



@Makuhari Messe

**October 18** TUE. ▶ **21** FRI., 2022

@ONLINE Site

**October 1** SAT. ▶ **31** MON., 2022

Venues : Makuhari Messe / Online

## Exhibition Guide

### Sponsor

**JEITA** Japan Electronics and Information Technology Industries Association (JEITA)

### Co-Sponsors

**CIAJ** Communications and Information Network Association of Japan (CIAJ)

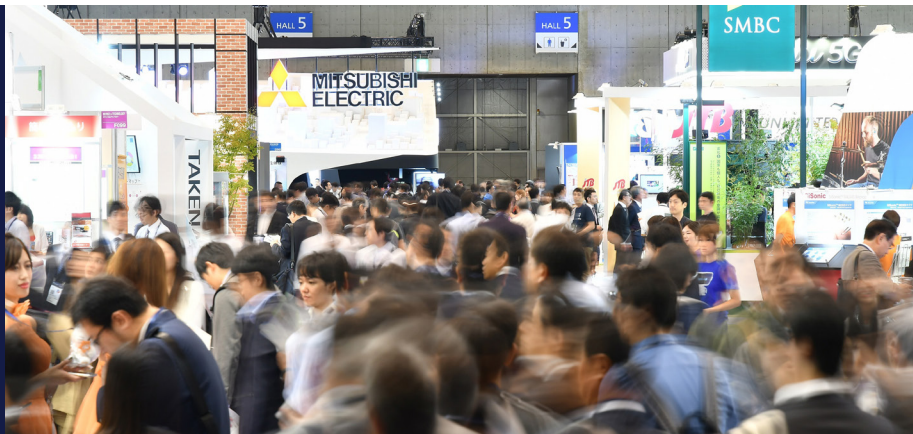
**Software Association of Japan (SAJ)**



A must-read for prospective exhibitors at CEATEC 2022

# Why People Choose CEATEC "the Comprehensive Exhibition of Society 5.0"

The people who gather at CEATEC,  
both visitors and exhibitors,  
are nothing but innovators  
who create the society of the future.



Reason  
**01**

## People Choose CEATEC Because it's a "Comprehensive Exhibition" with the Whole Society as its Theme

CEATEC is a "comprehensive exhibition of Society 5.0" that encompasses all industries and sectors, showcasing the visions of companies and organizations and new business models in interdisciplinary fields for a future society that utilizes advanced technologies such as CPS/IoT, robotics and artificial intelligence (AI). CEATEC is a place to communicate the future of technology beyond the boundaries of industry.

Reason  
**02**

## People Choose CEATEC Because it's Capable of Designing Opportunities for Co-Creation

CEATEC brings together everything from the electronic components and devices that will support the future society of Society 5.0 to the products and services that will make use of them. Many cases of co-creation projects have already been launched as a result of exhibiting at CEATEC.

Reason  
**03**

## People Choose CEATEC Because it's Where Influencers and Key Figures Gather

Many key figures who are driving trends in a wide range of industries and sectors will gather at CEATEC. It is unique in that influencers come from a wide range of fields, including government and public offices, local governments, top executives from companies and organizations, start-ups and students. What they all share is the desire and ambition to create the society of the future. The event is widely used as a place to meet people.

Reason  
**04**

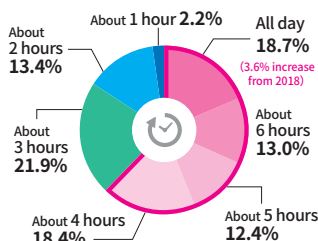
## People Choose CEATEC Because it Attracts Attention and Disseminates Information

CEATEC is a focused event that attracts a wide range of press, including TV, newspapers, magazines, online media, and influencers. Recognized as an opportunity to identify future trends, CEATEC is not just an opportunity to announce new services and products, but also an opportunity to communicate the direction and ideas that your company is aiming for, including the vision and purpose for the future.

### Profile of Exhibitors



### Visitor Trends



Visitors tend to stay for a lengthy period of time and spend more time talking and interacting with the exhibitors.



### Visitor Profile

**144,491**



Sales & Marketing	30,000+	Research & Development	24,000+
Research, Planning & Marketing	18,600+	Engineering, Design, Design & Creative	16,900+
Management & Administration	16,600+	Purchasing & Production	3,600+

### Press Profile



(Results from 2019)

## Points of Interest for 2022



### We're Returning to Makuhari Messe After a 3-year Break

After two consecutive years of being held fully online in 2020 and 2021, CEATEC will be returning to Makuhari Messe for the first time in three years. The 2022 exhibition will be held at Makuhari Messe, a real exhibition venue, making it possible to create exhibits that appeal to "hands-on" experiences, in addition to online. This will provide an opportunity for networking with a wide range of people. We hope you will take advantage of the safe and secure Makuhari Messe venue, which is equipped with countermeasures against COVID-19.

### Digital Garden City

The "State Concept of Digital Garden City" aims to promote the implementation of digital technology from rural areas, create a new wave of innovation, and connect with the world. At CEATEC 2022, a new area, the "Partners Park" will be set up to present diverse forms of co-creation and social visions under the theme of the Digital Garden City. We are looking forward to hearing from companies and organizations that are interested in participating as "partners" in the Partners Park, which is expected to attract great interest from the government, public offices, and local governments.

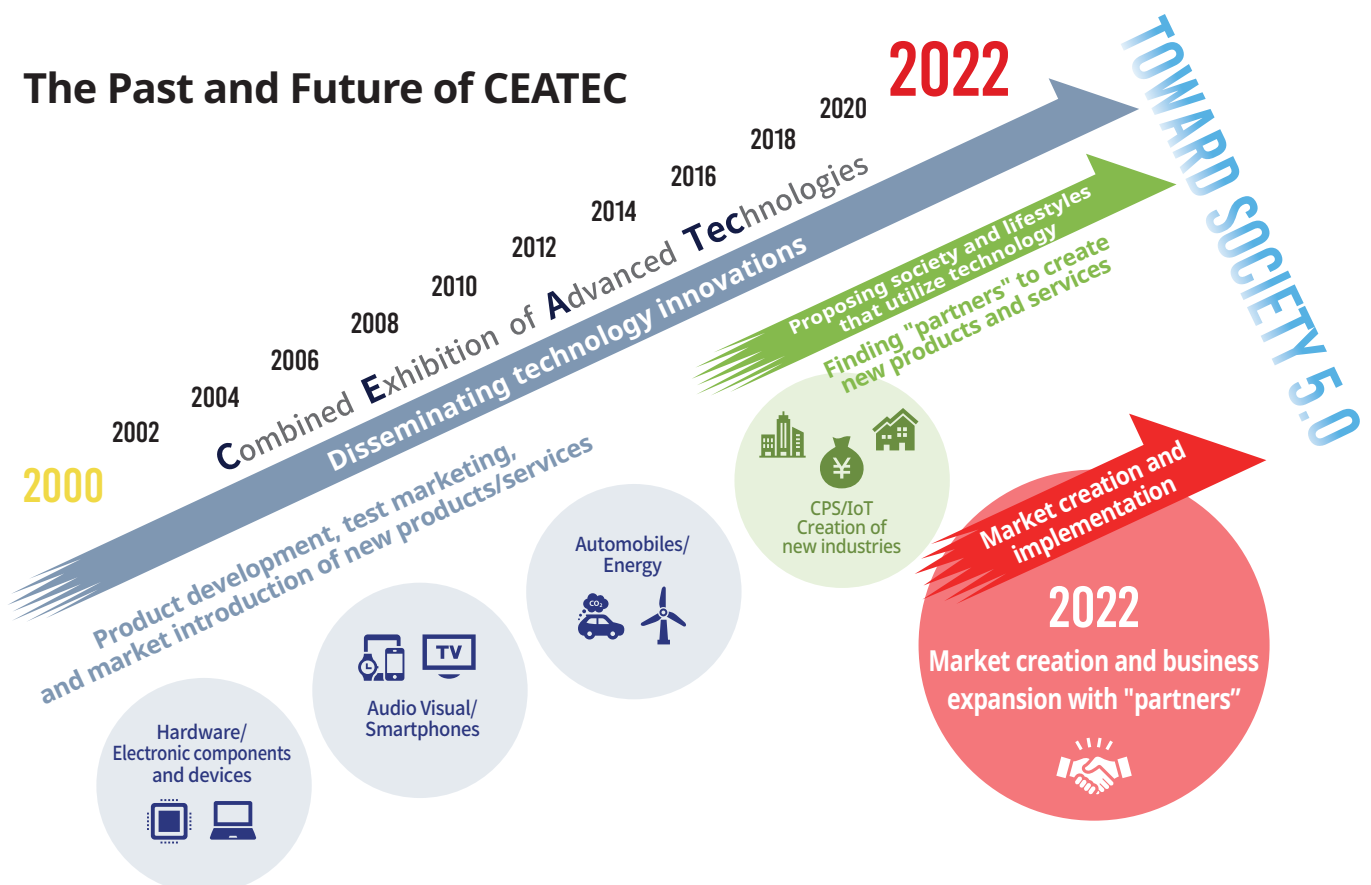


### Wellbeing

If "Society 5.0" is the future society that we should be aiming for, then "wellbeing" is what each of us should be aiming for.

CEATEC aims to contribute to the affluence of society through technology, and this will have a significant impact on our future lifestyles. In addition to the technologies and solutions for realizing wellbeing, CEATEC is expected to provide new ideas about what kind of wellbeing the future lifestyles will bring about.

## The Past and Future of CEATEC





## Outline of the event

<b>Name</b>	CEATEC 2022 (Combined Exhibition of Advanced Technologies)
<b>Exhibition Purpose</b>	Facilitating the realization of Society 5.0, designed to further economic development and the solution of social problems, people, technology, and information from all industries and sectors will gather to envision the future through "co-creation".
<b>Dates</b>	@Makuhari Messe October 18 (Tue.) ~ 21 (Fri.), 2022 10:00 a.m. ~ 5:00 p.m. @ONLINE Site October 1 (Sat.) ~ 31(Mon.), 2022
<b>Venues</b>	Makuhari Messe / Online
<b>Admission</b>	Free admission (All visitors are required register online in advance)
<b>Sponsor</b>	Japan Electronics and Information Technology Industries Association (JEITA)
<b>Co-sponsors</b>	Communications and Information Network Association of Japan (CIAJ) Software Association of Japan (SAJ)



## Exhibition Composition

### Exhibit Areas

1

#### Partners Park

This area is for "Co-creation" to embody the future society of Society 5.0 with partners from all industries and sectors by setting original themes.



2

#### Total Solutions Area

This area is for showcasing solutions and products for all industries geared toward the realization of Society 5.0.



3

#### Key Technologies Area

This area is for showcasing electronic components and devices, as well as diverse technologies such as software that support the realization of Society 5.0.



4

#### Smart x Industry Area

This area is for showcasing innovative solutions and products that will revolutionize a specific field, industry or market.



5

#### Startup & University

This is a planning area for showcasing domestic and international startup companies with a keen eye on the future as well as academic institutions aiming to implement their research results in society.



6

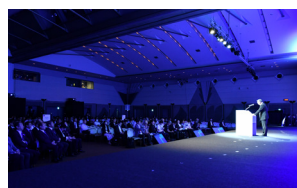
#### Online

This is an online area that is not separated by exhibit categories or area standards.



### Conferences

In addition to the keynote speeches, there will be sessions on topics such as 5G and digital garden city, as well as seminars on technology trends.



# Exhibition Composition

The CEATEC exhibition space is divided into six main areas.

There are "Partners Park", "Startup & University" according to the planning objectives and regulations,

"Total Solution", "Key Technology", "Smart x Industry" for presenting solutions and products, business negotiations,

and "Online".

## Exhibit Areas Features

Areas	Features	Eligible Exhibitors / Exhibits
1 <b>Partners Park</b>	"Co-creation" area to embody the future society of Society 5.0 with partners from all industries and sectors by setting original themes.	Companies/organizations willing to manage (plan, decorate, organize participating companies/organizations, and operate) a "Co-creation" area where people, technology, and information from various industries and business sectors gather under a unique theme aimed at the realization of "Society 5.0".
2 <b>Total Solutions Area</b>	An area for showcasing solutions and products for all industries geared toward the realization of Society 5.0. <ul style="list-style-type: none"><li>● We want to communicate our company-wide vision and new business model for Society 5.0.</li><li>● We want to develop a comprehensive exhibition that cuts across sectors because our company is divided into multiple business sectors.</li><li>● We want to exhibit our solutions in a new category that targets various industries.</li></ul> ... and more.	Total solution/products that support the realization of "Society 5.0".
3 <b>Key Technologies Area</b>	An area for showcasing electronic components and devices, as well as diverse technologies such as software that support the realization Society 5.0. <ul style="list-style-type: none"><li>● We want to exhibit electronic components by application.</li><li>● We want to exhibit content focused on a specific technology.</li><li>● We want to exhibit devices and technologies for which the destination market has not yet been determined.</li></ul> ... and more.	Electronic components and devices, apparatus, AI and big data, 5G, cyber security, software and more
4 <b>Smart x Industry Area</b>	An area for showcasing innovative solutions and products that will revolutionize a specific field, industry or market. <ul style="list-style-type: none"><li>● We want to exhibit content specializing in smart mobility, such as connected cars and electric vehicles.</li><li>● We want to exhibit content specializing in productivity improvement through the use of AI and IoT.</li><li>● We want to exhibit content specializing in healthcare, such as telemedicine.</li></ul> ... and more.	<ul style="list-style-type: none"><li>● Next-generation mobility</li><li>● Next-generation lifestyle</li><li>● Smart factory</li><li>● Smart home</li></ul> ... and more.
5 <b>Startup &amp; University</b>	This is a planning area for showcasing domestic and international startup companies with a keen eye on the future as well as academic institutions aiming to implement their research results in society.	<ul style="list-style-type: none"><li>● Growing startups in business for 9 years or less (established after Oct. 2013)</li><li>● Academic institutions aiming for social implementation of research results</li></ul>
6 <b>Online</b>	In addition to collaborating with the exhibition booth at Makuhari Messe, it is possible to reach out to targets who were unable to attend the event due to distant work locations, or send out information as a follow-up.	All of the aforementioned companies and organizations are eligible for participation.

**This area is for “Co-creation” to embody the future society of Society 5.0 with partners from all industries and sectors by setting original themes.**

## Concept of the Planning

The theme for 2022 is "Digital Garden City".

We aim to create a "park" where people from all industries and regions can come together to create new businesses, support the Digital Garden City, and envision a new society and lifestyle.

The content of the exhibition will be based on a theme set by the exhibitor, and in addition to participating with existing partner companies/organizations, new companies/organizations can be invited to support the theme through CEATEC.



## Eligible Participants

Companies/organizations willing to manage (plan, decorate, organize participating companies/organizations, and operate) a "Co-creation" area where people, technology, and information from various industries and business sectors gather under a unique theme aimed at the realization of "Society 5.0".

## Participation Eligibility

1. Exhibitors must be capable of embodying the concept of Society 5.0 / Digital Garden City.
2. The area must consist of multiple companies/organizations (No single company/organization can exhibit alone).
3. A corner for hands-on experience must be set up in the relevant Partners Park.  
Note: Exhibitors signing up for the Regular Partner plan are required to set up an experience corner in the shared space.
4. The representative company/organization applying to participate in the Partners Park area must organize all companies/ organizations participating in the relevant area and submit the specified form to the organizer.

# 1 Partners Park

## Booth standards and fees

### Participation Fee (All rates include consumption tax)

Exhibition Plan	Participation Space	Participation Fee
Premium Partner	81m <sup>2</sup> or over	<b>JPY3,300,000</b> Additional charge for over 81 m <sup>2</sup> : JPY44,000
Regular Partner	27m <sup>2</sup>	<b>JPY1,100,000</b>

Note: The Participation fee does not include various costs associated with the exhibition within the exclusive space of individual company zone. Expenses such as booth decoration, transportation of exhibit goods, hiring of management staff, and electrical utility will be charged separately.

### Participation Benefits

1. Announcement on various CEATEC publications
2. Provide opportunities for co-creation with other Partners Park participating companies
3. Conferences ( Streaming available on the dedicated channel for the Park)
4. Involvement in the CEATEC operations as a whole **only for Premium Partners**
5. Provision of information on the visitor dynamics of CEATEC as a whole **only for Premium Partners**
6. Set up original participation rules for the relevant park **only for Premium Partners**

### Deciding on the Booth Location

This will be decided by the organizer.

Please note that participating companies/organizations will not be able to select their own booth locations.

### How to Apply for Participation

- 1 Based on the application content, the organizer will confirm whether the company/organization is eligible for participation.
- 2 Once a company/organization has been selected, a meeting will be set up as needed.
- 3 The kick-off meeting of the Partners Park is scheduled for May.

#### Partners Park Schedule (Planned)

February 22 (Tue), 2022	Start accepting applications
April 28 (Thu), 2022	Deadline for applications
Beginning of May 2022	Decision of partners
Mid May 2022	Partners Park Kick-off Meeting

## 2 Total Solutions Area

### 3 Key Technologies Area

### 4 Smart x Industry Area

## Booth standards and fees

## 2 Total Solutions Area

This area is for showcasing solutions and products for all industries geared toward the realization of Society 5.0.

## 3 Key Technologies Area

This area is for showcasing electronic components and devices, as well as diverse technologies such as software that support the realization Society 5.0.

## 4 Smart x Industry Area

This area is for showcasing innovative solutions and products that will revolutionize a specific field, industry or market.

Standard Booth \*1~100 booths (All rates include consumption tax)

### Exhibit Fee

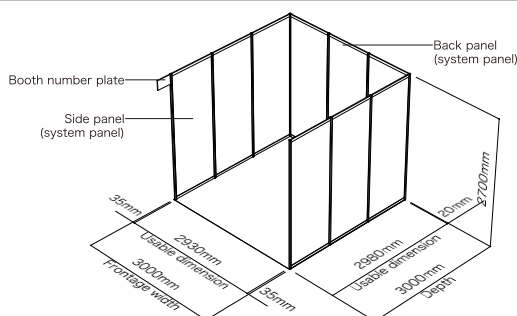
A member corporation of one of the following:

- Japan Electronics and Information Technology Industries Association (JEITA)
- Communications and Information Network Association of Japan (CIAJ)
- Software Association of Japan (SAJ)

JPY363,000/booth

General Corporate Exhibitors

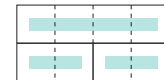
JPY396,000/booth



In the case of one booth  
(\* Other than corner booths)

### Height limitations

【 1-row 】

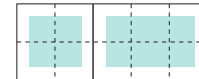


□ 2.7m or less

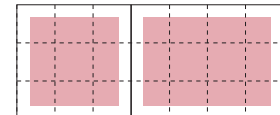
■ 3.6m or less

■ 6.0m or less

【 2-row 】



【 3/4-row 】



【 20 booths or more 】



### Booth Specifications

#### 1 to 18 booth spaces (1- to 4-row booths)

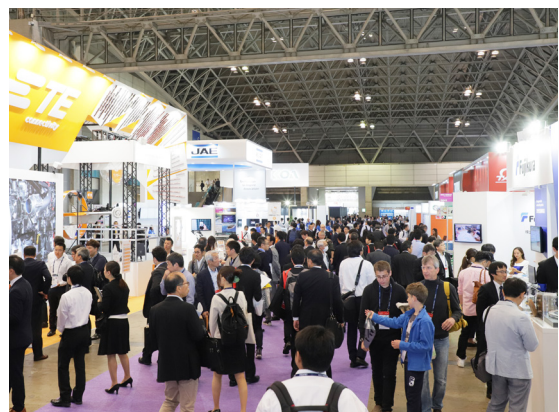
Width and depth of a single booth are both 3m. Back panel and side panels may be shared with neighboring booths of other exhibitors.

Please note that a system panel will not be installed for the aisle-side of a corner booth, and for independent booth. Booth height limitations varies depending on the number of row booths.

#### 20 or more booth spaces (Block booths)

The area of a single booth space equals to 9m<sup>2</sup>. The booth dimensions shall be specified within the range of ratio between 2 to 1 and 1 to 1 in terms of width (frontage) to depth, based on the total area, which is calculated by multiplying 9m<sup>2</sup> by the number of booths. The height limit is 6 m for block booths. Also, suspended structures less than 6 m in height is permitted however, the building frame must be checked for the installation points of suspended structures.

\* Please refer to the CEATEC 2022 Exhibition Regulations for details.



## 2 Total Solutions Area

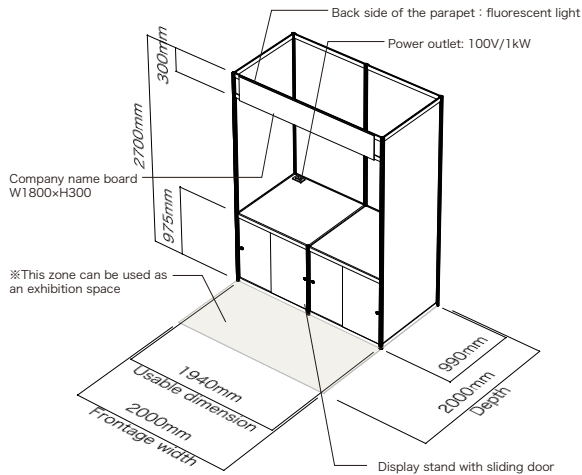
## 3 Key Technologies Area

## 4 Smart x Industry Area

## Booth standards and fees

### Small Package Booth (All rates include consumption tax)

In the case of one booth



1 booth	JPY187,000
2 booths	JPY374,000

\*Includes package of facilities

### Booth Specifications

Dimensions of a booth: Frontage width 2m x Depth 2m x Height 2.7m  
Exhibit fee includes the following:

- Display stand (Depth: 990 mm x Height 975 mm, with storage at the bottom)
- Foundation panel
- Cutting sheet lettering for company name
- Parapet for posting company name (300mm width)
- Electric consumption fee (Exhibitor can use up to 1kW of power at free of charge)
- Electricity socket (single-phase 100V, up to 1kW output capacity)
- Fluorescent light

\* Please refer to the CEATEC 2022 Exhibition Regulations for details.

### Number of application booths and booth construction

Type of Booth	Booth Construction	No. of Booth Applied
Standard booth	1-row booths	1, 2, 3, 4, 5, 6
	2-row booths	4, 6, 8, 10, 12
	3-row booths	9, 12, 15, 18
	4-row booths	16
	Block booth (20 booths or more)	20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100
Small Package Booth	1- row booths	1, 2

### Approximate Cost of Exhibition (All rates include consumption tax)

			Example of Exhibit with 6 Booths (as a general corporate exhibitor)	
1	Exhibit fee (Billing source: CEATEC)	General corporate exhibitors <b>JPY396,000/booth</b> JEITA, CIAJ, or SAJ members <b>JPY363,000/booth</b>	1. Exhibit fee (Standard booth)	JPY2,376,000
2	Electricity charge (Billing source: CEATEC)	For 1Kw application (capacity must be applied in advance by exhibitors) Primary power source construction cost + electricity consumption fee: 1kW=JPY11,000 Notes: The actual number of applications for one booth in the past was 1kw to 3kw. Regardless of the time and period of use, all electricity charges will be based on Kw times a unit price.	2. Main line construction + electricity usage fee of 6kW	JPY66,000
3	Decoration Expenses	Exhibitors are responsible for their own decorative arrangements and expenses. Note: For convenience, the Management Office offers a packaged set of supplies and equipment (charged). If you wish to use this service, please check the details in the Exhibitor Manual, which will be provided to you at a later date.	3. Exhibit decoration fee - To be arranged by each company	Separate fee
4	Other Expenses	Production and equipment costs related to exhibits, graphic panels, video, TV monitors, computers, etc., other costs including decoration, transportation, and operational labor are expected.	4. Other expenses (labor, accommodation, etc.)	Separate fee
(incl. consumption tax)				

This is a planning area for showcasing domestic and international startup companies with a keen eye on the future as well as academic institutions aiming to implement their research results in society.



### Concept of the Plan

This area is designed for startup companies, and academic institutions including universities to market their products, technologies and services, understand market needs, and find business partners.

**Startup &  
University**

### Area Composition

The Startup & University is an area where "startups" from Japan and abroad that will lead the future and "universities and academic institutions" aiming to implement their research results in society will exhibit. Events exclusive to the area will be featured, such as the Startup Pitch Contest, as well as a pitch stage that can be used across areas, booths dedicated to demonstrations (charged), and meeting spaces are planned to be setup.

<b>Pitch Stage</b>	This is a stage with seating for about thirty available for pitches to companies, partners, and media. Several locations will be set up in the area.
<b>Booths for Demonstrations</b> charged, planned	A dedicated demo booth will be set up to promote solutions and demonstrate products that cannot be fully expressed in a conventional exhibition space.
<b>Meeting Space</b>	A space where exhibitors can freely use, such as for meetings and negotiations will be set up.



## Eligible Participants

- Growing startups in business for 9 years or less (established after Oct. 2013)
- Universities and academic institutions aiming for social implementation of research results

## Participation Benefits and Features

- **Outstanding Cost Performance**  
Exhibitors can expect to attract a high number of visitors with a reasonable exhibit fee. Make use of this opportunity to market products, technologies and services, identify market needs, and find business partners.
- **Efficient Exhibition Activities**  
Booths are packaged, and exhibitors with only one person in charge are welcomed. The booths are packaged so that you can exhibit alone.

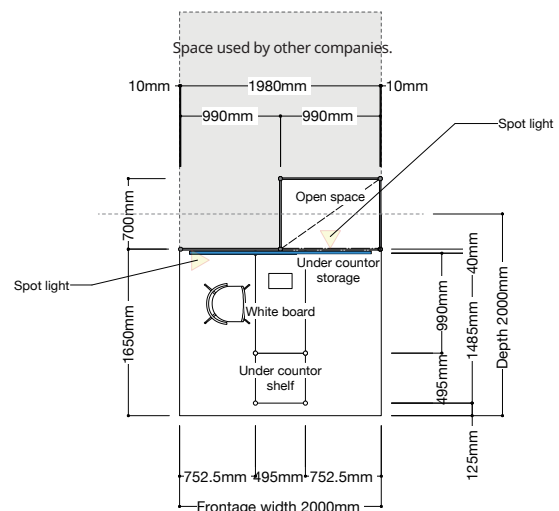
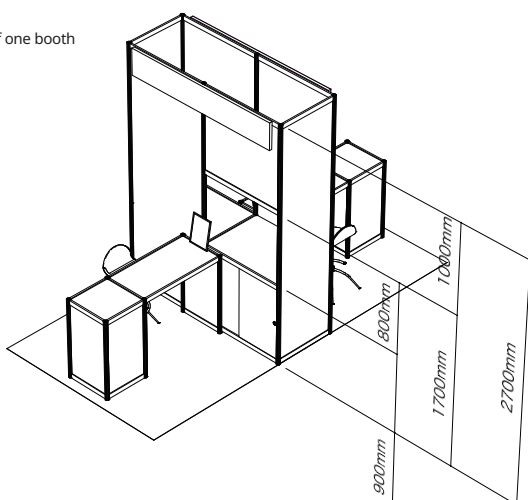
## Exhibit Fee (All rates include consumption tax)

1 booth	<b>JPY132,000</b>	2 booths	<b>JPY264,000</b>
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## Booth Specifications

- Facilities and Amenities included in the Booth
  - Foundation panel
  - Highchair
  - A4-size whiteboard
  - Company name plate
  - Two electric sockets  
(Single-phase 100V, up to 500W output capacity)
  - Lighting fixture
  - Display counter (900mm high with lockable storage space)
- Set of Tools for Exhibition
  - Exhibitor badges .. 15 badges per booth, 30 for 2 booths
  - Vehicle pass ..... One per an exhibitor (application required)  
Note: Additional or reissuance of vehicle pass is not accepted.
- General Facilities
  - Storage room
  - Wi-Fi Connection

In the case of one booth



## Booth Location

The organizer will decide the booth location. Please note that exhibitors will not be able to select their own booth location.

## 6 Online

This is online area for reaching out to targets who were unable to attend the event due to distant work locations, or sending out information as a follow-up, in addition to collaborating with the exhibition booth at Makuhari Messe.

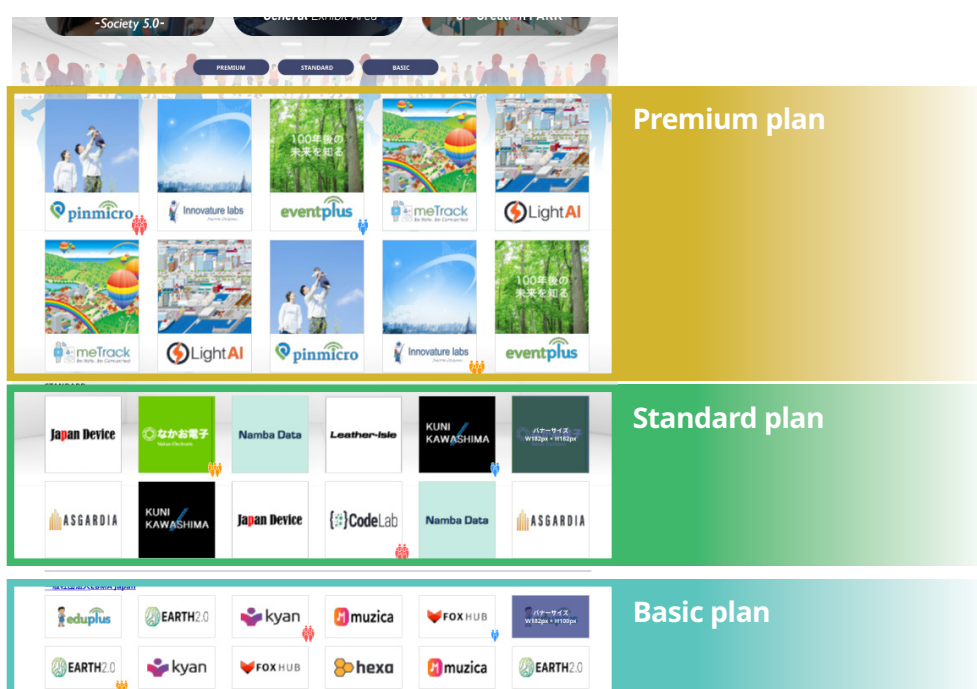
### Concept of the Planning

Exhibitors will be able to express themselves online in an efficient manner regardless of time or location by developing a unique platform that seamlessly integrates the advantages of both Cyber (online venue) and Physical (Makuhari Messe venue).



### Area Composition

Exhibitors can choose from Premium, Standard, and Basic exhibition plans with different number of channels and display locations.



## Eligibility

- CEATEC 2022 exhibitors, or companies that comply with the "Eligibility of Exhibitors" as specified in the Exhibition Regulations.

## Benefits and features of participation

### ● Efficient exhibition activities

Exhibiting products and services is made possible by submitting content to CEATEC's independently developed platform.

### ● Reach out to a large number of visitors regardless of time or location

It is possible to reach out to visitors from overseas or outside the Tokyo metropolitan area that find it difficult to come to the Makuhari Messe venue.

## Exhibit Fee (All rates include consumption tax)

Exhibition Plan	ONLINE only	Exhibiting at Makuhari Messe and ONLINE
Basic plan	JPY330,000	Free of charge
Standard plan	JPY1,100,000	JPY770,000
Premium plan	JPY2,200,000	JPY1,870,000

## Booth Specifications

Number of Exhibit Channels	
Basic Plan	1 channel
Standard Plan	5 channels
Premium Plan	10 channels

### Company's Booth Page



### Exhibit Channel Page

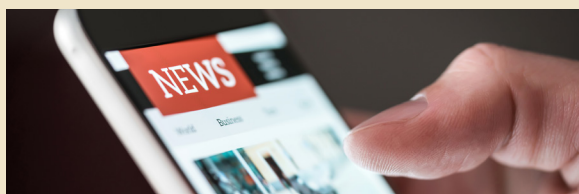


# Support Services and Tools to Enhance Exhibition Results



## ONLINE Booth

- Companies/organizations exhibiting at the Makuhari Messe venue will be provided with online booth (Basic Plan) for free.



## News Center

- The CEATEC News Center is an independent news gathering and editing team that covers exhibitors and supports the introduction of exhibitors to influential media and press.



## Press Briefing Room

- The Press Briefing Room, located 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 show.



## CEATEC AWARD 2022

- The CEATEC AWARD 2022 will be presented to technologies, products, and services with the highest degree of innovation and market influence.



## System for Obtaining Visitor Information

- Provision of app and devices with the ability to read visitor QR codes that can also be used offline.
  - The read visitor history can be checked in real time and will be reflected in the exhibitor console (control display) as visitor data.
- Note: Pricing and details will be announced after July.



# Support Services and Tools to Enhance Exhibition Results

## Corporate Seminars (Exhibitor Seminars)

Exhibitor seminar slots are available to maximize the effectiveness of your exhibit.

Exhibitor seminars will be promoted as part of the CEATEC conference program, enabling more users to attend.

In addition to holding seminars at the Makuhari Messe venue, online streaming seminar plans will be made available. This will allow exhibitors to transmit a wide range of information and acquire data from new user groups over a longer period of time.



## Eligibility

CEATEC 2022 exhibitors, or companies that comply with the "Eligibility of Exhibitors" as specified in the Exhibition Regulations.

## How to Apply / Application period

- Choose between Makuhari Messe venue and ONLINE venue. It is possible to choose both venues.
- To apply, download the application form from reference download page in the CEATEC 2022 website (<https://www.ceatec.com>) and send in the form to the following email address.

**Send to : [contact2022@ceatec.com](mailto:contact2022@ceatec.com)**

- Applications will be processed in the order in which they are received.
- Please contact the CEATEC Management Office for the availability of seminar slots.

**Application period**

**February 22 (Tue) -May 31 (Tue), 2022**

\* Registration will end as soon as the seminar slots are filled.

## Makuhari Messe Venue

■ **Venue** Rooms in the Makuhari Messe International Exhibition Halls

■ **Maximum capacity** 50

■ **Supplied equipment** free of charge

- |  |             |                          |
|--|-------------|--------------------------|
| ● Reception table                                | ● Projector | ● Microphone stand       |
| ● Device to read visitor data at reception table | ● Screen    | ● One receptionist       |
| ● Audio equipment                                | ● Podium    | ● One equipment operator |

Notes:

- Please bring your own PC and other equipment.
- Additional equipment, such as an Internet connection, is available as a charged service.
- Infection control measures such as disinfection, cleaning, and ventilation will be taken at the venue

## ■ Participation fee

1 session slot (60 minutes) * All rates include consumption tax	CEATEC 2022 exhibitors	<b>JPY220,000</b>
	Companies participating only in the corporate seminar	<b>JPY550,000</b>

# Support Services and Tools to Enhance Exhibition Results

## Corporate Seminars (Exhibitor Seminars)

### Online Venue

■ **Venue** <https://www.ceatec.com>

### ■ Participation fee

1 session slot (60 minutes) (From the start of streaming until the end of October)	CEATEC 2022 exhibitors	JPY550,000
	Companies participating only in the exhibitor seminar	JPY1,100,000

### Support Services

#### Notification on the Official Website

As with keynote speeches and technical sessions organized by CEATEC, presentation titles and abstracts will be posted as part of the official program.

#### Notification via Newsletter and on social media

Announcements of the conference will be posted on the newsletter, CEATEC Official MAIL MAGAZINE, which is distributed to approximately 320,000 registered visitors\*, as well as on the official Facebook and Twitter pages. \* Registered email addresses of which information can be delivered

#### Audience Reservations

(in accordance with the CEATEC admission registration system)

Advance reservations for attending or online viewing of the conference will be accepted via the CEATEC Official Website.

#### Provision of Audience Data (in CSV format)

Audience data (e.g., business card information, etc.) will be delivered in CSV format after the seminar. Audience data will be useful for future sales activities.

### Available Session Slots (multiple applications accepted)

#### ■ Makuhari Messe Venue

	October 18 (Tuesday)	October 19 (Wednesday)	October 20 (Thursday)	October 21 (Friday)
10:30-11:30	A-1	B-1	C-1	D-1
12:00-13:00	A-2	B-2	C-2	D-2
13:30-14:30	A-3	B-3	C-3	D-3
15:00-16:00	A-4	B-4	C-4	D-4

#### ■ Online Venue

	October 18 (Tuesday)	October 19 (Wednesday)	October 20 (Thursday)	October 21 (Friday)
10:30-11:30	E-1	F-1	G-1	H-1
12:00-13:00	E-2	F-2	G-2	H-2
13:30-14:30	E-3	F-3	G-3	H-3
15:00-16:00	E-4	F-4	G-4	H-4

# Ad Menu

Signage ads are designed to efficiently attract visitors to the exhibit booths along the thoroughfare from JR Kaihin-Makuhari Station to Makuhari Messe.

**Eligibility** Exhibitors at CEATEC 2022

**Publication Period** October 18 (Tue.) ~ 21 (Fri.), 2022

## How and When to Apply / How to Apply

- Please download the application form from the material download page of the CEATEC 2022 official website (<https://www.ceatec.com>), and apply by e-mail.

**Send to : [contact2022@ceatec.com](mailto:contact2022@ceatec.com)**

Application period

**February 22 (Tue.) - July 29 (Fri.), 2022**

- As with exhibitor applications, it will be processed in the order in which they are received.

## Ad Rates

				Ad Rates (JPY, incl. consumption tax)	
		Availability	Dimensions (mm)	General corporate exhibitors	Members of sponsor/co-sponsors
AD1	Banners on arched deck in front of the station (set of four)	1	W3500×H900	792,000	660,000
AD2	Pillar signs in front of the station (set of four)	1	W1413×H2800	924,000	770,000
AD3	Flags in front of the station (set of ten)	1	W500×H2400	2,376,000	1,980,000
AD4	Banner on the 1st floor of the square deck (station side)	1	W4000×H900	264,000	220,000
AD5	Banner on the 2nd floor of the square deck (station side)	1	W2700×H900	198,000	165,000
AD6	Sheet signage (soft-adhesion sheet) for the square deck	1	W1000×H450	3,036,000	2,530,000
AD7	Banner on the 2nd floor of the square deck (WBG side)	1	W2700×H900	198,000	165,000
AD8	Banner on the 1st floor of the square deck (Message side)	1	W5400×H900	330,000	275,000
AD9	Outdoor bow-shaped signage (1 sign)	8	W600×H1800	66,000	55,000
AD10	Arcade signs (set of four)	2	Consult	1,254,000	1,045,000
AD11	Event publicity signs (set of two)	2	W7000×H3500	1,254,000	1,045,000
AD12	Central Entrance sheet signs (set of three surfaces)	1	Consult	3,960,000	3,300,000
AD13	Center Mall suspended signs (Set of left & right, double-sided)	9	W1500×H300	132,000	110,000
AD14	Center Mall pillar signs (set of four surfaces x two)	5	W990×H2700	594,000	495,000
AD15	Glass advertisement at the entrance to the halls, Center Mall	9	W2200×H1200	33,000	27,500
AD16	Glass advertisement in the lounge, Center Mall	5	W8000×H1800	330,000	275,000
AD17	Floor sign, escalator landing in the halls	8	W9000×H4000	594,000	495,000
AD18	Ceiling suspended banner inside the halls, single surface	Above the exhibit booths	W5400×H4000	1,122,000	935,000
AD19	Ceiling suspended banners inside the halls, double surfaces (double-sided)		W5400×H4000	1,584,000	1,320,000
AD20	Ceiling suspended banners inside the halls, three surfaces		W5400×H4000	2,112,000	1,760,000
AD21	Ceiling suspended banners inside the halls, four surfaces		W5400×H4000	2,640,000	2,200,000

## Ad Placement

Please note that the available locations may change after the application is submitted, depending on the final number of halls used for the show and other circumstances.

**1** Banners on arched deck in front of the station (set of four)



**2** Pillar signs in front of the station (set of four)



**3** Flags in front of the station (set of ten)



**4** Banner on the 1st floor of the square deck (station side)



**5** Banner on the 2nd floor of the square deck (station side)



**6** Sheet signage (soft-adhesion sheet) for the square deck



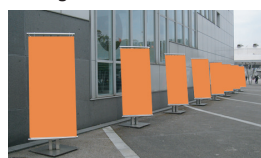
**7** Banner on the 2nd floor of the square deck (WBG side)



**8** Banner on the 1st floor of the square deck (Message side)



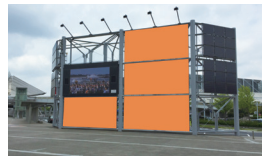
**9** Outdoor bow-shaped signage (1 sign)



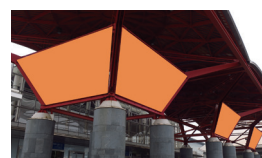
**10** Arcade signs (set of four)



**11** Event publicity signs (set of two)



**12** Central Entrance sheet signs (set of three surfaces)



# Ad Menu

**13** Center Mall suspended signs  
(Set of left & right, double-sided)



**14** Center Mall pillar signs (set of four surfaces x two)



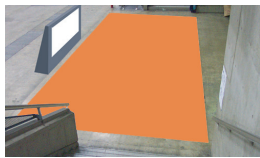
**15** Glass advertisement at the entrance to the halls, Center Mall



**16** Glass advertisement in the lounge, Center Mall



**17** Floor sign, escalator landing in the halls



Ceiling suspended banner inside the halls



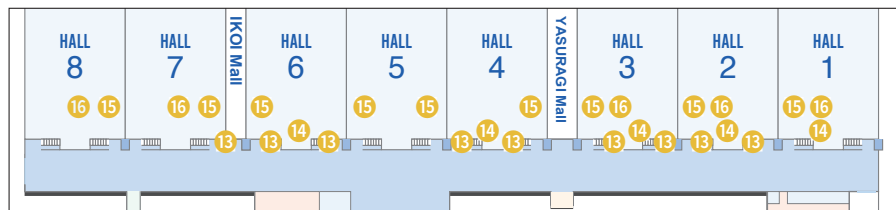
**18** single surface

**19** double surfaces (double-sided)

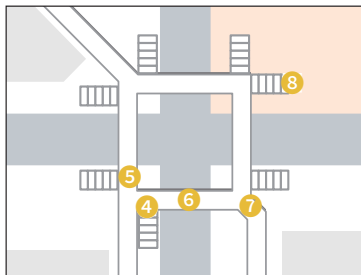
**20** three surfaces

**21** four surfaces

► Zoomed view of the 2nd floor Central Mall



▼ Zoomed view of the Rectangular Deck



## Notice:

### About outdoor advertisements

- Review of corporate advertising materials will be conducted based on the outdoor advertising ordinances of Chiba City.
- The following stipulations must be adhered to regarding design details:
  - ① Eligibility for the posting of advertisements will be limited to participants directly involved in the exhibition as exhibitors, sponsors, partners, etc.
  - ② Advertising content must not negatively affect the surrounding environs through the use of excessive black or primary colors.
  - ③ Advertising content must not negatively affect the surrounding environs or impinge traffic safety through the use of fluorescent paint, light-emitting materials or highly-reflective materials, etc.
  - ④ Adherence to Chiba City advertising standards guidelines Article 5 and Chiba City advertising standards Article 4 and Article 5 is required.
- Please be sure to indicate the event name, session, and the hall number to be used at Makuhari Messe.
- If advertising content is determined as not consistent with information provided on the application, etc., ad postings may be cancelled by Makuhari Messe, Inc. Makuhari Messe and CEATEC Management Office will not be responsible for any damage resulting from removal of advertising.
- Please note that the aforementioned details and/or ad placement locations are subject to change without notice due to public work commitments of Chiba City or Chiba Prefecture.

### Ceiling suspended banner above exhibitor's booth

- The ceiling suspended banner above exhibitor's booth will be set at the height of 8.5 meters from the floor to the lower edge of the banner and will be installed by CEATEC Management Office prior to the exhibitor's loading. However, there are some locations where the banner cannot be installed with a height of 8.5 meters due to the venue building frame. Please contact CEATEC Management Office for details if considering installing the banner.
- Please note in advance that truss of the suspension structure may contact in some instances. However, we cannot accept any request to re-hang the banner at CEATEC Management Office. We ask such exhibitor to contact the designated construction company in advance to make adjustments.  
All individual requests during installation are subject to a fee.
- The installer will do their best to hang from the desired position, however, please understand that some misalignment may occur due to the condition of the hanging root of the building frame.

## Venue Facility Sponsors and Equipment Suppliers

As part of CEATEC's efforts to improve hospitality for visitors and the press, companies and organizations are encouraged to sponsor service facilities. For details, it will be posted on the CEATEC official website around July.

## 1. Exhibit Fees & Plans

### 1-1. Partners Park (@Makuhari Messe) NEW

Application procedure varies between Total Solutions, Key Technologies, and Smart x Industries plans in the Partners Park; exhibitors are therefore asked to refer to the exhibitor guide when planning to exhibit in Partners Park.

**Participation Fee (All rates include consumption tax)**

<b>◆Premium Partner</b> Participation Space: More than 81m <sup>2</sup>	<b>81m<sup>2</sup>: JPY3,300,000</b> <b>Additional charge for over 81m<sup>2</sup>: JPY44,000/m<sup>2</sup></b>
<b>◆Regular Partner</b> Participation Space: 27m <sup>2</sup>	<b>27m<sup>2</sup>: JPY1,100,000</b>

- (1) Booth dimensions for Premium Partner plan shall have a space ratio of between 2 to 1 and 1 to 1 in terms of frontage to depth, based on the total area of the space applied for.
- (2) Booth dimensions for Regular Partner plan are 9m (frontage width) x 3m (depth).
- (3) Booth space will be provided at the venue.  
Note: The construction company assigned by the Management Office will mark the floor of the venue.
- (4) Exhibitors are requested to install carpets and floor coverings for the designated space so that visitors can see the boundary between the aisle and the booth.
- (5) If you apply for a Premium Partner plan, your booth will be an independent booth with aisles on all 4 sides. Please note that one or two sides of the booth may face the wall of the hall structure depending on the layout of the venue, the position of the booth selected, and its arrangement.

Note: Please refer to "2-3. Booth Height Limitations" in section "2. Exhibition Area, Number of Booths, and Height Limitations" for the restrictions when constructing a booth.

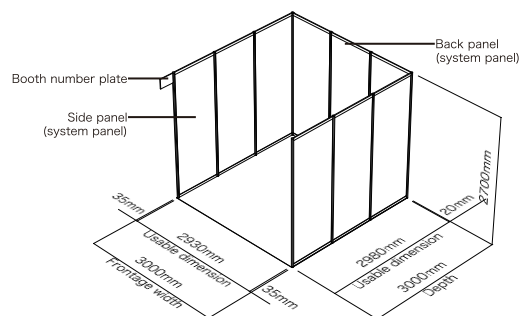
### 1-2. Total Solutions, Key Technologies, and Smart x Industries (@Makuhari Messe)

**Exhibit Fee (All rates include consumption tax)**

<b>◆Standard Booth</b> Participation Space: 1 to 100 booths	<b>Fee per booth:</b> <b>Sponsor/Co-Sponsor Member*2: JPY363,000/booth</b> <b>General Corporate Exhibitor: JPY396,000/booth</b> <small>*2: Sponsor/Co-Sponsor Members are members and supporting members of the JEITA, CIAJ, and SAJ.</small>
<b>◆Small Package Booth</b> Participation Space: Up to 2 booths (supplied with accessories kit)	<b>Fee per booth:</b> <b>JPY187,000/booth</b>

- (1) Standard booths: 1 booth to 18 booths (1-row to 4-row booth standards)

- 1) Booth dimensions: Frontage width 3 m x Depth 3 m  
Please refer to "2. Exhibition Area, Number of Booths, and Height Limitations" for the number of booths, booth configuration, and height limitations.
- 2) Basic panels are installed on the back panel and the side panel, which is next to the wall surface of other companies. System panels will not be installed on the aisle side of corner booths or in booths that will be independent booths.
- 3) Exhibitors are required to provide their own floor carpets, company name plates, and other materials and decorations. Exhibitors may also choose to use one of the various booth packages provided separately.
- 4) Note that exhibitors choosing 1 to 18 booths may be in contact with other exhibitors in one to three sides of the booth.



In the case of a middle booth (different for a corner booth)

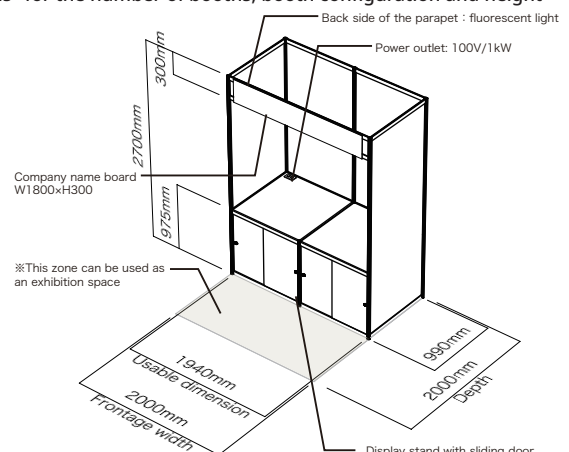
- (2) Standard booths: 20 booths or more (block booths)

- 1) The standard area of a block booth is 9 square meters/1 booth.
- 2) The booth dimensions shall be within the range of ratio between 2 to 1 and 1 to 1 in terms of frontage to depth, based on the total area, which is 9 m<sup>2</sup> multiplied by the number of booths; booth dimensions shall be shown on the booth allocation drawing by the time of booth location selection meeting.
- 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.

Note: Please refer to "2. Exhibition Area, Number of Booths, Height Limitations" for the number of booths, booth configuration and height limitations.

- (3) Small Package Booth

- 1) Standard for 1 booth: Frontage width 2 m x Depth 2 m x Height 2.7 m
- 2) Supplied Facilities
  - Display stand (Depth: 990 mm x Height 975 mm, with storage at the bottom)
  - Foundation panel
  - Cutting sheet lettering for company name
  - Parapet for posting company name (300mm width)
  - Electric consumption fee (Exhibitor can use up to 1kW of power at free of charge)
  - Electricity socket (single-phase 100V, up to 1kW output capacity)
  - Fluorescent light
- 3) An exhibitors may apply for up to two booths.



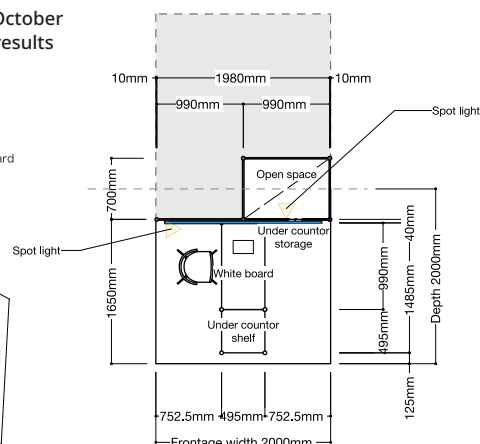
Fee per booth shall be as follows.

Startup & University Booth (Supplied with accessories kit)	Fee per booth: <b>JPY132,000/booth</b>
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- ## (2) Booth Specifications

- ② Supplied facilities

- 



(1) Eligibility: CEATEC 2022 exhibitors, or corporations that conform to the "Exhibitor Qualifications"

- |   |                     |
|---|---------------------|
| <b>Premium Plan</b>   | <b>JPY2,200,000</b> |
| <b>Standard Plan</b>  | <b>JPY1,100,000</b> |
| <b>Basic Plan</b> (Free of charge for exhibitors participating at Makuhari Messe) | <b>JPY330,000</b>   |

- ① Space to post corporate booth (Exhibit channel, product introductory video)

- ② Posting on online map

- ③ Posting on the list of corporate booths

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

- #### (4) Options

Exhibitors may add videos and documents, as well as implement original web designs. Details on these additions and advertising menu options 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.

(Apply from the Exhibitor Manual to be distributed later.)

Notes: The following expenses and booth facilities other than foundation panels are not included in the exhibit fee.

<b>Primary power source construction cost + Electric consumption fee</b> Note: Secondary construction cost such as installation of electrical outlets in the booth is not included.	JPY11,000/kW
When working in the exhibition halls other than the regular working hours, such as during installation. <b>Overtime working hours fee</b> (Free of charge during the regular working hours)	JPY11,000/hr
<b>Utility Space</b> ＊ This is a space used by the exhibitors for storage, break room, etc. ＊ Please make use of the utility space as needed, as it is not possible to leave any items, materials, or setup rest areas on the aisles outside of the booths.	JPY165,000/space

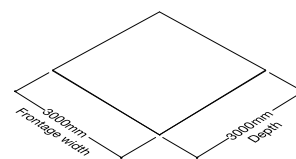
(1) Dimensions: Frontage width 3m x Depth 3m (Max. installation height 2.7m)

- ## (2) Location

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

- ### (3) Fixtures and facilities

Exhibitors are asked to install the walls inside the utility space. Also, supply the following fixtures/ utilities on your own: Rental equipment, use of electricity, gas and water. Exhibitors may also use booth decorations provided separately. 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.



## 2.Exhibit Areas, Number of Booths to Apply, Height Limitations

### 2-1. Exhibit Areas

















CEATEC 2022 exhibit areas are follows as of now:

● Partners Park ● Total Solutions ● Key Technologies ● Smart x Industries ● Startup & University ● Online Site

\* An exhibitor can exhibit in different areas. If exhibiting in multiple areas, please submit a copy of the Exhibition Application/Contract Form for each area.

\* Exhibit areas may be integrated. The final composition and names of each area will be announced at a later date following the decision of the Organizing Committee.

### 2-2. Number of Booths to Apply and Booth Type (Total Solutions, Key Technologies, Smart x Industries)

Booth Category	Booth type	Number of booths applied
Standard Booth	1-row	1, 2, 3, 4, 5, 6      
	2-row	4, 6, 8, 10, 12     
	3-row	9, 12, 15, 18    
	4-row	16 
	Block format	20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100
Small Package Booth	1-row	1, 2

(1) For booth types with 1- to 4-row, one to three sides may be in contact with other exhibitors.

(2) Joint exhibitors and/or exhibitors from industry groups may apply for more than the maximum of 100 booths.

(3) After the deadline for applications, the Organizing Committee will determine the layout of the show venue. If the total space applied for exceeds the capacity of the site, the Organizing Committee reserves the right to determine an impartial method to reduce the number of booths applied for by exhibitors. In such case, the exhibitors will be notified in advance, however the kind understanding by exhibitors on this matter is greatly appreciated.

### 2-3. Booth Height Limitations

Height limitation on exhibition booths and decorations for Premium Partner, Regular Partner, and Standard Booth plans is set to the height of the foundation panel, which is 2.7 meters; however, excess height in the following ranges is allowed.

#### (1) Premium Partner

##### ① When the participation space is less than 180 m<sup>2</sup>

The height of the aisles and the area set back 1m from the foundation panel can be up to 6m. A suspended structure can be used at a height of 6m or less. When installing a suspended structure, it is necessary to check and adjust the structure of the Makuhari Messe venue.

##### ② When the participation space is over 180 m<sup>2</sup>

The height limit is 6 m. Suspended structures less than 6.0 m high is permitted for block booths. The building frame of the venue must be checked for the installation points for suspended structures.

Note: If you wish to display your company name in excess of 2.7m in a row of booths, it is prohibited to display the company name toward other company booths that are in close proximity to avoid misunderstanding by visitors.

#### (2) Regular Partner

The allowable height of booth walls set back 1.0 m from the aisles and / or foundation panels will be 3.6 m

#### (3) Standard Booth

##### ① In the case of 1-row booth (booths 1, 2, 3, 4, 5, 6)

The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 3.6 m.

##### ② In the case of 2-row booth (booths 4, 6, 8, 10, 12)

The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 3.6 m.

##### ③ In the case of 3-row/4-row booths (booths 9, 12, 15, 16, 18)

The allowable height of booth walls set back 1.0 m from the aisles and/or foundation panels will be 6.0 m.

Note: Group exhibition composed of 20 or more booth spaces in 2-row booth will apply booth height requirements that of 3- or 4-row booth.

##### ④ 20 or more booth spaces

The height limit is 6 m. Suspended structures less than 6.0 m high is permitted for block booths. The location of the suspension structure must be checked and adjusted with the venue structure.

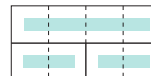
Note: If you wish to display your company name in excess of 2.7m in a row of booths, it is prohibited to display the company name toward other company booths that are in close proximity to avoid misunderstanding by visitors.

#### (4) If the height of exhibits exceeds the height limitation

The height limit of exhibit booths 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 (floorplan & elevation view) to CEATEC Management Office, and obtain permission from the Organizing Committee. In such case, exhibits are to be displayed within the bounds of your company's booth (setback 1 m from aisles and foundation panel), and must not protrude into the space above aisles etc. It is prohibited to decorate exhibits with company names, product names, etc. that have received permission to exceed the height limit.

Less than 2.7m  
Less than 3.6m  
Less than 6.0m

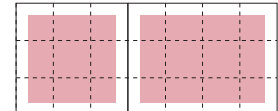
【 1-row booths 】



【 2-row booths 】



【 3-row/4-row booths 】



【 20 or more booth spaces 】



## 3. Exhibitor Eligibility, Selection of Booth Position, Exhibit Application/Contract Agreement

### 3-1. Exhibitor Eligibility

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

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

- (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 4-23. 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 exhibit fees will be refunded. (Refer to section 3-3. Exhibit Application/Contract Agreement.)

### 3-2. Selection of Booth Position

#### (1) Selecting the Booth Position

Exhibitors will be asked to select their booth location at the Booth Position Selection Meeting to be held in July, from the designated locations on the floor plan, which is decided by the Organizing Committee. The floor plan for booth position selection will be sent to exhibitors from CEATEC Management Office before the meeting. The order of selection will be made **by the order in which the application forms are received.**

Exhibitors who apply on or after April 29 (Fri.) will be asked to select a booth from among the spare booths in the order in which the application forms are received, after the booth locations of exhibitors who applied by the priority application deadline of April 28 (Thu.) have been determined.

#### \*Precautions for selecting booth positions

- The area configuration of the venue will be decided based on the status of exhibit applications. The area configuration will be decided by the Organizing Committee.
- The location of block booths may be decided first on a first-come-first-served basis before conducting the Booth Position Selection Meeting, to secure visitor flow line and emergency evacuation flow line, to ensure safety in transporting goods in and out of the venue, and to facilitate the booth configuration at the venue.
- There are chances that the booth allocation diagram may be altered even after booth positions have been decided. In this case, booths may be repositioned.
- The order of selection will be managed in a fair manner after confirming the date and time of submission of the exhibition application form; 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).

#### (2) Spare booths

If booth spaces remain vacant on Thursday, April 28th, these spaces will be allocated as spare booths.

#### (3) Fixed booths

The Organizing Committee has determined the following booth spaces to be fixed:

1. Booths for Japan-related associations
2. Booths for overseas cooperative organizations
3. Booths for sponsor/co-sponsors

#### (4) Utility booths will be setup in vacant spaces after the completion of booth space selection. However, exhibitors shall be aware that further changes in booth allocation may occur. In such case, the kind understanding by exhibitors is greatly appreciated.

#### (5) Changes to requested exhibition areas will not be accepted after the deadline for Acceptance of Applications, which is Tuesday, May 31, 2022.

### 3-3. Exhibit Application/Contract Agreement

To apply for exhibition space, access the CEATEC official website, fill in the information required on the Exhibition Application Form, and submit the form. After submission, the CEATEC Management Office, which is the Japan Electronics Show Association (hereinafter may be referred to as the Association), will confirm the receipt of the application form and replies to the applicant by e-mail. When the applicant receives the confirmation e-mail, the application and contract will be completed. The receipt date stated in this confirmation e-mail is regarded as a contract date, and exhibitors are liable for the participation fee.

#### (1) Exhibit application form

**Apply online from the CEATEC Official Website (<https://www.ceatec.com>)**

#### (2) Start of acceptance of applications

**Tuesday, February 22, 2022; 10:00 a.m. (JST)**

Note: Applications received before the above time/date will not be accepted.

# CEATEC 2022 Exhibition Regulations

## (3) Priority Application deadline (exhibit @Makuhari Messe)

**Thursday, April 28, 2022**

- \* Apply on or before the Priority Application Deadline to participate in the Exhibitor Briefing Session/Booth Position Selection Meeting scheduled for July, and the applicant will be eligible to select the booth location in the order of receiving application. (refer to section 3-2. Selection of Booth Position)
- \* Please understand that the deadline may be earlier than above dates if the number of applications reaches its maximum.

## (4) Application deadline (exhibit @Makuhari Messe)

**Tuesday, May 31, 2022**

- \* Applications will be accepted, even after deadline, as long as there are remaining booth spaces. Acceptance will be closed as soon as all booths are taken.

## (5) Application deadline (exhibit @Online)

**Thursday, July 28, 2022**

## (6) Submission of a corporate profile

First-time exhibitors to CEATEC are required to tick the box for "first-time exhibition" in the application form, and submit a company profile and catalog(s) of product(s) planned to be exhibited. 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. Applications without these documents will be put on hold until the Association confirms the receipt of these items.

## (7) Joint exhibitors with two or more companies or organizations

Joint exhibitors should elect one "representative exhibitor" to handle payment of the booth spaces for all participating exhibitors. Corporate profiles of co-exhibitors are required to be submitted using the designated form (to be provided from the Association in July) after application.

## (8) 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.

## (9) After the application deadline, the Organizing Committee will deliberate on the configuration of the venue, etc. If the capacity of the venue is insufficient, fair criteria may be established and adjustments may be made to reduce the number of booths allocated to each exhibitor from the number applied for. In such event, we ask for the understanding of all exhibitors.

## 3-4. Payment of Exhibit Fees

Booth space payments are to be paid via electronic bank transfer according to the schedule below. Japan Electronics Show Association will issue an invoice and designate the bank account for remittance at this time. Checks and promissory notes are not acceptable as payment. Transfer fees and any other fees incurred during the transfer must be paid by the exhibitor. Although the exhibition plans are broken down into as "1. Exhibit Fees & Plans", these categories are integrated and described as Exhibit Fee on the invoice.

Payment deadline	Thursday, June 30, 2022
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## 3-5. Cancellation or Reduction of the Number of Booths

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

After Wednesday, June 1, 2022	100% of the exhibit fee
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Notification of cancellations or any other changes will be accepted by postal mail or email in a document form designated by the Management Office. The cancellation will be effective upon receipt of a confirmation by the Association.

## 3-6. Payment Other Than the Exhibit Fee

Payments other than the exhibit fee are to be paid via electronic bank transfer according to the schedule below (Designated bank account for remittance will be announced at the time of billing). Checks and promissory notes are not acceptable as payment. Bank transfer fees must be paid by the exhibitor. Billing source will be announced in the Exhibitor Manual, which will be distributed at a later date.

Deadline for the payment other than exhibit fee	Friday, December 30, 2022
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## 4. Important Exhibit Details and Prohibitions

### 4-1. Exhibiting of products from outside of Japan (including fixtures)

The Association will apply for a bonded exhibition area in respect of the entire exhibition hall. If such application is granted, it will allow exhibitors to display foreign products (i.e., goods produced or manufactured outside Japan which have not yet undergone customs clearance) without customs clearance.

### 4-2. Exhibiting items for which application for industrial property rights has not been filed

Exhibitors who plan to file an application for patent, utility model or trademark, in connection with the release or presentation of their products should directly contact the General Affairs Division of the Patent Office.

### 4-3. Prohibited activities

The following activities are prohibited.

- (1) Subletting, transferring, selling, exchanging, etc. of the exhibit space  
Subletting, selling, transferring, or exchanging exhibition space, either in whole or in part, to any third party, including other exhibitors (with the exception of those exhibiting in the Partners Park) is prohibited.
- (2) Exhibiting for the purpose of directing visitors to other venues  
Exhibitors are not allowed to hold exhibitions or seminars of major products at places other than this exhibition venue for the purpose of directing visitors of this exhibition to other venues, except for special events conducted by the organizer.
- (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  
Aggressively attempting to attract visitors to view demonstrations while standing outside of booths or in aisles is prohibited. Extremely persistent product explanations and/or approaches are also considered to be nuisance and may be 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 law. Details on the collection and handling of personal information will be available in the Exhibitor Manual.

### 4-4. Responsibilities of Exhibitors

- (1) Prompt fee payment  
Exhibitors must pay all exhibit 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, management of exhibited items, and insurance
  - ① The sponsor (JEITA, hereinafter the same), the Organizing Committee and the Association will make every effort to ensure the security of exhibits during the show period, for example, by implementing security guard patrols. However, CEATEC 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 and measures such as theft prevention 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. CEATEC sponsor, the Organizing Committee, and/or the Association shall bear no responsibility whatsoever in such circumstances. Exhibitors are responsible to provide for adequate insurance coverage during the exhibition.
  - ③ Exhibitors are required to notify the Association in advance of a booth manager, whose responsibility is to attend and supervise all work and operations conducted at their 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. Exhibitors shall be liable for any accidents that may occur during exhibitor demonstrations, and CEATEC Sponsor and/or the Organizing Committee and/or Association shall bear no responsibility whatsoever in such circumstances. 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.

### 4-5. Termination or Shortening of Exhibition Duration Due to Force Majeure

- (1) Natural disasters such as an earthquake, typhoon, fire, disease, infectious disease, terrorist act or order from the public authorities (hereinafter referred to as "force majeure"), the organizers reserve the right to cancel the exhibition or shorten the duration of the exhibition or the hours, either before or during the exhibition. If the exhibition sponsor deems such action necessary, this information will be promptly published on the official website and exhibitors will be notified. Neither the exhibition organizer 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 opening of CEATEC forces the exhibition to be cancelled, the Association will refund exhibit fees paid by exhibitors in full, minus charges for expenses incurred.
- (3) However, if the duration of the exhibition is shortened by a force majeure after CEATEC is commenced, the Association shall not be held liable to refund either full or partial exhibition expenses.
- (4) The Association assumes no responsibility for other expenses already incurred by exhibitors due to cancellation or shortening of the exhibition due to force majeure.

### 4-6. News Gathering and Filming

Staff members appointed by the Association and/or the Organizing Committee 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 CEATEC.

### 4-7. Dealing with Disputes between Exhibitors

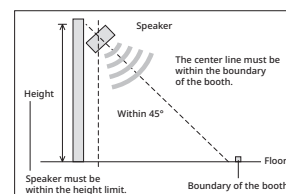
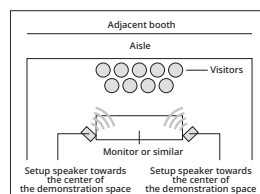
Any disputes between exhibitors concerning exhibits, publicity materials related to exhibits, intellectual property or the use of booths shall be resolved between the parties concerned. The exhibition sponsor, Organizing Committee, and the Association shall bear no responsibility whatsoever in such instances.

### 4-8. Booth Designing

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

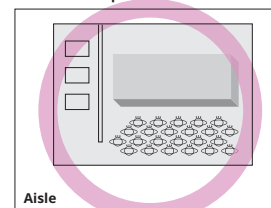
If for some reason the following rules are not complied, the exhibitor will be demanded for improvement from the Organizing Committee and/or the Association; any further noncompliance may result in termination of the exhibitor's booth.

- (1) Prohibition of using space outside the booth
  - ① Visitors must not be allowed to block aisles around the booth. When setting up a stage or similar demonstration, ensure that the booth can accommodate a large number of visitors, if expected.
  - 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.
- (2) 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.
- (3) Speaker setup position restrictions  
The positioning of speakers and other audio equipment towards adjacent booths is not permitted. Be sure to install a speaker inward, not directly towards the aisle. 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.

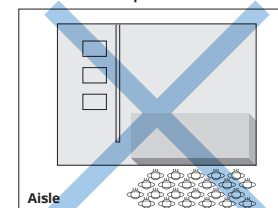


- (4) Safety measures
  - ① To prevent truss beams from falling, make sure to strike four or more anchor bolts in one location, when securing them to the floor.
  - ② When installing exhibition panels (OCTANORM), take measures to prevent them from falling by reinforcing the panels, reinforcing the beams in the corner sections, and installing weights.
  - ③ Take measures to prevent independent fixtures from falling by securing them to the wall or floor surface.
  - ④ When installing video monitors, speakers, channel characters, lighting fixtures, and other fixtures in high locations, take measures to prevent them from falling, by fixing them with bolts or wires.
- (5) Flow lines to 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 and flow line during emergency.

#### Suitable example



#### Unsuitable example



- (6) Booth space boundaries  
Take into account when constructing a booth space to make it clear to visitors where the aisles and boundaries are, by installing carpets and the like.

### 4-9. 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 flameproof blacked-out curtain, which is within the scope of approval by the local fire department. 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 Exhibit Manual together with floor plan, elevations, and construction drawings.

Observe the following guidelines for the design and construction of a ceiling structure.

- (1) Structure
  - ① Double ceiling structure is prohibited
  - ② All the decorating materials must be fire-resistant processed and attached with the fire-resistant indications.
  - ③ Exhibitors are required to submit both floor plan (designated ceiling area and its size) and elevation (designated ceiling area and surrounding wall, etc.) drawings. The drawings must be indicated that the ceilings are fire-resistant processed.
- (2) Fire Safety Equipment
  - ① Fire extinguishers must be size 10 or larger.
  - ② Installation of automatic fire alarm system (smoke detectors) may be required. In such case, exhibitors must install automatic fire alarm system for business use, and submit installation report along with the result of installation test to the Association. Smoke detectors for household use are not recognized as automatic fire alarm systems.

- ③ Depending on the size and shape of the booth, evacuation exits and illuminated exit sign (self-luminous type) may be necessary.

## 4-10. 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 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 to be sent with the Exhibitor Manual together with a construction drawing. Observe the following guidelines for the design and construction of a two-floor structure.

- (1) Booth requirements for construction
 

Exhibitors with at least 15 booths and Premium Partners with a participation space of at least 135 m<sup>2</sup> 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.
- (3) Height of the 2nd floor structure
 

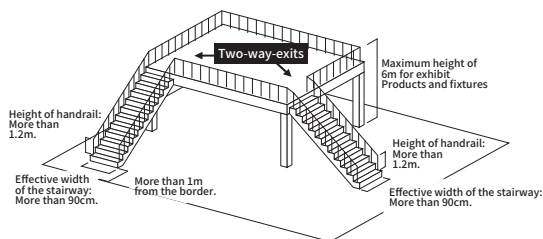
The maximum height of exhibited products and fixtures is 6 m so this height should also be maintained for items on the 2nd floor.
- (4) Use of the 2nd floor structure
 

The 2nd floor structure can be used as a product exhibition area, a business meeting room, a waiting room, and an operations room. The 2nd floor 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 Submit materials showing your structural calculations to the Association\*. Also note that setting design conditions shall be the responsibility of the exhibitor.
 

\*The submission of structural calculation data does not guarantee safety for the organizer, the facility, or the local fire department in charge.
  - ③ Make sure to fill in structural designer in charge in the application form (found in the Exhibitor Manual to be distributed at a later date) before submission.
  - ④ At least two stairways, each at least 90 cm wide, need to be installed.



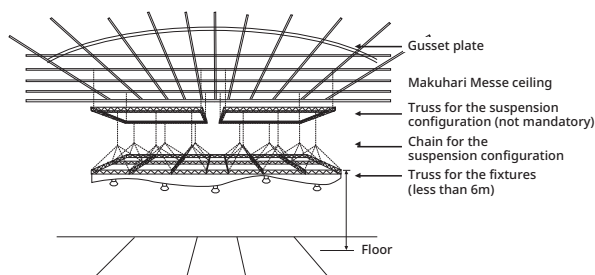
- (6) Fire prevention and evacuation installations, etc.
 

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

  - ① Automatic fire alarm system 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 When installing an automatic fire alarm system (smoke detectors), exhibitors must install automatic fire alarm system for business use, and submit installation report along with the result of installation test to the Association. Smoke detectors for household use are not recognized as automatic fire alarm systems.
  - ③ There must be at least one fire alarm system (smoke detector) per 150 m<sup>2</sup> of ceiling of the 1st floor. If a 60cm or longer wall is hung down from the ceiling, at least one fire alarm (smoke detector) must be set in each enclosed area.
  - ④ For the 2nd floor with an area of more than 200 m<sup>2</sup>, fire alarm system (smoke detectors) must be connected directly to the control office of Makuhari Messe. 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 100 m<sup>2</sup> or more, a certified fire prevention officer must be stationed on-site.

## 4-11. 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 Exhibitor Manual together with a structural weight calculation sheet, floor plan and elevation drawing.



- (1) Booth requirements for usage
 

Exhibitors with at least 20 booths (block booths) and Premium Partners with a participation space of at least 180m<sup>2</sup> 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 may be asked 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 be changed.
- (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. A construction plan that shows the total weight of the suspended structure divided by the number of suspension base points cannot be accepted to grant any permission for installation.
- (5) Height limitation
 

Fixtures and decorations (e.g., metal and/or wooden structures, signage, lighting, speakers, banners, textiles, etc.) 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 obstruct or block the view of surrounding exhibitors. And for safety reasons, the chain for suspending ornamental 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 Ornamental trusses should be designed to be a single structure, not divided into segments.
  - ② For ornamental trusses, care should be taken to prevent damage caused by the lateral shaking of earthquakes, and ornaments that rise from the floor should not be joined together nor fixed.
  - ③ When wiring cables, etc., from the floor to the ornamental trusses, be sure to leave enough space to prevent disconnection due to lateral shaking in earthquakes.
  - 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 installing booth with ceiling-suspended structure shall be liable for all accidents caused by the suspended structure, during the ceiling-suspended structure construction work and the exhibition period.
  - ⑦ When selecting booth positions, the exhibition layout from the CEATEC Management 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 constructs ceiling-suspended structures, the exhibitor will be liable for cost incurred etc.

## 4-12. Floor Construction Work

Exhibitors who require floor construction work are required to submit an application form sent with the Exhibitor 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.
 

Note: 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 location 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 the 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 JPY 1,100 per bolt (includes consumption tax) will be charged to the exhibitor, regardless of the size of the bolt.

## 4-13. Fire Prevention Regulations

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 paper 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 urethane, acetate, polyester, and nylon is strictly prohibited as they are not just highly combustible but difficult to give them fireproof performance.
- (4) The use of expanded or foamed polystyrene is also prohibited, it is recommended that Styrofoam or a similar material be used instead.

## 4-14. Prohibition of the Display of Counterfeit or Imitation Products

- (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 or determines counterfeit or imitation products being displayed, distributed, or demonstrated, it reserves the right to remove these products from the exhibition venue immediately. Exhibitors shall not object to such measures.
- (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.

## 4-15. Comparison Displays

As a 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, it reserves 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) Comparisons by narration and other audio announcements
- (4) Other comparisons related to products and technologies

## 4-16. Suitable Displays

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

- (1) Safety and precaution signage  
Not only the exhibition booth be carefully designed for safety, but all booths to have adequate safety and precaution signage positioned in clearly visible locations around the displays are recommended.
- (2) Displays reflecting 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.

## 4-17. Ceiling 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.

## 4-18. Audio Volume Limitations

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 measurements  
• As a general rule, the standard values are to be measured 2m away from the booth boundaries  
• 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 during the morning of the following exhibition day.
- (4) Stationing a person responsible for 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.

## 4-19. 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, ceiling, and public aisles 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 surrounding booths. If any problems occur in line with lighting, The Association will request immediate countermeasures.
- (3) Smoke machines  
The use of smoke machines (those using alcohol, oil or petroleum, and those using carbon dioxide and dry ice) for staging is prohibited.
- (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 visitors in any way.  
1. Hot air    2. Gas    3. Strong odor or fragrance    4. Vibration

## 4-20. Handling of Hazardous Materials

- (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 devices that generate sparks, exposed electro-thermal devices)  
③ Bringing liquefied petroleum gas or any other inflammable gas to the venue  
④ Bringing flammable substances such as gasoline, kerosene, machine oil, heavy oils, etc. to the venue  
⑤ Bringing of hazardous items such as explosives, large amounts of matches or disposable lighters, etc. to the venue.
- (2) Exemptions for prohibited activities  
Excluding smoking, exemptions for prohibited activities and/or the use of or bring in 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" form in the Exhibitor Manual and submit it together with two copies of the product brochure or document 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.

## 4-21. Violation and Discrepancies in Interpretation of the Regulation

If an exhibitor violates these Regulations stated in this guideline or if there is a discrepancy in interpretation or the application of the 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, this fact will be announced, and the exhibitor will be barred from exhibiting at the subsequent CEATEC exhibition.

## 4-22. Others

- (1) Other prohibited activities and regulations that are not included in these Regulations will be detailed in the Exhibitor Manual that will be distributed later.
- (2) Promissory notes cannot be accepted for payment for exhibit fees and all other expenses.
- (3) These Regulations are subject to change as deemed necessary by the show sponsor, 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) Each exhibitor shall comply with the laws and regulations of Japan. The show sponsor, the Organizing Committee and the Association will not accept any responsibility resulting from any violation of laws and regulations by exhibitors.

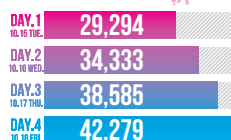
## 4-23. Organizing Committee

Comprised of exhibitor representatives, the Organizing Committee's role is to consider problem areas and reach appropriate decisions concerning the operations and management of the exhibition, including the regulations and planning. 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.

## Exhibition Results of CEATEC 2019 (Makuhari Messe)

### Number of registered visitors

144,491



### Exhibitors

787

companies/organizations



Number of startup & university research institute exhibitors:

170

companies/organizations



Number of new exhibitors:

304

companies/organizations

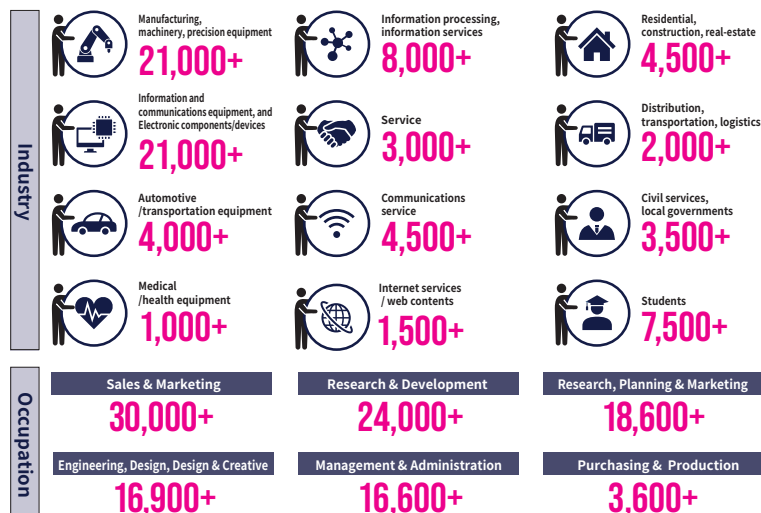


Exhibitors from overseas:

250

companies/organizations

### Visitor Profiles



### Conference

Total number of conference attendees  
28,228

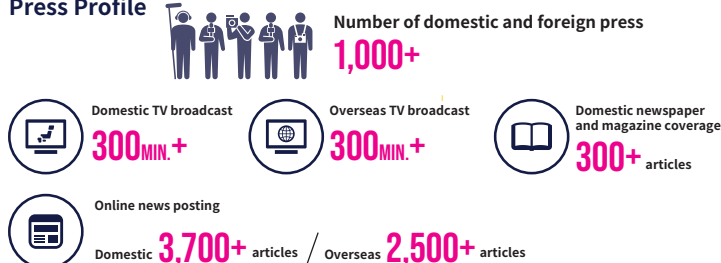


Number of conference sessions:

162



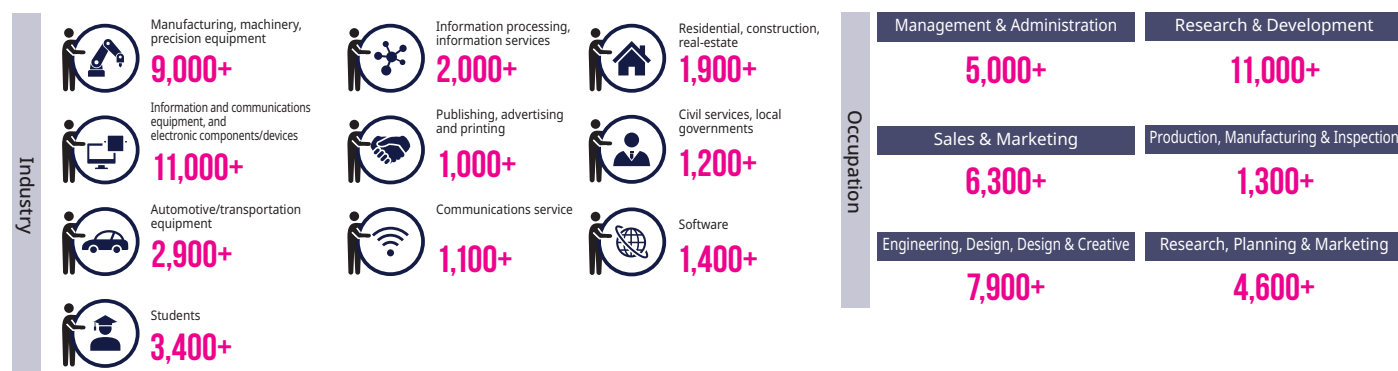
### Press Profile



## Exhibition Results of CEATEC 2021 ONLINE (virtual exhibition)

Number of registered visitors	<b>83,288</b> Pre-event (9/9-10/18/2021): <b>9,892</b> Day 1: <b>15,836</b> / Day 2: <b>15,043</b> / Day 3: <b>15,926</b> / Day 4: <b>14,252</b> Archive period (10/23-11/30/2021): <b>12,339</b>
Exhibitors	<b>314</b> companies/organizations Number of startup & university research institute exhibitors: <b>130</b> companies/organizations Number of new exhibitors: <b>128</b> companies/organizations Exhibitors from overseas: <b>85</b> companies/organizations from <b>20</b> countries/regions
Total number of conference attendees	<b>112,719</b>
Number of conference sessions	<b>142</b>
Press Profile	Number of domestic and foreign press: <b>248</b> Domestic newspaper and magazine coverage: <b>99</b> articles

### Visitor Profiles



# 2022 Exhibition Schedule

## Event Schedule \*Planned

**22 (Tue), 10:00a.m.(JST):**

**Start accepting exhibit applications on a first-come, first-served basis**

### IMPORTANT

Exhibitors can select booth position from those on the booth allocation diagram determined by the CEATEC 2022 Organizing Committee. Booth selection will be given preference in the order in which exhibitor application forms are submitted (with the exception of the exhibitors in the Partners Park and Startup & University areas).

**28(Thu):**

**Deadline for Priority Acceptance of Exhibit Applications**

**31 (Tue):**

Final deadline for accepting exhibit applications for Makuhari Messe

**30 (Thu): Exhibit fee payment due date**

**Early:** Exhibitors Briefing Session & Booth Position Selecting Meeting

**Mid:** Distribution of official press release

**Late:** Distribution of tools for attracting visitors, vehicle passes and exhibitor badges

**28 (Thu)** Online venue application deadline

**Early:** ONLINE venue opens to the public

**15 (Sat) - 17 (Mon): Preparation**

**17 (Mon): Opening Event (planned)**

**October 18 (Tue) ~ October 21 (Fri)**

# CEATEC 2022

**21 (Fri), from 5:00 p.m.(JST): Dismantling and removal**

**Late:** ONLINE venue closes

**December 30th (Fri.)**

Deadline for the payment other than exhibit fee

## Priority Acceptance Period of Exhibit Applications

Exhibitors may select the booth location from the designated areas in the order in which the application forms are submitted

## Acceptance Period of Additional Exhibitor Applications

Exhibitors still have the chance to choose a booth location starting April 29. After booth location has been confirmed for exhibitors who applied during the priority acceptance period, exhibitors can choose booth location from the designated areas in the remaining booth spaces. The office will end acceptance of exhibit applications as soon as all booth spaces are taken.

## Example of Exhibitor Preparation Schedule

### Exhibition planning such as setting goals and objectives February/March

- Setting goals focused on customer relations — garnering new customers and updating/renewing customer lists etc.
- Matching promotion plans for new products and exhibition targets to CEATEC 2022 schedule
- Considering sponsorship in conjunction with the exhibition

### Processing of applications and schedule to exhibit April/May/June

- Finalizing exhibit plans, exhibition application processing in line with regulations
- Finalizing exhibition operation schedules

### Booth designing July

- Participation in exhibitors briefing session and booth position selecting meeting; and reception of exhibitor manuals
- Booth design and other preparations to accommodate booth position and exhibition plans

### Booth preparations and information release August/September

- Draw up booth operation manual that includes booth design, selecting/ finalizing products for exhibit, booth staffing, etc.
- Processing of applications and submissions based on exhibitor manual
- Releasing information including data entry in CEATEC website (ONLINE booth) and provision of information to the News Center

### Exhibit preparations and making appointments with customers visiting the exhibition/booth September/October

- Completion of booth operations manual, and final confirmation of booth designing and exhibit products delivery/wrap-up schedule
- Distributing e-mails and other information to prospective visitors, making appointments with customers to meet at the exhibition
- Creating press releases, preparing new product announcements, handling press coverage

### Sorting visiting customer lists and after-show follow-up October/November/December

- Measuring, assessing and analyzing booth effectiveness
- Updating information on the ONLINE booth
- Categorizing customer lists, analyzing degree of target achievement and customer satisfaction
- Customer follow-up activities for each customer class drawn from analysis results

CEATEC Management Office (Japan Electronics Show Association [JESA])

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