

A large, colorful, abstract graphic on the right side of the image. It consists of several overlapping, rounded shapes in shades of blue, purple, orange, and pink, creating a vibrant, multi-colored effect.

CEATEC®

TOWARD SOCIETY 5.0

2022

CEATEC 2022 Briefing Session
Date: Tuesday, February 15, 2022



1. CEATEC 2022 Fundamental Policies

(1) CEATEC Past Results

(2) CEATEC 2022 Outline Concept

(3) COVID-19 Infection Control at CEATEC

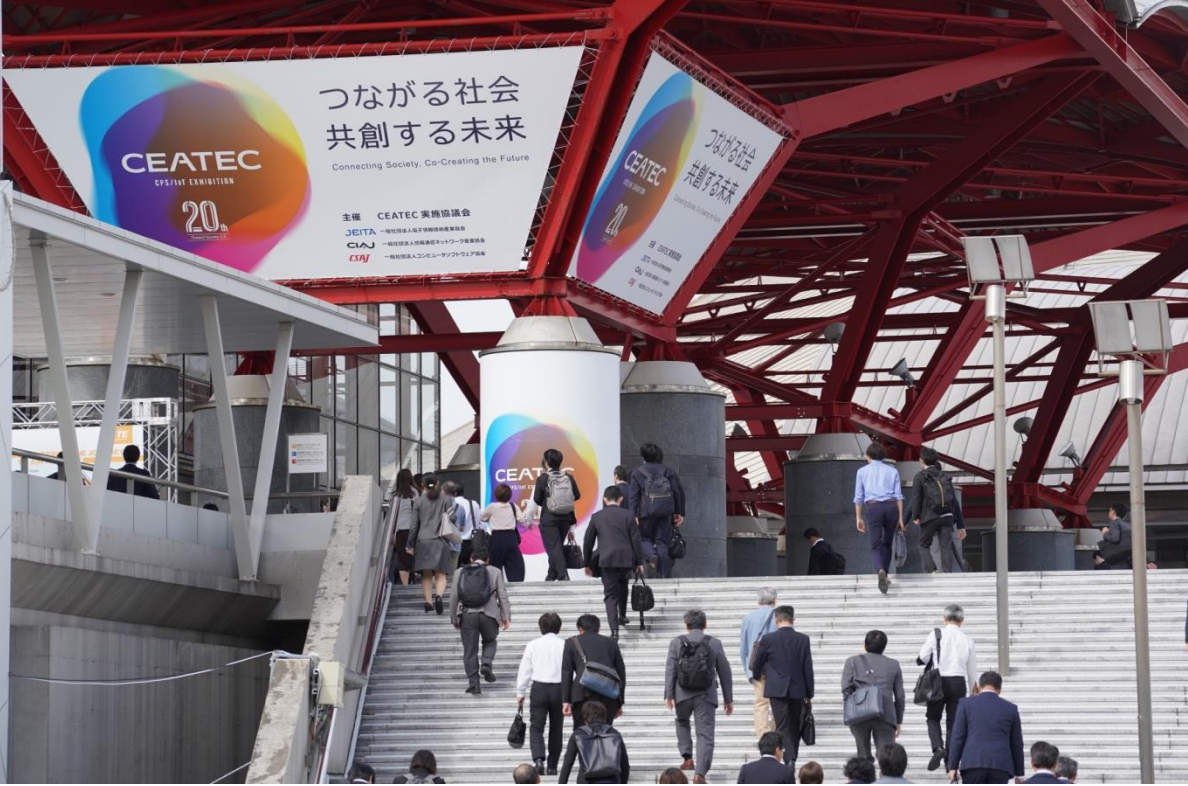
(4) CEATEC 2022 Collaborative Projects/Awards

2. Information on CEATEC 2022 Call for Exhibitors

(1) CEATEC 2022 Areas & Composition

(2) CEATEC 2022 Support Services

(3) CEATEC 2022 Application Procedures & Schedule



CEATEC Past Results

CEATEC 2019 Results

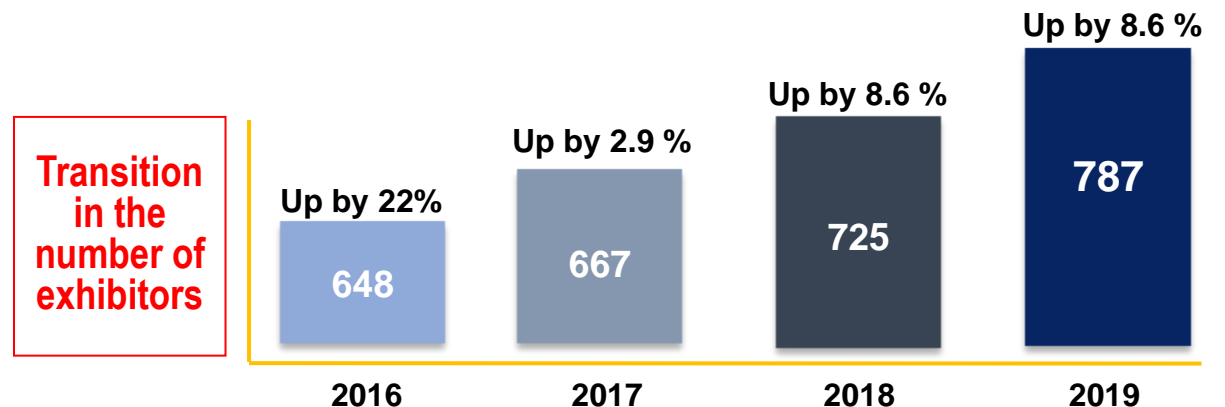
CEATEC 2019

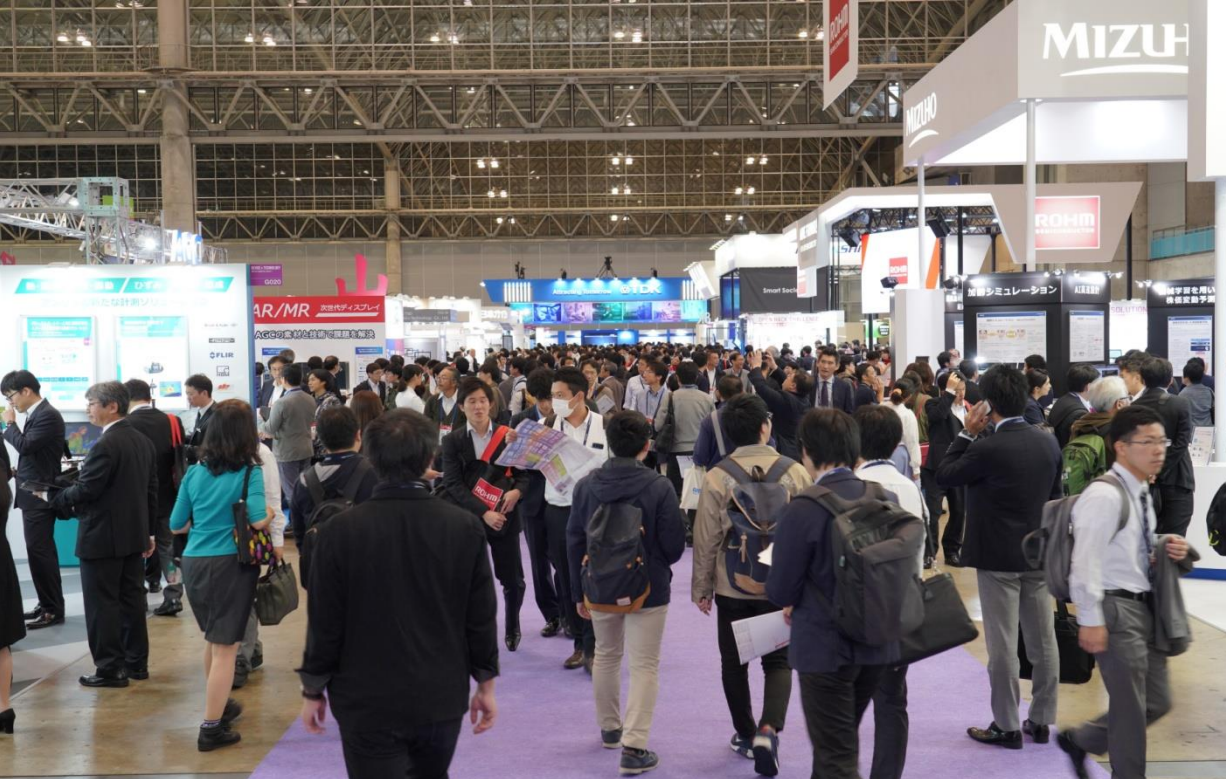
Number of Visitors: 144,491

Tendency of visitor volume: Saw steady increase from Tuesday, the first day to Friday, the last day

Increase in the time spent by visitors:
One out of five **spent all day**, whereas about half **spent more than five hours**.

Number of members of the Press/Media: 1,042

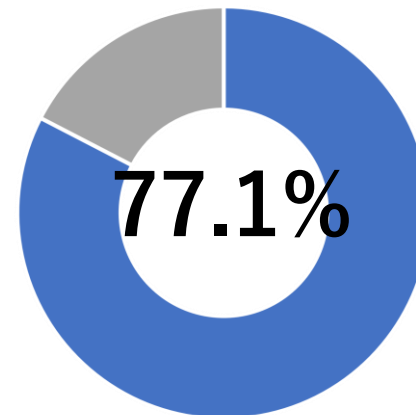




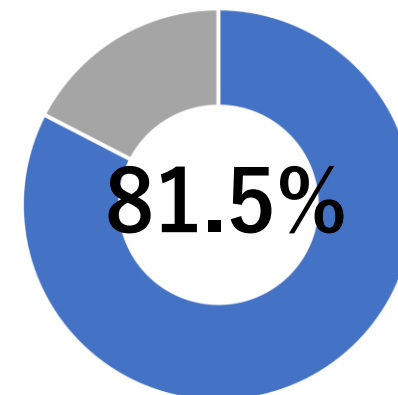
Visitor Satisfaction Level / Trends

CEATEC 2019 Visitor Data

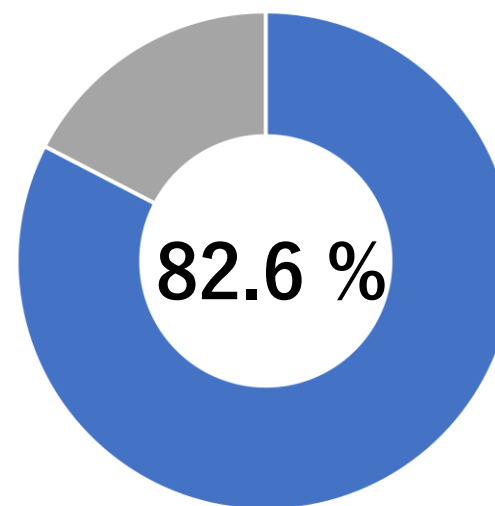
**Obtained the latest
information on
products and
technologies**



**Gained a feel for
the current state of
technology and
innovation**



Level of satisfaction with CEATEC 2019



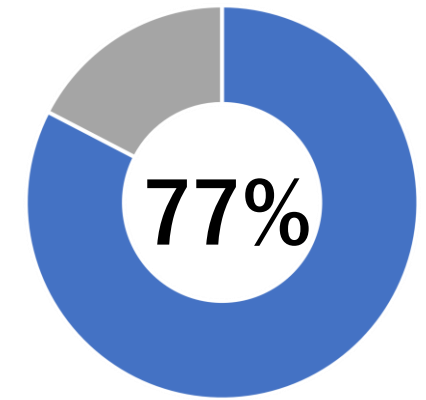
Statistics from the CEATEC2019 visitor survey



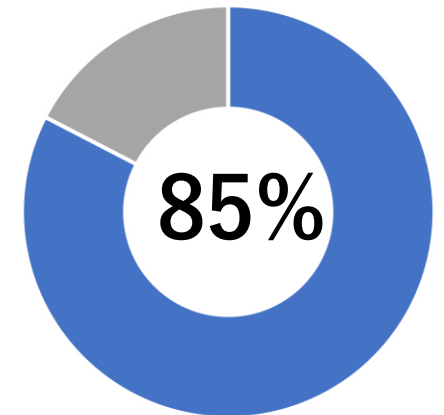
Exhibition Trends/ Level of Satisfaction

CEATEC 2019 Trends

**Overall level
of satisfaction**

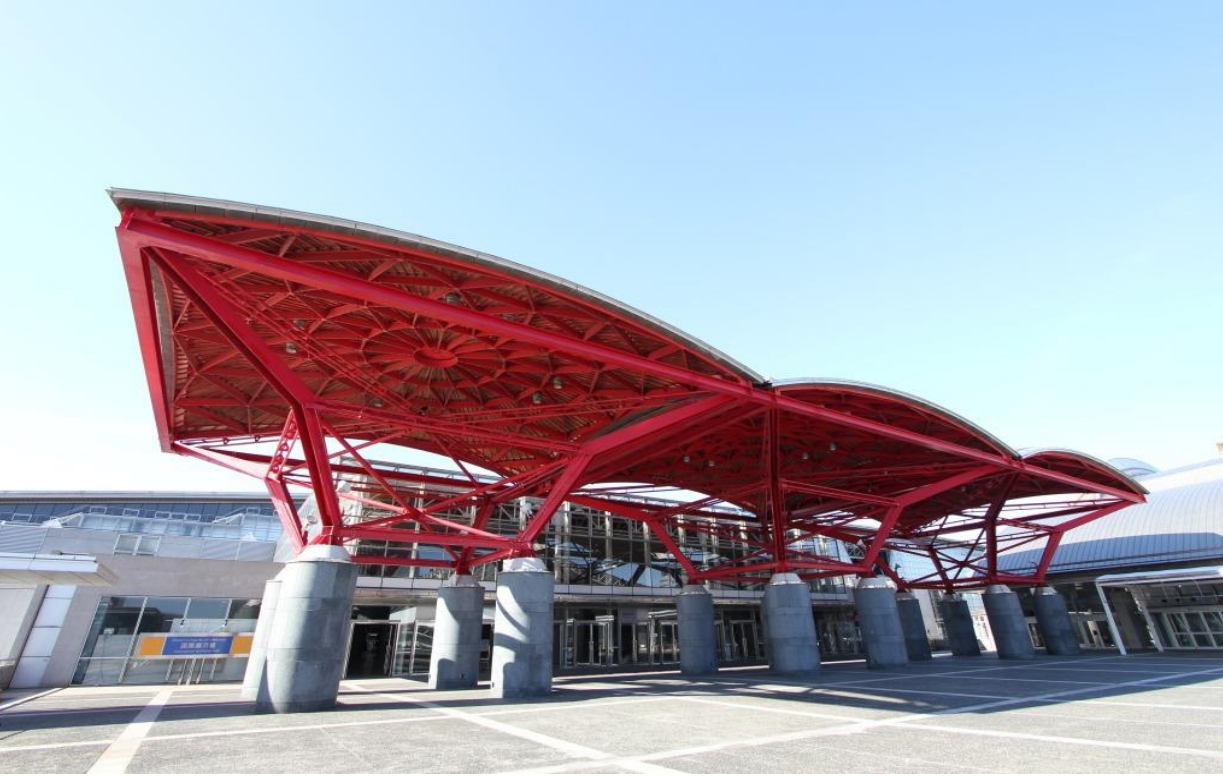


**The right place to
propose CPS/IoT**



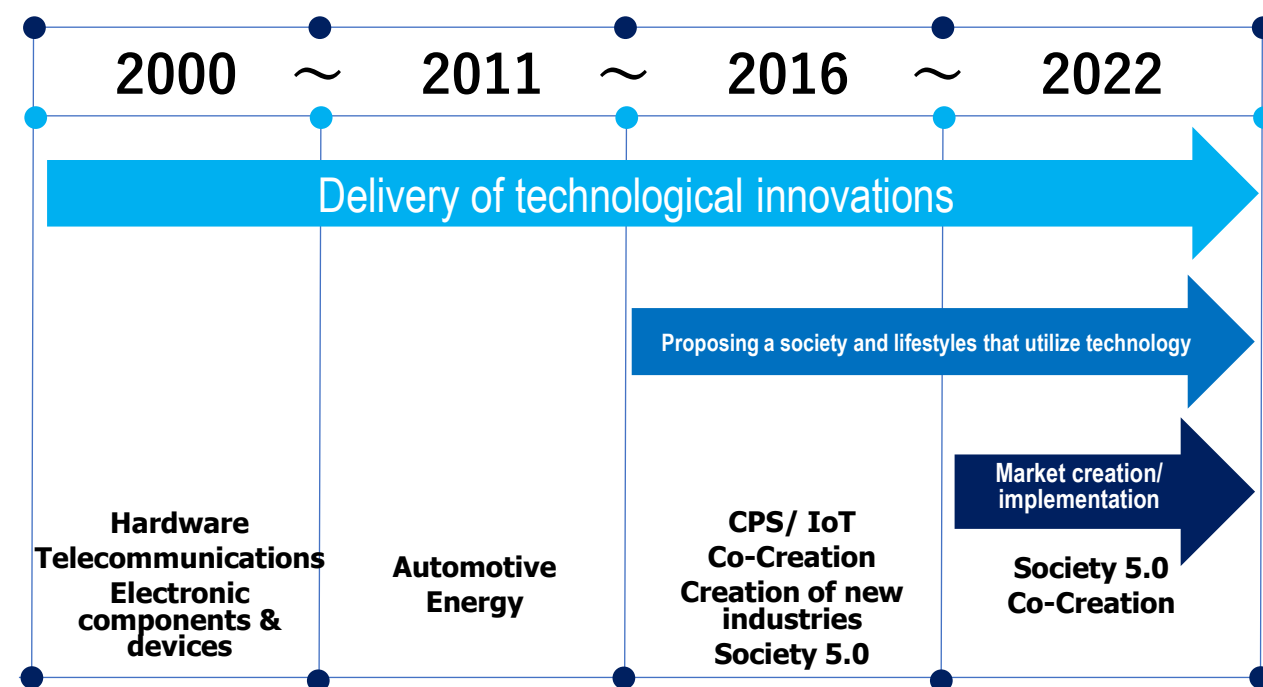
Top 3 Purposes of Exhibiting at CEATEC

- ✓ To appeal new products and technologies
- ✓ To appeal the brand and the company as a whole
- ✓ To develop new customers in Japan



CEATEC 2022 Fundamental Policies

Combined Exhibition of Advanced Tecnologies



A place to show the future of not only IT, electronics, and telecommunications, but also the future that Japanese industry is aiming for, and the direction it wants to take.

Draw a picture of future society five to ten years ahead and encourage the development and stimulation of promising future markets.

Quickly introduce themes and topics of interest to society, and reflect them in special projects and conferences based on such themes and topics.

CEATEC®

Toward Society 5.0

2022 Exhibition Outline

Exhibition Purpose

Facilitating the realization of Society 5.0, designed to further economic development and provide solutions to social issues, people, technology, and information from all industries and sectors will gather to envision the future through "co-creation".

Combined Exhibition of Advanced Technologies

Name: CEATEC 2022

Dates: @Makuhari Messe : **October 18 (Tue) – 21 (Fri)**
@ONLINE Site: **October 1 (Sat) – 31(Mon)**

Venue: Makuhari Messe / Online

Sponsor: • **Japan Electronics and Information Technology Industries Association (JEITA)**

Co-sponsors:
• **Communications and Information Network Association of Japan (CIAJ)**
• **Software Association of Japan (SAJ)**

Support: (Tentative; listed by date established)

Public Offices: Ministry of Internal Affairs and Communications; Ministry of Health, Labour and Welfare; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; Financial Services Agency, Digital Agency

Organizations: Japan External Trade Organization (JETRO), New Energy and Industrial Technology Development Organization (NEDO), National Institute of Advanced Industrial Science and Technology (AIST), National Institute of Information and Communications Technology (NICT), Information-technology Promotion Agency, Japan (IPA), Organization for Small & Medium Enterprises and Regional Innovation, Japan National Tourist Organization (JNTO), Chiba Prefectural Government / Chiba Municipal Government, Japan Broadcasting Corporation (NHK) / The Japan Commercial Broadcasters Association (JBA), KEIDANREN (Japan Business Federation) / The Japan Chamber of Commerce and Industry (JCCI) / The Tokyo Chamber of Commerce and Industry / The Chiba Chamber of Commerce and Industry, Chiba Prefectural Government / Chiba Municipal Government, Japan Broadcasting Corporation (NHK) / The Japan Commercial Broadcasters Association (JBA), KEIDANREN (Japan Business Federation), The Japan Chamber of Commerce and Industry (JCCI), The Tokyo Chamber of Commerce and Industry / The Chiba Chamber of Commerce and Industry Commercial Service, US Embassy in Japan / Trade and Investment Office, Ontario Government of Canada, Embassy of Canada to Japan



**Japan Electronics and
Information Technology
Industries Association**

CEATEC 2022 Sponsor

Mission

To connect all industries to solve social issues for Society 5.0 and realize a platform that connects stakeholders with the IT/electronics industry at its core.

Business Activities

Policy Recommendations	Policy recommendations toward realizing Society5.0
Problem solving	Efforts to solve social issues and common industry issues
Research and Statistics	Research and statistical work for timely identification of trends in a wide range of product fields
Market Creation	Promoting innovations and creating new markets by co-creations and competition

Members/Chairman

Number of Member Firms: 389

Chairman: Satoshi Tsunakawa (Chairperson, Board of Directors
Representative Executive Officer
President and CEO, Toshiba Corporation)

CEATEC 2022

Actively inviting member companies to exhibit and attract visitors



COVID-19 Infection Control at CEATEC: Venue Operations

New approaches in holding CEATEC at the Makuhari Messe venue

Points of Focus (Including under consideration)

- **Strict adherence to a complete registration system for admission**
 - **Venue configuration, traffic flow, and booth allocation to avoid crowding**
 - **Booth design with consideration for infection control, and exhibitors' understanding and cooperation**
 - **Strengthening of infection control measures in booths, and understanding and cooperation by the exhibitors**
 - **Measurement of Co2 concentration in cooperation with Makuhari Messe**
-
- **Basic measures against infectious diseases (temperature check, disinfection, wearing of masks, etc.)**



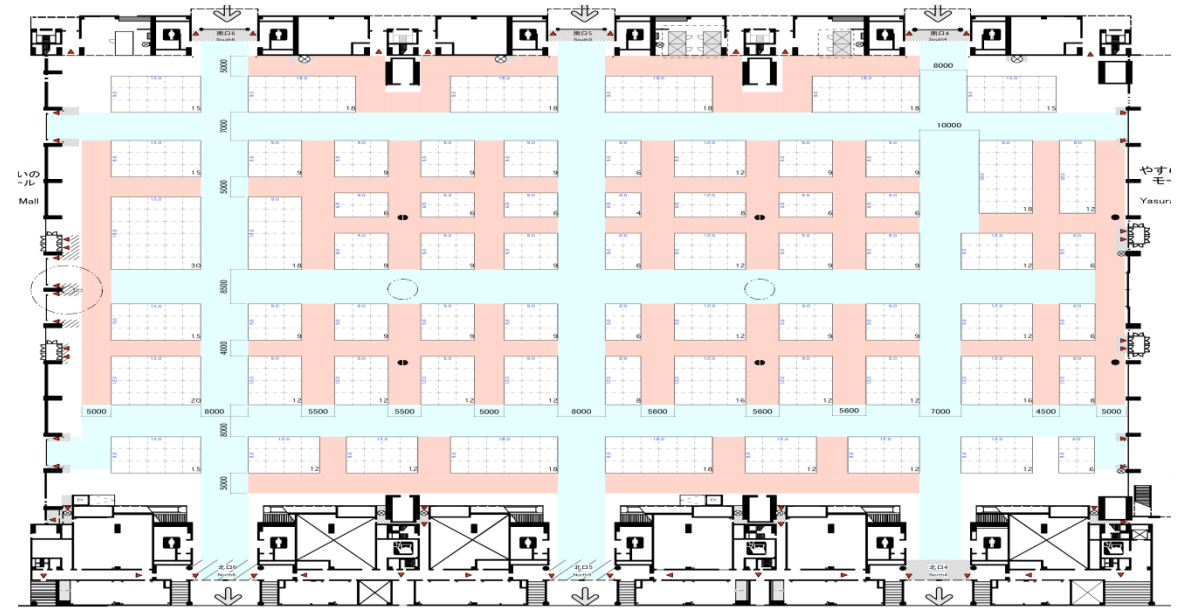
COVID-19 Infection Control at CEATEC: Booth Layout

New approaches in holding CEATEC at the Makuhari Messe venue

Improve the Spatial Density in the Aisles

Set a goal to increase the number of booths facing the 4-way passage.

Set a goal to increase the width of the aisles as much as possible.



Note: Venue map and photos are simulated.

Makuhari Messe Exhibition Hall

North Gate

(similar gate on the South side)

Air intake
(setup in each hall)

Air intake
(setup in each hall)

The measurement sensors installed in the HVAC units of each exhibition hall will measure the Co2 concentration in the venue during the exhibition hours to maintain a comfortable environment.

Effects to Expect from Exhibiting at CEATEC

Promote Co-Creation

Promote and share new business plans

Discover new business partners

Discover prospective customers

Branding and awareness improvement

Broaden existing business

Improve credibility with prospective customers

Gather and share issues

Research and opinion gatherings

A Venue to Transmit Business Transformation



Initiatives Toward the Media

**Increases added value
in exhibiting**

**Promotes activities such as
media coverage, which is one of
CEATEC's greatest features.**

**Allows exhibitors to plan
information deployment by
utilizing the content of exhibits**

**Consideration to strengthening
ties with the media and
interlinking projects**

**Media Convention,
preview day for the media, will be held on
Monday, October 17**



Initiatives for Executives and Government Officials

CEATEC's Topicality and Uniqueness

Many executives and government officials visit CEATEC every year

The show will continue to strengthen its efforts to invite dignitaries.

The visitation tour will be conducted with awareness on infection control.

The show requests exhibitors' understanding and cooperation during the visitation.

**Opening Event,
will be planned to be held on
Monday, October 17**





Across Japan / Information Deployment

**Information transmission from various
regions, and observation visits**

**CEATEC 2021 will connect with
nine regions across Japan
to hold conferences on
regional visions and strategies.**

CEATEC 2022
**Programs that utilize the
benefit of online connection**

**Collaborating with satellite venues,
which connect with the community**

**Online observation tours that can be
joined from any region**



Makuhari New City is a designated area of Chiba City's National Strategic Special Zone.

**In 2019,
autonomous driving
demonstration was held
on public roads.**

**National Strategic Special
Zone Business Development**

**Activities that make use of
the characteristics of the host area**

**Taking advantage of
regional characteristics,
new initiatives are
being considered for 2022.**



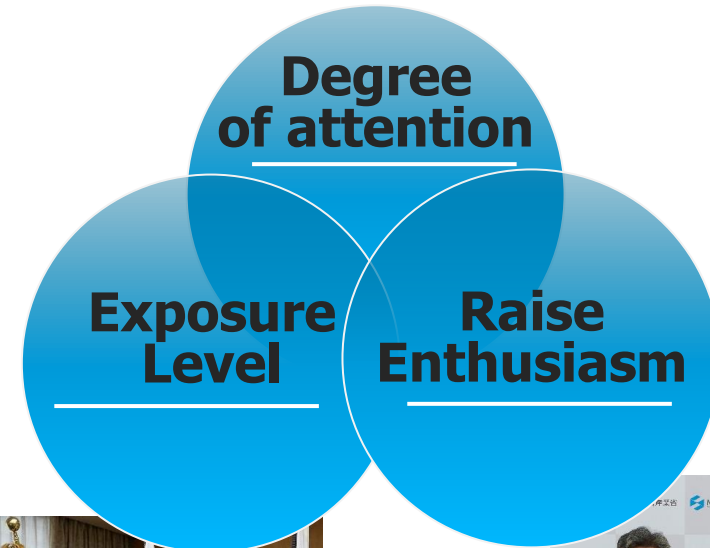


CEATEC AWARD 2022

Details will be announced
in late March 2022.

Among the technologies, products and services to be exhibited at CEATEC 2022, the CEATEC AWARD Panel of Judges will evaluate the exhibits and projects submitted in advance by exhibitors, and select those assessed to be highly innovative and superior in terms of their academic and technological perspectives as well as their marketability and future potential.

(Entries must be on exhibit at CEATEC2022)



NEC (right) was awarded by Minister Yasushi Kaneko (left) the CEATEC AWARD 2021's MIAC Award



Toshiba (right) was awarded by Minister Koichi Hagiuda (left) the CEATEC AWARD 2021's METI Award

CEATEC AWARD

Awareness and Behavior of Visitors at the Exhibition Site



2. Information on CEATEC 2022 Call for Exhibitors

- (1) CEATEC 2022 Areas & Composition**
- (2) CEATEC 2022 Support Services**
- (3) CEATEC 2022 Application Procedures
& Schedule**



**Aiming to realize Society 5.0,
CEATEC will provide a new
“Venue for Co-Creation” in 2022**

NEW for 2022

Partners Park

Partners Park

NEW for 2022

The Theme for Partners Park 2022 will be
Digital Garden City

We aim to create a “park” where people from all industries and sectors as well as countries/regions can come together to create new businesses, support the Digital Garden City, and envision a new society and lifestyle.

1. Eligible Participants of the Partners Park

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. Participation Eligibility to the Partners Park

- 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 CEATEC sponsor.

3. Participation Benefits of the Partners Park

- 1) Announcement on various CEATEC publications (web and printed materials)
- 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*
- 5) Provision of information on the visitor dynamics of CEATEC as a whole*
- 6) Set up original participation rules for the relevant park*

*Only for Premium Partners

Partners Park

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.

Total Solutions

Key Technologies

Smart x Industry

Startup & University

Each company/organization will set up a booth to exhibit their technologies and solutions.

Each company/organization will improve brand awareness and promote their products and services.

Total Solutions



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

For those who want to:

- Communicate our company-wide vision and new business model for Society 5.0.
- Develop a comprehensive exhibition that cuts across sectors because our company is divided into multiple business sectors.
- Exhibit our solutions in a new category that targets various industries, and more.

Eligible Exhibitors

CPS/IoT and total solution/products that support the realization of “Society 5.0”.

Key Technologies



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

For those who want to:

- Exhibit electronic components by application.
- Exhibit content focused on a specific technology.
- Exhibit devices and technologies for which the destination market has not yet been determined, and more.

Eligible Exhibitors

Electronic components and devices, apparatus, AI and big data, 5G, cyber security, software and more

Smart X Industry



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

For those who want to:

- Exhibit content specializing in smart mobility, such as connected cars and electric vehicles.
- Exhibit content specializing in productivity improvement through the use of AI and IoT.
- Exhibit content specializing in healthcare, such as telemedicine, and more.

Eligible Exhibitors

Next-generation mobility, next-generation lifestyles, smart factories, and smart homes

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.

Eligible Exhibitors

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

ONLINE

Area	Entrance	List of corporate booths	A corporate booth site	Exhibit Channel (Additional channels available as an option)
Image of the page				
Main features	<ul style="list-style-type: none"> • My Page • Jump to the list of corporate booths • Jump to the conferences page ... and more 	<ul style="list-style-type: none"> • Free word search • Category search 	<ul style="list-style-type: none"> • Company logo • Company introduction • Images • Exhibit Channel • Questionnaire survey • Video images 	<ul style="list-style-type: none"> • Introductory images • Production introductory video • Reference download • Contacts function
Overview	<p>This is the first page to encounter after admission registration (login).</p> <p>Visitors can jump to conference venue or corporate booth site from the entrance.</p>	<p>From the list of corporate booths, visitors can search for specific companies by company category or search term.</p>	<p>Exclusive booth for the company can be posted online.</p>	<p>A product or service page can be created in the booth to introduce the product or solution.</p>

► ONLINE booth management console is provided to each company, and by simply preparing the specified images and text, it is possible to create a rich booth without any knowledge of HTML or other software.

Note: Content can be easily changed and added in real time from early to late October.

Booth Specifications, Booth Location Selection, and Exhibit Fees for Each Exhibit Area

Area	Partners Park		Total Solutions		Key Technologies		Smart x Industry		Startup & University
Participation Specs	Premium Partner	Regular Partner	Standard Booth	Small Package Booth	Standard Booth	Small Package Booth	Standard Booth	Small Package Booth	
Eligible Participants	Companies/organizations that will embody the future society of Society 5.0 with partners from all industries and sectors by setting original themes.		Companies/organizations that will showcase solutions and products for all industries.		Companies/organizations that will showcase electronic components and devices, as well as diverse technologies such as software.		Companies/organizations that will showcase innovative solutions and products for a specific field or industry.		Domestic and international startups in business for 9 years or less and academic institutions aiming to implement their research results in society.
Decision of Booth Location	To be determined by the organizer		Selection (the order of selection will be determined by the order in which the exhibitor application forms are submitted.)						To be determined by the organizer
Basic Ornaments	N/A		N/A	Available (included in Exhibit Fee)	N/A	Available (included in Exhibit Fee)	N/A	Available (included in Exhibit Fee)	Available (included in Exhibit Fee)
Participation Space	81m ² or more	27m ²	1 ~ 100 booths	1 or 2 booths	1 ~ 100 booths	1 or 2 booths	1 ~ 100 booths	1 or 2 booths	1 or 2 booths
Exhibit Fee (including consumption tax)	JPY3,300,000 for 81m ² JPY44,000 for each additional square meter	JPY1,100,000	JPY396,000 per booth JPY363,000 per booth for sponsor/ co-sponsor member firms	JPY187,000 per booth	JPY396,000 per booth JPY363,000 per booth for sponsor/ co-sponsor member firms	JPY187,000 per booth	JPY396,000 per booth JPY363,000 per booth for sponsor/ co-sponsor member firms	JPY187,000 per booth	JPY132,000 per booth

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& Schedule



2022

Makuhari Messe

Venue

October 18 (Tue) to 21 (Fri)

**Filled with
excitement**

**Thrilling &
interesting**

**Direct conversation
with visitors**

ONLINE

Venue

**Beginning to end of
October**

**Capable of approaching
targets across nation
and globally**

**Place of contact
with online
visitors**

**Effective way to use
videos and reference
materials**



Through the two venues, exhibitors can

- Promote products and services to prospective customers even before the start of the event
- Visualize the level of interest by analyzing leads who attended both Makuhari Messe and online venues.
- Promote products and services to prospective customers even after the event, and acquire visitor information

Support Menus

- ▶ **Exhibitors will be able to take advantage of the various support and services offered by CEATEC according to their objectives.**

ONLINE Booth

- ▶ Exhibitors can link directly to the special pages created on their own from the CEATEC 2022 venue map.

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 2020 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.

Corporate Seminars (Exhibitor Seminars)

- In addition to exhibitors, this menu allows non-exhibiting companies to hold seminar sessions during CEATEC. This is a great opportunity to propose fields and technologies that are difficult to express in conventional exhibitions.

Rooms in the Makuhari Messe International Exhibition Halls

Maximum capacity: 50

- Participation fee (All fees include consumption tax)

Seminar at the Hall (4 days): One session (60 min.)

CEATEC 2020 Exhibitors: JPY220,000

Corporate seminar participant: JPY550,000

- Supplied equipment (free of charge)

Reception table, Device to read visitor data at reception table, Audio equipment, Projector, Screen, Podium, Microphone stand, One receptionist, One equipment operator, Disinfectant spray (alcohol) dispenser at the door

Infection control measures such as disinfection, cleaning, and ventilation will be taken at the venue.

- Please bring your own PC and other equipment.
- Additional equipment, such as an Internet connection, is available as a charged service.

Inside Online Venue

- Participation fee

Online streaming

(from the start of streaming until the end of October)

CEATEC 2020 Exhibitors: JPY550,000

Corporate seminar participant: JPY1,100,000

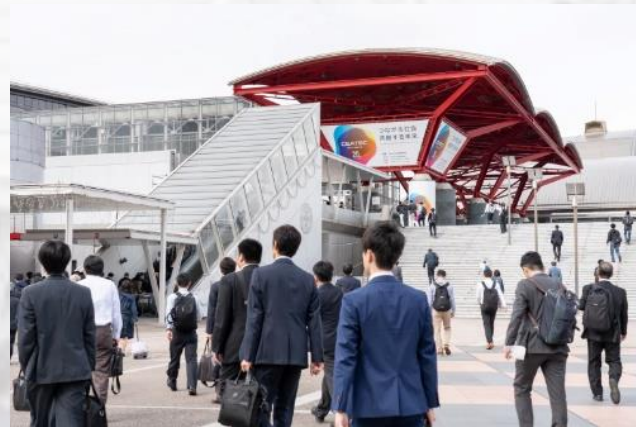
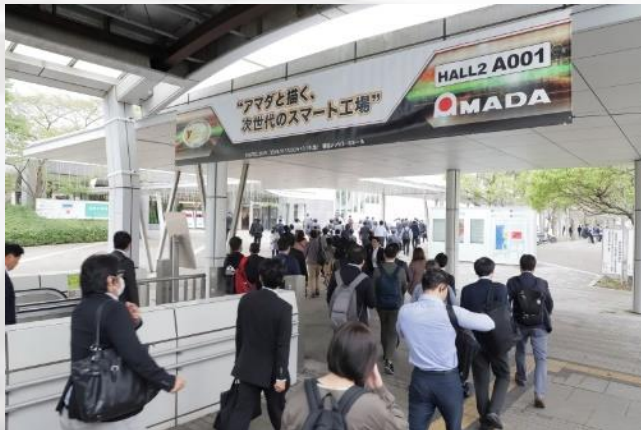
Support Services

Notification on the Official Website, Notification via Newsletter and on Social Media, Audience Reservations (in accordance with the CEATEC admission registration system), and Provision of Audience Data (in CSV format)

Ad Menu

- Signage ads will be available for display along the thoroughfare from JR Kaihin-Makuhari Station to Makuhari Messe

These ads will be seen by visitors on their way to the venue, so make use of them to promote your brand and attract people to your booth!



More advertising menus will be made available in addition to the ones shown below.
(Additional menus will be announced separately in July.)

2. Information on CEATEC 2022 Call for Exhibitors

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Exhibition Regulations



@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)

Exhibition Guide (pages 21-28)

CEATEC 2022 Exhibition Regulations

1. Exhibit Fees & Plans

1-1. Partners Park (@Makuhari Messe)

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)

◆Premium Partner Participation Space: More than 81m ²	81m ² : JPY 3,300,000 Additional charge for over 81m ² : JPY44,000/m ²
◆Regular Partner Participation Space: 27m ²	27m ² : JPY 1,100,000

(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)

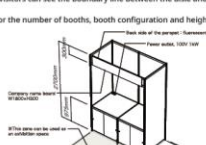
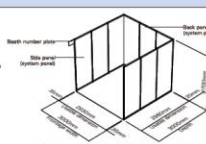
Exhibit Fee (All rates include consumption tax)

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

(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.

(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 m² 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 exhibitor may apply for up to two booths.

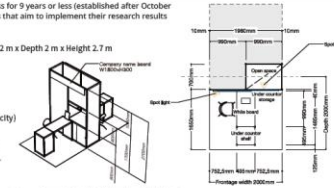


1-3. Startup & University (@Makuhari Messe)

Fee per booth shall be as follows.
Exhibit Fee (All rates include consumption tax)

Startup & University Booth (Supplied with accessories kit)	Fee per booth: JPY132,000/booth
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(1) Eligibility: Companies that have been in business for 9 years or less (established after October 2013) / Universities and educational institutions that aim to implement their research results in society
(2) Booth Specifications
① Specifications for one booth: Frontage width 2 m x Depth 2 m x Height 2.7 m
② Supplied facilities
• Foundation panel
• High chair
• A4-size whiteboard
• Company name plate
• Two electric sockets (Single-phase 100V, up to 500 W output capacity)
• Lighting fixture
• Display counter (900 mm high with lockable storage space)
③ An exhibitor may apply for up to two booths.



1-4. ONLINE Plan (@Online site)


(1) Eligibility: CEATEC 2022 exhibitors, or corporations that conform to the "Exhibitor Qualifications"
(2) Online Exhibit Fee (All rates include consumption tax)

Premium Plan	JPY2,200,000
Standard Plan	JPY1,100,000
Basic Plan (Free of charge for exhibitors participating at Makuhari Messe)	JPY330,000

(3) Contents of ONLINE Plan booth
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.
1-5. Matters Regarding Expenses Other than Exhibit Fee (@Makuhari Messe)
(Apply from the Exhibitor Manual to be distributed later.)
Note: The following expenses and booth facilities other than foundation panels are not included in the booth fee.
All rates include consumption tax.

Primary power source construction cost + Electric consumption fee 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. Overtime working hours fee (Free of charge during the regular working hours)	JPY11,000/hr
Utility Space * 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

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



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Please be aware that application procedures vary between exhibit areas.

Application Procedures for Exhibition

1 Apply

... Fill out the required fields on the web application form and submit it.

2 Temporary acceptance of exhibit application (automatic email)

... The Management Office will send an e-mail to the applicant to notify temporary acceptance of the application.

3 Completion of Exhibit Application (email from the Management Office)

... After confirming the details of the application, the Management Office will send a confirmation e-mail to the applicant.

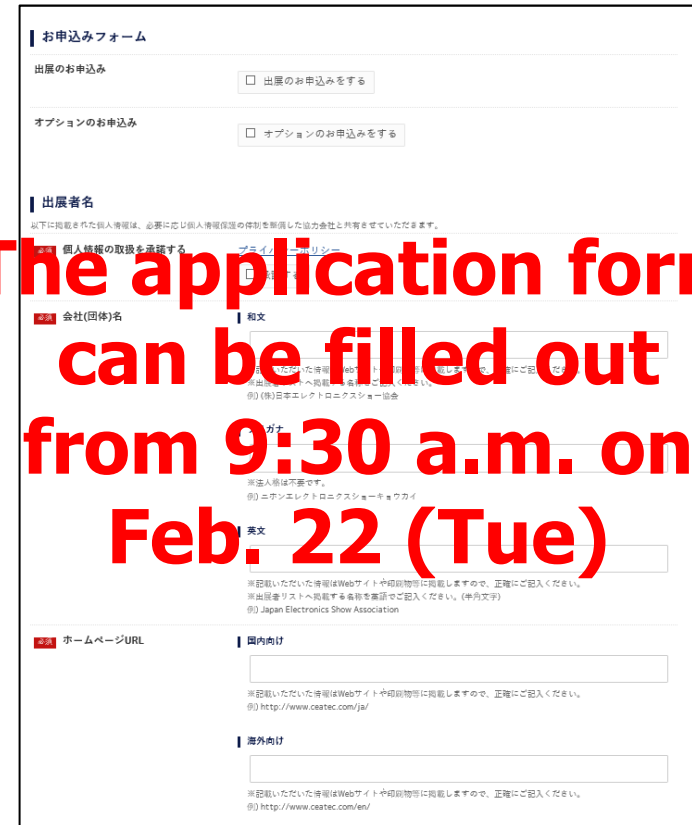
Any changes to the information entered in the application form will be processed separately using the prescribed documents.

Entering the Application Form

■ Accepted only through the website Registration begins at 10:00a.m. on Feb. 22 (Tue.)



The application form
can be filled out
from 9:30 a.m. on
Feb. 22 (Tue)

The image shows a screenshot of the exhibition application form. The form is titled 'お申込みフォーム' (Application Form). It includes sections for '出展のお申込み' (Exhibition Application) and 'オプションのお申込み' (Option Application), both with checkboxes. The '出展者名' (Exhibitor Name) section includes a note about the need to provide personal information and a dropdown menu for '個人情報の取扱いを選択する' (Select how to handle personal information). The '会社(団体)名' (Company/Institution Name) section has a text input field. The '和文' (Japanese) section has a text input field. The '英文' (English) section has a text input field. The 'ホームページURL' (Homepage URL) section has a text input field. The '国内向け' (Domestic) section has a text input field. The '海外向け' (Overseas) section has a text input field. The form also includes a '戻る' (Back) button and a '次へ' (Next) button.

The application form in English will open in early March.

Schedule

Feb.

22 (Tue.), 10:00a.m.
**Start accepting
exhibit applications**

Apr.

**28 (Thu.) Deadline for
Priority Acceptance of exhibit
applications**

May

**31 (Tue.) Final Deadline for
accepting exhibit applications
for Makuhari Messe**

Jun.

**30 (Thu.)
Exhibit Fee payment due**

Jul.

**Early: Exhibitors Briefing Session & Session for
Selecting Booth Location**

Mid: Distribution of official press release

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

Oct.

1(Sat.): ONLINE venue opens to the public

Prep: 15 (Sat.) – 17 (Mon.)

17 (Mon.) Opening Event (planned)

CEATEC 2022: Oct. 18 (Tue.) – 21 (Fri.)

21 (Fri) from 17:00 dismantling & removal

31(Mon.): ONLINE venue closes

Dec.

**30 (Fri.) Payment due date for
items other than Exhibit Fee**

Thank you for your participation.

We look forward to your participation at CEATEC 2022.



- For inquiries, contact:
CEATEC Management Office (Japan Electronics Show Association – JESA)
E-mail: contact2022@ceatec.com