

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):

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| 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 (CIAJ) Computer Software Association of Japan (CSAJ) |
| 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

Notes: Those exhibitors applying before the Priority Acceptance of Exhibit Application Deadline will be eligible to participate in the Exhibitor Briefing Session / Exhibit Booth Location Selection Meeting, which is scheduled to be held in July and to select their booth location with priority given to applicants in the order of receiving application. Please understand that the deadline may be earlier than above dates if the number of applications reaches its maximum.

(4) Submitting a company profile

First-time exhibitors to CEATEC are required to check "First-time exhibitor" box in the exhibit application form and provide a company profile and product(s) planned to be exhibited. And, if there are major changes made to the company profile or catalog(s) of product(s) planned to be exhibited after the exhibitor has submitted these documents, regardless of whether the exhibitor is first-time or returning, an updated profile and/or catalog(s) must again be submitted via email. Applications without these documents will be put on hold until the Association confirms the receipt of these items.

(5) Joint exhibitors with two or more

Joint exhibitors should elect one "representative exhibitor" to handle payment of the booth spaces for all participating exhibitors. Company information of joint exhibitors is to be submitted on the designated form (scheduled to be provided in July) after the submission of exhibit application.

(6) Refusal of application

Applications from any persons involved in bankruptcy, composition, receivership, civil rehabilitation, or corporate reorganization proceedings, or persons who are suspended from current account transactions from financial institutions will not be accepted. Similarly, applications from any persons deemed by the Association to be involved in similar circumstances will not be accepted. If an exhibitor company is found to fall into one of the categories described above after the contract has been concluded, the contract will be voided and that company will not be permitted to exhibit. In such a case, participation fees paid by exhibitors will be refunded. If deemed necessary by the Association, an investigation or inquiry into the surrounding circumstances will be conducted.

(7) After the application deadline, the Organizing Committee will deliberate on the space configuration of the venue. If the capacity of the venue is insufficient, the number of booths allocated to each exhibitor may be adjusted by reducing the number of booths applied for, based on fair criteria. In such cases, we ask for the understanding of all exhibitors.

3. Booth Fees and Plans

3-1. Premium Plan (Makuhari Messe)

<p>◆ Premium Plan Exhibit Fee (Exhibit Space starts from 135 m²)</p> <p><u>Sponsor/Co-sponsors members</u> <u>135 m² = 4,950,000JPY (incl. consumption tax)</u></p> <p><u>General corporate exhibitors</u> <u>135 m² = 5,500,000JPY (incl. consumption tax)</u></p>	<p>◆ Additional fee for 136 m² or more Note: For spaces of 136 m² or more, additional applications can be made for each additional square meter.</p> <p><u>Sponsor/Co-sponsors members =</u> <u>1 m²@33,000JPY (incl. consumption tax)</u></p> <p><u>General corporate exhibitors =</u> <u>1 m²@44,000JPY (incl. consumption tax)</u></p>
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- (1) Exhibit space will be handed over at the venue by marking the hall floor by the construction company assigned by the Management Office.
- (2) The secretariat will specify the ratio of width to depth in the range of 2:1 to 1:1 based on the total booth area. The dimensions will be shown on the drawing when the booth location is selected.
- (3) Exhibitors are requested to install carpets, etc. in the designated space so that visitors can see the boundary line between the aisle and the booth.
- (4) If you apply for the Premium Plan, your booth will be an independent booth with 4-way aisles. Please note that one or two sides of the booth may face the wall of the building, depending on the layout of the venue, the position of the booth selected, and its placement.
- (5) Members of the Sponsor are members of the Japan Electronics and Information Technology Association (JEITA), and members of the co-sponsors are members of the Communications and Information Network Association (CIAJ) and Computer Software Association of Japan (CSAJ). This includes supporting members, etc.

3-2. Standard Plan / Basic Plan / Simple Plan (Makuhari Messe)

◆ Standard Plan Exhibit Fee

(Exhibit Space: 54 m²)

Sponsor/Co-sponsor members

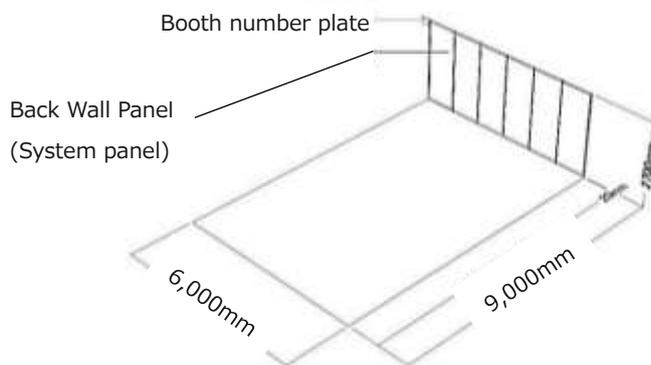
2,376,000JPY (incl. consumption tax)

General corporate exhibitors

2,750,000JPY (incl. consumption tax)

Booth size: Width 9,000mm x Depth 6,000mm

Note: The back panel (system panel) will not be set up in the case of "4-way aisle" or adjacent to "other exhibitor's standard plan".



◆ Basic Plan Exhibit Fee

(Exhibit space: 27 m²)

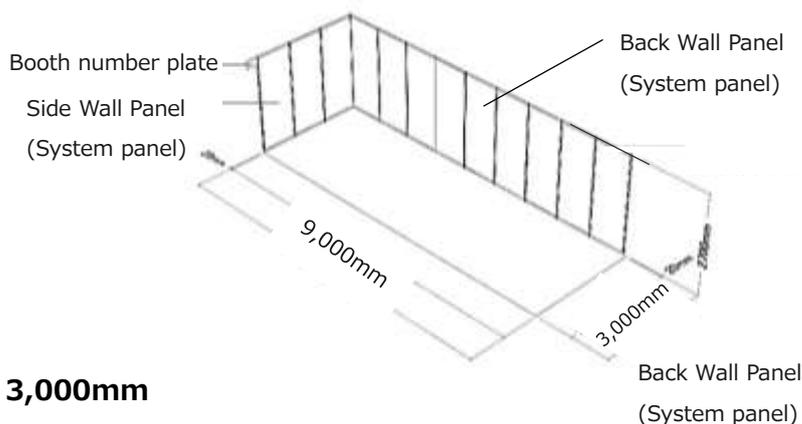
Sponsor/Co-sponsor members

1,188,000JPY (incl. consumption tax)

General corporate exhibitors

1,375,000JPY (incl. consumption tax)

Booth size: Width 9,000mm x Depth 3,000mm



◆ Simple Plan Exhibit Fee

(Exhibit space: 9 m²)

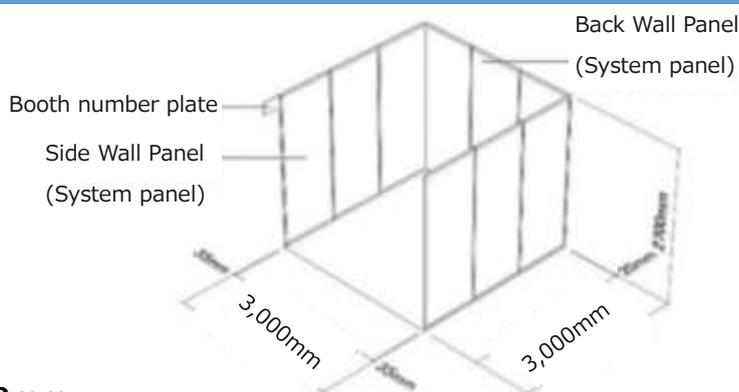
Sponsor/Co-sponsor members

363,000JPY (incl. consumption tax)

General corporate exhibitors

396,000JPY (incl. consumption tax)

Booth size: Width 3,000mm x Depth 3,000mm



(1) Booth specifications

1. The back panel for the rear plane of the booth and the side panels on the side that will be adjacent to other companies will be installed as the foundation panels (system panels). Note that system panels will not be installed on the aisle side of corner booths or in booths that will be independent booths.
 2. Exhibitors are requested to provide their own floor carpets, company name boards, and other materials and decorations. Other package booths that are available separately can also be used.
 3. If you are exhibiting under the Standard, Basic, or Simple plan, one to three sides of your booth may be in contact with other companies.
- (2) Members of the Sponsor are members of the Japan Electronics and Information Technology Association (JEITA), and members of the co-sponsors are members of the Communications and Information Network Association (CIAJ) and Computer Software Association of Japan (CSAJ). This includes supporting members, etc.

3-3. Height Restrictions

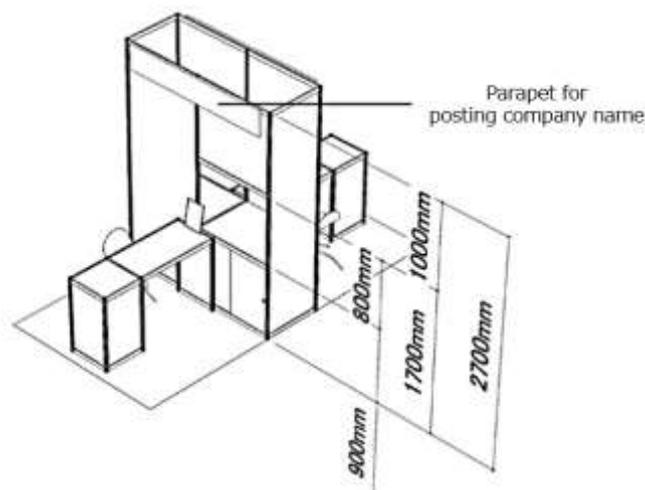
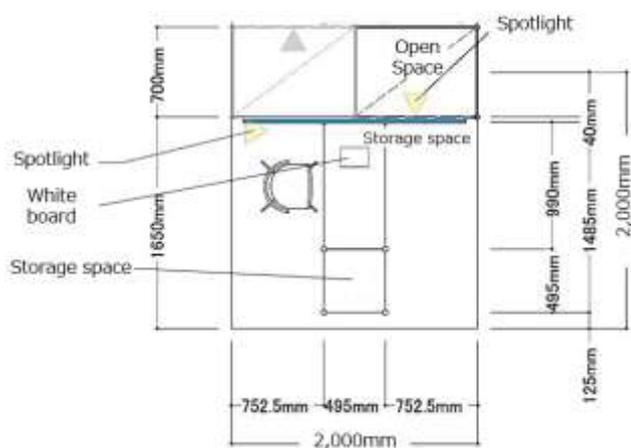
In the Premium, Standard, Basic, and Simple plans, the height limit for exhibition booths and decorations is 2.7m above the foundation panel height, and excess height is allowed within the following range.

- (1) Premium
Height of the Premium Plan (area of 135 m² or more) can be raised up to 6 meters. A suspended structure is also possible at a height of 6 meters or less. When installing a suspended structure, confirmation and adjustment of venue structure from Makuhari Messe is required.
- (2) Standard, Basic and Simple Plans
For areas that are setback 1 meter from aisles and foundation panels can use the height of up to 3.6 meters.
Notes: •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. • The same setback is required for a group exhibit that comes to a total area of 135 square meters or more by combining Standard, Basic and Simple Plans.
- (3) If the height of exhibit product exceeds the height limit
The height limit of exhibit booth and decorations shall be as stated above. However, 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 (floor plan & elevation view) to CEATEC Management Office, and obtain permission from the Organizing Committee. In such cases, exhibits are to be displayed within the bounds of your company's booth (setback 1 m from passageways and base paneling), and must not protrude into the space above passageways etc. Exhibits granted with permission to exceed height are forbidden to decorate company nameplate or model nameplate.

3-4. Startup Plan (Makuhari Messe)

Exhibit space: Equivalent to 4 m² with fixtures	Exhibit fee: 132,000JPY (incl. consumption tax)
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- (1) An exhibitor is eligible to apply for up to two booths.
- (2) Exhibit conditions: Company or university/academic institutions established less than 9 years (Established after October 2012)
- (3) Booth specifications exclusive for the Startup Plan
 1. Dimensions: 2,000 mm (W) x 2,000 mm (D) x 2,700 mm (H)
 2. Fixtures: Foundation panels, Display counter (900 mm high with lockable storage space), Counter stool, Company name board, Two electricity sockets (Up to 500 W total), Lighting, A4-size white board



3-5. Selection of Booth Position

- (1) Selection of booth position
Exhibitors can select booth positions from specified locations on a floor plan for booth selection, which is decided by the Organizing Committee. "Floor plan for booth selection" that shows the position of booths for selection will be sent to exhibitors from CEATEC Management Office starting the end of June (planned). Exhibitors will be able to choose their booth location at Session for selecting booth position, which will be held in August. Selections will be made in the order in which you submitted the application form on the website.

※Precautions for deciding booth positions

- Area composition will be carried out after observing the status of exhibit applications. Area composition will be determined by the Organizing Committee.
- In order to secure visitor flow line and emergency evacuation flow line, as well as to ensure safety in transporting goods in and out of the venue, as well as to

facilitate the configuration of booths at the venue, the location of Premium Plan exhibit booths may be decided first on a first-come-first-served basis before conducting Session for Selecting Booth Position.

- The booth allocation diagram might be altered even after booth positions have been decided in accordance with the aisle. In this case, booths might be repositioned.
- Since exhibition applications are accepted by a first-come-first-served basis, the date and time of application forms sent online will be checked and managed in a fair manner; however if we receive two submissions at the exact same time, CEATEC Management Office will decide between the two exhibitors by considering exhibitor's past results (the number of times participated and exhibit scale), etc.

(2) Spare booth spaces

If booth spaces remain available on Monday, May 31st, the remaining spaces will be placed on the floor as spare booths. Exhibitors submitting applications after Tuesday, June 1st must select booths from the spare booths specified on the booth allocation diagram after booth positions have been confirmed for exhibitors who applied before the deadline for Priority Acceptance of Applications. Spare booths will be allocated on a first-come-first-served basis.

(3) Fixed booth spaces

The Organizing Committee may determine the following booth locations in advance:

1. Booths for Japan-related associations
 2. Booths for overseas cooperative organizations
 3. Booths planned by the sponsor/co-sponsors
- (4) Utility booths will be setup in spare open spaces after the booth lot drawing is completed. However, exhibitors should be aware that further changes in venue space allocation may occur; in such case, your understanding is greatly appreciated.
- (5) As a general rule, changes to requested exhibition areas cannot be accepted after the deadline of Exhibit Applications, which is Monday, May 31, 2021.

3-6. Online Plan (<https://www.ceatec.com>)

- (1) Participation eligibility: Any CEATEC 2021 exhibitors or a corporation/organization that fulfills the Exhibitor Eligibility.
- (2) Online booth exhibit fee

CEATEC 2021 Exhibitor	220,000 JPY (incl. consumption tax)
General corporation/organization	440,000 JPY (incl. consumption tax)

(3) Contents of Online booth

1. Online map
2. List of corporate booths
3. Space to post corporate booth (Exhibit channel, product introductory video, Space for posting live and on-demand streaming videos)

Note: Please note that there may be slight changes to the provided content depending on future developments or changes in service

(4) Options

Details on adding videos and documents, implementing iFrame for your booth, and options such as advertising menus will be described separately in the Exhibitor Manual, which is scheduled to be released in late July.

- (5) Participation requirements: Fill out the ONLINE Plan section of the Exhibit Application Form and submit it.
- (6) Application deadline: Monday, May 31, 2021

3-7. CEATEC Channel Online Seminar (<https://www.ceatec.com>)

- (1) Participation eligibility: Any CEATEC 2021 exhibitors or a corporation/organization that fulfills the Exhibitor Eligibility.
- (2) Distribution schedule: June to November 2021.
Note: We will be accepting applications separately for delivery starting in October.
- (3) Online Seminar participation fee/session (less than 45 min.)

CEATEC 2021 Exhibitor	550,000 JPY (incl. consumption tax)
General corporation/organization	1,100,000 JPY (incl. consumption tax)

- (4) Participation requirements: Fill out the ONLINE Seminar section of the Exhibit Application Form and submit it.

- (5) Application deadline: Monday, May 31, 2021

Note: The start date and time of distribution will be determined on a first-come, first-served basis.

(6) Other remarks

- A company can apply for a maximum of 10 sessions per channel.
- The date/time of the start of distribution will be decided within the applied distribution period by the Management Office on a

- first-come, first-served basis and will be announced at a later date.
- After the delivery of each session, it will be posted as an archive until November 2021.
- Audience data (company name, affiliation, name, company address, e-mail) will be provided after the distribution. (in CSV format)
- Sessions will be delivered on YouTube distribution platform.
- Participating exhibitors can freely select between live and on-demand streaming formats.
- The above rates are for the seminar session only, and does not include video production, studio usage fees, equipment fees, etc.
- As a general rule, exhibitors will be asked to provide us with a delivery URL, and the Management Office will set up a delivery slot on the CEATEC 2021 website for delivery. However, the CEATEC Management Office will provide separate support services for filming, setting-up and distributing the seminar.
- The rights to filmed and distributed content belong to the participants.

3-8. Payment of Exhibit Fee

Booth space payments are to be paid via electronic bank transfer based on an invoice issued by the Japan Electronics Show Association to a designate the bank account (details of the bank transfer will be provided at the time of invoicing) for remittance on or before the below date. Checks and promissory notes are not acceptable as payment. Transfer fees are to be borne by the exhibitor. Although the exhibition plans are classified as described in "Booth Fees, Standards, Specifications and Definitions" above, they will be invoiced in a unified manner as "Exhibit Fees".

Booth fee payment deadline	Wednesday, June 30, 2021
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3-9. Cancellation of Exhibit Space / Reduction of Space Applied For

If an exhibitor cancels or reduces the number of spaces applied for, regardless of the reason, the following cancellation fees will apply. Consumption tax will be added to all fees.

After Tuesday, June 1, 2021	100% of the booth fee
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Cancellations or any other changes are accepted by sending document(s) specified by the Management Office via post or email and will become valid on the day that the Association replies a confirmation to the exhibitor.

4. Matters Regarding Expenses Other than Exhibit Fee

4-1. Expenses Other than Exhibit Fee (Apply for the fees from the Exhibitor Manual to be distributed later.)

The following items and booth decorations other than base panels are not included in the booth fee.

Primary power source construction cost + Electric consumption fee	@ 11,000 ¥/kW (including consumption tax)
Overtime working hours fee	@ 11,000 ¥/hour (including consumption tax)

Utility Space (Separate application system)

Note: A space used by the exhibitors for storage, break room, etc.

165,000JPY/space
(including consumption tax)

Note: Owing to space limitations, there may be a maximum availability per exhibitor (or per area if an exhibitor is exhibiting in multiple areas).

- (1) Utility space dimensions: 3,000 mm (W) x 3,000 mm (D) x 2,700 mm (H)

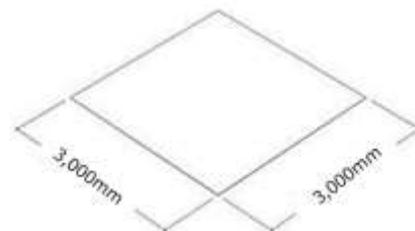
Note: Fixtures, which is to be announced separately, are also available.

- (2) Locations

Utility booths will be located in the exhibition hall area near the booths, as determined by the Organizing Committee. When the exhibition space is limited, depending on the number of space applications, utility spaces may have to be located in between booths.

- (3) 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. Also, additional fees may arise according to the regulations relating to booth design, or exhibitors' requests; such details will be announced in the Exhibitor Manual to be distributed at a later date.



4-2. Payment Other than Exhibit Fee

Booth space payments are to be paid via electronic bank transfer according to the schedule below. Checks and promissory notes are not acceptable as payment. Bank transfer fees are to be borne by the exhibitor. Designated bank account for remittance will be announced at the time of billing and billing source will be announced in the Exhibition Manual.

Deadline for the payment other than booth fee

Friday, December 31, 2021

5. Important Exhibit Details and Prohibitions

5-1. Protection of Exhibited Items for Which Application for Industrial Property Rights has not been Filed

Part of the Patent Law has been revised and the application items of regulations concerning exception to lack of novelty of invention have been reviewed. Due to this revised law, the designated system of exhibitions has been abolished from April 1, 2012, and disclosure type restrictions have been removed from the old system where application items were restricted except for certain exhibitions. Exhibitors who plan to file an application for patent, utility model or trademark, should directly contact the General Affairs Division of the Patent Office.

5-2. Prohibited activities

The following activities are prohibited:

- (1) Sublet, sell, transfer or exchange of exhibit space
Subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors.
- (2) Directing visitors to other venues
Directing CEATEC visitors to simultaneous product or technology exhibits off-site is prohibited.
- (3) Engaging in sales activities
Selling products other than publications and software on-site during the show is prohibited. Exhibitors who wish to sell publications or software are required to submit details and seek approval from the Association when applying for the exhibition.
- (4) Inappropriate behavior
Aggressive inducement of visitors to the booth, or demonstrations in the space outside the booth or in the aisles is prohibited. Persistent sales approaches and/or techniques considered to be excessive are also prohibited.
- (5) Exhibiting for the purpose of obtaining personal information
It is prohibited to use booths for the primary purpose of collecting personal information on visitors, rather than to display or to conduct PR of products and services. Furthermore, all exhibitors are requested to abide by the stipulations in Japan's personal information protection legislation. Details on the collection and handling of personal information will be available in the Exhibition Manual.

5-3. Responsibilities of exhibitors

- (1) Prompt fee payment
Exhibitors must pay all exhibition fees and expenses invoiced by The Association and bear responsibility until all payments are complete.
- (2) Obeying the law
Exhibitors must abide strictly by the laws and regulations of Japan.
- (3) Liability for damage, responsibility for management, and insurance
 1. The Sponsor (Refers to JEITA, hereinafter the same), the Organizing Committee and the Association will make every effort to manage and ensure the security of the venue during the show period, for example, by implementing security guard patrols. However, the sponsor, the Organizing Committee, and/or the Association cannot assume responsibility for damages from natural disaster, fire, theft, loss of property or other occurrences beyond its control and recommends that exhibitors take steps of their own.
 2. Exhibitors shall be liable for any fatalities or injuries occurring to visitors, other exhibitors or third parties as well as damage to items at the exhibition site. The sponsor, the Organizing Committee, and/or the Association shall bear no responsibility whatsoever in such circumstances.
 3. Exhibitor must file a booth manager with the Association prior to the start of the exhibition, whose responsibility is to supervise all activities that take place in the exhibitor's booth for the entire duration of the exhibition.
 4. Exhibitors are recommended to provide for adequate insurance coverage during the exhibition.
 5. The Association will make every effort to provide effective management, enhanced safety, and maintenance of order at the venue as well as ensure the safety of exhibition visitors. Any act by an exhibitor(s) that is considered detrimental to the aforementioned may lead to the termination of that exhibitor's demonstration. The Sponsors and/or the Organizing Committee and/or the Association shall bear no responsibility whatsoever for any accidents that may occur during exhibitor demonstrations. In the event of an accident, the exhibitor is required to take appropriate action and report it immediately

to the Association.

- (4) Complying with the exhibition schedule
Prior, during and after the exhibition, all exhibitors are requested to comply with the exhibition schedule specified by the organizer. Construction activities to the booth, delivery and/or wrap-up activities during the exhibition are prohibited.

5-4. Termination or shortening of exhibition duration due to force majeure

- (1) If the exhibition is canceled because of an event of force majeure, such as an earthquake, typhoon, fire, disease, terrorist act or order from a third party or the public authorities (hereinafter referred to as Force Majeure), the organizers reserve the right to shorten the duration of the exhibition or the hours that the exhibition is open to the public, either before or during the exhibition. If the exhibition sponsors deem such action necessary, this information will be promptly published on the official Website and exhibitors will be notified. Neither the exhibition organizers nor the Association shall assume any liability for losses incurred by exhibitors in such a case.
- (2) If a force majeure which has occurred prior to the first day of the event forces the exhibition to be cancelled, the Association will refund participation fees paid by exhibitors in full, minus charges for expenses incurred.
- (3) However, if the duration of the exhibition is shortened or to be cancelled by a force majeure after the first day of the event, the Association shall not be held liable to refund the exhibit fee.
- (4) The Association assumes no responsibility for other expenses already incurred by exhibitors.

5-5. News Gathering and Filming

Staff members appointed by the Organizing Committee and/or the Association will be authorized to gather news and/or conduct interviews as well as engage in filming and/or photography. Exhibitors are requested to cooperate with such news gathering and filming activities and also agree that any exhibited items, or any image, photograph, information, etc., obtained during the exhibition will be used by the Organizing Committee or an organization authorized by the Association for the purpose of publicizing and/or promoting the exhibition.

5-6. Dealing with disputes between exhibitors

Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the parties concerned. The Sponsor and the Organizing Committee shall bear no responsibility whatsoever in such instances.

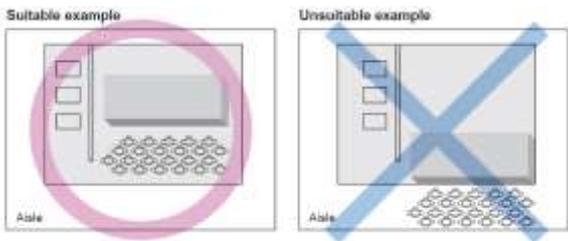
6. Booth Setup

6-1. Booth designing

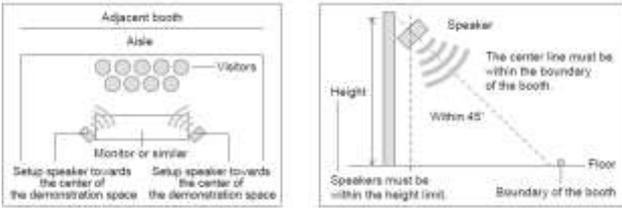
Product exhibits, demonstrations, etc., must be conducted within the exhibitor's booth.

If for some reason the following rules are not complied, the exhibitor will be demanded for improvement from the Organizing Committee and/or the Association. Failure to make improvements may result in termination of the exhibitor's booth.

- (1) Safety Measures
 1. To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
 2. When installing exhibition panels (OCTANORM), take measures to prevent them falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.
 3. Take measures to prevent independent fixtures falling by securing them to the wall or floor surface.
 4. When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures.
- (2) Maintaining visitor flow lines of adjacent exhibitors
When designing an independent booth, be sure to keep 1/3 (one-third) of the side adjacent to the aisle open to allow for an evacuation route.
- (3) Installing stage and video equipment
When setting up video equipment or a stage for a production presentation or similar demonstration in a booth, please ensure that there is plenty of room for visitors, so that they do not block the aisles. Furthermore, depending on the height of the stage and the video equipment to be installed, please take sufficient care of the visitors viewing angle and make sure there is an appropriate viewing distance. The organizer will check the booths and if any discrepancies are noted, may ask for modifications to be made.



(4) Speaker setup position restrictions



The positioning of speakers and other loud-speaker equipment towards adjacent booths is not permitted. Please make sure to install the speaker so that when looking straight from the aisle, it faces inward. Also, when setting up speakers on a wall or stand, the center axis should be facing downward, within 45° from the floor to the center axis of the speaker, and the center axis shall not extend out of the booth space.

(5) Prohibition of using space other than within the booth

1. Visitors must not be allowed to block aisles around the booth. When setting up a stage, booth shall be designed so that there will be a sufficient space to accommodate visitors for stage observation, and at the same time, to walk around the booth.
2. Calling out to visitors from outside of the booth, having visitors fill out questionnaires outside of the booth, or similar activities are prohibited.
3. Presentation acts using the aisles around the booth or outside the booth is prohibited. Furthermore, product exhibits, fixtures, catalogs, equipment, plants, packaging materials and visitor waiting lines cannot be placed in aisles around the booth or behind the booth.
4. Lighting directed toward aisles, exhibition hall walls or ceiling is prohibited.

(6) Booth space boundaries

Please be sure to take into account when constructing the booth space to make it clear to visitors where the aisles and boundaries are, by installing carpets and the like.

6-2. Ceiling installation

Installing a ceiling on the booth is only permitted when products and/or demonstrations need to be shielded from light or insulated from sound. The ceiling must be made of a fireproof blacked out curtain, which is the only material permitted under local fire department restrictions. Direct sunshine will be blocked out within the exhibit halls but there still may be some reflections cast from the indirect and ceiling lighting. Exhibitors who wish to set up ceiling structures, without regard to the size or area, are required to submit an application form sent with the Exhibition Manual together with top and elevated view booth drawings. Observe the following guidelines for the design and construction of a ceiling structure.

(1) Structure

1. Any double layer structure is prohibited.
2. All the decorating materials must be fire-resistant processed and attached the fire-resistant indications.
3. Exhibitors are required to submit both top (designated ceiling area and its size) and elevated view (designated ceiling area and surrounding wall, etc.) booth drawings. They must show that the ceiling are fire-resistant processed.

(2) Fire Safety Equipment

1. Fire extinguishers must be size 10 or larger.
2. Fire alarms (smoke alarms) may be required. In such case, exhibitors must submit the placement notice and its operation experiment result to the Association. Domestic fire alarms are not accepted.
3. Depending on the structure or size, evacuation exits and leading light for emergency may be necessary.

6-3. Two-floor construction

A two-floor construction is defined as a layered structure with flow lines for the traffic of people on the upper floor with an overall height exceeding 2.1m from the surface floor. However, even when the booth structure height does not reach 2.1m, the structure is considered to be a two floor construction if the base floor is used as an aisle, product exhibit, waiting room, etc. Please note that approval from the local fire department is required for the construction of a two-floor structure.

Exhibitors who wish to set up a two-floor booth structures are required to submit an application form sent with the Exhibition Manual together with a construction plan. Observe the following guidelines for the design and construction of a two-floor structure.

(1) Booth requirements for construction

Exhibitors applying for the Premium Plan with a minimum of 135 m² per booth are allowed to construct a two-floor structure.

(2) 2nd floor floorage

The upper limit of floorage for the 2nd floor shall be a half of the exhibit area (a maximum of 500 square meters including the slope area).

(3) Height of the 2nd floor structure

The maximum height of exhibited products and fixtures is 6m so this height should also be maintained for items on the 2nd floor.

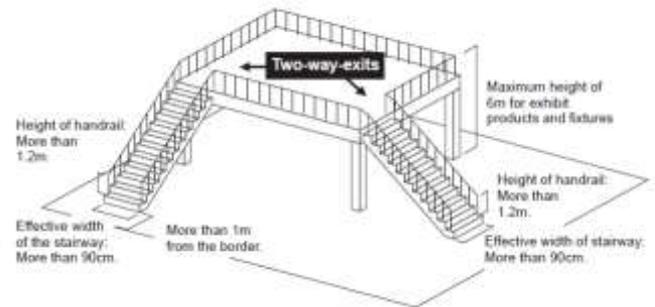
(4) Use of the 2nd floor structure

The 2nd floor structure can be used as a product exhibition area, a business meeting room, a waiting room, and an operations room, etc. This structure must also be set back at least 1m from the border of the aisle and booth. Demonstrations from the 2nd floor to visitors on the 1st floor are prohibited.

(5) Design

When designing the 2nd floor structure, calculate the load of the 2nd floor (including an estimate of maximum load capacity) using the diagram shown below. Note that a ceiling cannot be installed for the 2nd floor.

1. Design a safe structure that is made of steel (aluminum truss is also acceptable) and can withstand a seismic load caused by a major earthquake in addition to the above described load.
2. While the Association may request materials showing your structural calculations; setting the design conditions is the responsibility of exhibitors, so be sure to take safety aspects fully into consideration when doing so.
3. Make sure to fill in Structural designer in the Application for Two-Story Booth Structures.
4. At least two stairways, each at least 90cm wide, need to be installed.



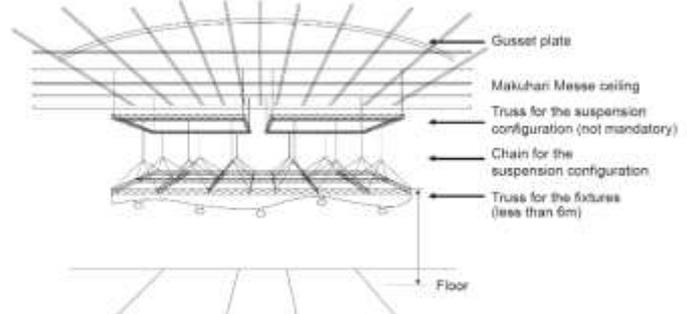
(6) Fire prevention and evacuation installations, etc.

The following fire-prevention measures must be taken for a two-story structure.

1. Automatic smoke alarms and fire extinguishing equipment are mandatory for a two-story structure. Fire extinguishers (type 10 or larger) must be installed on the 2nd floor.
2. Before installing a fire alarm or smoke alarm, notification of its placement and operation test results must be submitted to the Association. Smoke alarms for domestic use are not acceptable.
3. There must be at least one fire alarm (smoke alarm) per 150m² of ceiling of the 1st floor. If a 60cm or longer wall is hung down from the ceiling, at least one fire alarm (smoke alarm) must be set in each enclosed area.
4. For the 2nd floor with an area of more than 200m², fire alarms (smoke alarms) must be connected directly to the control office of Makuhari Messe. Other fire safety equipment may be required to be installed. We recommend contacting the control office at your earliest convenience, as other fire safety equipment may be required for installation.
5. Plywood, fiberglass materials, carpets, curtains, tablecloths, coverings, and banners for the exhibit must all have fireproof labeling; usage without labeling is strictly prohibited.
6. For the 2nd floor with an area of 100m² or more, a certified fire prevention officer must be stationed on-site.

6-4. Ceiling-suspension configuration

A suspension configuration is defined as a method of exhibiting by constructing a booth that suspends fixtures via chains hanging from the ceiling. Exhibitors who would like to set up suspended structures are required to submit an application form sent with the Exhibition Manual together with a statement of total weight, top and elevated view drawing.



(1) Booth requirements for usage

Exhibitors applying for the Premium Plan are allowed to use the suspension configuration.

(2) Space restrictions

Space is restricted to within the perpendicular line from the booth's internal surface. But even if the suspension configuration meets this restriction, if its location interferes with the deluge gun in the exhibit hall, the suspended item will have to be repositioned.

(3) Suspension base restriction

As a rule, suspension base should be done on gusset plates. If the use of other locations

(e.g. beams, etc.), please contact the Association at early stage. Depending on the weight, construction plan may be asked to change.

(4) Load (weight) limitation

The gusset plate for a single suspension must weigh less than 450kg. Exhibitors are required to submit the construction plan and a statement of total weight that specify the weight of each gusset plate. Construction plan which all suspension weight divided by the number of suspension base point cannot be accepted

(5) Height limitation

Fixtures (e.g. metal and/or wooden structures, signage, lighting, speakers, banners, cloth materials) must be less than 6m in height. However, trusses for the suspension configuration such as chain motor boxes are not applicable for the height limitation but they should be installed in areas that will not disturb the view of surrounding exhibitors. And for safety reasons, the chain for suspending truss must be installed within a meter above the truss fixture. The exhibitor is responsible for any of the costs related to the change of plan.

(6) Other limitations/considerations

1. Design ornamental trusses to have a combined structure that is not separated in pieces.
2. Design suspended trusses to prevent impact from horizontal vibrations caused by an earthquake and secure as much distance as possible between installed trusses.
3. Ornamental trusses and decorations built from the ground must be designed so that they are not secured by being tied with material such as wire. In regard to the wiring of cables that cross the floor to the ornamental truss, design it so that it can prevent disconnection from horizontal vibrations caused by an earthquake and can be installed flexibly.
4. When installing monitors, speaker channel letterings, and/or lightings on ornamental trusses, take measures such as securing with bolts or wires to prevent from falling.
5. Only use unobtrusive colors such as black and gray for components such as trusses.
6. Exhibitors that install suspended trusses shall assume full responsibility for accidents that occur during the construction of the suspended structure or are caused by the suspended structure during the exhibition period.
7. When selecting booth positions, the exhibition layout from the office clearly indicates areas where structures can be suspended from the ceiling. If an area other than an area where ceiling-suspended structures are possible is selected, and the exhibitor suspends structures, the exhibitor will be liable for cost incurred etc.

6-5. Floor construction work

Exhibitors who require floor construction work are required to submit an application form sent with the Exhibition Manual together with a floor plan. Observe the following guidelines for the Floor Construction Work.

(1) Floor Construction Work

1. Exhibitors are required to contact CEATEC Management Office in each hall before commencing the work and inform the number of anchor bolts to be affixed.
*In case there is no need of anchor bolts, exhibitors are required to submit the cancellation
2. Concrete nails and jackhammering are prohibited. No construction may be carried out on pit covers or pit interiors on the floors.
3. To prevent truss beams falling, strike four or more anchor bolts in one place when securing them to the floor.
4. Carpeting a booth, exhibitions are required to use double-faced tape. Use of glue is prohibited.

(2) Restoration to original condition

Floor construction work is permitted on the condition that all flooring will be restored to its original state after the show. After usage, if the bolt heads project above the surface, they must be sawn off, not hammered in or cut with acetylene torches. All expenses for restoration shall be borne by the exhibitor. In the event that the floor is not restored to its original condition after the final floor inspection, or the restoration is incomplete, the Association will complete the restoration work and charge the total amount of expenses to the exhibitor after the show.

(3) Floor restoration expenses

When bolting down an anchor bolt, a cooperative fee for the restoration of floor surfaces of 1,100JPY per bolt (including consumption tax) will be charged to the exhibitor, regardless of the size of the bolt.

6-6. Fire Services Act (Fire laws)

In the initial construction stages and during the exhibition, inspections will be conducted by the local fire department. If it is determined during the inspections that the following regulations are not being observed, termination of construction and/or removal of the booth(s) may be ordered.

- (1) If a thick fabric or fabric with ruffles (pleats) is to be attached on the fireproof plywood of the booth, it must have fireproof properties. Use of a fireproof fabric is not necessary, however, when thin processed paper or fabric is used on the surface of the fireproof plywood.
- (2) Thick stage curtains, ordinary curtains, plywood for display use, fiberglass boards, blinds made of fabric, black-out curtains, artificial flowers, carpets, flooring materials, sheets for construction, and any other materials used must all have fireproof properties. The fireproof labeling on each item must be shown in a clearly visible location.
- (3) The use of materials such as Hong Kong flowers, urethane, acetate, polyester, and nylon is prohibited as they are highly combustible.
- (4) The use of expanded or foamed polystyrene is also prohibited, it is recommended that Styrofoam or a similar material be used instead.

7. Exhibited Items and Management

7-1. Counterfeit or imitation products are strictly prohibited

- (1) The display, distribution, or demonstration of counterfeit or imitation products that infringe on a third party's intellectual property rights (e.g. patents, trademarks, design rights, copyrights, overseas rights, etc.) or any other related activity is strictly prohibited.
- (2) If the Organizing Committee and/or the Association discovers counterfeit or imitation products being displayed, distributed, or demonstrated, it reserves the right to remove these products from the exhibition venue immediately with all costs incurred becoming the responsibility of the offending exhibitor.
- (3) In addition to inspections for counterfeit or imitation products, all exhibitors shall cooperate with the Organizing Committee and/or the Association whenever any type of inspection is conducted.
- (4) Any disputes concerning the intellectual property rights of exhibited products shall be resolved between the parties concerned.

7-2. Comparison displays

As a general rule, exhibitors are requested to limit product comparisons (see guidelines below) to demonstrations between products and/or technologies of their own company or group companies. Exhibitors who plan to compare their products or technologies with those of other companies should first obtain advance permission from the other company and such comparisons must not infringe upon the property rights of that company. When the Association and/or Organizing Committee determine that the following guidelines on comparison displays have not been observed, they reserve the right to terminate the display or order that corrective measures be taken with all costs incurred by the exhibitor. If said corrective measures are determined to be insufficient, the exhibitor may be barred from future participation in CEATEC.

- (1) Comparisons using exhibits and demonstrations
- (2) Comparisons using information panels and pamphlets
- (3) Verbal comparisons in audio announcements
- (4) Other comparisons related to products and technologies

7-3. Suitable displays

The following regulations must be strictly observed for all displays in the exhibition booths.

(1) Safety and precaution signage

All booths must have adequate safety and precaution signage positioned in clearly visible locations around the displays.

(2) Displays should reflect real-life situations

Product presentations and/or displays should be demonstrated in real-life situations as much as possible and not in an exaggerated or unrealistic manner. If this is not practical, the product(s) must have accompanying captions stating how they are used in actual applications.

7-4. Display-area lighting

The brightness of the venue is between 450 and 500 lux when all high-pressure mercury ceiling lamps are lit. There are four mercury ceiling lamps per block in the exhibition hall; however taking the exhibition environment into consideration, lighting will be kept within 3/4 of the total brightness for all areas.

7-5. Restrictions on audio volume

Before installing audio equipment in the booth, discuss with the surrounding exhibitors and set the volume so that they do not disturb each other. When explaining products or making demonstrations using audio equipment, try to break down the time as much as possible. Also discuss with your neighbors on adjusting the presentation microphone audio level, and the time-frame of each presentation. Stop the audio immediately when there is an emergency broadcasting at the venue.

(1) Audio output limitation

Maximum of 80dB

(2) Volume measurement

As a general rule, the standard values are to be measured 2m away from the booth border line.

·The peak value, which is measured by devices meeting the JIS C1509 standard, is used for assessment.

·The Association staff will periodically measure volume levels during the exhibition, however, it is required that exhibitors also measure volume levels before and during the exhibition.

Decibel meters are available from the Association, so please do not hesitate to ask for one.

(3) Measures for exhibitors violating the volume restrictions

If volume levels are determined to exceed the aforementioned limits, or the exhibitor generates deep bass sound that may be disturbing to surrounding exhibitors, the exhibitor will be advised for improvement and required to follow the instructions. Even if the audio level is within the aforementioned limits, the exhibitor will be advised to modify their audio equipment accordingly if the sound coming from the booth is determined to be bothersome to surrounding exhibitors and visitors. Such exhibitor will be penalized with the following if the exhibitor makes no improvements.

·When the exhibitor is advised for improvements for the third time: Ban the use of audio equipment from the morning of the following exhibition day.

- (4) Stationing a person responsible of operations

Please make sure that a person responsible for audio equipment is stationed in your booth at all times, and that the audio equipment is operated in accordance with the regulations.

7-6. Demonstration regulations

- (1) Copyright procedures

For exhibits and demonstrations featuring musical performances, audiovisual presentations, etc., copyright procedures must be processed (not necessary for copyrights owned by your company and already processed). For more information concerning the necessary procedures for obtaining permission from copyright holders, contact the Japanese Society for Rights of Authors, Composers and Publishers (JASRAC)

- (2) Illumination/Lighting

Nothing may be directly attached, nor may lights be shone directly onto the walls, floors or ceiling of Makuhari Messe. When strong lighting equipment such as LEDs are used in displays and/or signboards, they must be positioned so as not to inconvenience visitors or neighboring booths. If any problems occur in line with lighting, The Association will request immediate countermeasures.

- (3) Smoke machines

The use of smoke machines (including alcohol, oil or petroleum smoke machines, and dry ice machines) is not permitted.

- (4) Miscellaneous

If the exhibit planned incorporates any of the items listed below, please take the necessary steps to ensure that the exhibit will not affect the surrounding booths and/or exhibition visitors in any way.

1. Hot air
2. Gas
3. Strong smells or fragrances
4. Vibrations

7-7. Handling of hazardous items

- (1) Prohibited activities

The following activities are prohibited in the exhibition hall according to the Fire Service Act.

1. Smoking
2. Use of open flame (including pyrotechnic devices, exposed electro-thermal devices, etc.).
3. Use of liquefied petroleum gas or any other inflammable gas in the venue.
4. Use of flammable substances such as gasoline, kerosene, machine oil, heavy oils, etc., in the venue.
5. Use of hazardous items such as explosives, large amounts of matches or disposable lighters, etc., in the venue.

- (2) Exemptions for prohibited activities

Excluding smoking, exemptions for prohibited activities and/or the use of some of the aforementioned substances may be granted by local fire safety authorities if it is determined that only minimal amounts of substances will be used or that the activities are necessary to enhance the exhibit. For exhibitors seeking exemptions, please fill in the relevant items on the "Hazardous Materials Usage Application" in the Exhibition Manual and submit the form together with two declaration copies explaining the nature of the performance or exhibit. The Association will submit all applications to the fire safety authorities at a single time, and only the items granted exemptions will be allowed to be used in the venue.

8. Violation of the Regulations and Discrepancies in Interpretation/ Others / Organizing Committee

8-1. Violation of the regulations and discrepancies in interpretation

If an exhibitor violates these Regulations or if there is a discrepancy in interpretation or the application of these Regulations, the following measures will be taken. Please note that the interpretation of the Regulations as defined in the original Japanese language documentation will take precedence.

- (1) If the Organizing Committee determines that an exhibitor has violated Regulations governing exhibitor booths and implementation of exhibits, the Association will request that the exhibitor take the necessary corrective measures.
- (2) If the same violation described above (section 1) occurs again, or a discrepancy in interpretation of these regulations occurs, the Organizing Committee will take the appropriate action and based on its final judgement, order the exhibitor in question to take the necessary corrective measures. Please note that once the Committee reaches a final ruling, the Committee will not enter into any further discussion with the exhibitor, nor be responsible for any incurred liabilities whatsoever.
- (3) If an exhibitor has been ordered to take corrective measures described above (section 2), the exhibitor will be required to submit in writing on the same day, a description of the necessary corrective measures taken and the schedule at which they will be completed.
- (4) If an exhibitor has been ordered to take corrective measures described above (section 3), and fails to do so accordingly, or if the corrective measures taken are determined

to be insufficient by the Organizing Committee, the following penalties may apply.

1. The exhibitor will be prohibited from continuing with exhibition activities from the next day.
2. If the penalty in section "1" above is ignored, the exhibitor will be barred from exhibiting at the subsequent CEATEC exhibition.

8-2. Others

- (1) Other prohibited activities and regulations that are not included in these Regulations will be detailed in the Exhibition Manual.
- (2) Promissory notes cannot be accepted for payment for booth fees and all other expenses.
- (3) These Regulations are subject to change as deemed necessary by the show sponsors, the Organizing Committee or the Association. If changes occur to the Regulations, they will be posted on the CEATEC Official Website, or brought to the attention of exhibitors by other means.
- (4) Observing these Regulations is the sole responsibility of the exhibitor. The show sponsors, Organizing Committee and the Association will not accept any responsibility resulting from violations of existing laws and/or local ordinances by exhibitors.

8-3. Organizing Committee

Comprised of exhibitor representatives, the Organizing Committee's role is to consider problem areas and reach appropriate decisions concerning the control, planning, and operation of the exhibition. The Organizing Committee is present during show preparations and during the exhibition to ensure a proper exhibition environment and solve problems should they arise. The Organizing Committee has the authority to enforce all regulations and will act accordingly should any violations occur.

Contact us:

CEATEC Management Office

(Japan Electronics Show Association (JESA))

4F Ote Center Bldg., 1-1-3, Otemachi, Chiyoda-ku,

Tokyo 100-0004, Japan

E-mail: contact2021@ceatec.com