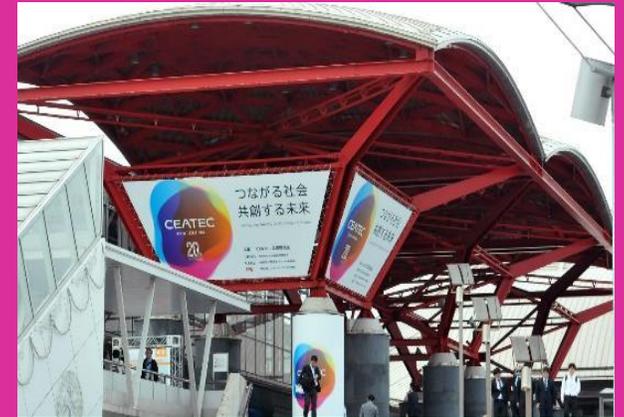


ONLINE Booths



Conference Area  
Keynote Sessions/  
Seminars

Makuhari Messe venue



# 3-1. Venue Area Composition

## ONLINE venue



ONLINE Booths

Pinmicro is a global provider of IoT-based Real Time Location Solutions (RTLS) ranging from high-precision BLE hat beacons to enterprise-scale cloud native applications. Our solutions accelerate digital transformation across various business domains including retail, education, manufacturing, event management, O2O, facility operations management and smart workspaces. [Read More](#)

ONLINE Conferences



Special Planning (Details scheduled to be announced in April)  
Super City / Smart City  
5G Open Lab

## Makuhari Messe venue

Total Solutions Area



Devices & Technologies Area



Themed Area



Co-Creation PARK



## 3-2. Venue Area Composition

### Makuhari Messe venue

#### Total Solutions Area



**An area for the development of all kinds of solutions and products for the realization of Society 5.0.**

- Want to communicate the company's vision and new business model for Society 5.0
- Want to develop a comprehensive exhibition across multiple business divisions within the company.
- Want to exhibit solutions in a new category targeting a variety of industries, etc.

#### Eligible Exhibits

**Total solutions/products for CPS/ IoT and the realization of "Society 5.0", etc.**

#### Devices & Technologies Area



**An area for the development of technologies such as **electronic components**, **electronic devices**, and **software** that support the realization of Society 5.0.**

- Want to exhibit electronic components by application
- Want to exhibit content focused on a specific technology
- Want to exhibit devices and technologies for which the target market has not yet been determined, etc.

#### Eligible Exhibits

**Electronic components/devices, equipment, AI/Big Data, 5G, cyber security, software, etc.**

## 3-3. Venue Area Composition

### Makuhari Messe venue

#### Themed Area



**An area to promote co-creation among multiple companies, focusing on solutions, products, services and solution providers that innovatively transform specific fields, industries and markets, such as next-generation mobility, smart factories and smart homes.**

- Front-runner companies/organizations that are service and solution providers (non-manufacturers) that operate for consumers.

#### Eligible Exhibits

**Distribution and retail, transportation, energy, construction, finance, tourism and entertainment, media, medical and healthcare, education, etc.**

#### Co-Creation PARK



**A planning area with a complex of pavilions of domestic and overseas startup companies and overseas organizations that will lead the future.**

#### Eligible Exhibits

- Start-up companies that have been in business for 9 years or less (established after October 2012) and are aiming to grow
- Universities and educational institutions aiming to implement research results in society
- Overseas organizations (embassies in Japan, etc.)

# History of CEATEC Towards DX

Makuhari Messe  
(Physical)



ONLINE

2016

2017

2018

2019

2020

2021

Website for Visitor Admission Registration

Official Website

Official app

Website Exclusive for Exhibitor (Post exhibitor data,  
Submission document management)

Online Manual

Visitor Data Reading System



CEATEC<sup>®</sup> 2020  
CPS/IOT EXHIBITION ONLINE

Held  
completely  
online

CEATEC<sup>®</sup> 2021

CPS/IOT EXHIBITION

To become an innovative exhibition with an eye on the post-Corona era by integrating physical and cyber technologies

## Support Tools for Visitors

- Registration
- Information provision and searching
- Booth questionnaires / inquiries / document introduction
- Online business negotiations
- Appointments during Makuhari Messe
- Booth visit log



## Business Support Tools for Exhibitors

- Company introduction
- Introduction of products and exhibits (images/video)
- Communication tools (e-mail/chat)
- Questionnaire
- Management of business negotiations and appointments
- Booth visitor information management (reading) and log information
- Dedicated console for exhibitors

Infection  
control  
measures

■ You can seamlessly approach businesses online and physical venues, from **pre-approach** to **high-density communication on the day of the event** and **post-event follow-up**.

# CEATEC Schedule

Makuhari Messe  
(Physical)  
**X**  
ONLINE



- Announcement of CEATEC 2021 Overview
- Online Briefing Session
- Start of Exhibit Registration



- CEATEC 2021 Priority Acceptance of Exhibitor Applications

- ONLINE Briefing for Exhibitors
- Decide on Booth Layout
- Distribution of Exhibitor Manual

Prepare Makuhari venue Booths  
Prepare ONLINE venue Booths



CEATEC Official Website Releases Information for Visitors

- CEATEC Channel (Pre-event)

- CEATEC 2021 Sales of ONLINE Conference slots start



● CEATEC 2021 Registration Site Opens for Visitors

- CEATEC Channel

● ONLINE Booth

Held at Makuhari Messe venue

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## 04. CEATEC 2021 Support Services

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4-1. Exhibit Plans

4-2. Support Services

4-3. Business Support

4-4. Online Booths

4-5. ONLINE Seminars

4-6. About Makuhari Messe venue and ONLINE venue



# 4-1 About “Exhibit Plans”



Exhibitors will be able to utilize plans that meet their objectives at both venues of **Makuhari Messe** and **ONLINE**.

ONLINE venue

ONLINE Booth

ONLINE Seminar

Makuhari Messe venue

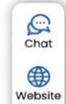
Premium

Basic

Standard

Simple

Startup



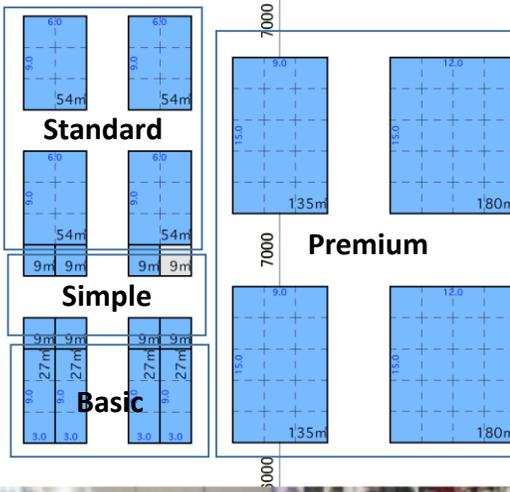
Pinmicro is a global provider of IoT-based Real Time Location Solutions...  
beacons to enterprise-scale cloud native applications. Our solutions cover  
business domains including retail, education, manufacturing, event management,  
smart workspaces. [Read More](#)



# 4-1 About “Exhibit Plans”

## ▶ Makuhari venue

	Space	Exhibition Fee (incl. Consumption Tax)	Included Services
<b>Premium</b>	More than 135 m <sup>2</sup>	<ul style="list-style-type: none"> <li>■ Sponsor/Co-sponsors members 4,950,000JPY (Every 1m<sup>2</sup> for over 136 m<sup>2</sup>@33,000JPY)</li> <li>■ General corporate exhibitors 5,500,000JPY (Every 1m<sup>2</sup> for over 136 m<sup>2</sup> @44,000JPY)</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibitor introduction page</li> <li>• Online map link function</li> <li>• News Center</li> <li>• Press Briefing Room</li> <li>• CEATEC AWARD 2021 (charged)</li> <li>• Media Convention</li> <li>• Utility space (charged)</li> </ul>
<b>Standard</b>	54 m <sup>2</sup>	<ul style="list-style-type: none"> <li>■ Sponsor/Co-sponsors members 2,376,000JPY</li> <li>■ General corporate exhibitors 2,750,000JPY</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibitor introduction page</li> <li>• Online map link function</li> <li>• News Center</li> <li>• Press Briefing Room</li> <li>• CEATEC AWARD 2021 (charged)</li> </ul>
<b>Basic</b>	27 m <sup>2</sup>	<ul style="list-style-type: none"> <li>■ Sponsor/Co-sponsors members 1,188,000JPY</li> <li>■ General corporate exhibitors 1,375,000JPY</li> </ul>	
<b>Simple</b>	9 m <sup>2</sup>	<ul style="list-style-type: none"> <li>■ Sponsor/Co-sponsors members 363,000JPY</li> <li>■ General corporate exhibitors 396,000JPY</li> </ul>	
<b>Startup</b>	Approx. 4 m <sup>2</sup> with decoration	<ul style="list-style-type: none"> <li>■ 1 booth: 132,000JPY</li> <li>■ 2 booths: 264,000JPY</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibitor introduction page</li> <li>• Online map link function</li> <li>• CEATEC AWARD 2021 (charged)</li> </ul>



## ▶ ONLINE venue

<b>Standard (2 products)</b>	Makuhari Messe venue participating exhibitor: 220,000JPY ONLINE venue participating exhibitor: 440,000JPY <b>Additional costs will be incurred for additional products and for displaying your own pages (iframe).</b>	<ul style="list-style-type: none"> <li>• ONLINE booth (details on a separate sheet)</li> <li>• Exhibitor introduction page</li> <li>• Online map link function</li> <li>• News Center</li> <li>• CEATEC AWARD 2021 (charged)</li> </ul>
<b>Startup (1 product)</b>	110,000JPY	



Pimlico is a global provider of self-based Real Time Location Solutions (RTLS) ranging from high-precision BLE hardware beacons to enterprise-scale cloud native applications. Our solutions accelerate digital transformation across various business domains including retail, education, manufacturing, event management, O2O, facility operations management and smart workplaces. [www.pimlico.com](http://www.pimlico.com)

## 4-2 About “Exhibit Support and Services”

- ▶ Exhibitors will be able to take advantage of a variety of support and services provided by CEATEC, according to their objectives.

### Exhibitor introduction page

- ▶ Exhibitor information that has been entered by exhibitors themselves can be posted.

### Online map link function

- ▶ Exhibiting companies/organizations can link directly from the CEATEC 2021 venue map to special pages prepared by them.

### News Center

- ▶ Our own editorial team will cover the exhibitors and help introduce them to influential media and press. ◦

### Press Briefing Room

- ▶ A press briefing room adjacent to the Press Center will be available for product announcements and other events.

### Media Convention

- ▶ Exhibitors can introduce their new products and highlights directly to the media the day before the event.

### CEATEC AWARD 2021

- ▶ Awards will be given to technologies, products, services, etc. that are highly innovative and influential to the market.

# 4-2 About “Business Support”

## ► Provision of tools for more effective communication with visitors.

### Provision of behavioral analysis reports



- Conduct behavioral analysis using sensors and other devices installed in the exhibition venue.
- Reports including visitor, dynamics, statistics, and location statistics data will be provided.

### System for obtaining visitor information



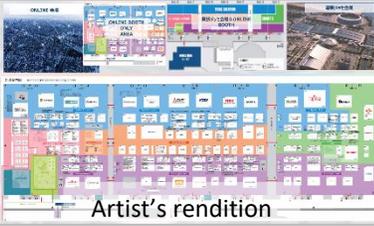
- Provision of EXHIBITORPlus app with the ability to read visitors' QR codes, which can be used offline. (20 individual IDs will be issued)
- The read visitor history can be checked in real time and will be reflected in the exhibitor console as visitor data after the exhibition.

### Use of business matching tools



- Exhibitors will be able to reserve business meeting spaces from the exhibitor console (available in late July).
- Exhibitors will be able to contact registered visitors through the matching tool.

# 4-4 About the Function of “ONLINE Booth”

Area	Entrance	Online Map	List of Exhibitor Booths	Exhibitor Booth	Exhibit Channels (two) *Additions are available as option	Product Intro Video Live/On-demand Video Streaming Function
View						
Main Features	<ul style="list-style-type: none"> <li>• My Page</li> <li>• Transition to map</li> <li>• Transition to each area</li> <li>• Transition to conference area and more...</li> </ul>	<ul style="list-style-type: none"> <li>• ONLINE Map of the Makuhari venue and ONLINE venue</li> <li>• Booth transition function</li> </ul>	<ul style="list-style-type: none"> <li>• Free word searching</li> <li>• Category searching</li> </ul>	<ul style="list-style-type: none"> <li>• Company logo</li> <li>• Company introduction</li> <li>• Images</li> <li>• Post on two Exhibit Channels</li> <li>• Questionnaire</li> <li>• Presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction image</li> <li>• Product introduction video</li> <li>• Live/on-demand video</li> <li>• Reference download</li> <li>• Individual chat function</li> </ul>	<ul style="list-style-type: none"> <li>• Product introduction video</li> <li>• Seminars and presentations</li> <li>• Live streaming</li> <li>• Streaming distribution</li> <li>• On-demand distribution</li> </ul>
Overview	<p>This is the first page displayed after registration (login).</p> <p>From this entrance, you can move to each theme area, conference venue, and company booths.</p>	<p>By linking the function with the actual venue map, not only can users use the venue map, but they can also jump to each company's booth by clicking on it.</p>	<p>In addition to the map view, the list view allows users to search for companies that meet their objectives from a list by company category or by searching keywords.</p>	<p>Exhibitor can post their company booth online.</p> <p>Because the booth is linked with venue booth map, this page can be displayed by pressing on the booth on the map.</p>	<p>Exhibitor may create pages for introducing products and/or solutions in the booth (Default is set to two).</p> <p>In addition to introducing products via video presentations, visitors can download reference documents, and or ask questions via chat.</p>	<p>In the Exhibit Channel, each product can be introduced in a short video. Live streaming is also possible at any time during the exhibition period. (Pre-recorded streaming is also available.)</p> <p>Exhibitor can also post any video during the archive period.</p>

- ▶ Simply prepare specified images and texts using the provided online booth management console, anyone can create a unique booth without any knowledge of HTML. **Note: Content can be easily changed and added in real time even during the exhibition.**
- ▶ We plan to introduce various ways for exhibitors to participate, such as **addition of Exhibit Channels** or **embedding pages originally created by the exhibitor (iframe version).**

## 4-5 About “ONLINE Seminar”

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► We are now looking for participants for the pre-event “CEATEC Channel ONLINE Seminar”.

■ Lecture Session themes

Carbon Neutral (Green x Digital) / 5G / Mobility / Super City & Smart City

■ Streaming Dates: June to November 2021

(1) Dates: June 22 (Tue) – 25 (Fri)

Carbon Neutral (Green x Digital) Channel

(2) Dates: July 13 (Tue) – 16 (Fri)

5G Channel

(3) Dates: Aug 24 (Tue) – 27 (Fri)

Mobility Channel

(4) Dates: September 14 (Tue) – 17 (Fri)

Super City & Smart City Channel

■ Streaming site: CEATEC Official website (<http://www.ceatec.com>) Viewer registration required

■ Participation eligibility: CEATEC 2021 exhibitor, or a corporation/organization that fulfills the Exhibitor Eligibility stated in the Exhibitor Regulations

■ Participation Fee per session (Less than 45 min.)

CEATEC 2021 Exhibitor: 550,000JPY (including consumption tax)

Corporation participating only for the ONLINE Seminar: 1,100,000JPY (including consumption tax)



# 4-6 Makuhari Messe venue and ONLINE venue



Register for Admission



## CEATEC® 2021 CPS/IOT EXHIBITION

### ONLINE venue



ONLINE venue Entrance

A common map for ONLINE and Makuhari Messe venues

### Makuhari Messe venue



Makuhari Messe venue Entrance



ONLINE Booth

Makuhari Messe venue Booth



CEATEC Channel  
Keynotes / Sessions / Seminars



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## Contents

- 1. Looking Back at the Results of the Exhibition*
  - 2. Outline of CEATEC 2021*
  - 3. Composition of CEATEC 2021*
  - 4. Support Services of CEATEC 2021*
  - 5. CEATEC 2021 Exhibition Regulations / Application Procedures***
- Questions and Answers*



# CEATEC 2021 Exhibit Regulations

## CEATEC 2021 Exhibition Regulations

### 1. Exhibitor Eligibility / Booth Details

#### 1-1. Exhibitor eligibility

Companies/organizations involved with products or related businesses included in the following list are eligible to participate in CEATEC (hereinafter may be referred to as the Exhibition):

- |   |   |   |
|---|---|---|
| 1. IT & electronics equipment related   | 11. Machinery manufacturing related   | 21. Educational and research institutions and organizations   |
| 2. Electronic parts, devices, materials, raw-materials, and apparatus related | 12. Housing Construction, real estate related, developer business                 | 22. Government organization, administrative corporations, public interest corporations, nonprofit public and industry organizations, public service-related companies |
| 3. Broadcasting and information/communications related                        | 13. Trading company and wholesalers Handling the businesses listed from 1. to 12. | 23. Members of the Sponsor/Co-Sponsors Japan Electronics and Information Technology Association (JEITA) Communications and Information Network Association (CIA)      |
| 4. Software and content related   | 14. Logistics and transportation related  | 24. Other companies approved by the Organizing Committee (Refer to section 8-3. Organizing Committee)   |
| 5. Automotive, mobility related   | 15. Distribution and retailing related  |   |
| 6. Public infrastructure related  | 16. Apparel related   |   |
| 7. Healthcare related   | 17. Sporting related  |   |
| 8. Energy related   | 18. Tourism related   |   |
| 9. Financial related  | 19. Service related   |   |
| 10. Agricultural and forestry related   | 20. Media including newspaper, magazines, etc.                                    |   |

- (1) Advertising companies and other related agencies are not allowed to represent any company that exhibits products even if said products are included in the aforementioned list of eligible businesses or products.
- (2) The CEATEC Organizing Committee (Refer to section 8-3. Organizing Committee) reserves the right to refuse applications from companies that have violated regulations at a previous show or whose activities may be considered detrimental to visitors and/or other exhibitors regardless of in prior to or after holding an exhibitor contract. In such case, paid booth fees will be refunded. (Refer to section 5-3. Exhibit application and contract agreement.)

#### 1-2. Exhibit Areas

The show will be divided into the following exhibit areas.

- Total Solutions ● Devices & Technologies ● Themed Area ● Co-Creation PARK

Notes: An exhibitor can exhibit in multiple areas. If choosing multiple areas, please submit a copy of the Exhibition Application/Contract Form for each area. Exhibit areas may be integrated. In such a case, the Organizing Committee will make a final decision on the area configuration and name depending on the number of applications. You will be informed of the decision by the time of the exhibitor briefing.

### 2. Exhibit Application and Contract Agreement

To apply for an exhibition space, fill in the information required on the Exhibition Application Form on the CEATEC Official website and submit the form to Japan Electronics Show Association, which is the CEATEC Management Office (hereinafter referred to as the Association). The exhibition application and contract will be completed when the Association replies to your application by e-mail. The date stated in this confirmation of acceptance e-mail is regarded as a contract date, and exhibitors are liable for the participation fee.

- (1) Exhibit application form

Please apply via the CEATEC official website. (<https://www.ceatec.com>)

- (2) Start of acceptance of applications

10:00a.m. (JST), Wednesday, March 24, 2021

Note: Application will not be accepted before the stated date/time.

- (3) Priority acceptance of exhibit application deadline

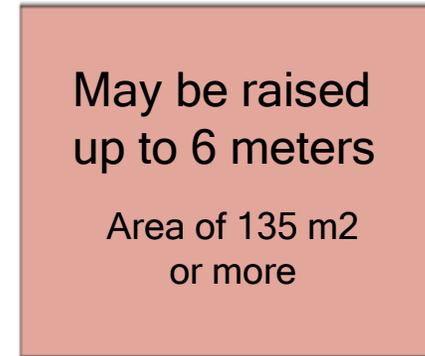
Monday, May 31, 2021

1. Eligibility requirements for exhibitors
2. Application and Agreement for Exhibiting
3. Exhibition fee and plan
4. Expenses other than the exhibition fee
5. Precautions/prohibitions for exhibitors, etc.
6. Matters concerning booth set-up
7. Matters related to exhibits and exhibition management
8. Violations of the regulations and questions about interpretation/Others/Organizing Committee

# Booth Height Restrictions (Exhibit Regulations: 3. Exhibit Fees/Plans)

## (1) Premium Plan (area of 135 m<sup>2</sup> or more)

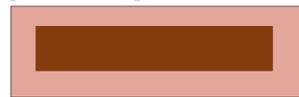
- Height can be raised up to 6 meters  
(A suspended structure is also possible at a height of 6 meters or less)



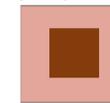
## (2) Standard Plan (54 m<sup>2</sup>)



## Basic Plan (27 m<sup>2</sup>)



## Simple plan (9 m<sup>2</sup>)

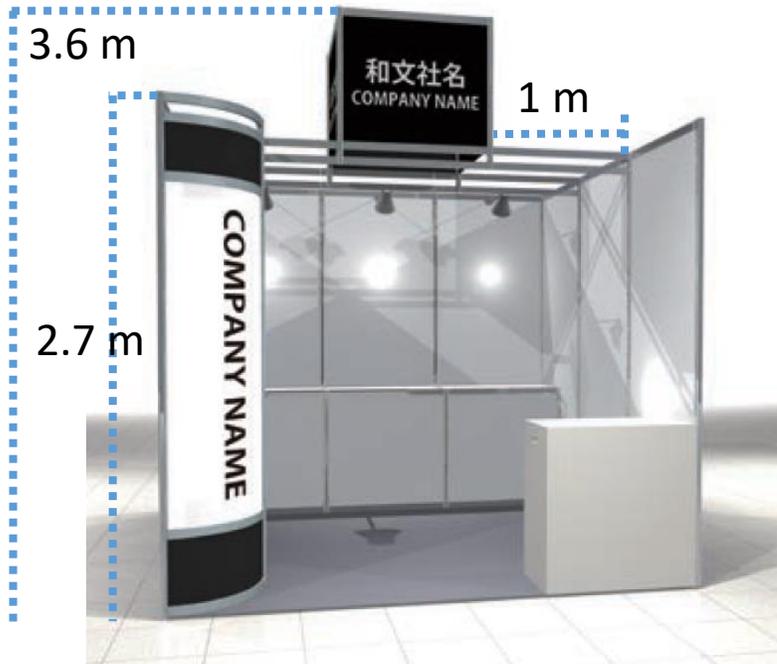
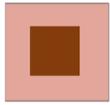


- For areas that are setback 1 meter from aisles and foundation panels can use the height of up to 3.6 meters.

Note: If an exhibitor's booth is a part of row booths and wish to install the company name board at a height of 2.7 meters or above, do not display the board facing other exhibitor booths (those in close proximity or behind your booth) to avoid misunderstandings by visitors.

# Booth Height Restrictions (Exhibit Regulations: 3. Exhibit Fees/Plans)

Example of decorated Simple Plan (9 m<sup>2</sup>)



Example of decorated Basic Plan (27 m<sup>2</sup>)



Note: if the height exceeds the limit due to the nature of the exhibit, please submit the Application for Over-height Exhibits form and booth plan to obtain permission.

# Expenses other than Exhibit Fee/ Utility Space

(Exhibit Regulations: 4. Matters Regarding Expenses Other than Exhibit Fee)

The following expenses are not included in Exhibit Fee.

- Primary power source construction cost + Electric consumption fee  
@ 11,000JPY/kW (including consumption tax)
- Overtime working hours fee (Labor within the designated time is not charged)  
@ 11,000JPY/hr (including consumption tax)

- **Utility Space:** This is a space used by the exhibitors for storage, break room, etc.

165,000JPY/space (including consumption tax)

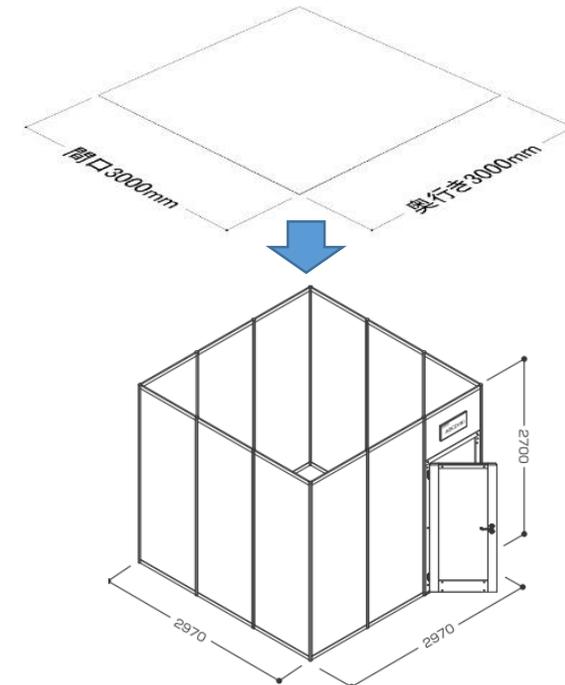
W 3,000 mm x D 3,000 mm x H 2,700 mm

## Fixtures

Exhibitors are asked to supply the following fixtures/utilities on their own:

Utility space walls (system panel walls), other rental equipment, use of electricity, gas and water.

Apply from the Exhibitor Manual to be distributed on July 15<sup>th</sup>, which contains detailed information.



Example of a decorated utility booth.

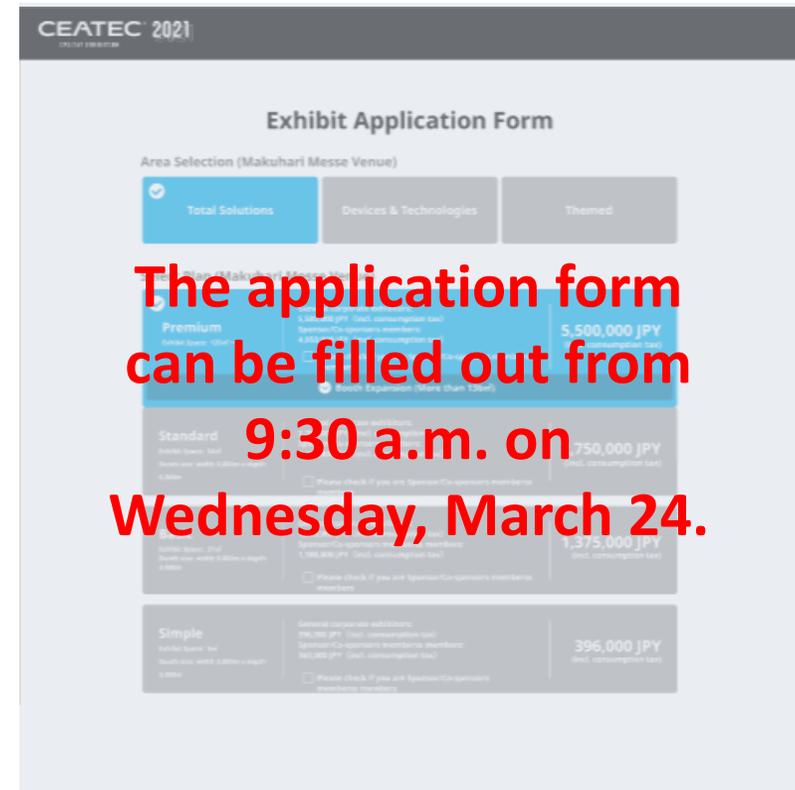
# Exhibit Application Procedures

Applications will be accepted only through the website.



Registration starts at 10:00 a.m. on Wednesday, March 24, 2021

Note: Applications will not be accepted before the start of the registration period.



The application form can be filled out from 9:30 a.m. on Wednesday, March 24.

## WHY CEATEC

Leading the Future through Co-Creation at CEATEC  
Why so many front-runners are participating in CEATEC

### 01 It is Future-oriented comprehensive exhibition.

CEATEC is a "comprehensive exhibition for Society 5.0" encompasses all kinds of industries and business sectors, showcasing the visions of companies/organizations and new business models for a future society. It features advanced technologies such as CPS/IoT, robotics and artificial intelligence (AI). CEATEC is a place to communicate the future

### 02 It inspires co-creation.

Under the theme of "Connected Society, Co-Creating the Future," CEATEC brings together everything from the electronic components and devices that will support the future society of Society 5.0 to the products, services and solutions that will utilize them. It is an environment that facilitates the creation of new connections and businesses

# Exhibit Application Procedures

## Exhibit Application Form

### Area Selection (Makuhari Messe Venue)

Total Solutions
  Devices & Technologies
  Themed

### Select Plan (Makuhari Messe Venue)

<input checked="" type="checkbox"/> Premium Booth Size: 135㎡ ~ General corporate exhibitors: 5,500,000 JPY (incl. consumption tax) Sponsor/Co-sponsors members: 4,950,000 JPY (incl. consumption tax) <input type="checkbox"/> Please check if you are Sponsor/Co-sponsors members. <input checked="" type="checkbox"/> Booth Expansion (More than 136㎡)	5,500,000 JPY (incl. consumption tax)
<input type="checkbox"/> Standard Booth Size: 90㎡ Booth size with 3.00m x depth 3.00m General corporate exhibitors: 2,750,000 JPY (incl. consumption tax) Sponsor/Co-sponsors members: 2,275,000 JPY (incl. consumption tax) <input type="checkbox"/> Please check if you are Sponsor/Co-sponsors members.	2,750,000 JPY (incl. consumption tax)
<input type="checkbox"/> Basic Booth Size: 60㎡ Booth size with 3.00m x depth 2.00m General corporate exhibitors: 1,375,000 JPY (incl. consumption tax) Sponsor/Co-sponsors members: 1,187,500 JPY (incl. consumption tax) <input type="checkbox"/> Please check if you are Sponsor/Co-sponsors members.	1,375,000 JPY (incl. consumption tax)
<input type="checkbox"/> Simple Booth Size: 30㎡ Booth size with 3.00m x depth 1.00m General corporate exhibitors: 395,000 JPY (incl. consumption tax) Sponsor/Co-sponsors members: 342,250 JPY (incl. consumption tax) <input type="checkbox"/> Please check if you are Sponsor/Co-sponsors members.	395,000 JPY (incl. consumption tax)

### Area : Co-Creation PARK

<input type="checkbox"/> Start-up 1 Booth: 132,000 JPY (incl. consumption tax) 1 Booth: 264,000 JPY (incl. consumption tax) Please check if you would like booth spacing.	132,000 JPY (incl. consumption tax)
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### ONLINE Venue Plan

<input checked="" type="checkbox"/> ONLINE Seminar The ONLINE Exhibitor Seminar is a conference program that provides a wide range of detailed information on technologies and solutions that are difficult to present in an exhibition. <input type="checkbox"/> Please check if you are an exhibitor.	exhibitor: 550,000 JPY non-exhibitor: 1,100,000 JPY (incl. consumption tax)
<input type="checkbox"/> ONLINE Venue Booth ONLINE booths will be available to promote the products and services of exhibitors not only during the event but also before and after the event.	exhibitor: 440,000 JPY (incl. consumption tax)

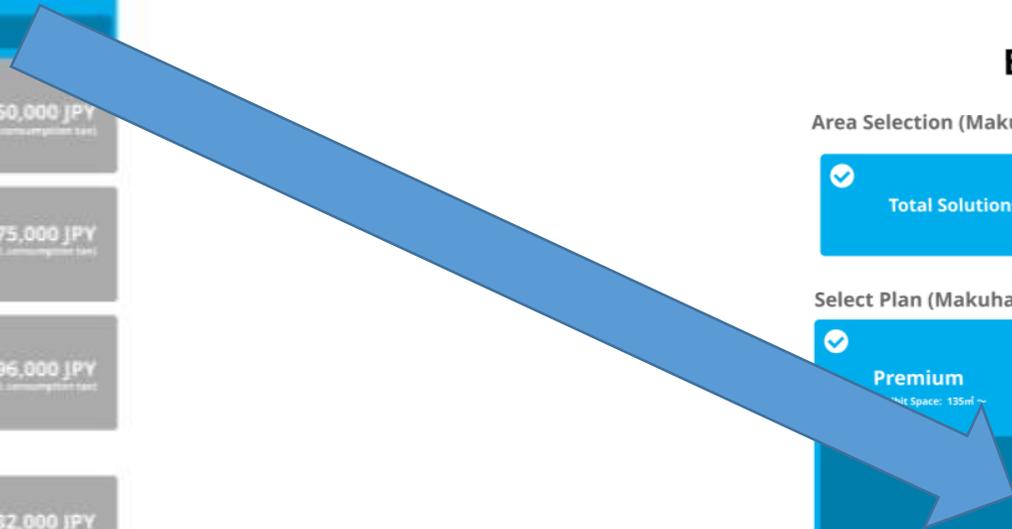
## Exhibit Application Form

### Area Selection (Makuhari Messe Venue)

Total Solutions
  Devices & Technologies
  Themed

### Select Plan (Makuhari Messe Venue)

<input checked="" type="checkbox"/> Premium Booth Space: 135㎡ ~ General corporate exhibitors: 5,500,000 JPY (incl. consumption tax) Sponsor/Co-sponsors members: 4,950,000 JPY (incl. consumption tax) <input type="checkbox"/> Please check if you are Sponsor/Co-sponsors members. <input checked="" type="checkbox"/> Booth Expansion (More than 136㎡)	----- ¥ 180 m <sup>2</sup>	7,500,000 JPY (Incl. consumption tax)
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# Exhibit Application Procedures

**1** Exhibit Application

**CEATEC Official website (<http://www.ceatec.com>)**

**Starts from 10:00 a.m., March 24, 2021**

**The order in which booth locations are selected is determined by the order in which applications are submitted.**

**2** Tentative acceptance email sent automatically

**A tentative acceptance e-mail will be sent from the Management Office.**

**(Exhibit application details will be attached as a PDF file)**

**3** Exhibit Application Completion Email (from Management Office)

**An e-mail will be sent to you after the Management Office confirms the details of the application.**

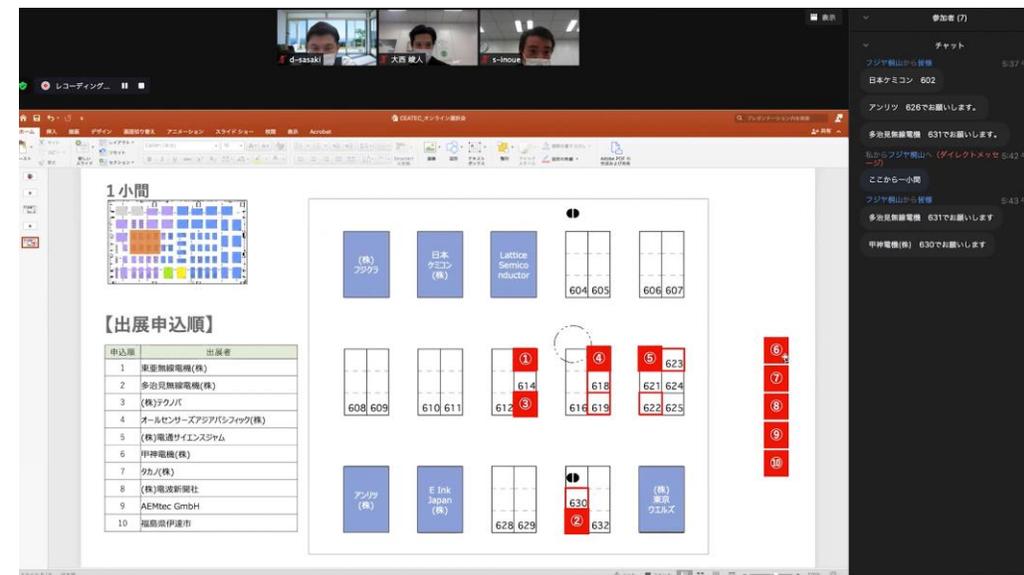
**Any changes to the information entered in the application form will be dealt separately with the specified documents.**

# Deciding on the Location of the Booth at the Exhibition Site

- Priority acceptance of exhibit application deadline  
May 31<sup>st</sup> (Mon), 2021

Drawing for booth position selection is created after adjusting the area configuration.

Booth locations for Premium Plan exhibitors may be determined in the order of acceptance of applications prior to the booth location selection meeting and may be indicated on the drawings.



Scene from a booth location selection meeting

- Beginning of July: Booth selection drawings in PDF format will be distributed to all exhibitors.
- July 15<sup>th</sup>: Exhibitor Briefing / Booth Location Selection Meeting (to be held online)

## Booth Location Decided / Drawings Distributed (PDF)

Exhibitors who apply after June 1 (Tuesday) will be asked to select their booth location in the order in which applications were received, after the booth locations of exhibitors who applied for Priority Acceptance of Exhibit Application have been determined.

# SCHEDULE

Mar.

Wednesday, March 24, 10:00 a.m.  
Start accepting exhibit applications

Aug.

CEATEC Channel **ONLINE Seminar Held**

May

31st (Mon.)  
Deadline for priority exhibit applications

Sept.

Mid Sept.: Distribution of official press releases  
Hand out of visitor attraction tools, vehicle identification cards, badges and more  
Start posting on CEATEC ONLINE booths  
CEATEC Channel **ONLINE Seminar Held**

Jun.

After 1<sup>st</sup> (Tue): Exhibit cancellation fee will be charged 100%.  
Late June Visitor registration site opens  
CEATEC Channel **ONLINE Seminar Held**  
30<sup>th</sup> (Wed) Deadline for payment of exhibition fees

Oct.

Prep: 16<sup>th</sup> (Sat) – 18<sup>th</sup> (Mon)  
18<sup>th</sup> (Mon): Media Convention in the afternoon  
**CEATEC 2021 (Makuhari Messe venue)**  
Dates: 19<sup>th</sup> (Tue) – 22<sup>nd</sup> (Fri)  
CEATEC Channel **ONLINE Seminar Held**

Jul.

15<sup>th</sup> (Thu) Exhibitor Briefing / Booth Location Selection Meeting  
(Held online) \*Exhibitor console/ Exhibitor manual / Begin to provide information on various documents for submission.  
CEATEC Channel **ONLINE Seminar Held**

Nov.

CEATEC Channel **ONLINE Seminar Held**  
Deadline for payment of expenses other than the exhibition fee to the CEATEC Management Office December 31, 2021 (Fri)

# CEATEC® 2021

CPS/IoT EXHIBITION

October 19 (Tue) ▶ 22 (Fri), 2021

**Connecting Society, Co-Creating the Future.**

CEATEC – Toward Society 5.0 with the New Normal

For more information, please contact the  
CEATEC Management Office

[contact2021@ceatec.com](mailto:contact2021@ceatec.com)

